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# CANADExPORT

Department of External Affairs  
Min. des Affaires étrangères

LATEST ISSUE

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## Canada's Exports in '95 Grow at Unprecedented Rates

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*In his year-end message, which follows here, International Trade Minister Roy MacLaren noted that "Canada's exports are growing at unprecedented rates" and that "Canadians have every reason to take pride in their exceptional performance in foreign markets and to celebrate their successes."*

**Record Export Growth**  
Month after month, Statistics Canada has reported substantial increases in our exports, but it is only by adding up the figures that these routine, monthly announcements reveal the economic phenomenon that lies behind them.

In the first nine months of the year, Canada's merchandise exports grew by a remarkable 20 per cent and its trade surplus by a dramatic 63 per cent, compared to the same period last year. This follows a similar export performance in 1994,

when exports of goods rose 20.5 per cent over 1993 and the trade surplus grew by 34 per cent.



This rapid growth in our exports is diversified. It is taking

place primarily in value-added and major export sectors such as industrial goods, machinery and equipment, and automotive products, as well as in more traditional sectors such as forestry products.

It is also taking place in all major world markets. Our exports to the United States were up 17 per cent in the first nine months of 1995 over the same period in 1994; to Latin America, 29 per cent; to Japan,

### CULTURAL ATTACHÉ SUPPLEMENT

Pages 1-16

### NEW DEAL WITH EU WILL BENEFIT CANADIAN EXPORTERS

A broad agreement reached earlier last month between Canada and the European Union (EU) will benefit Canadian exporters of products ranging from grains, shrimps and cheese to snowmobiles.

The agreement deals with compensation for higher EU import duties on a large number of products as a result of the accession of Austria, Finland and Sweden to the EU, and settlement of other bilateral agricultural trade issues.

The compensation includes significant tariff reductions on Canadian farm, fish, paper and snowmobile products; improved access for durum wheat, canary seed and oats; and settles Canada's outstanding rights on barley.

#### Here are some of the agricultural changes:

- duty elimination on canary seeds;
- duty-free 50,000-tonne

Continued on page 5 - New Deal

32 per cent; to the European Union, 42 per cent; to China, 44 per cent; and to all other Asia-Pacific nations, 47 per cent.

Although exports of services, Continued on page 4 - MacLaren

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# SHARING TRADE SECRETS

## Products of Small Quebec Company Sold Worldwide

*A company does not have to be big to export worldwide. Product, price and quality will do the job, as Lippert Pintlepin Manufacturing Inc. has shown.*

This small family business, located in Rock Forest near Sherbrooke, Quebec, came into being about 30 years ago when Bob Lippert invented the pintlepin, which still bears his name. With it, conveyers for the pulp and paper industry can be installed one section at a time.

Previously, installation of a new conveyer belt on a production line was tremendously costly for manufacturers, requiring the complete dismantling of the old one-piece conveyer.

### Modest Beginnings

The company started in Bedford and moved to Magog in 1983 and on to Rock Forest in 1985, where it suffered a major setback when the premises were completely destroyed by fire.

"However, there was a positive side to the disaster," says Mrs. L'Nell Corriveau, the

inventor's daughter and the company President. "Not only did we rebuild everything, we expanded the premises and equipped it with the latest new technology."

The company has just completed another expansion, quadrupling its surface area — all to meet growing customer demand.

### An Export-Based Company

How Lippert overcame these difficulties and even benefited from them can be summed up in one word: exports.

In spite of its setbacks, the company launched immediately into exporting, a point of pride with Mrs. Corriveau. "As early as 1980," she remarked, "we had customers in the UK, the USA and of course Canada, while continuing our expansion on the foreign markets with the help of

the Canadian embassies and consulates."

Today, Lippert is exporting as much as 95 per cent of its products, including 70 per cent to the U.S., and the rest to some 20 other countries.

What is the key to the success of this little company of 35 employees (10 new ones since late October)?

### Meeting the Customers' Needs

The company, which already has more than 4,000 types of pintlepins in its panoply, always meets the specifications of its customers, most of which are companies that manufacture conveyers.

André, Mrs. Corriveau's husband and Vice-President of Production, said, "all of our pins meet the quality standards, specifications and needs of our customers. We have a whole array of pintlepins suited to any type of conveyer on the market. If the client needs a pintlepin that doesn't exist, we invent one to meet his requirements."

Pintlepins are made using one or more filaments, together or separated, out of nylon, polyester or peek, depending on the requirements of the customer, who can choose the raw material for the pins and provide the

*Continued on page 14 — Sharing*

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# PARTNERS FOR PROSPERITY

*Business leaders from Canada, Mexico and the United States will find much to interest them in a meeting to be held April 28 to 30, 1996 in Guadalajara, Mexico.*

The **Third General Meeting on Higher Education, Research and Training Collaboration in North America**, with *Partners for Prosperity* as its title, will draw business more closely into a process of consultation and joint planning with decision-makers from higher education, non-governmental organizations, foundations and governments in a process that will benefit all partners.

Business executives will describe their need for cutting-edge research and for employees with an international perspective to their counterparts from universities, colleges and governments in three countries. In return, they will be updated on fast-developing relations across higher education institutions in North America and on emerging best practices in education and training, research and community development. Most important, they will help advance an agenda which will benefit both the producers and the users of knowledge and knowledge-workers into the 21st century.

In a global economy where understanding the culture of trading partners, upgrading the workforce and incorporating new discoveries and technologies into corporate practice are essential for success, business and higher education are natural partners. The Minister of Foreign Affairs,

the Honourable André Ouellet, calls this a "privileged area of Canadian foreign policy" since it deals with the human dimension and implications of North American economic integration.

## Conference Highlights

The interconnections between advanced education and training, research and its transfer to the economy, business success and community development will be featured at the conference.

The program will consider **policies** of governments, institutions and associations which support economic, social and cultural connections across North America, innovative **practices** which increase collaboration across sectors and countries, and **proposals** for further cooperative action.

The agenda will allow invited participants to hear outstanding experts from the three countries in plenary sessions, to engage in round table discussions, to learn from case studies and poster sessions, and to plan future international collaboration in workshops.

Topics include uses of new technologies in work and study, the role of research councils, professional certification and program accreditation across borders, the expansion of co-op programs and distance learning, and R&D in relation to the needs

of communities and small businesses.

## Task Force Developments

The North American Task Force on Higher Education Collaboration, comprised of academic, business, foundation and government leaders from Canada, Mexico and the United States was inaugurated at Wingspread, Wisconsin in September 1992 and organized a second conference in September 1993 at Vancouver where 300 participants identified priorities for strategic partnerships.

Subsequently, nine Working Groups have advanced trilateral collaboration in such areas as distance learning, student and faculty mobility, portability of credentials and business-higher education liaisons.

For example, a Program for North American Mobility in Higher Education, recently announced and supported by governments of the three countries, will involve more than 200 Canadian students and faculty in academic and work exchanges over three years.

Work is proceeding to create a business-higher education forum in Mexico which will be well positioned to collaborate with similar organizations in Canada and the United States on matters of

*Continued on page 15 —  
Partners for Prosperity*



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## MacLaren Paints Positive Trade Picture — *Continued from page 1*

which represent roughly 13 per cent of our exports of goods, have not progressed as vigorously, they nevertheless grew by 12 per cent in 1994 over 1993 and by 10.5 per cent in the first nine months of 1995 over the same period last year.

The robust expansion of Canadian exports of goods and services has greatly increased the share of our national income derived from trade. As a proportion of our gross domestic product (GDP), our exports of goods and services amounted to 26 per cent in 1992. For 1994, this figure reached 33.2 per cent, and by September 1995, the annualized rate for these exports had grown to 36.6 per cent of our GDP.

### Significance to Canadians

For individual Canadians, this means that exports have now become the most significant factor in the growth of our GDP and one of the most important contributors to job creation. Indeed, based on economists' estimates, every \$1 billion in exports sustains 11,000 to 12,000 jobs.

These outstanding results are not simply due to changes in the value of the Canadian dollar. Far more important has been improved market access resulting from multilateral and regional trade and investment liberalization; the growing international demand for Canadian goods and services; and the fact that individual companies, large and small, are rising to the challenge of the global marketplace.

### Team Canada Gets Results

Canadians increasingly see the benefits of working together to achieve success in international

markets. In doing so, they give real meaning to the Team Canada approach to international trade so successfully championed by the Prime Minister. It is when we, in government, in industry and as individual Canadians from all regions and all walks of life, pull together that we succeed best. Canada works and Team Canada makes it work.

In 1994, we went one step further in the Team Canada approach and instituted a domestic partnership of the private sector and the federal and provincial governments, which now ensures that together we develop and implement a targeted, co-ordinated and effective international business development strategy for Canada.

This strategy also takes into account that small and medium-sized enterprises (SMEs) are the main generators of additional jobs in Canada and stresses the need for more of them to turn their attention to the opportunities offered by export markets.

We have engaged the banking community to become more involved in financing support for new exporters. The Export Development Corporation (EDC) has also put into place more creative export financing and special facilities to provide improved service to SMEs. Abroad, the Trade Commissioner Service will focus on the new needs of Canadian companies, particularly SMEs, as they face a more competitive world.

### Market Access

Access to markets is among the most significant factors in winning additional world business.

New Year's Day 1995 marked the birth of the new World Trade Organization (WTO), the successor of the GATT (General Agreement on Tariffs and Trade). With more than 125 members, the WTO provides the institutional foundation for the globalized economy.

The culmination of more than seven years of negotiations, the Uruguay Round Agreement of the GATT cut tariffs on goods by about 40 per cent worldwide, brought developing countries more into the world economy, and set the stage for rules-based trade liberalization in services, government procurement, investment and agriculture, as well as industrial products.

Canada pursued efforts in 1995 to push forward the global trade liberalization agenda in both regional and multilateral forums. We have been actively engaged in the successful conclusion of the WTO negotiations on trade in financial services.

We have worked closely with our Quad partners (the United States, Japan and the European Union) to push the multilateral trade and investment agenda forward. In the OECD (Organization for Economic Co-operation and Development), we have helped launch the negotiation of the first-ever comprehensive multilateral agreement on investment.

We have also reached out to middle-size exporters by organizing an informal meeting of 10 trade ministers in Vancouver to begin to pave the way for the first WTO Ministerial Conference, to be held in Singapore in 1996.

*Continued on page 13 —*

## Canada-Australia Arrangement to Enhance Trade

Increased business between Canada and Australia, particularly among their respective small- and medium-size enterprises, is one of the anticipated results of a **Trade and Economic Cooperation Arrangement (TECA)**, signed in Australia on November 15, 1995.

The **TECA**, recognizing the second century of Canada-Australia relations, establishes a Ministerial level Consultative Group on Trade and Economic Cooperation that will consult and cooperate on multilateral, regional and bilateral trade policy issues, as well as on business development.

The Consultative Group will identify options and propose action for further liberalization

and promotion of trade in areas such as market access for goods and services, mutual recognition of industry and professional standards in priority areas, and tariff simplification exercise.

Five priority sectors, identified for the first year, include environmental technology and services, mining and oilfield equipment and services, information services, distance education and entertainment industries (film, multimedia).

The arrangement will enhance business cooperation between the two countries, hence strengthening the export prospects of the companies involved. Canada will be a base for regional operations in North America and Australia a base for Southeast Asia.

The Consultative Group also will discuss how best the two countries can cooperate in pushing the trade liberalization agenda in multilateral or regional fora, such as APEC, the Association for Pacific Economic Cooperation.

For more information about the arrangement or about Canada-Australia trade, contact:

Barbara Tink, South Pacific Division, DFAIT, Ottawa, Tel.: (613) 995-7652; Fax: (613) 996-4309.

John Donaghy, Canadian High Commission, Canberra, Australia, Tel.: (011-61-6) 270-4032; Fax: (011-61-6) 270-4695.

Jim Feir, Canadian Consulate General, Sydney, Australia, Tel.: (011-61-2) 364-3044; Fax: (011-61-2) 364-3098.

## New Deal Benefits Exporters – *Continued from page 1*

quota on durum wheat;

- new 10,000-tonne duty-free tariff rate quota on worked oats (racehorse feed);

- improved access under the administration of the pork import quota, and maintenance of the level of 75,600 tonnes on final implementation of the Uruguay Round tariff reductions;

- improved access to cereal grain markets (high-quality wheat, durum wheat);

- an increase in the reduced duty quota for Canadian aged cheddar cheese from 2,750 tonnes to 4,000 tonnes;

### **Fish and seafood changes:**

- tariff elimination on boiled and peeled shrimp within an annual quota of 500 tonnes;

- a 2 percentage point tariff reduction on whole frozen lobsters (8 per cent to 6 per cent);

- lower tariffs on other fish products (cooked lobster flesh, whitefish, hard and soft roes, fish meal, frozen freshwater crayfish);

### **Other non-agricultural changes include:**

- accelerated elimination of tariffs on certain uncoated paper, giving duty-free access to the European market in the year 2000 — four years earlier than originally planned;

- accelerated tariff elimination on newsprint, giving duty-free access to the EU by 2002;

- 50 per cent tariff reduction on snowmobiles (10 per cent to 5 per cent);

- duty elimination on ice skates, pig iron and snow-groomers;

- speedier Uruguay Round tariff reductions on lead, zinc and

chainsaw blades;

- accelerated duty reductions on semi-conductors.

The market access improvements brought about by this agreement will complement the second stage of Uruguay Round reductions which will also improve Canadian exporters' access to the EU market.

The agreement also accelerates the Uruguay Round duty reductions on all non-agricultural products. (The first phase of the Uruguay Round tariff reductions was implemented one year ago, on January 1, 1995.)

For more information on these changes and how to take advantage of them, contact the European Union Division, DFAIT. Tel.: (613) 995-8297. Fax: (613) 944-0034; or the Agricultural Trade Policy Division. Tel.: 995-3256. Fax: (613) 944-0756.

## Telecom Mission Communicates in East Africa

A recent Department of Foreign Affairs and International Trade (DFAIT) telecommunications trade mission to East Africa confirmed three significant facts: great interest in Canadian products, abundance of solid opportunities for Canadian firms, and availability of financing to support Canadian marketing efforts.

### Telecom DFAIT Priority

DFAIT has targeted telecommunications (40 per cent of Canada's total telecom sales are from exports) as a priority sector in Africa and has sponsored several events in recent years to assess the market and promote Canadian products and services there.

Canadian firms already have made significant inroads in this market, but enormous opportunities still abound, particularly for companies that keep ahead of the competition.

### Positive Findings

A November 1995, DFAIT-led telecommunications trade mission to Ethiopia, Kenya and Uganda discovered that, while these countries' telecom needs are at different stages, they share a common goal: to expand their rural networks and incorporate the more enhanced services into their existing systems.

Not only are the countries interested in Canadian technology, the mission found the timing ripe for Canadian companies to develop contacts and lay some groundwork (SEGITEL, one of the mission participants, now is considering proposals and has submitted several bids). Meetings with prospective agents in all three countries revealed an awareness of, and interest in, Canadian expertise.

### Financial Support

Canada, as the mission also discovered, appears well-positioned to fill a need — at a time where there is interest and financial support.

The private-sector arm of the World Bank (the IFC), and the Aga Khan Investment Agency (Industrial Promotion Services), have both identified telecommunications as a priority and are ready to invest — immediately — in Kenya and Uganda.

Privatization is proceeding apace, particularly in Uganda, and licences have been issued for paging, cellular, and private radio.

### Contacts

For more information about opportunities in these countries, contact Elaine Butcher, DFAIT, Africa and Middle East Trade Promotion Division, Ottawa, Tel.: (613) 944-6586; Fax: (613) 944-7437 or directly contact the appropriate post: **Ethiopia**, Tel.: (011-251-1) 713022; Fax: (011-251-1) 713033; **Kenya**, Tel.: (011-254-2) 214-804; Fax: (011-254-2) 226-987/216-485; **Uganda** (see Kenya).

### Employment Too!

## Disney Adventure Animates Canada

The opening this month by Walt Disney Animation Canada Inc. of a Canadian studio with offices in Vancouver and Toronto is anything but a Mickey Mouse deal.

The move — which will employ 200 artists — culminates nearly three years of planning by Disney, the federal government of Canada, and the provincial governments of British Columbia and Ontario.

The facility, which will stimulate Canada's economic and artistic development, will produce direct-to-home video programming and, possibly, theatrical releases.

This programming will be done in conjunction with Walt Disney Television Animation, the producer of the all-time, best-selling direct-to-home video, *The Return of Jafar*, and *A Goofy Movie*.

"It's a great day," said Tom Ruzicka, Senior Vice President, Walt Disney Television Animation, "when we can announce that the terrific talent pool north of our borders will be joining with our studios in the U.S., Australia and Japan, making us truly a worldwide animation family."

Oh, yes. The employment issue!

Positions in all areas of animation are available, including animation directors, animators, in-betweeners, designers, storyboard artists, layout artists, colour stylists, as well as a digital ink and paint production team.

Artists interested in employment opportunities can contact the Walt Disney Animation Canada Inc. hotline: 1-800-369-7292.



# NEW ENGLAND

## NEW ENGLAND A KEY MARKET FOR EASTERN CANADA

*The New England region – which, for the report here, includes Massachusetts, Maine, New Hampshire, Rhode Island, and Vermont – is a popular destination for Canadian exports, primarily from Atlantic Canada and Quebec. In absolute terms, Canada sells 50 per cent more to New England than it buys.*

### NEW ENGLAND ECONOMIC OVERVIEW

New England, during most of the 1980s, witnessed rapid growth, thanks to a booming high-tech industry, expansion in financial services, and increases in defence spending.

The recession during the latter part of the decade saw the region face major defence cuts and a loss of some major manufacturers, the result being that New England emerged at a much slower pace than the country as a whole.

The last few years, using employment as a benchmark, have shown solid improvement, with the unemployment rate dropping from 8.0 per cent in 1992 to 5.9 per cent in 1994. This can be attributed primarily to the strength of the non-manufacturing sector, especially business services. (Major job losses in defence, health care (caused by consolidation) and particularly manufacturing, have never really been recouped.)

New England's employment growth in all sectors is predicted to be steady during the next four years, with unemployment falling to 5.4 per cent by 1998. Employment is forecast to continue growing annually, but at a slower rate than the current 2 per cent.

New England is pulling aggressively out of a prolonged recession and faces a future of moderate growth backed by impressive indicators, one being an 8 per cent increase in personal income since 1991.

### NEW ENGLAND - CANADA TRADE PROFILE

Trade between Canada and New England is on the rise, reflecting both the Canadian exchange rate advantage and the buoyancy of the New England economy.

The region accounts for only 6.6 per cent of the overall bilateral relationship. But this is by no means insignificant, given the fact that New England is not part of the auto trade network.

More than 70 per cent of all exports from Atlantic Canada go to the New England market. Quebec also counts on the region as one of its key markets, building on the solid ties forged by the more than 700,000 New Englanders of "French Canadian" ancestry.

Statistics confirm that the growth of trade is much closer on the New England-to-Canada level than the bi-national level, with Canadian exports to New England increasing by 13 per cent between 1993 and 1994 and imports from New England increasing by 14 per cent.

In absolute terms, however, Canada sells 50 per cent more to New England than it buys. In terms of content, the sophistication of the top three Canadian exports (telecommunications products, office machines, petroleum products) and the top three Canadian imports (electronic tubes & semiconductors, electronic computers, aircraft engines & parts) reflect the advanced, value-added characteristics of the trading relationship.

### NEW ENGLAND - CANADA INVESTMENT RELATIONS

Over the years, New England and Canada have enjoyed a very active reciprocal investment relationship. Seventy-two Canadian firms have offices or plants in New England. These range from Fisheries Products International, Cognos, Mitel Corp., and McCain Foods, to Québecor, Bombardier Inc., John Labatt, and Pharmacies Jean Coutu.

The largest Canadian investment in the past year was made by Pharmacies Jean Coutu. It bought 221 Brooks Drugstore outlets in New England, positioning itself as New England's number two pharmaceutical chain.

New England investment (95 offices or plants) in Canada is equally impressive, with among the better known names ranging from Raytheon, Digital, and Data General, to Gillette, John Hancock Insurance, Staples Inc., and Spalding Sports.

Digital ranks among the most celebrated of New England investments in Canada. The company made a landmark decision in 1992, designating Kanata, Ontario as the manufacturing site for its new line of PCs for the North American market. Kanata won this competition against U.S. and Mexican proposals.

This coincided with the company's first venture in the microcomputer market, returning it to a profitable situation in the last quarter after consecutive losses since 1990. The Kanata plant now employs

*Continued on page 9 – Key*

# NEW ENGLAND

## SIGNIFICANT OPPORTUNITIES

*New England offers significant opportunities to Canadian companies that strategically target markets where there exists a competitive advantage — be it through price or through a specific niche. The region, incidentally, has one of the largest concentrations of information technology firms (more than 2,300) in the nation.*

**Software and Hardware** — With over 1,900 software companies in Massachusetts and over 800 in New Hampshire, the New England area offers numerous opportunities for joint ventures and strategic alliances. Big names in software include Lotus, Powersoft and Banyan Systems. The hardware industry is also making a strong resurgence with companies such as Digital Equipment Corporation and Wang. A recent trade show in Boston, Internet World, drew 500 exhibitors and 30,000 attendees, highlighting a strong demand for products in this area.

**Medical and Biotechnology** — Solid opportunities can be found in these sectors. New England hospitals purchase close to US\$2 billion annually. More than 180 biotechnology companies seek strategic partners.

**Energy** — Canada is a major supplier of energy (particularly hydro-electric and gas) to New England and has a strong interest in the new gas finds off the coast of Nova Scotia. Hydro-Quebec is a key player in all of the Northeast United States.

**Telecommunications** — Significant opportunities for both large and small Canadian firms exist, especially in Massachusetts which is considered to have one of the largest concentration of telecommunications companies in the country.

**Defence** — Even with the recent downturn in defence spending, New England still has a large concentration of defence contractors.

**Transportation** — Large contracts will be available in rail, rapid transit, and buses as major developments are taking place in this sector. They include the \$1.2-billion Logan Airport modernization project and the Boston-Washington Amtrack high-speed rail project.

**Consumer Products** — New England has some of the highest per capita income earners in the nation,

allowing higher expenditures on consumer products. Most New Englanders have an awareness of Canada and view Canadian products as ones of quality. Crafts, apparel and furniture will continue to be well received in the area.

**Business Services** — Although difficult to quantify, all indications are that Canadian business services are in demand. This is evidenced by the presence in New England of companies such as Sun Life of Canada, DMR Associates, National Bank of Canada, The Bank of Nova Scotia and Laidlaw Environmental Services.

**Marine and Environmental Technology** — These are strong growth areas where Canadian companies are held in high regard and actively sought as strategic partners and suppliers.

### NEBS PROGRAM TO NEW ENGLAND

The **New Exporter to Border States (NEBS)** program is a crash course that provides the essentials for small and medium-size businesses exporting to the United-States. The availability of practical information — along with first-hand exposure to nearby U.S. border state markets — helps make NEBS an extremely popular and successful program.

NEBS is a cooperative activity that involves Foreign Affairs and International Trade, Canadian Consulates in the northern United States, regional International Trade Centres and provincial trade departments.

This year, in the Boston region, 11 NEBS events were completed successfully. The five following NEBS events are planned for the remainder of this fiscal year:

\* **Food Products (Atlantic Canada)** — February 5-7, 1996 — A three-day event that includes seminars, supermarket tours, and presen-

*Continued on page 9 — Significant*

## EDUCATION MARKETING INITIATIVE IN ASIA-PACIFIC

In April 1995, a Network of Canadian Education Centres (CECs) was created with CECs opening in Taipei, Kuala Lumpur and Seoul. New Centres are scheduled to open soon in Hong Kong, Bangkok, Jakarta and Singapore. With locally engaged managers trained in the Canadian education system, the Centres have become a focus for all Canadian education promotional efforts. The CECs bring to the attention of qualified, fee-paying international students, the excellence of Canadian education institutions and education products.

The Education Centre Network is unique in that for the first time, the Department of Foreign Affairs and International Trade, the Department of Citizenship and Immigration, the Canadian International Development Agency and the Asia Pacific Foundation of Canada have come together in formal partnership to establish offices dedicated specifically to education and education-related matters. The establishment of the Network gives expression to the Government's priority of making culture and education the Third Pillar of Canadian foreign policy.

The CEC Network is an initiative which operates on a cost-recovery basis. Over 85 institutions in Canada, including major universities, community and career colleges and public and private schools, are subscribers to the Network. In addition to subscription fees, which run from \$1000-\$2000 per Education Centre, service fees are charged for special events and activities. Special authority was sought and received from Treasury Board to reinvest

revenues produced by individual CECs back into those CECs and the Network.

While it is too early to declare the CEC Network a success, preliminary results are most encouraging. In Taipei in 1990, before the establishment of the Education Centre, fewer than 400 student visas were issued to Taiwanese students. In 1994, nearly 2000 student visas were issued to Taiwanese students. In pre-Education Centre Seoul, about 600 student visas were issued to Koreans; last year, over 900 were issued. Marketing produces results.

It is noteworthy that in Singapore, where we have not aggressively marketed since 1990, student authorizations (mostly undergraduate university study) have plummeted from 813 in 1990 to 404 in 1994. We can learn from our Commonwealth friends and competitors, the Australians. With the establishment of the Australian Education Centre in Singapore, their student visas have jumped from 2317 in 1990 to 3720 in 1994.

The message is clear. In the global economy, it is not enough for exporters to have just good services and products. In order to be competitive and to prosper, effective marketing systems are also needed. With our Education Centres in the Asia-Pacific region, we have taken a big step in that direction.

Watch for the next issue in which we share with you our education marketing plans for other parts of the world.

**SHOWCASING CANADIAN ARTISTS***Immaginario Inuit at Verona's Palazzo Forti—A Resounding Success!*

More than 25 000 people visited the exhibition *Immaginario Inuit: The Art and Culture of the Canadian Arctic*, staged in Verona, Italy between March 19 and July 9, 1995. Featured were more than 150 sculptures and engravings inspired by myths and legends drawn from the wealth of over 4 000 years of Inuit culture. At the opening gala, with 3 000 guests in attendance, Canadian Inuit Tapirisat President Rosemarie Kuptana eloquently described the ties linking the Inuit with their land, their belief system and their art. Demonstrations were given by Inuit master sculptors, throat singers and drum dancers. The event was widely covered by the Italian press and television. Numerous inquiries were received from curators interested in displaying the work of Inuit artists in their galleries. The exhibition and related activities were organized by Darlene Wright, curator of the exceptional Inuit collection in the Winnipeg Art Gallery, and Fabrizio Marcolini, the director of Giocoloco Communications, a new Toronto agency.

**Jeff Wall - Outstanding Artist**

"Jeff Wall is one of the most provocative figures in contemporary photography," commented *Le Monde* in its November 15 review of the exhibition *Jeff Wall* at the Galerie nationale du Jeu de Paume in Paris. Ever since the early 1970s, Jeff Wall has been putting his pictures together in the manner of a film maker, composing each scene in the minutest detail, and boldly venturing into complex productions and sophisticated systems, including digitalization, used to merge 50 photos into one. In fact, Jeff Wall is one of Canada's most prominent artists on the international scene at this time. This major exhibition was organized by the Chicago Museum of Contemporary Art (June 24 to August 20, 1995) in co-operation with the Galerie nationale du Jeu de Paume in Paris (October 10 to November 26, 1995), the Helsinki Museum of Contemporary Art (January 5 to February 18, 1996) and the Whitechapel Art Gallery of London (March 10 to May 5, 1996). It is being produced with the assistance of the Arts and Letters Division of the Department of Foreign Affairs and International Trade.

Works by several Canadian writers will appear on the U.S. market in early 1996. Leona Gom's *Labr* will be published by St. Martin's Press; Gail Anderson-Dargatz will see her book *Blood Road* published by Houghton Mifflin; *Picasso's Women* by Rosalind Macphée will be offered by Kodansha Americas, and The Overlook Press will publish Diana Hartog's *The Photographer's Sweethearts*. Evelyn Lau's U.S. rights for her novel *Other Women* has gone to Simon and Schuster, which plans a publication in February 1996, with a simultaneous release of the paperback reprint edition of her collection of stories, *Fresh Girls*. Moyez Vaasanji will also travel to the United States to promote his award-winning masterpiece, *The Book of Secrets*.

*B*ILLBOARD magazine recently announced, in New York, that JONI MITCHELL would receive The Century Award — the highest honour for distinguished creative achievement.

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**EUROPE**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
06/12/95- 25/02/96	David Rabinowitch, sculpture exhibition, Prague, Czech Republic	
All year	Copenhagen 96 Cultural Capital of Europe, Denmark Copenhague 96 Capital culturelle européenne Danemark	Toronto's Electronic Café will hook-up with the Electronic Café International; Louise Dompierre of The Power Plant, Toronto, will exhibit in Conteneur 96; LaLaLa Human Steps will perform; Robert Lepage and Ex-Machina will present "Les sept courants de la rivière Ota"
Janvier 96	Conférence de l'ambassadeur du Canada en Espagne, M. David Wright à l'Université de La Laguna, Tenerife, Îles Canaries	Organisée par le Centre d'études de La Laguna
January 96	Canadian Schools of Architecture Exhibition, The Robert Gordon University, Aberdeen, Scotland	Continues in February and March, University of Portsmouth, England
05/01/96- 26/01/96	Cirque du Soleil, Royal Albert Hall, London, England	Performances from 08/02/96 to late March in Hamburg, Germany, and 20/09/96 to 04/10/96 in Zurich, Switzerland
06/01/96- 03/02/96	"The Mirror in the Sea", Michael Hockney, photographs, Milton Keynes City Art Gallery, Milton Keynes, England	Exhibit travels to the Mansfield City Art Gallery, 03/02/96 to 06/03/96; Maritime Museum, Lancaster 12/03/96 to 05/05/96; Bristol City Art Gallery, 22/04/96 to 07/06/96, England
09/01/96- 10/02/96	The Way Off Broadway Group in a Bukowski Double Bill, Old Red Lion, London, England	
10/01/96- 30/01/96	International Council for Canadian Studies (ICCS) travelling book exhibit 1995, Salzburg, Austria	
12/01/96	Catrina von Radecki, choreographer/dancer, The Place Theatre, London, England	
12/01/96- 13/01/96	Celtic Connections Festival, Glasgow Royal Concert Hall, London, England	Barra MacNeils, band, 12/01/96-13/01/96 Natalie MacMaster, 14/01/96-15/01/96 Rankin Family, 18/01/96-19/01/96
14/01/96	Marc André Hamelin, pianist, Wigmore Hall, London, England	Also 18/02/96 at St-Georges, Brandon Hill, Bristol, BBC World Service Celebrity Recital Series; at St. Johns Smith Square, London, England, 25/03/95
15/01/96- 29/01/96,	Tournée italienne "Le Cognate", à Grosseto, Tolentino, Cordenos, Latisana, S. Vito al Tagliamento, Vicence, Italie	Se poursuivra à Schiole 26/02/96, à Trieste, 27/02/96-03/03/96, à Torino 05/03/96-15/03/96, à Aoste 17/03/96-18/03/96, à Savone 19/03/96-22/03/96, et à Rome 26/03/96-14/04/96
15/01/96	The Canadian Brass, Bregenz, Festspielhaus, Austria	Also 16/01/96 in Innsbruck, KongreBhaus Saal Tirol; 18/01/96 in Salzburg, KongreBhaus; 19/01/96 in Leonding, Kurnberghalle; 20/01/96 in Graz, Kammersaal; 21/01/96 in Konzerthaus Vienna, GroBer Saal, Austria
16/01/96- 31/03/96	Exposition Jana Sterbak, Serpentine Gallery, Londres, Angleterre	"Féminin-Masculin, le sexe de l'art", Jana Sterbak et Jeff Wall jusqu'au 12/02/96, Centre Georges Pompidou, Paris, France
à partir du 18/01/96	Présentation de "Billy the Kid" de Michael Ondaatje, Théâtre de la Colline, Paris, France	
jusqu'au 20/01/96	Artistes/architectes, exposition collective présentée au Nouveau Musée de Villeurbanne, France	Comprend des oeuvres de Rodney Graham, Jeff Wall et Ian Wallace

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
19/01/96	Council Meeting of the British Association for Canadian Studies (BACS), at Québec House, London, England	
22/01/96	Conférence sur les relations économiques Canada-Espagne, Barcelone, Espagne	Organisée par la Faculté de droit de l'Université de Barcelone
26/01/96- 27/01/96	Colloque de Toulouse "Fracture(s) mais non rupture", Toulouse, France	
28/01/96	Frances Jellard, singer Wigmore Hall, London, England	
28/01/96- 17/03/96	Angela Grauerholz; première exposition d'oeuvres photographiques, Kunsthhaus de Zug; Berne, Suisse	
Février 96	Tournée de k.d. lang, Espagne	
Février 96	Conférences organisées par le Centre d'études canadiennes Pise-Milan : "The Canadian and Italian roles in the U.N. peacekeeping operations", Rome, Italie	Also, "the Canadian Intelligence Network during the Cold War", March 96; "The Canadian Experience in Publishing Documents on External Relations", April 96; "The Canadian Financial System" April 96; "The Canadian Political System" April 96.
02/02/96- 11/02/96	Le Gothenburg Film Festival présente "Le Confessional" de Robert Lepage, Suède	Au Royaume-Uni en avril 96
13/02/96- 25/02/96	Festival international du dessin animé et du film d'animation, Belgique	Participation d'André Leduc et de Marc Newland
14/02/96- 24/02/96	Tafelmusik, baroque orchestra, tour of Germany	Also at St. Simon and St. Juda Churches, Prague, Czech Republic, 25/02/96; the Conservatory in Brussels, Belgium, 28/02/96; TBC Banqueting House, London, England, 29/02/96; and La Coruna, Madrid, Seville, Spain, 03/03/96
14/02/96	The Continuum Ensemble conducted by Philip Headlam Regent Hall, London, England	Canadian Barbara Hannigan, soprano; also on 12/04/96 and 24/05/96
16/02/96- 18/02/96	Canadian Studies conference and Indian Art exhibit, Grainau, Germany	Indian Art exhibit travels to Sparkasse Lahr, 12/03/96 to 09/04/96; Stadthagen, 11/04/96 to 03/05/96; and Magdeburg, Germany, 07/05/96 to 05/06/96
17/02/96	Annual Conference, Birkbeck College, London University Centre of Canadian Studies, England	"British Columbia"
20/02/96- 16/03/96	"End of the World Romance" by Sean Dixon, Lilian Bayliss Theatre, London, England	Theatre
21/02/96- 22/02/96	Angela Hewitt, pianist, Philharmonic Hall, Liverpool, England	Also performs 25/02/96, Frankfurter Bach-Konzerte, Frankfurt; 26/02/96, the Cologne Philharmonic Germany; and 02/03/96, Wigmore Hall, London, England
23/02/96	Dave Turner au Centre culturel, Eupen, Belgique	À l'Archiduc, Bruxelles, 24/02/96-25/02/96
24/02/96- 26/02/96	Dale Kavanagh, guitarist, Plymouth Exeter Dartington College England	Music

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
25/02/96	Chantal Juillet, violinist Royal Festival Hall, London, England	03/05/96 to 05/05/96 Warwick and Leamington French Music Festival England
25/02/96- juin 96	Donigan Cumming, exposition d'oeuvres photo- graphiques, Musée de l'Élysée, Lausanne, Suisse	
26/02/96- 27/02/96	"Starmania", opéra rock, Palais des beaux-arts, Bruxelles, Belgique	
until 28/02/96	Kunst und Design aus Kanada exhibit, organized by Designzentrum, Dresden, The Royal Canadian Academy of Arts (Toronto), and the World Trade Centre, Dresden, Germany	
28/02/96	Nicole Brossard and Daphne Marlatt at The Voice Box Theatre, South Bank, England	Brossard and Marlatt also give the Ravenscroft Lecture at Leeds University, 29/02/96; also at Newcastle upon Tyne, 01/03/96 and 02/03/96
Mars- mai 96	Exposition de Michel Daigneault, peintre, Gennevilliers, France	
March 96	Barenaked Ladies, rock group, UK tour	Music
March 96	Embassy presentation of the annual Master Business School (MBS) Student Award for the best thesis on Canada, Copenhagen, Denmark	
Mars 96	Ouverture d'un cinéma IMAX, Madrid, Espagne	
Mars 96	Conférences sur les politiques canadiennes — multiculturalisme et immigration, Barcelone, Madrid, Espagne	Organisées par l'Association espagnole d'études canadiennes, en collaboration avec la Fondation la Caixa, l'Institut universitaire Ortega y Gasset
March 96	Roch Voisine (cd release) UK tour	
March 96	Lindemann Trio (brass) Northern Ireland	Music
March 96	Holy Body Tattoo, Peter Boneham, New Moves International Festival, Glasgow, Scotland	Dance
March 96	Artists Isabelle Leduc, Pierre Chenier and Ian Paterson, at Horn, Lower Austria, Galerie Thurnhof and Kunstverein Horn, Austria	Group exhibition of paintings
March 96	Robin Minard Sound Installation Magdeburg/Leipzig/Berlin, Germany	Visual arts
Mars 96	Conférence de Gordon Brent Ingram sur la décoration architecturale des espaces urbains à Rome, Italie	Organisée par l'Association IN ARCH
07/03/96- 27/04/96	Exposition solo de Francine Simonin, peintre, Galerie Véronique Smaghe et Centre culturel suisse, Paris, France	Arts visuels
12/03/96- 16/03/96	André-Philippe Gagnon, à Passage 144, Bruxelles, Belgique	Aussi à Charleroi, 18/03/96-19/03/96, à Namur 21/03/96, à Spa 22/03/96, au Forum à Liège 23/03/96, et à Nivelles 29/03/96

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
14/03/96	Rohinton Mistry booklaunch of "A Fine Balance", London and UK tour	Literature
16/03/96	Nathan Berg, baritone, Wigmore Hall, London, England	
18/03/96- 23/03/96	Canadian films at Festival of Films for Children and Youth, Malmo, Sweden,	
19/03/96	Hugh Fraser Quintet with Jazz Ensemble, Royal Academy of Music, London, England	
19/03/96- 21/04/96	"Le Faucon" de Marie Laberge, monté par Gabriel Garran, Théâtre international de langue française, Paris, France	Arts de la scène
20/03/96	Ensemble Karel, Arts Musica, Bruxelles et Gand, Belgique	Musique
22/03/96- 23/03/96	Canadian Dance Group "O Vertigo" presents "Deluge", Museumsquartier, International Dance Festival, Vienna, Austria	Also 19/03/96 to 17/05/96 in Munich, Berlin, Germany
26/03/96- 19/04/96	"Aux hommes de bonne volonté", pièce de théâtre de Jean-François Caron, Théâtre Ouvert, Paris, France	Montée par une troupe française
28/03/96- 07/04/96	Clown Chatouille (Sonia Côté), Théâtre Le Café, Bruxelles, Belgique	
29/03/96	Colloque sur l'auteure Anne Hébert, Université de Paris III, Sorbonne Nouvelle, Paris, France	
Avril 96	Les Grand Ballets Canadiens, tournée au Royaume-Uni	Sheffield, Birmingham, Blackpool, Londres, Sadler's Wells, Glasgow et Aberdeen
Avril 96	Séminaires sur l'organisation institutionnelle des provinces canadiennes et des communautés autonomes espagnoles, Barcelone Espagne	Organisés par le Centre d'études canadiennes de l'Université de Barcelone,
April 96	Richard Wood (17-year-old fiddler), Barbican Centre, London, England	Traditional fiddle music
April 96	King Biscuit Boy (blues-harp), UK tour	
Avril 96	Exposition solo de Stephen Scofield, sculpteur, Paris, France	
Avril 96	Jim Corcoran, auteur-compositeur- interprète, Sentier des Halles, Paris, France	Musique
Avril 96	Marie Chouinard en résidence à Charleroi et coproduction nouveau spectacle par Charleroi Danse, Belgique	Danse



EUROPE

DATE	EVENT / PLACE	DESCRIPTION
Avril 96	Exposition des tableaux de Stephanie Morin, Galerie l'Isola de Rome, Italie	
01/04/96- 14/04/96	Festival international de théâtre francophone, Belgique	"Lucky Lady", du Théâtre de la Vieille 17 et "Les Muses Orphelines", du Théâtre d'Aujourd'hui
11/04/96- 06/06/96	Tournée de LaLaLa Human Steps, Cologne, Leverkusen, Düsseldorf, Allemagne	Le 23/04/96 à la Biennale internationale de Charleroi Danse, Belgique; 18/04/96-20/04/96, Copenhague, Danemark
11/04/96- 14/04/96	Annual Conference of the British Association for Canadian Studies (BACS), University of Exeter, England	
18/04/96- 20/04/96	"Imagining the Arctic", British Museum, London, England	Conference about the photography of the Arctic
22/03/96	Nouvel ensemble moderne, Gand (Vooruit), Belgique	Aussi le 22/04/96 Musique contemporaine
26/04/96- 28/04/96	Cinquième conférence multidisciplinaire organisée par le Centre d'études canadiennes de Messine, Italie	Sujet : "Mapping Canada"
29/04/96	Cinéma Atom Egoyan, "Exotica", Huy, Belgique	
Mai 96	Séminaire de philosophie politique canadienne, Madrid, Espagne	Organisée par le Conseil supérieur de recherche scientifique et l'Association espagnole d'études canadiennes
01/05/96- 04/05/96	Joint British Association of Canadian Studies/ German Association conference, Ernst-Moritz-Arndt Universität Greifswald, Germany	Topic: "The Viking Connection: Canada-Continentalist Perspectives"
02/05/96- 11/05/96	"Les Belles Étrangères", Paris et province, France	Littérature canadienne en traduction, 12 auteurs invités
04/05/96- 31/05/96	Présentation de la pièce "I'll be back before midnight", Teatro del Colosseo, Rome, Italie	
07/05/96- 18/05/96	Canada Days in co-operation with the City of Madgeburg, Germany	
20/05/96- 26/05/96	Red Thunder, Scottish International Children's Festival, Edinburgh, Scotland	
20/05/96- 23/05/96	The Sixth Biannual Maple Leaf Eagle Conference on North American Studies, University of Helsinki, Finland	Theme: Visions and revisions: the changing faces of popular culture
May 96	Barbara Gowdy book launch of "Mr. Sandman", London and Hay-on-Wye Festival, England	
May 96	Jim Norman, drummer South Bank Centre, London, England	

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
End of January 96	Exhibit of works by Canadian-Indo artist Manasaram, New Delhi, India	
01/01/96- 12/02/96	Canadian Wildlife Art Exhibition Suntory Museum Tempoan, Osaka, Japan	100 works of Michael Dumas, Robert Bateman, George McLean, Jean-Luc Grondin and Brent Townsend
03/01/96- 06/01/96	Dulcina Langfelder, National Concert Music Hall, Taipei, Taiwan	Dance theatre
04/01/96- 06/01/96	XII Annual Conference, Indian Association for Canadian Studies, Trivandrum, India	
10/01/96- 20/01/96	Presentation of "Le Confessional" by Robert Lepage, and retrospective of Denys Arcand's fiction films at 27th International Film Festival, New Delhi, India	
18/01/96- 23/02/96	Exhibition of photographer Gang Feng Wang, Embassy Gallery, Tokyo, Japan	
23/01/96- 28/01/96	Sydney Writer's Festival, Sydney, Australia	Evelyn Lau will attend
25/01/96- 04/02/96	Ann-Marie McDonald's play, "Good Night Desdemona, Good Morning Juliet", Artsphere, Tokyo, Japan	Continues 7/02/96 to 13/02/96, Kobe Oriental, Tokyo, Japan
09/02/96- 18/02/96	"The Polygraph" in Japanese, by Robert Lepage and Marie Brassard, staged at the Tokyo Geijutsu Gekijo by the authors, Tokyo, Japan	Sponsored by the Tokyo Renaissance Promotion Committee
16/02/96- 28/02/96	Exposition solo de Gaston Petit, Tokyo, Japon	
16/02/96- 10/03/96	Festival of Perth, Australia	Jean-Pierre Perreault choreographing EIRONOS, a co-production with Jean-Pierre Perreault Foundation and the Chrissie Parrott Dance Company
23/02/96- 17/03/96	Adelaide Fringe Festival, Adelaide, Australia	Penny Ante Productions, Full Figure Theatre Company, Direct Call Productions, and One Step Beyond Theatre Co.
27/02/96 29/02, 01/03/96	Canadian Opera Company double-bill "Bluebeard's Castle" and "Erwartung", Hong Kong Arts Festival, Hong Kong	This production will be directed by Robert Lepage, and conducted by Richard Buckley
29/02/96- 03/03/96	Exhibition by painter Dorrit Yacoby, Osaka Contemporary Art Center, Japan	
29/02/96- 08/03/96	Adelaide Writer's Festival, Adelaide, Australia	Michael Ignatieff will participate
March 96	Tour by k.d. lang, Canberra, Sydney, Australia	
March 96	Australian publication of "Touch the Dragon", by Karen Connelly, Sydney, Australia	
22/03/96- 09/ 96	"Alegria" du Cirque du Soleil, Yoyogi, Japon	

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
05/03/96- 14/04/96	Rober Racine solo show at P3 Gallery, Tokyo, Japan	Art visuel
12/03/96- 17/03/96	Writers and Readers Week, International Festival of Arts, Wellington, New Zealand	Carol Shields and Janette Armstrong participating
25/03/96-	Start of Tour by Céline Dion, Sydney, Canberra, Australia	
28/03/96	Philip Crozier and Sylvie Poirier, Sixth International Organ Festival, Tokyo, Japan	
April 96	Awards Ceremony for Canadian Studies Awards recipients, Tokyo, Japan	
April 96	Visit of Margaret Visser, keynote speaker, Consuming Affairs Conference and book promotion "The Way We Are", Sydney, Australia	
April 96	Tour by Anne Murray, Sydney, Canberra, Australia	
13/04/96	Lee Pui Ming Ensemble, Shatin Town Hall, Hong Kong	
14/04/96- 24/04/96	Tournée du Nouvel ensemble moderne, Japon	Ensemble de musique contemporaine
24/04/96- 14/06/96	Installation of Dapila's sculptures, Embassy Gallery, Tokyo, Japan	Visual arts
May-June 1996	Lecture by Michael Ondaatje, Canadian Embassy, Tokyo, Japan	
03/06/96- 12/06/96	Canadian Chamber Ensemble, Takefu Music Festival Tokyo, Japan	

On October 24, 1995, the Canada Council launched a set of four CDs commemorating the United Nations' 50th anniversary. The set is devoted exclusively to Canadian performers and music, ranging from classical to pop and including folk, jazz, world and First Nations music. It was produced in co-operation with the CBC on behalf of the Canadian Committee for the 50th Anniversary of the United Nations, and with the support of Bell Canada, Nortel, Sony and Sam the Record Man.

Canadian author Jim Prentice visited China in October 1995, where he attended the 15th anniversary celebration of the Sichuan Youth and Children's Publishing House as guest of honour and featured speaker. Mr. Prentice is the third Canadian author to be published in China, and his are the first foreign juvenile books to be published by the Chinese. He is also the first foreigner to be published with full International Copyright and under International Law in China.

**AFRICA/MIDDLE-EAST**

DATE	EVENT / PLACE	DESCRIPTION
Janvier 96	Exposition de Mme Hélène St-Arnaud, peintre Casablanca, Maroc	
08/01/96	Canadian children's book exhibition, Kfar Saba Municipal Library, Tel Aviv, Israel	
24/01/96- 27/01/96	Actress/soprano Fides Krucker and theatre director Thom Sokoloski perform and direct a program within the Israel Chamber Orchestra's multi-media concert series, Noga Theatre, Jaffa, Tel Aviv, Israel	The program includes works by R. Murray Schafer
01/03/96- 31/03/96	"Ingénieuse Afrique", Musée de l'IFAN (Place Soweto), Dakar, Sénégal	Exposition du Musée de la civilisation de Québec présentée en collaboration avec l'IFAN (Institut fondamental d'Afrique noire) et l'ONG ENDA-Tiers-Monde
March 96	Premiere of Beverly Shafer's NFB Series "Children of Jerusalem" and user's workshop for Israeli and Palestinian Educators, Tel Aviv, Israel	
Late April 96	Canadian film festival, Johannesburg and Cape Town, South Africa	Dates to be confirmed
06/04/96- 09/04/96	"Theatre Sans Fil" will present seven performances of "The Crown of Destiny" at the Haifa Children's Theatre Festival, Israel	
12/05/96- 15/05/96	International Conference of the Israeli Association for Canadian Studies, at the Hebrew University in Jerusalem, Israel	

**AMERICAS**

DATE	EVENT / PLACE	DESCRIPTION
05/11/95- 18/02/96	Carnegie International 1995 Buffalo, United States	With work by Canadian artists Stan Douglas and Angela Grauerholz
18/11/95- 06/02/96	Geneviève Cadieux, contemporary artist, Houston, United States	Also 19/01/96 to 10/03/96, Pittsburg Centre for the Arts
31/12/95	Vancouver Moving Theatre performing at "First Night" events, Boston, United States	
January- 01/05/96	"Monarca...butterfly beyond boundaries...", Canadian Museum of Nature exhibit, Dallas Museum of Natural History, United States	
01/01/96	San Francisco launch of the Rankin Family's first U.S.-produced record by Angel Records, United States	Popular/Folk music
05/01/96- 21/01/96	Nortel Palm Springs International Film Festival, United States	Canada Day on 12 Jan.; special screening of the Canadian film "The Way Home" starring Mickey Rooney and Kris Kristofferson
10/01/96- 09/02/96	Sculptor Leslie Bergeron, exhibition at el Atrio, Mexico	

**AMERICAS**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
12/01/96	Quartetto Gelato, chamber music, in performance, Houston, United States	Also 13/01/96 at Calpoly San Luis Obispo; 20/01/96 to 02/02/96 in Hawaii; 06/02/96 to 07/02/96 at the Lincoln Center, New York; 08/02/96, Washington; 10/04/96, Austin; 11/04/96, at the Palm Springs Desert Museum; 13/04/96, at UCLA Schoenberg Hall; 14/04/96, San Francisco; 25/04/96, Santa Fe; 26/04/96, at the California Centre for the Arts, Escondido; 27/04/96, Boise, Idaho; 11/05/96, Titas, Dallas
17/01/96- 25/01/96	Toronto Dance Theatre on tour in Southern California, United States	Performing at Calpoly San Luis Obispo, The University of California at Santa Barbara, Orange Coast College and Pepperdine University
18/01/96- 28/01/96	Sundance Film Festival at Park City, Utah, United States	With Canadian film-makers and a Canadian tribute
19/01/96- 20/01/96	"Needles and Opium," by Robert Lepage, at the Edison Theatre, Washington University, St. Louis, Missouri, United States	
20/01/96	Axis Mime Theatre at Broadway Performance Centre, Tacoma, Washington, United States	Also performing at Washington Centre for the Performing Arts, Olympia, Washington, 21/01/96; at the Center of Contemporary Arts, St. Louis, Missouri, 01/03/96 to 03/03/96; and at the Brooklyn Academy, New York, 19/03/96-22/03/96
21/01/96	Pianist Janina Fialkowska performs at Janet Wallace Fine Arts Center, St. Paul, Minnesota, United States	
22/01/96,	Gino Quillico sings in "Falstaff" at the Metropolitan Opera, New York City, New York, United States	Also performing on 26/01/96, 30/01/96, 03/02/96, 07/02/96
22/01/96	"The Challenge" by DynamO Theatre, Lutchter Theatre, Orange, Texas, United States	Also performs at Arts Resources, El Paso, Texas, 27/01/96; and the California Center for the Arts, Escondido, 02/02/96
25/01/96- 27/01/96	Pierre-Paul Savoie Danse presents BAGNE, Southern Theater, Minneapolis, United States	Dance theatre piece presented by Walker Art Center and Southern Theater as part of the Eighth Annual "Out There" series
end of Jan 96	Canadian Film Festival Caracas, Venezuela	
Feb/Mar 96	Canadian Graphic Design by Scott McKowen for the Stratford and Shaw Festivals, Arena Stage, the Washington Post Bookworld and Newsweek, Washington, United States	
01/02/96	Louis Lortie in performance with the San Francisco Symphony, United States	
03/02/96	NEXUS, at TITAS, Dallas, Texas, United States	The percussion group also performs on 12/04/96 at Western Michigan University, Kalamazoo, Michigan
03/02/96- April 96	Lani Maestro exhibition, Art in General, New York City, United States	

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
06/02/96	Viola soloist Ms Rivka Golani, Friends of Music, New Orleans, United States	Continues 15/02/96 to 17/02/96, Queensland Philharmonic, Australia; 15/03/96, Oxford City Orchestra, England
11/02/96	Théâtre Sans Fil at Hult Center, Eugene, Oregon, United States	Théâtre Sans Fil will be touring "The Hobbit" throughout the USA in February and May. It will be presented in San Jose, Costa Rica, on 31/03/96 at the International Arts Festival
14/02/96	Canadian-Hungarians Vali Garay-Gyenge and Andy Zalan's photographic exhibition presenting Toronto and Budapest, at the Hungarian Embassy, in Washington, United States	Gallery opening
15/02/96-18/02/96	"Elsinore" by Robert Lepage, at The Performing Arts, Chicago, Illinois	
16/02/96-17/02/96	Dancemakers at the University of California Los Angeles Center for the Performing Arts, United States	20/02/96 at the University of California, 23/02/96 at Washington Center for the Performing Arts, Olympia, Washington; 02/04/96-07/04/96 at Joyce Theater, New York City
17/02/96	Cirque Eloize performs, Stanford, New Jersey, United States	Also performs at the Brooklyn Performing Arts Centre, 18/02/96; at Broadway Performance Center, Tacoma, Washington, 13/04/96; at the Washington Center for the Performing Arts, Olympia, 14/04/96; at the Lobero Theatre, Santa Barbara, 19/04/96-20/04/96; at the Norris Theatre for the Performing Arts, Palos Verdes, California; with Tomas Kubinek at the Seattle Children's Festival, Seattle, 13/05/96-18/05/96
18/02/96	Journée acadienne with Alliance française, Hotel Sofitel, Bloomington, Minnesota, United States	
08/02/96-09/02/96	Les Ballets Jazz de Montréal, at Florence Gould Hall, New York City, United States	Also 21/02/96 at George Mason University Center for the Arts, Fairfax, Virginia; 23/02/96 in Brookville, New York; 15/03/96-16/03/96, Titas, Dallas; 28/02/96 at the Edward W. Reidner Center for the Performing Arts, University of Wisconsin ; 01/03/96 at University of Wisconsin Artist Series Pabst Theatre; Milwaukee, Wisconsin
24/02/96	The Nylons, at the Edward W. Weidner Center for the Performing Arts, University of Wisconsin, Green Bay, Wisconsin, United States	Popular music
25/02/96-09/06/96	"Art in Film" exhibition at the Los Angeles Museum of Contemporary Art, United States	Featuring Canadians Jeff Wall, Stan Douglas and Michael Snow

September 29, 1995, was proclaimed "Canada Day" in Cincinnati. A performance by 19-year-old Canadian violinist Scott Ehnes with the Cincinnati Symphony Orchestra, conducted by Sergiu Comissiona, Music Director of the Vancouver Symphony Orchestra, provided the occasion for the announcement by Mayor Roxanne Qualls. Recognizing the extensive trade and cultural links between the city of Cincinnati and Canada, the proclamation paid special tribute to artists, noting the "important ambassadorial role" they play when performing abroad.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
26/02/96	Marie Chouinard at Southwest Dance, Phoenix, Arizona, United States	01/03/96 at Hult Center, Eugene, Oregon
29/02/96	Green Thumb Theatre of Vancouver, in Everett, Washington, United States	
01/03/96-30/04/96	San Francisco residency of Canadian multimedia artist Catherine Richards, co-sponsored by Xerox Park, San Francisco Art Institute, San Francisco Exploratorium and the Canadian Consulate Trade Office, United States	
March 96	Participation in the Jornadas de Estudios Canadienses Caracas, Venezuela	Organized by the Association Venezolana de Estudios Canadienses
01/03/96	"Tuyo", Brooklyn Academy of Music, New York City, United States	Music
03/03/96	National Arts Centre Orchestra, George Mason University, Center for the Arts, Fairfax, Virginia, United States	Also at the Lincoln Centre, New York City, 04/03/96
05/03/96	Pianist Anton Kuerti with Daniel String Quartet, at the University of California, Santa Barbara, United States	
06/03/96	Classical recital by Dang Sun, pianist, Washington, United States	Former winner of the Chopin Competition in Poland
07/03/96-28/03/96	"Flowers of the Americas" by Canadian artist Larisa Sembaliuk Cheladyn, at the Grupo Li Gallery, Caracas, Venezuela	Visual Arts
07/03/96	Montreal Symphony Orchestra, Kentucky Center for the Arts, Louisville, Kentucky, United States	Also at the Norton Centre, Danville, Kentucky
09/03/96	Toronto Symphony Orchestra at Carnegie Hall, New York City, New York, United States	
09/03/96	U.S. Première of Jean-Pierre Perrault's "Joe", at the Luckman Fine Arts Center of California State University, Los Angeles United States	Also 19/03/96 at the Arizona State University; 28/03/96 at the McCallum Theatre in Palm Desert, California, 19/04/96 at the Flynn Theatre in Burlington Vermont and 04/05/96 at the Pittsburgh Dance Council

Foreign Affairs Minister André Ouellet was in attendance when Toronto's Opéra-Atelier and Les Musiciens du Louvre presented the premiere performance of their co-production of Purcell's opera "Dido and Aeneas." Tickets for the concerts, held at the Château de Versailles from September 21 to 24, 1995, were sold out in July, and a waiting list of over a thousand people prompted an additional performance to be offered, which was sold out within the hour. Two further projects in France by Opéra-Atelier have since been announced.

## AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
11/03/96- 13/03/96	Mermaid Theatre, Brooklyn Academy of Music, New York City, United States	
12/03/96	Young Concert Artists, Scott St. John, at Alice Tully Hall, New York City, New York, United States	
13/03/96,	Tenor Ben Heppner, in "Carmen", at the Metropolitan Opera, New York City, United States	Also performing on 16/03/96, 19/03/96, 23/03/96
13/3/96	Jane Coop, pianist, Washington, United States	
29/03/96- 30/03/96	"Le Grand Hôtel des Étrangers" by Michel Lemieux and Victor Pilon, Florence Gould Hall, New York City, United States	
30/03/96	The Canadian Brass, University Music Society, University of Michigan, Ann Arbor, Michigan, United States	
30/03/96	Ad Vielle Que Pourra, Everett Community Theater, Everett, Washington, United States	
08/04/96	Michael Ondaatje, at the 92nd Street Y, New York City, United States	
17/04/96- 20/04/96	Western Canadian Studies Group/ Western Social Sciences Annual Meeting in Reno, Nevada, United States	
20/04/96	Royal Winnipeg Ballet, Centre for Arts and Technology, Governors State University; University Park, Chicago, Illinois, United States	
24/04/96	R. Murray Schafer's "Third String Quartet", to be performed by the Minnesota Contemporary Ensemble, St. Louis New Music Circle, St. Louis, Missouri, United States	Also 29/04/96 at Madison Civic Center, Madison, Wisconsin; 30/04/96 at Northwestern University, Evanston, Illinois
26/04/96	Canadian Children's Dance Theatre, Buffalo State College, Rockwell Hall, United States	
03/05/96	DynamO Theatre performs "Mur Mur" at Iowa State University, Iowa City, United States	Also performs at Luther College, Decorah, Iowa
15/05/96- 22/05/96	California Presenters/Western Alliance of Arts Administrators Tour of Performing Arts Presenters to the Milk International Festival, Toronto, and Calgary International Children's Festival to look at family entertainment	



DATE	EVENT / PLACE	DESCRIPTION
February 96	World Book Fair, New Delhi, India	
22/01/96- 26/01/96	Le Conseil des métiers d'art du Québec, New York, New York, États-Unis	
01/02/96- 05/02/96	Artfair Seattle, Seattle, Washington, United States	Participation of Canadian commercial galleries
03/02/96 05/02/96	British Columbia Education Fair, Taipei, Taiwan	
28/02/96- 02/03/96	American Film Marketing Association Annual Meeting, Los Angeles, United States	A representative from the Canadian Film and Television Production Association appears on a panel
22/03/96- 27/03/96	Éditeurs canadiens au Salon du livre; Festival Musicora, Porte de Versailles, Paris, France	
June 96	Canadian Education Fair Tokyo, Japan	
18/04/96- 24/04/96 18/04/96- 06/05/96	Canada Festival, Taipei, Taiwan	Festival includes Education Fair, Film Festival, Maritime Art Exhibition and Canadian Studies Conference; The Far Eastern Department Stores will host various exhibitions and events, including Canadian products/food show, Canadian Design Exhibit and Canadian Performances

This issue, the Cultural Attaché Beaver Award for Creativity, goes to the Canadian Embassy in the Netherlands, which brought together \$750 000 of public and private sector sponsorship to finance a variety of initiatives honouring Canada's role in the liberation of the Netherlands 50 years ago.

Projects assisted by the funding include:

- establishment of a Chair of Canadian Studies at the University of Groningen;
- provision of 20 scholarships for graduate students and young business leaders;
- launch of the current European tour of the Cirque du Soleil;
- exhibitions of Canadian contemporary art at the Stedelijk

Museum in Amsterdam.

- a concert featuring works by Canadian composer Claude Vivier;
- a Canadian program at the Rotterdam International Film Festival;
- an exhibition of the works of Canadian artist Guido Molinari at the Van Reekum Museum in Apeldoorn;
- Eleanor Bond's participation in the Rotterdam "50 years of Rebuilding the City Exhibition";
- an exhibition by visual artist Kim Adams at the Centraal Museum in Utrecht.

To increase public awareness of the celebrations, trams on the commuter systems of the three largest Dutch cities — Rotterdam, Amsterdam and The Hague — bore the message "Netherlands/Canada Relations — past, present and future".

Hart Rouge, the Montreal-based band from Saskatchewan, has been enjoying success on the U.S. market. As the result of an initiative by the Canadian Government Trade Office in Cincinnati, and with the financial support of the Department of Foreign Affairs and International Trade, Hart Rouge made its U.S. debut in November 1994 at the Kentucky Center for the Arts in Louisville, Kentucky. The highly acclaimed joint performance with local group Witness for Christ Gospel Choir led to a second joint concert in Quebec. Hart Rouge returned to Kentucky in mid-October 1995 to launch their new album "Bonsoir Québec," increasing their U.S. profile and creating new opportunities, such as an appearance at the Association of Performing Arts Presenters in New York on December 16, 1995.

*We are often asked what role Canada's cultural attachés play and how culture can promote Canada's interests abroad. Cultural Attaché provides here an illustration of their work through the following internal report sent to us recently by the Consulate General in Detroit.*

## **GENEVIÈVE CADIEUX EXHIBITION OPENS IN CLEVELAND**

### **SUMMARY**

On November 17, 1995, we co-sponsored, with four Ohio organizations the official opening of an exhibition at the Cleveland Center for Contemporary Art by the renowned Canadian visual artist Geneviève Cadieux of Quebec. We partnered the opening events with four of Cleveland and Ohio's leading cultural institutions, bringing to completion several months of promotional and support activities. The receptions provided excellent opportunities for political, trade and environmental advocacy.

### **REPORT**

Early this year, the Consulate began discussions with the Cleveland Center for Contemporary Art regarding a November 1995 exhibition by Canadian artist Geneviève Cadieux of Montreal. Ms. Cadieux's work is known in the United States, but this was the first survey exhibition of her work in the country. The exhibition, entitled *Body Currents*, is also scheduled to open January 19, 1996 at the Pittsburgh Centre for the Arts.

Since the downsizing of the Cleveland Consulate General, we have sought prestigious public occasions to maintain Canada's presence in the city's cultural and business communities. To that end, we

formed an exhibition partnership with the Center for Contemporary Art, the Cleveland Cultural Coalition, the Convention and Visitors' Bureau of Greater Cleveland and the Ohio Arts Council. With equally shared financial commitment from the Consulate, the Coalition and the Convention and Visitors' Bureau, planning commenced for two invitation-only exhibition opening events, attended by the artist, Ms. Cadieux.

We supported the exhibition in several other ways, which included assisting with sponsorship provided by the Canada-Ohio private sector and ensuring the participation of the Quebec Public Affairs Attaché based in Chicago.

On Friday evening, November 17, there was a blue-ribbon artist's reception in the home of the Coalition's Executive Director. Following the artist's reception, guests adjourned to the Center for Contemporary Art to view Ms. Cadieux's work, where they were joined by another 150 guests at a preview reception. Both receptions provided the Consulate officers an excellent opportunity to discuss with local government and business personalities a number of political and trade issues, including national unity, cultural sovereignty and Great Lakes water quality.

# NEW ENGLAND

## NEW ENGLAND TRADE SHOWS, EVENTS SCHEDULE FOR 1996

- \* **America East (building materials)** — January 12-14.
- \* **Networks Expo** — February 13-15.
- \* **The International Boston Seafood Show** — March 12-14.
- \* **New England Healthcare Assembly** — March 19-21.
- \* **Northeast Food Services & Logging Expo** — April 21-23.
- \* **New England Dairy & Deli Association Trade Show** — April 23-24.
- \* **New England Environmental Expo** — May 7-9.
- \* **New England Booksellers Assoc. Trade Show** — September 28-29.
- \* **CD-ROM** — October 2-4.
- \* **Build Boston** — November.
- \* **Electro** — TBD.
- \* **Macworld Expo** — TBD.

### Significant Opportunities — *Continued from page 8*

tations on appropriate packaging and labelling of food products. Coordinating ITC: St. John's, Newfoundland, Tel.: (709) 772-5511; Fax: (709) 772-2373.

\* **Electronics/Instrumentation NEBS (Atlantic Canada)** — February 12-14, 1996 — Three days, including seminar presentations on the market and featuring information on medical devices companies and laboratories. Coordinating ITC: Halifax, Tel.: (902) 426-4782; Fax: (902) 426-2624; Moncton, Tel.: (506) 851-6452; Fax: (506) 851-6429.

\* **Tourism NEBS-Hotel/Motel (Atlantic Canada)** — February 12-14, 1996 — A NEBS mission for approximately 16 owners/ operators of small- and

medium-size hotels and motels from Atlantic Canada (four from each province: N.B./P.E.I./Nfld./N.S.).

\* **Tourism NEBS-Soft Adventure (Atlantic Canada)** — February 19-24, 1996 — A NEBS mission for approximately 16 owners/operators from Atlantic Canada (N.S./N.B./Nfld./N.S.), representing soft adventure travel and outdoor recreation products. Mission is an expanded format which is integrated into the International Adventure Travel Show.

\* **Seafood Products (Atlantic Canada and Quebec)** — March 11-13, 1996 — This three-day event will be held at the time as the Boston International

Seafood Show to give participants an opportunity to visit this world-renowned trade fair. Coordinating ITC: St. John's, Tel.: (709) 772-5511; Fax: (709) 772-2373; Montreal, Tel.: (514) 283-8185; Fax: (514) 283-8794.

The Consulate General in Boston is planning a total of 18 NEBS events in 1996, the schedule for which soon will be available from the International Trade Centres.

For more information on this program in New England, please contact Ms. Christine Sarkisian, Commercial Officer, Canadian Consulate General, Boston. Tel.: (617) 262-3760; Fax: (617) 262-3415.

### Key Market for Eastern Canada — *Continued from page 7*

more than 2,000 people and runs flat out seven days a week.

Other recent New England investment successes in Canada include:

\* **Staples Inc.** — Under the Business Depot name, opened 50 office and furniture stores in

Canada, investing \$100 million since 1991. It anticipates having 100 outlets in Canada over the next three years and doubling its workforce to 3,000 employees.

\* **State Street Boston Corp.** — A federal trust license will allow the company to expand in Ca-

nada. State Street Trust Co. Canada administers client assets totalling \$60 billion.

\* **Seragen Inc.** — A biotechnology leader in therapeutic products (fusion toxins) has decided to establish a research facility in Canada.

# NEW ENGLAND

## MARKET INTELLIGENCE AND MARKET INFORMATION

To serve Canadian businesses even more effectively — and in response to their expressed desire for more market intelligence/information, the Consulate General in Boston has produced a series of sectorial market profiles of New England.

These profiles, which include market contacts and suggestions for accessing potential opportunities, also provide an essential

starting point for anyone considering this market of eight million affluent consumers situated on Eastern Canada's doorstep.

The Consulate General is working on making all of this information, along with event schedules and answers to the most frequently asked questions, available through an internet home web page. This Web page should be up and running by mid winter and

will be linked to the DFAIT home page: <http://www.dfait-maeci.gc.ca>

Companies deciding to enter or expand in New England — an important gateway to other major U.S. markets — are well advised to review the relevant market profiles, follow up by first contacting their nearest International Trade Centre, and then contacting trade commissioners or commercial officers at the Boston post.

## PUBLICATIONS

*The following titles, either as complete text or in executive summary form, are available through the DFAIT InfoCentre in various formats: hard copy (UA code number is in brackets); Bulletin Board (IBB in brackets); FaxLink (primarily executive summaries and as per number provided). To order, see instructions in InfoCentre box bottom page 16.*

The **Accounting Industry** in New England (121UA); (IBB); FaxLink 70192.

**Business Services** in New England (122UA); (IBB); FaxLink 70191.

**Consulting Engineering Industry** (116UA); (IBB); FaxLink 70196.

The **Education & Training Industry** in New England (115UA); (IBB); FaxLink 70193.

**New England Film & Video** (1UA); (IBB); FaxLink 70242.

The **Financial Services Industry** in New England (114UA); (IBB); FaxLink 70211.

Opportunities for Canadian Companies in the New England **Health Care Market** (166UA); (IBB); FaxLink 70127.

**High Technology** in New England (141UA); (IBB); FaxLink 70244.

The **Interior Design Industry** in New England (119UA); (IBB); FaxLink 70245.

The **Legal Industry** in New England (120UA); (IBB); FaxLink 70194.

The **Management Consulting Industry** in New England (117UA); (IBB); FaxLink 70195.

The **Publishing Industry** in New England (3UA); (IBB); FaxLink 70197.

The **Printing Industry** in New England (184UA); (IBB); FaxLink 70198.

**Telecommunications Industry** (173UA); (IBB); FaxLink 70032.

Market Opportunities for Canadian **Building**

**Materials & Hardware Companies** in New England (111UA); FaxLink 70058.

The **Craft & Giftware Market** in New England (144UA); FaxLink 70072.

Marketing Opportunities for Canadian **Furniture Companies** in New England (108UA); FaxLink 70074.

The **Transportation Industry** in New England (132UA); FaxLink 70258.

**Environmental Products & Services** (IBB); FaxLink 70241.

**Grocery Market Study** (IBB); FaxLink 70243.

**Tourism Market Profile**; (IBB); FaxLink 30101.

**New England Business Guide**; FaxLink 70287.

The New England **Defence Industry**; FaxLink 70259.

**Electronic Industry**; FaxLink 70257.

**Geomatics**; FaxLink 70028.

**Outsourcing Profile**; FaxLink 70279.

Market Opportunity Assessment: The New England

**Auto After Market** for Canadian Parts & Accessories (143UA).

The **Public Relations Industry** (123UA).

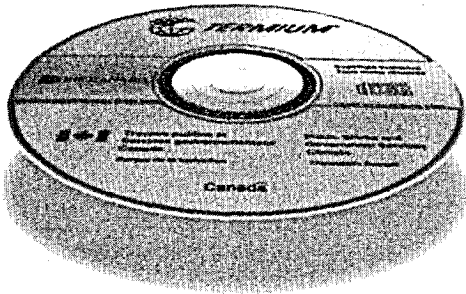
**Statistical Review of New England** (142UA).

## CONTACTS

Persons seeking further trade-related information on these New England states may contact the Canadian Consulate General, Three Copley Place, Suite 400, Boston, Massachusetts 02116, USA, Tel.: (617) 262-3760; Fax: (617) 262-3415.

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# TRADE FAIRS AROUND THE WORLD

## Baking Up Business in Paris

**Paris** — Visitors and exhibitors at a February 24-28, 1996 event here will be doing more than eating cake.

They'll be baking up business at **EUROPAIN96 (The World Bakery & Patisserie Exhibition)**.

Some 700 European and international exhibitors will present a complete range of equip-

ment for the bakery and patisserie industry: from flour bins to dough dividing machines to ovens and pastry machines. Raw materials and bakery/pastry ingredients also will figure prominently.

Being held in conjunction with **EUROPAIN96** are two related shows: **INTERSUC** (confectio-

nery, chocolates, biscuits) and **INTERGLACES** (ice creams).

For details, contact the **EUROPAIN**'s representative in Canada: Promosalons, in *Toronto*, Tel.: 1-800-565-5443 or (416) 929-2562; Fax: (416) 929-2564; in *Montreal*, Tel.: 1-800-387-2566 or (514) 861-5668; Fax: (514) 861-7926.

## Trading Houses Mission to South Africa

**Johannesburg, Durban, Cape Town** — Between 15 and 20 trading houses from across Canada are expected to participate in a mission — **March 8-16, 1996** — which will put them in direct contact with their counterparts in these cities.

The mission agenda will include pre-arranged, one-on-one meetings, with ample time allowed for follow-up.

In the 12 months to September 1995, Canada-South Africa trade jumped by almost 50 per cent over the same period last year. The mission is one way Canadian trading houses are gearing up to further develop this growing two-way exchange.

The one-week mission is being led by the Quebec Association of Export Trading Houses (AMCEQ), in collaboration with the Department of Foreign Affairs and International Trade and the Canadian Federation of Trading House Associations.

For information, contact Alain Gagnon, AMCEQ, Tel.: (514) 286-1042; Fax: (514) 848-9986.

## Canadian Trade Mission Caribbean Bound

**Trinidad and Tobago, Guadeloupe, Martinique** — Canadian trading houses with business interests and/or product potential in this region are invited to participate in a **trade mission** (April 14-24, 1996) that also coincides with **International Exposition (EXPO'96)**, being held April 19-28 in Port of Spain.

The mission program involves table-top shows and private appointments with local businesses in Guadeloupe and Martinique; at **EXPO'96** there will be a Canada Pavilion at which some 30 Canadian companies are expected to purchase space; others may forward display materials and samples.

**EXPO'96**, a nine-day, multi-sectoral exhibition, is expected to attract 500,000 visitors from Latin American and Caribbean markets. The event is an excellent showcase at which to promote Canadian products and services in a variety of sectors.

Sectors that are especially favourable include: agri-food, construction and hardware, pharmaceutical, electrical/electronic, environmental, entertainment pro-

duction, packaging material, automotive components, plastics and household products.

Worthy of note is the fact that Canadian bilingual labelling requirements are most advantageous in marketing Canadian products in the French West Indies, a market that also has proved highly successful for Canadian trading houses.

A **Canada Day** at **EXPO'96** will feature a seminar on trade and investment as well as presentations by Canadian trade commissioners, the Canadian-Caribbean Business Cooperation Office, the Trade Facilitation Office of Canada, and local business associations, including the Trinidad and Tobago Trade and Industrial Development Organization.

For cost and other details on these events, contact **immediately** Tom Bearss, Latin America and Caribbean Trade Division, DFAIT, Ottawa, Tel.: (613) 943-8807; Fax: (613) 943-8806.

Interested parties may also contact Ramesh Tiwari, Commercial Officer, Canadian High Commission, Port of Spain, Trinidad and Tobago, Tel.: (809) 623-7524; Fax: (809) 624-6440/4016.

# TRADE FAIRS AROUND THE WORLD

## Shows Explore Chile, Peru Mining Markets

**Santiago, Chile** — Companies now are being recruited to participate in the major mining trade event in South America, **EXPOMIN'96**, being held here May 14-18.

An option exists, as well, to follow on with a visit to the **Lima Solo Show**.

Participation in **EXPOMIN** affords Canadian companies an excellent opportunity to make key contacts in this industry. The event, held every second year since the mid-1980s, now is one of the largest mining equipment/services expositions in the world, attracting close to 30,000 professional visitors.

Canada has participated in **EXPOMIN** since the beginning, with 127 companies attending in 1994, and has found it is a "must attend" for companies that

either plan to be or are active in this market.

And quite a market it is!

"The market share of Canadian exports of machinery and mining equipment to Chile has doubled from 5 per cent in 1992 to 10 per cent in 1994. These exports amounted to \$89 million in 1994, of which \$15.4 million is attributed to mining equipment other than machinery. These figures should continue rising with Chile's accession to NAFTA."

The excerpt is from the publication, *Opportunities in Chile — Mining Equipment & Services Market*, which is available, quoting code 180LA, from DFAIT's InfoCentre, Fax: (613) 996-9709, or, quoting code 82106, through the InfoCentre FaxLink (see box bottom page 16).

**EXPOMIN'96** participants, and other interested parties, have the option of attending the **Lima Solo Show** (May 21-23, 1996) which features the presentation of technical papers, a show and reception.

Predictions are that, in the next four years, US\$8.9 billion will be invested in the Peruvian mining sector. Thirty per cent or US\$2.7 billion will be spent on machinery/services.

For details on cost, booth size or other information, contact Jon Baird, Canadian Association of Mining Equipment & Services (CAMESE), Toronto, Tel.: (905) 513-0046; Fax: (905) 513-1834; or Paul Schutte, Foreign Affairs and International Trade, Ottawa, Fax: (613) 944-0479.

## MacLaren Trade Picture Positive — Continued from page 4

Canada has been working with the United States and Mexico to expand the NAFTA (North American Free Trade Agreement) to include Chile and, in view of the difficulties encountered by the U.S. Administration in obtaining from Congress "fast-track" trade negotiating authority, we shall take steps to help achieve Chile's accession to NAFTA as soon as possible. Work has also begun with our partners in the Western Hemisphere to create a broader free trade area no later than 2005.

In the Asia-Pacific region, government leaders adopted in Osaka, Japan, a "road map" that will guide the 18 economies of APEC (Asia-Pacific Economic Co-operation forum) in achieving free trade in the region by no later than 2010 for developed economies and 2020 for developing economies.

More recently, Canada called for the strengthening of transatlantic economic links through further trade and investment liberalization initiatives, leading to eventual transatlantic free trade.

### Future Prospects

As we look toward the new year, the international trade environment seems poised for additional challenges and opportunities.

We shall continue to work with our partners all over the world to open new markets and to break new ground in trade and investment liberalization.

We shall also continue to use the Team Canada approach to win new business overseas and thus continue Canada's international expansion, which is so crucial to growth and job creation.

# Sharing Trade Secrets — *Continued from page 2*

filament, if he desires. As Mr. Corriveau says, "they are made-to-measure. This is one of the company's strong points."

## Price, Quality, Adaptability

To maintain this adaptability, Lippert constantly researches its products and its manufacturing machinery. Its products already have ISO (International Standards Organization) certification, guaranteeing its numerous foreign customers a high degree of quality.

The company has received assistance from various government agencies to develop new technology and new production machinery. "We have been working with the Quebec Industrial Research Centre (CRIQ), the Quebec Department of Industry, Trade, Science and Technology, the National Research Council of Canada and the Montreal Industrial Innovation Centre for six years."

The quality-price relationship is another advantage for Lippert. According to Mr. Corriveau, "it's one of the things that has enabled us to penetrate the markets of our 20 client countries so rapidly."

## Tricks of the Trade

Aside from being able to fully adapt its products to the customers' needs, and offering highly competitive prices, Lippert features rapid delivery — two weeks, or even a few days, depending on the customers' requirements.

Lippert discovers new markets by obtaining the names of potential customers through Canadian embassies and consulates in other countries. Increasingly, recommendations

are being made by existing customers who are highly satisfied with the products.

"Sometimes," says Mr. Corriveau, "big companies will even give us the names of their competitors, they are so satisfied with our products." One could hardly get a better recommendation!

Mr. Corriveau's approach to potential customers is:

- (1) Fax a description of the products;
- (2) Telephone, if the response is positive;
- (3) Determine the model of the product, and send a sample;
- (4) Pay an exploratory visit.

In the latter case, Mr. Corriveau recommends, for purposes of economy, visiting a number of possible clients in the same region,

Mr. Corriveau strongly recommends that the visit involve the company president and the managers of sales and manufacturing. "Many companies try to get by sending only one person on a visit; this is a waste of time and a cause of frustration," says Mr. Corriveau. "We always have a team of three, carrying one or two briefcases with samples. This has always resulted in an actual or promised order. In this way, we can make all the necessary decisions right there, because we have done our homework — checking the product preferences, the sizes, the materials, etc." Mr. Corriveau also feels that careful planning and punctuality go together.

"We also offer free samples, unlike many of our competitors, a tactic which always produces results." He recommends offer-

ing a small, typically Canadian gift — a bird carving, a small Inuit sculpture, etc., although he feels that the mere fact of being Canadian and having a Canadian passport opens many doors. "Even the occasional difficulties that can arise at Customs can be avoided if everything is checked out with the customer ahead of time, making sure that necessary documents, etc. have been translated."

## The Future

In addition to their use in conveyers — not only in the pulp and paper industry, but in mining, baking, shipping forklifts and waste water treatment — Lippert pintlepins are used in manufacturing teflon covers for stadium roofs, most of which are produced by large multinationals.

"With this wide diversity of products, markets (about 20 countries) and customers, there is never an inactive period in sales," says Mr. Corriveau. "Lippert is already considering getting into other products, such as the conveyor belt rings into which the pins are fitted, and of conquering other markets as well. We are aiming at reaching 40 countries within two or three years, including China, where we have not had many breakthroughs, mainly by way of Hong Kong."

With all these things in its favour, the company's future looks bright.

For further information on Lippert Pintlepin Inc., contact Mr. André Corriveau, Vice-President of Production, at (819) 864-7234, fax (819) 864-6362.



## Development Bank Documents Now Available at CIDA

Various project-related International Financial Institutions (IFIs) documents, formerly housed in the library of the Department of Foreign Affairs and International Trade (DFAIT), have been transferred to the Canadian International Development Agency (CIDA) Document Centre.

These include publications such as IFI country briefs, project appraisal reports, project completion reports and advance information on planned projects.

Also transferred is the IFI Documents Lending Service which provides registered, private-sector firms with rapid access to commercial information directly from the IFIs.

To access these documents, generally available for one-month loans, organizations must be registered with the WIN Exports database and be listed on the IFI Documents Service Client List of DFAIT's International Finance Division (TPF).

The autumn, 1995 transfer is in response to the Interdepartmental Task Force on IFI Procurement report, released in June, which said the Government must use existing resources more efficiently if it hopes to help Canadian business secure a greater share of IFI-funded contracts.

IFIs, such as the World Bank and regional development banks, provide more than US\$40 billion

a year for capital projects around the globe. However, studies indicate that Canadian firms do not pursue and win nearly as many IFI contracts as their counterparts in the Organization for Economic Cooperation and Development (OECD).

Persons with questions regarding the transfer of IFI documents or wanting to ensure their organization is on the IFI Documents Service Client List may contact DFAIT's International Finance Division (TPF), Tel.: (613) 995-7521; Fax: (613) 943-1100. To register on WIN Exports, Tel.: (613) 992-3005 or Fax: 1-800-267-8376 and ask for a WIN Exports registration brochure.

## Toronto Software Firm Makes Big Move Into U.S.

A leading Toronto-based computer software firm, Longview Solutions, Inc., of Toronto has established a beachhead in the key U.S. market — with a little help from the Canadian Consulate General in Atlanta.

Last month's Longview deal — involving a \$3 million private placement of equity capital with Edison Ventures, of New Jersey — was arranged by

Ambassador Capital Corporation.

This Atlanta-based investment banking firm had in turn been introduced to Longview by the Canadian Consulate General in Atlanta during Comdex-Spring '95 where Longview participated as an exhibitor in the Canadian national stand.

As a result of this transaction, Longview is considering opening a series of sales offices in the U.S.

## Partners for Prosperity a Trilateral Affair

*Continued from page 3*

mutual interest. In addition, certain professional associations such as engineers, have initiated action to recognize training across borders, and others are following. Listservers in the three countries now make information on collabora-

tive opportunities more readily available.

Invitations to the Guadalajara conference will be issued to some 200 Canadian delegates drawn from higher education, business, non-government organizations, foundations and rele-

vant government ministries.

Persons wanting further information and/or who wish to receive an invitation may contact Jean-François Bergeron at Foreign Affairs and International Trade, Tel.: (613) 992-9919 or Fax: (613) 992-5965.

# Works Projects on Japan's Internet

Public foreign companies, particularly those involved in civil engineering and public works, now can access, through Internet, a computer database which contains relevant project information posted by Japan's Ministry of Construction (MOC) and other government agencies.

Foreign companies are also allowed, for a fee, to post informa-

tion about their products for government agencies and interested Japanese companies to view.

The move is one of a number of initiatives by the Japanese government to promote the use of foreign materials and equipment in civil engineering and public works projects.

For further information on this database or other initiatives,

contact Francois Rivest, Second Secretary (Commercial), Canadian Embassy, Tokyo, Fax: (011-81-3) 3470-7280; or Japan Construction Information Centre, Fax: (011-81-3) 3505-2966.

## BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**MEXICO** — A major food company seeks large amounts of **canola oil** in various presentations, including bulk (1-litre and 4-litre containers) and for private label. The firm also seeks **raw oil** for local refining. Contact Fernando Rodriguez, Commercial Officer, Canadian Embassy, Mexico City, Tel.: (011-525) 724-7989; Fax: (011-525) 724-7982.

**MEXICO** — Several importers here have a combined demand of 26 container loads per month of: **black beans; white pea beans; great northern beans; pinto beans; eston lentils; and regular lentils.** Contact Fernando Rodriguez, Commercial Officer, Canadian Embassy, Mexico City, Tel.: (011-525) 724-7989; Fax: (011-525) 724-7982.

**NEW ZEALAND** — A catcher, processor and importer/distributor of fresh and frozen seafood into Australasia seeks to develop a relationship with a **Canadian seafood exporter.** Contact Rod Cavanagh, Seamart Ltd., P.O. Box 90-886, Auckland, New Zealand, Tel.: (64-9) 302-2533; Fax: (64-9) 302-3089.

**VIETNAM** — Firms here seek **medical supplies and surgical equipment** for use in hospitals; **fish processing plant equipment** (including aquaculture equipment, technology, feeds for shrimp farming, fish plant water supply with a capacity of 200 m<sup>3</sup> per hour); and **coal production joint ventures.** Contact Chi Dang, Calgary, Alberta, Tel.: (403) 686-2017; Fax: (403) 242-9639.

## BUSINESS AGENDA

**Toronto** — February 10-March 2, 1996 — **Southeast Asia Business Certificate Course**, Asian Business Studies Program, University of Toronto — On four consecutive Saturdays (9:00 a.m. to 2:30 p.m.) this program focuses on how to successfully market products and services in some of Asia's most dynamic countries: Thailand, Vietnam, the Philippines, Indonesia, Malaysia and Singapore. Provided are: in-depth country profiles, an overview of regional and local marketing strategies, and cross-cultural and negotiation strategies and tactics. Course fee is \$450. Contact sponsor representatives: **Michael Hartmann**, Asian Business Studies Program, Tel.: (416) 978-0184; E-mail: asian@ontrac.ccs.yorku.ca; **Robert Lynn**, Asia Pacific Foundation of Canada, Tel.: (416) 869-0541; Fax: (416) 869-1696.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

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OTTAWA

# CANADEXPORT

Vol.14, No. 2

February 5, 1996

## CanadExport Goes On-Line

[canad.export@extott07.x400.gc.ca](mailto:canad.export@extott07.x400.gc.ca)

*In mid-February, CanadExport will be available on the Internet in addition to the print edition. By maximizing the use of DFAIT's InfoCentre electronic distribution channels, CanadExport will be available on-line to as many Canadian businesses as possible with Web, Internet mailing list and BBS editions.*

### Why the Internet?

As *CanadExport* readers will know, the print edition of the newsletter has a circulation of about 40,000. A growing number of business people are surfing the net in search of various business information. By being available on-line, *CanadExport* can better serve the interests of the business net surfers by providing them with timely market information as it becomes available.

The on-line edition will allow the publishing of articles one at a time the moment they are ready for posting, ensuring more timely delivery of service. In other words, readers will no longer need to wait to receive the print edition to get valuable information about export markets and business opportunities.

*CanadExport* on-line will include not only all of the articles in the print edition, but also articles and information which did not make it to print. Since there is no space limitation in cyberspace, articles posted on the web may also be longer than those in the print edition.

A new *CanadExport* on-line will be formatted to take advan-

tage of the electronic media it uses, and to take into account the opportunities presented by colour computer screens and hypertext linking. It will also carry the same presentation quality that goes into the print edition.

### CanadExport Electronic Editions

#### Web Edition

*CanadExport* on-line will be accessible via:

- <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex> for the English edition; and
- <http://www.dfait-maeci.gc.ca/français/news/newsletr/canex> for the French-language edition.

#### E-mail Edition

*CanadExport* will also be available via Internet E-mail. For a free subscription, send a message to our listserv. The E-mail listserv address will be communicated to you in an upcoming issue of *CanadExport*. The body of the message should contain only a single line:

Subscribe *CanadExport* Your Name.

Replace "Your Name" with your proper name. To find out about DFAIT's other mailing lists, and the other functions of the listserv, send a message with

the single word "help".

#### BBS Edition

The text of *CanadExport* on-line will also be available on the

### NORTHERN IRELAND & IRISH BORDER COUNTIES SUPPLEMENT

Pages I-VIII

### ZIMBABWE SUPPLEMENT

Pages 1-8

DFAIT InfoCentre Bulletin Board System. The BBS can be accessed by calling (613) 944-1581 or 1-800-628-1581 via a computer modem. Use (j) to access the *CanadExport* section.

*CanadExport* looks forward to seeing you on the Web.

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# SHARING TRADE SECRETS

## Saturn Views Dublin as the Gateway to Europe

*Following the lead of many rapidly expanding software companies in North America, Saturn Solutions Inc. has decided to set up shop in Dublin, Ireland, to better serve Europe and the rest of the world.*

### Why Ireland?

Elementary, you might say: favourable tax incentives are luring many software companies to Ireland as a base for their European operations and distribution centre.

And as the only global organization whose sole focus and core business is software manufacturing and fulfillment, the St-Laurent-based (near Montreal) Saturn sees good prospects ahead.

In fact, Saturn's fulfillment operations in Dublin, which opened only in November 1994, have expanded rapidly since, both employee- and space-wise, with a new building due to open in July.

### Fulfillment services

Realizing that most of the world's largest and most successful software publishers and manufacturers have expanded to Europe, Saturn has decided to actively pursue this market opportunity.

Consequently, the past decade has seen Saturn evolve from a North American-based diskette manufacturer to a global turnkey service supplier to the computer hardware and software industry.

"We are now well positioned to provide the software industry with total fulfillment services on a global scale," says Saturn's Executive Vice-President, Bruce Campbell.

"What this (fulfillment) means," explains Campbell, "is total packaging of a client's products — replicating diskettes, producing manuals and assembling final retail products — as well as shipping to customers, warehousing, accepting orders and looking after returns."

The 12-year-old company offers total fulfillment packages through state-of-the-art facilities (all ISO 9002 - International Standards Organization - accredited) providing services such as CD-ROM and diskette replica-

tion, Radio Frequency barcode-based inventory management, Electronic Data Interchange (EDI) and host user interfaces, 1-800 telephone order services, worldwide distribution, and product return management.

### Choosing Ireland

Saturn was introduced to the Irish market through one of its largest Canadian customers, Ottawa-based Corel Corporation, which had already set up operations in Dublin in 1993.

"In addition," explains Campbell, "we developed contacts with the Canada-Ireland Chamber of Commerce here in Montreal, as well as close ties with the Canadian Embassy in Dublin which gave us helpful hints on how to set up operations in that country."

A well-educated work force and attractive financial incentives offered by the Industrial Development Agency of Ireland also helped attract Saturn to Ireland.

"In fact," says Campbell, "Ireland has become the gateway to the Europe software and fulfillment industry, with almost 45 per cent of Europe's software manufacturing and fulfillment now emanating from that country."

Seeing business being developed at a pace beyond expectations, Saturn has also decided to open a CD-ROM manufacturing plant in Ireland this spring.

"Based on these overwhelm-

*Continued on page 3 — Saturn*

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Mail to: *CANADEXPORT* (BCT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2

# First Ambassador's Achievement Award Presented in Japan

*The Canadian Ambassador to Japan, Donald W. Campbell, presented the first Canadian Ambassador's Business Achievement Award to Mr. Ichiro Okamoto, President of Okamoto International Co. Ltd., in a ceremony held in Osaka on December 4, 1995.*

The new program honours Japanese firms that have made significant contributions to the development of business ties between Canada and Japan. Okamoto International, a well-known home building company, imports Canadian building products from many parts of Canada, including lumber and kitchen cabinets from B.C., exterior bricks from Saskatchewan, mouldings from Quebec and wooden doors from Ontario. The



*Canadian Ambassador to Japan, Donald W. Campbell, and Mr. Ichiro Okamoto, President of Okamoto International Co. Ltd.*

company has also entered into a business arrangement with Pan-

Brick Inc. of Regina to produce and distribute brick panel products suitable for the Japanese housing market.

Ambassador Campbell noted the innovative approach of Okamoto International in promoting Canadian building products in Japan and the company's overall commitment to Canada. In just a few years, it has become one of the most influential

*Continued on page 7—  
Achievement Award*

## Saturn Views Dublin as the Gateway — Continued from page 2

ing results," says a confident Campbell, "our Irish subsidiary will become a major contributing factor in Saturn's growth in years to come."

### **Innovation and quality**

True to its motto, "Where challenges are met by solutions," Saturn is constantly striving to provide innovative solutions to the challenging demands of the software development marketplace in the U.S., Europe and Canada.

Committed to quality, innovation and customer service, Saturn firmly believes that the quality of its employees is the key to growth and ability to provide superior products and services at competitive prices.

As a matter of fact, despite fiscal 1995 sales similar to those of a large corporation — more than \$20 million — this firm, with a 300-strong work force spread over two continents — in St-Laurent, Toronto, Burlington (U.S.), Boston, Philadelphia, and Dublin — still prides itself on providing a level of personalized service and responsiveness characteristic of a successful small business.

### **Other markets**

In addition to seizing opportunities in Europe, Saturn's sales organization has considerably expanded in the U.S. to broaden its customer base.

"This has led to the successful addition to our clientele of several

major customers and many smaller ones," explains Campbell, "and the consequent increase in general activity will produce further sales growth in the coming years."

Based on this past performance, it is quite evident that in the continually evolving software fulfillment marketplace, Saturn will constantly endeavour to evaluate and implement new technologies to maintain a leadership position, and seize new opportunities to increase market share.

For more information on Saturn Solutions Inc., contact Executive Vice-President Bruce Campbell, Tel.: (514) 856-5656; Fax: (514) 856-5657; Web Site: "http://www.saturn.ca/saturn"; E-mail: "info@saturn.ca".



### **Win Export-Looking for Export Opportunities?**

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

# TESTING AGREEMENT TO PROMOTE EXPORTS OF CANADIAN BUILDING PRODUCTS TO JAPAN

*The Japanese Ministry of Construction (MOC) has selected Underwriters' Laboratories of Canada (ULC) as the first foreign laboratory designated to fire-test construction materials for the Japanese market.*

## **Better access to Japanese market**

As a result of this certification agreement signed in Tokyo last December, Canadian building products suppliers can now establish in Canada the fire ratings of building products they wish to certify for sale in the Japanese market, radically reducing the cost of testing for such companies and greatly simplifying their entry into this market.

Until the certification of ULC, testing of Canadian building products had to be carried out in Japan, making costs too high for many small and medium-sized Canadian firms.

Traditionally, Canada has been strong in the sale of wooden building materials to Japan, and some progress has been achieved in the standards area with respect to Canadian wood imports into Japan.

This agreement will now enable manufacturers of non-flammable exterior materials such as roofing, siding, windows and doors to begin seriously considering this market.

The Japanese building code requires that building products used on the exterior of houses must meet high standards for inflammability.

The certification of ULC — a non-profit Scarborough, Ontario, company accredited for testing, certification, and standards development — flows from the Joint Announcement on Co-operation on Building Product Standards, signed by Canada and Japan in 1994. The announcement involved mutual recognition of building

product standards.

The mutual recognition initiative's objectives are to eliminate duplication of testing, evaluation or certification procedures, to increase the availability in Japan of quality building materials from Canada, and to promote more efficient construction practices.

According to Minister for International Trade Roy MacLaren, "Easing technical barriers should stimulate exports of Canadian building products to Japan, yielding benefits to both countries."

## **Preference given to Canada**

Under this initiative, qualified Canadian testing laboratories can approach the Japanese MOC to designate them as official Foreign Testing Organizations.

ULC is the first to be chosen after Japan's Building Research Institute determined that ULC was fully capable of carrying out fire tests of certain building products in accordance with Japanese standards.

This places Canada in the vanguard of other countries such as the U.S., France and Sweden, now pursuing similar discussions with MOC.

The MOC's choice of Canada to receive this precedent-setting honour reflects both Canada's ongoing commitment at all levels to expanding trade in this sector as well as MOC's high level of confidence in Canadian certification and testing institutions.

## **Further deregulation possible**

In addition, the Foreign Testing application by Canada, which was

processed in record-breaking time by Japan's MOC, is symbolic of the excellent relations between Canada and Japan in the housing sector, and could be followed by further developments in the coming months.

As a matter of fact, along with the certification program, Canada and Japan are discussing other initiatives on deregulation and building standards which could lead to greater access for Canadian building products to the Japanese market.

Trade officials are hopeful that this agreement will lead to early progress on another priority issue in the mutual recognition talks for Canada, namely designation of the Canadian Construction Materials Centre (CCMC) — part of the National Research Council's (NRC) Institute for Research in Construction — as a Foreign Evaluation Body.

This would make the Centre certified to test non-standard building products to performance standards arrived at jointly by MOC and CCMC.

## **Importance for Canada**

Canada sells about \$3 billion annually in building materials to Japan, making these products Canada's single largest export to that country. Finished building material exports are growing rapidly as North American-style finishing and design gain in popularity.

As for the timeliness of this agreement, ULC claims that it

*Continued on page 5 —  
Canadian Building Products*

## Deadline for EMC Certification in France Fast Approaching

As reported in the November 6, 1995, issue of *CanadExport*, all telecommunications and electronic equipment sold in France must conform to the European Union's (EU) Electrocompatibility (EMC) Directive as of January 1, 1996.

An initial six-month period allows companies to use up existing stock, but all equipment manufactured or imported after January 1 must be certified to be sold in France. Equipment that is certified for France is also acceptable anywhere in the EU, but must bear the CE marking and be accom-

panied by a EU Declaration of Conformity.

Only accredited European facilities can perform the certification testing and reporting, thus requiring Canadian companies to have their equipment tested in Europe. Several accredited facilities, however, have established offices outside of the EU or have appointed qualified facilities to carry out the testing. For example, Britain's Interference Technology International Ltd. appointed UltraTech Engineering Labs of Mississauga, Ontario, to act on its behalf, which will allow

Canadian companies to have the testing performed in Canada.

With the deadline for certification fast approaching, there is considerable backlog at both European and Canadian laboratories, so Canadian companies should act quickly.

For information on product safety, contact Moe Lamothe, M.A. Lamothe & Associates, Tel.: (905) 877-2203; Fax: (905) 877-4811. For questions on the EMC Directive, contact Victor Kee, UltraTech Engineering Labs, Tel.: (905) 569-2550; Fax: (905) 569-2480.

## Loan Program Helps B.C. Exporters Succeed

B.C. companies looking to finance export ventures should look to the British Columbia Trade Development Corporation's Export Loan Guarantee Program.

Having provided guarantees for more than 100 loans valued at over \$60 million, the program

has helped B.C. companies generate more than \$250 million in export business.

The Corporation's loan guarantee program is open to any registered B.C. business that manufactures or processes products or provides services having high local content and that are des-

igned for export.

For more information, contact British Columbia Trade Development Corporation, Export Finance Branch, 999 Canada Place, Suite 730, Vancouver, B.C. V6C 3E1, Tel.: (604) 844-1909 or 1-800-661-3877; Fax: (604) 660-3917.

## QUEBEC LUMBER COMPANY GETS JAPANESE ACCREDITATION

Matériaux Blanchet Inc. of Saint-Pamphile, whose sawmill is located near Quebec City, recently obtained accreditation to place the Japanese Agricultural Standards (JAS) stamp on lumber for the Japanese market. This makes Blanchet the first mill in Eastern Canada to use the JAS seal, which is essential in Japan, thereby enabling it to represent the Quebec lumber industry on the Japanese market, the world's second largest. For information, please contact Claude Boulanger, Director of Overseas Sales, Matériaux Blanchet Inc., Tel.: (418) 871-2626; Fax: (418) 871-9755.

## Canadian Building Products to Japan

*Continued from page 4*

already has two major Canadian clients who are very eager to fire test certain building products to Japanese standards.

For more information on this ground-breaking agreement and how to take advantage of it, contact Wayne House, Japan Division (PJP), DFAIT, Tel.: (613) 995-1678; Fax: (613) 943-8286.

# CommerceNet Canada Promotes Business on the Internet

*Canadian companies interested in tapping into the leading forum for discussing issues related to doing business on the Internet can now have access to CommerceNet Canada, designed to help create an open electronic marketplace.*

## What is CommerceNet?

CommerceNet Canada is a consortium of Canadian companies and organizations formed to facilitate the use of an Internet-based infrastructure for electronic commerce, in order to allow efficient interactions among customers, suppliers and development partners and reduce the costs of doing business.

Affiliated to California-based CommerceNet, the Canadian organization was created last November, one month after CommerceNet Japan became the first affiliate of the U.S. consortium.

While many transactions and services already occur electronically — such as browsing catalogues, soliciting bids and placing orders, credit reporting and financial transactions — they require dedicated lines or prior arrangements.

The use of an Internet-based infrastructure — such as CommerceNet Canada — reduces the cost and lead time for participating in electronic commerce, and makes it practical for both small and large businesses.

## CommerceNet Canada objectives

Specific CommerceNet Canada objectives include: fostering international trade by estab-

lishing worldwide standards for Internet-based electronic commerce; encouraging understanding of country-specific issues among all CommerceNet members and affiliates to better deal with global trade issues; and promoting broad participation from small, medium and large companies in the consortium activities.

Like its counterparts in the U.S. and Japan, CommerceNet Canada will also establish working groups focussed on dealing with specific issues and on testing technology and applications for transacting business electronically.

Here are some of the potential pilot and working group projects that have been discussed:

- Internet Electronic Data Interchange (EDI);
- virtual Post Office services;
- secure payment trials within the Canadian Banking System;
- tourism, book publishing, retail applications;
- using secure transactions internationally to boost export potential.

## Origins of CommerceNet

The CommerceNet Consortium was created one year ago as a non-profit corporation through a \$6-million, three-year co-

operative agreement with the U.S. government Technology Reinvestment Project. It boasts over 140 member companies and organizations in the U.S. alone.

As for CommerceNet Canada, 17 organizations have joined and lent their full financial support since its inception — under the leadership of CYBERManagement Inc. — just over two months ago. They include the Bank of Montreal, the Canadian Imperial Bank of Commerce, Industry Canada, Canada Post Corporation, Ernst & Young, and IBM Canada Ltd. Ontario's Ministry of Economic Development, Trade and Tourism was also an active player.

## Membership

CommerceNet Canada, a non-profit corporation, is open to public and private Canadian organizations, and offers two membership levels — Sponsoring Member and Associate Member — depending on the organization's interest and financial commitment.

For more information on CommerceNet Canada and how to become a member, contact Walid Mougayar, President, CYBERManagement Inc., Toronto, Tel.: (416) 929-1011; Fax: (416) 929-1552; E-mail: [walid@cybermanagement.com](mailto:walid@cybermanagement.com); Web site: [www.commerce.net](http://www.commerce.net).



# CANAD EXPORT



## Focus On Northern Ireland and Irish Border Counties

### Peace Process Enhances Commercial Opportunities in Northern Ireland and Irish Border Counties

*"The emergence of peace in Northern Ireland, combined with strong economic growth in both Ireland and Northern Ireland, and with their membership in the European Union (EU), present significant trade and investment opportunities for Canadian firms in Northern Ireland and the six bordering counties of the Republic of Ireland." International Trade Minister Roy MacLaren, Convenor, Canada-Northern Ireland Steering Group.*

The private-sector-led Steering Group is designed to support the peace process in Northern Ireland by encouraging economic growth in the region through increased trade and investment relations with Canada.

"I am confident that by raising awareness among Canadian business of the burgeoning opportunities in Northern Ireland and the six bordering counties of the Republic, the Steering Group will generate increased commercial co-operation between our countries to the benefit of all parties concerned," Minister MacLaren said.

Two distinguished Canadians chair the Canada-Northern Ireland and Border County Steering Group: Belfast-born Thomas Savage, Chairman of the Ireland

**Trade and Investment Seminar Slated**  
*The Steering Group is planning a number of promotional activities, including seminars on Trade and Investment Opportunities in Northern Ireland and the Border Counties, which will take place in Toronto and Montreal during the week of May 6, 1996.*

*Further information on the seminars can be requested by contacting the Northern Europe Division, Foreign Affairs and International Trade, Ottawa, Fax: (613) 995-6319.*

Fund of Canada and Retired Chairman and President of I.T.T. Canada; and Dublin-born Rowland Fleming, President of the Toronto Stock Exchange.

The Committee's membership includes 11 senior Canadian private-sector representatives; the British High Commissioner; the Irish Ambassador; and the

Assistant Deputy Minister (Europe), Department of Foreign Affairs and International Trade (DFAIT).

#### Northern Ireland/Irish Border Counties: Gateway To EU

With good prospects for lasting peace, strong economic growth, and significant new infrastructural developments in the region, more and more companies are locating production in Northern Ireland and the Border Counties to service their customers in Europe. In addition to the advantageous fiscal and financial incentives provided by the British (for Northern Ireland) and Irish governments, this region offers direct and duty-free access to European markets through world-class ports and airports. Combine this with the island's educated, quality-aware work force, competitive labour costs, proximity to and

support from some of the best universities in Europe, and it is easy to see why more and more Canadian firms are considering this region as their gateway to the European Union.

Growing investments in the manufacturing sector of this region are also creating supply opportunities for Canadian exporters, as well as other forms of business co-operation such as joint ventures and technology transfer.

#### S & T Co-op Agreement

By partnering with a firm from Northern Ireland or Ireland, Canadian companies can benefit from the newly signed Canada-EU Agreement for Scientific and Technological Co-operation.

The Agreement allows Canadian companies, universities and research institutes to access EU public research and development funds by joining with European partners in research and technological development projects.

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# Success Stories

## BOMBARDIER'S WINGSPREAD TO BELFAST INCREASES DIVERSIFICATION

*Acquiring Short Brothers PLC (Shorts), the oldest established aircraft manufacturer in the world some six years ago, was all part of Montreal-based Bombardier Inc.'s strategy for product and market diversification.*

The acquisition of Shorts came on the heels of another one — the integration of Canadair — allowing the multi-billion-dollar Bombardier to reinforce its aerospace capabilities beyond Canada and establish a European presence in the industry.

### Takeover evaluation

"The Shorts takeover was not without risks," admits Bombardier Vice-President, Communications and Public Relations, Michel Lord, "as we had to evaluate both the strengths and weaknesses of Shorts."

But despite a much needed investment program to modernize the plant in Belfast, Shorts possessed advanced technology, a highly qualified work force as well as a well-filled order book.

"And most important," says Lord, "Shorts had a vast experience in the regional aircraft market that could be put to good use in the Canadair Regional Jet program."

### Winning strategy

The takeover strategy has paid off handsomely as

Shorts, under its new Bombardier management, has recorded significant profits in each of the last five years.

Shorts has developed major partnerships with Canadian and U.S. companies — part of Bombardier Aerospace Group-North America — supplying major aerostructure components for the Canadair Regional Jet and Challenger Business Jet, and is a partner with Learjet and de Havilland in the all-new Learjet 45 Business Jet.

In addition, Shorts is involved in the supply of nacelle systems and components to leading European engine makers, as well as the design and manufacture of close air-defence systems.

"This is quite an accomplishment," says Lord, "for one of the pioneers of aviation which received the first aircraft production contract from the Wright brothers in 1909."

For more information on Bombardier, contact Vice-President, Communications and Public Relations, Michel Lord, Tel.: (514) 861-9481; Fax: (514) 861-7053.

## NORTEL IRISH OPERATIONS BOOST COMPANY EXPORTS

*With subsidiaries in both Ireland and Northern Ireland, the telecommunications giant Northern Telecom Limited (Nortel) is boosting its access to the huge European market, and beyond, thereby complementing its Canadian operations.*

Nortel's strong reliance on research and development (R&D) led the multi-billion-dollar Mississauga, Ontario-based company to open — in addition to its manufacturing facilities there — an advanced R&D centre in Northern Ireland, some five years ago.

Known as the Northern Ireland Telecommunications Engineering Centre (NITEC), the facility is now contributing to expanding Nortel's role in manufacturing equipment for fibre optics transmission.

In fact, what prompted Nortel — most of its R&D is undertaken in Canada — to set up shop in Northern Ireland was the excellent high technology skills and the ability

to successfully export from there to Europe, and beyond.

### Importance of local presence

"A local presence is important to local customers," says Nortel's Director of Government Relations-International Bill Neil.

In addition to supplying the rest of the U.K. and Europe, Nortel's advanced transmissions systems manufactured in the Northern Ireland facilities at Monkstown are shipped to countries throughout the world, including New Zealand, China and Argentina.

Even before establishing its presence in Northern Ireland, Nortel had set up facilities for producing

business phones in neighbouring Galway, Ireland, in the early 1980s.

### Better access to the EC

"At that time, we wanted to get closer to the European Community (EC)," says Bill Neil, "and decided to use this as a marketing strategy in order to better serve our expanding customer base in Europe."

The move has paid off as Nortel's business phone exports to Europe have expanded since.

For more information on Nortel or its presence in Ireland and Northern Ireland, contact Bill Neil, Director, Government Relations-International, in Ottawa, Tel.: (613) 783-8904; Fax: (613) 783-8910.

# NORTHERN IRELAND

## Overview

The economy in Northern Ireland is enjoying a very strong revival, with output and employment rising steadily and unemployment falling to the lowest level in years. This economic renaissance is a result mainly of growth in many European markets for Northern Ireland goods. Today, as well, world-class industries are capitalizing on Northern Ireland's competitive advantages as a gateway into Europe. These developments also have created opportunities for partnerships and export trade, as demand for industrial components and technologies is expanding correspondingly.

## Business Confidence on the Rise

Recent economic indicators, in the light of 16 months of peace, are painting an optimistic picture of Northern Ireland's economic future:

- lowest unemployment in 13 years
- 7.2-per-cent growth in manufacturing output;
- 26-per-cent growth in exports to European markets;
- 30-per-cent growth in sales within the U.K.

Business surveys are indicating that economic activity remains strong and prospects for the economy are encouraging due to the high levels of local business confidence, record purchase orders and strong investment intentions.

A Dun & Bradstreet survey ranks Northern Ireland businesses as the most profitable in the U.K., and a recent Coopers & Lybrand study of Northern Ireland investors said that 73 per cent of them are planning to invest again.

### International Investment

Among the some 180 companies of British and overseas origin, which employ nearly 50,000 people in Northern Ireland, are long-established investments from North America that include: Bombardier,

Nortel, Du Pont and Ford, and more recent investments such as Seagate Technology, Fruit of the Loom, Stream International, and R. R. Donnelley & Sons.

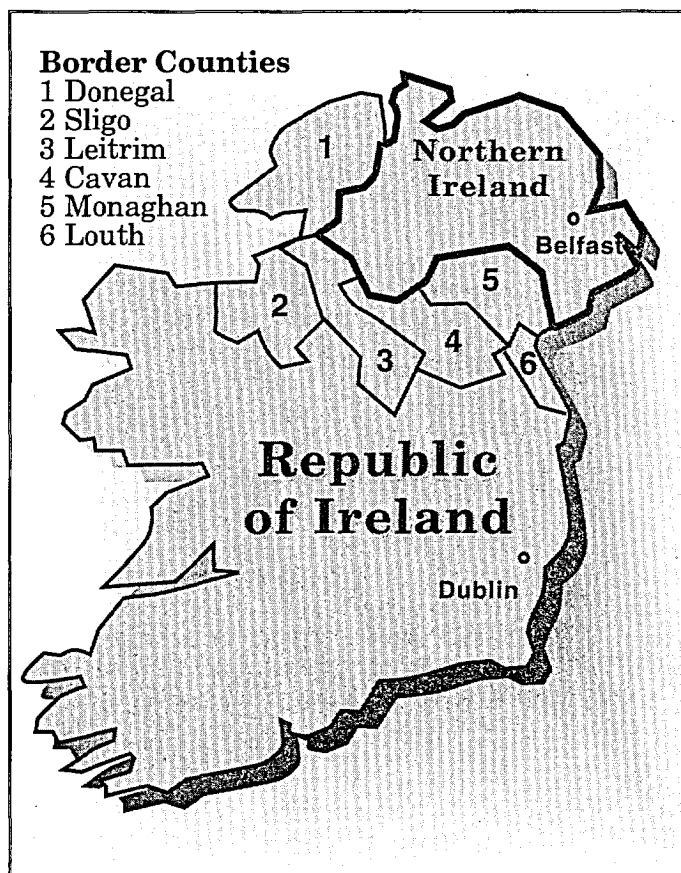
### Incentives

The Industrial Development Board (IDB) for Northern Ireland offers an attractive incentive package for investors. In fact, considering the range and flexibility of the fiscal and financial assistance packages, Northern Ireland is recognized today as the country where an organization can obtain the fastest return on its invested funds.

Furthermore, Northern Ireland gives North American companies access to 360 million consumers, and it provides an excellent transportation structure for timely and cost-effective access to European markets.

For example, goods produced in Northern Ireland can be supplied within 24 hours to the

U.K., Ireland and the west coast of continental Europe and, within 48 hours, to a large area of Europe. More than 60 per cent of the freight traffic into and out of the Island of Ireland uses Northern Ireland ports.



## Northern Ireland

## Sectors Offering Good Prospects

*Following are Northern Ireland's manufacturing industries which provide opportunities for Canadian companies. Sectors targeted for growth have concentrated on the high-tech industries, such as telephone exchange equipment, electrical switchgear, bio-medical engineering, medical technology and packaging, and micro-electronics.*

### Engineering

Northern Ireland's engineering firms, which employed some 29,000 workers in 1994, carry on a wide variety of specialized and general engineering work.

Four of the largest companies involved in the engineering sector are Harland & Wolff Holdings Plc, the Belfast ship-builders, Bombardier's Shorts Brothers Plc and Emerson Electric, a world-class manufacturer of electric engines for heavy industry machinery.

Bombardier's Shorts, the oldest aircraft manufacturer in the world, and largest private-sector employer in Northern Ireland, is a producer of aerospace and defence products with a broadly based program.

### Automotive

Northern Ireland is home to a cluster of world-class automotive component manufacturers.

Ford's Belfast plant supplies its European and North American assembly plants with state-of-the-art cast aluminum fuel rails and throttle bodies. Montupet's recent investment in Northern Ireland will create the largest independent cast aluminum foundry in Europe. Michelin has established its "Green Tyre" plant there and Schrader Automotive Inc. recently expanded to begin production of a remote tire pressure sensor that can be monitored on a digital dashboard display.

### Electronics

The growth in Northern Ireland's electronics industry is a major success story in the

region. The industry employs 6,000 people and is home to some of the world's largest electronics manufacturers.

Among recent arrivals in Ulster are firms like Seagate Technology, Daewoo, McDonald Douglas, and Fujitsu. There also are a surprising number of familiar names: Nortel, which has had successful, major manufacturing and R&D facilities in the Province for a number of years; Computer Talk Technology, of Richmond Hill, Ontario, a small Canadian computer-telephony company, has established a partnership with a firm in Belfast, Computertalk International, to exploit opportunities in Northern Ireland and elsewhere in the U.K.

### Software

Opportunities exist for Canadian firms to establish partnerships with local companies to exploit the growing demand for advanced technology support services. Software and related services is one of the most important of these sectors, with the local market for software estimated at \$150 million and growing.

The Software Industry Federation (SIF) was formed in 1990 to represent Northern Ireland companies with a common interest in the growth and development of the software industry in the Province. The Federation strives to increase awareness outside Northern Ireland of skills, products and services which its members can offer to business partners. The SIF has its own World Wide Web (WWW) site on the Internet, with links

to other useful Internet resources and may be found at: <http://www.unibol.com/SIF/sifhome.htm>.

The Internet in Northern Ireland is very much used by both private sector and government organizations. It is a valuable source of contacts and information about the Province.

### Food Processing

The food processing sector has an annual turnover of \$4.5 billion and employs about 20,000 people. The industry is of crucial importance to the economy of Northern Ireland, where many companies are also major suppliers of own-label products to large European retailers.

Today, the food industry — including such world-renowned brands as Bushmill's and St. Brendan's Irish Cream Liqueur — are focussing on increasing value-added products.

A study, **Agri-Food & Drink Trade and Investment Opportunities in Northern Ireland**, has been commissioned by the Canadian High Commission in London. It will provide a detailed assessment of investment (joint venture and technology transfer) opportunities for Canadian companies and identify niche export market opportunities in Northern Ireland's food processing sector. On completion, the study will be distributed to agri-food companies across Canada. Names may be added to the distribution list by contacting the Canadian High Commission, London, Fax: 171 258 6384.

*Continued on page VII*  
**Northern Ireland**

# CANAD EXPORT



## Focus on Zimbabwe

# An African Success Story

*Zimbabwe is a country full of advantages and opportunities for Canadian investments and products. Aside from its political stability and diversified economy, Zimbabwe's work force is literate and well-educated. It enjoys a strategic location in the growing Southern African region and its economy has undergone pronounced liberalization and deregulation over the last five years.*

Until drought ravaged the agricultural sector which is the basis of the economy, Zimbabwe was often described as one of Africa's success stories. Traditionally, the gateway to Southern Africa, it has a diversified economy with strong manufacturing and commercial farming sectors, varied mineral resources and considerable tourism potential. As the rains return and revive the farming industry, Zimbabwe will again meet the challenges of the new Africa and its potential regional market of 150 million people.

The economic strength of the country lies in its commercial agricultural and mining sectors which each account for approximately 40 per cent of exports, and on the increasing earnings from its tourism sector. In addition, Zimbabwe has a well-developed infrastructure, a good transportation system and reliable public utilities.

### **A Key Member of the Southern Africa Family**

Zimbabwe is important to the economic life of Southern Africa. It is a member of SADC (Southern African Development Community), and COMESA (Common Market of Eastern and Southern Africa) — the objectives of both organizations being to remove barriers and increase trade among member states. Zimbabwe has bilateral trade agreements with Namibia, Malawi

and Botswana, and is in the process of renewing and expanding its 1964 bilateral trade agreement with South Africa.

With the election of democratic governments in South Africa and Malawi, and the end of civil war in Mozambique and Angola, the Southern Africa region is now the most stable and has the best economic development prospects of any region in Africa.

This new-found stability has resulted in an array of opportunities for Canadian business in mining, telecommunications, transportation, consulting services and food processing.

### **An Inviting Economic Climate**

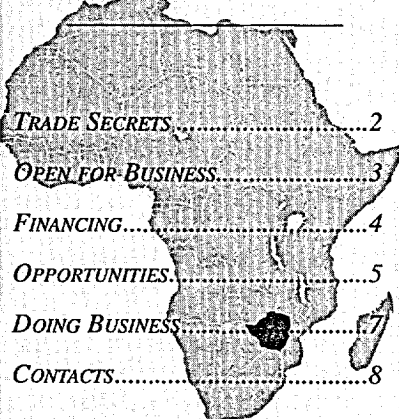
Following the introduction of the Economic Structural Adjustment Program (ESAP) in 1990, Zimbabwe has made significant changes in its foreign exchange and investment regulations. In January 1994, most import controls were abolished, as were most exchange control regulations. Repatriation of after-tax profits was raised to 50 per cent; 100 per cent for products that generate significant exports. The second phase of ESAP will focus on macro-economic problems.

Deregulation of foreign investment, exchange control and import regulations is evidence of the Zimbabwe Government's commitment to a more open market

system that welcomes investors. It should be noted, however, that problems with bureaucratic delays still occur. Growth in Zimbabwe's gross domestic product (GDP) was 3.5 per cent in 1994 and is expected to be between 1 per cent and 2 per cent in 1995. The inflation rate in 1994, however, remained unacceptably high at an estimated 25 per cent.

From 1995 to 1998, the World Bank is scheduled to lend \$330 million for structural adjustment, credit facilities, export facilitation, infrastructure development and agriculture growth.

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# Sharing Trade Secrets

## REDAURUM SCORES BIG ON THE DIAMOND...IN ZIMBABWE

*Hitting a home run in Zimbabwe is perhaps not the obvious thing, but for Toronto-based Redaurum Limited, it all comes naturally...in the diamond mines.*

### Small company...big revenues

Although a small company by any standards — a Canadian staff of six — its work force overseas nears 500, with 400 employees in Zimbabwe alone.

That's where the all-export-based young multimillion-dollar mining and exploration company is currently focusing its activities — a joint venture operation with 50-per-cent Australian interest — at the River Ranch diamond mine which produced 151,396 carats of diamond in 1994.

"This was 25 per cent above our forecasts of 120,000 carats," says Redaurum's Chairman R. Baxter-Brown, adding that "1995 production also reached a record 225,516 carats."

As a matter of fact, according to independent forecasts, revenues from the Zimbabwe operation are expected to generate US\$11.6 million for Redaurum this year.

This will be achieved with the completion, since the start of operations in 1992, of the third stage of development which was officially inaugurated last November. And with an estimated life of 15 years, the River Ranch mine could very well remain Redaurum's flagship operation.

Not that Redaurum is putting all its "diamonds" into one "mine" or country — its extensive exploration interests cover close to 10 per cent of the Zimbabwean territory.

It also has operations in South Africa and, closer to home, in Colorado, as well as explorations in Botswana and Namibia.

With production expected to start next month, the Colorado operation could turn out to be North America's first diamond-producing mine.

### Maintaining good local relations

Maintaining good relations with local governments is very important for Redaurum. Zimbabwe is no exception.

"We are greatly appreciative," Baxter-Brown says, "of the continuing support and co-operation of the Zimbabwe Ministry for Mines."

In return, Redaurum markets its diamond production on a co-operative basis with the government. River Ranch has also developed a progressive training program for its predominantly Zimbabwean staff and donated facilities for health care and educational purposes.

"In the end, patience is still a virtue," recommends Baxter-Brown. "Zimbabwe, and Africa in general, are changing," he says, "but their ways can still be very

different, and this should not surprise or deter you from pursuing business there."

For more information on Redaurum or its operations in Zimbabwe, contact Redaurum's Corporate Secretary Michael Coulter, Tel.: (416) 368-3553; Fax: (416) 368-8957.

## ANTARES STRIKES GOLD

*Antares Mining and Exploration Corporation's two-year operation in Zimbabwe is finally going to pay off, with gold production slated to commence next month.*

### Choosing Zimbabwe

Why did this Toronto-based junior mining and exploration company choose Zimbabwe?

According to Antares Project Manager Cynthia Dean, "the company was attracted to Zimbabwe because of the gold mining potential of that country, its well-educated work force, political stability, good infrastructure, and last, but not least, the great co-operation received from the Zimbabwean government.

"In addition," says Dean, "the country has a well-developed mining legislation, no royalties payable to the State, offers the possibility to pay 100 per cent profits as dividends (subject to reasonable withholding taxes), and it favours a road towards free market."

A key ingredient in Antares' success in Zimbabwe was the formation of a joint venture with the Zimbabwe-based Forbes and Thompson Group — that country's largest privately owned gold mining group with wide diversification in other sectors of the economy — to jointly develop the Lady Lina 1,600-hectare gold property.

### CIDA help

Thanks to the close to \$4.2 million invested in the Lady Lina property, as well as assistance from the Canadian International Development Agency (CIDA), first year production is expected to run at about 6,000 ounces of gold — worth some \$3.2 million at current gold prices — thereafter increasing to 10,000 ounces per year.

According to Dean, "CIDA's generous assistance under a rehabilitation and extended training

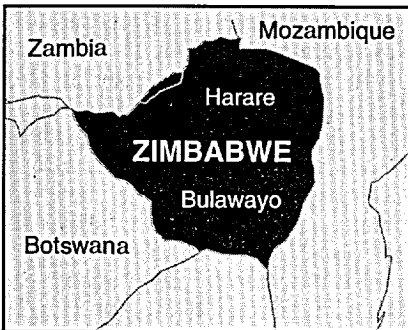
*Continued on page 6 — Antares*

# Open and Ready for Business

*Zimbabwe's stable economic and political climate, along with its well-developed infrastructure, makes doing business there easier and more profitable for Canadian companies. Following are some of Zimbabwe's many advantages and attractions.*

## Air Links

Air Zimbabwe is the national airline with routes to destinations in Europe and Africa. Direct flights are available to London, Frankfurt, Lisbon, Lusaka, Nairobi, Johannesburg, Cape Town and other African destinations. More than a dozen international airlines



operate services to the country, including British Airways, KLM, Air France, Swissair, Ethiopian Airlines, South African Airways, and Lufthansa. There are three international airports (Harare, Bulawayo and Victoria Falls) and five domestic airports.

## Roads

Zimbabwe has a well-developed traffic network that interconnects its major economic centres. Zimbabwe is a land-locked country with road and rail access to the sea via Mozambique and South Africa. Fifteen per cent of roads are paved, and approximately 55 per cent are gravel. Car rental service is available at major airports.

## Telecommunications

Telecommunications and postal services are provided through the parastatal Post and Telecommunication Corporation (PTC). The PTC is currently upgrading to digital-based services, but there are still frequent interruptions in service.

## Banking

Zimbabwe has a relatively sophisticated banking and monetary system with a variety of commercial and merchant banks and discount houses that provide financial services to the private sector. Commercial banking is available through five commercial banks: Barclays, Stanbic, Standard Chartered Bank, Zimbabwe Banking Corp., and Commercial Bank of Zimbabwe. There are also five merchant banks and three discount houses operating in Zimbabwe as well as specialized institutions such as the Zimbabwe Development Bank. Zimbabwe has a small stock exchange where foreign investors may purchase shares of listed companies; the purchases are limited to 25 per cent of the total equity of any given company.

## Weather

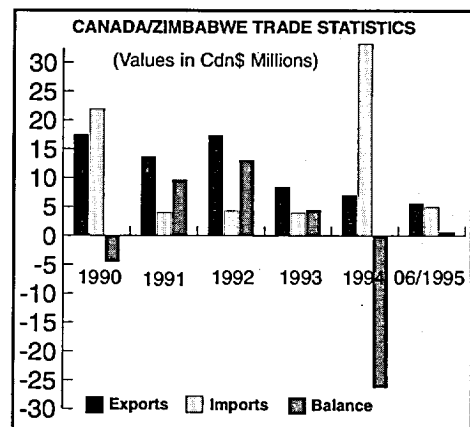
Zimbabwe has one of the finest climates in the world. Winter days are generally dry and sunny with temperatures averaging 13° C-20° C while in summer, which is the rainy season, temperatures increase to 25° C-30° C, with the hottest month being October.

## Tourism

Featuring world-renowned attractions such as the Victoria Falls, Zimbabwe's tourism sector is becoming a significant contributor to the economy. Major tourist spots such as the Hwange National Wildlife Park, the Kariba Dam, the Great Zimbabwe monument, the Matopos hills and the Eastern Highlands are all served by good hotels with modern amenities. In addition, Zimbabwe is in close proximity to game parks in Botswana and South Africa.

## CANADA-ZIMBABWE TRADE

Canadian exports to Zimbabwe are notable for their diversity. In 1994, Canada sold over \$7 million worth of goods and close to \$2 million of services to this market. Commodity sales as of September 1995 were already at \$9.3 million, promising a banner year for Canadian exporters. Machinery and mechanical appliances comprise the bulk of Canadian sales to Zimbabwe, clearly demonstrating the mining sector's importance. Other exports include electrical machinery and equipment, organic chemicals and pharmaceutical products.



Next time you take a coffee break look around and you'll likely see evidence of Zimbabwe's imports to Canada. Your colleague may very well be experiencing a "taste of Zimbabwe." In 1994, Canada imported \$8 million worth of tobacco (for use in non-domestic brands of cigarettes), \$22 million worth of raw sugar, and even a small amount of coffee, as well as live animals, apparel, cotton and iron and steel.

# \$\$\$ Financing \$\$\$

*Following are some of the many financing services available from government and private organizations to Canadian enterprises looking to pursue business opportunities in Zimbabwe.*

## **Export Development Corporation (EDC)**

EDC is a customer-driven, financial services corporation dedicated to helping Canadian business succeed in the global marketplace. It provides a wide range of risk-management services, including insurance, financing and guarantees, to Canadian exporters and their customers around the world.

Canadian companies looking to do business in Zimbabwe can benefit from EDC's risk-management services. The Corporation is open in Zimbabwe without restrictions over the short term and subject to overall exposure guidelines for medium- to long-term periods. Although there are no lines of credit available, EDC may be able to provide foreign investment insurance.

For further information on EDC services in Zimbabwe, contact Michel Boyle, Manager, Africa and Middle East Division, EDC, 151 O'Connor Street, Ottawa K1A 1K3, Tel.: (613) 598-3079; Fax: (613) 598-2503.

## **CIDA Industrial Co-operation Program**

CIDA's Industrial Co-operation Program (CIDA-INC) encourages businesses to share their skills and experiences with partners in developing countries through a series of investment and professional services. The program's goal is to provide financial assistance leading to long-term collaborations resulting in the transfer of technology and job creation in the host country.

Approved CIDA-INC support could cover starter and feasibility studies, professional services, travel and country visits, and project support.

For further information, contact Paul Skahan, Regional Program Manager, CIDA Industrial Co-operation Program, 200 Promenade du Portage, Hull, Quebec K1A 0G4, Tel.: (819) 997-2069; Fax: (819) 953-5024.

## **INTERNATIONAL FINANCIAL INSTITUTIONS**

### **The World Bank**

The World Bank is a multilateral lending agency financing projects in a wide range of sectors such as agriculture, education, energy, transportation, power and telecommunications. The Bank operates in Africa mostly through its International

Development Association (IDA) arm. The IDA provides concessional terms to governments which allow the borrowing country to buy goods and services in the international marketplace.

Eight projects totalling \$700 million are currently under way in Zimbabwe, and it is expected that credits of \$330 million will be approved this fiscal year. Future projects will involve telecommunications and urban development. Canada is an Executive Director of the World Bank and the Canadian Embassy in Washington maintains a liaison office to monitor the procurement process and assist Canadian firms.

For further information, contact the Office of Liaison with International Financial Institutions (OLIFI), Canadian Embassy, 501 Pennsylvania Avenue N.W., Washington, D.C. 20001, Tel.: (202) 682-7788; Fax: (202) 682-7789.

### **African Development Bank**

The African Development Bank (AfDB) finances investment projects and programs in member states, either unilaterally or in co-operation with other development institutions.

Although financial constraints have reduced the Bank's role in Africa in recent years, it remains a significant player in financing projects in the region. The AfDB funded two projects totalling \$140 million in 1995, and the Indicative Lending Program for 1996 lists two new projects in irrigation and telecommunications valued at \$50 million. However, Canadian companies have historically not taken full advantage of AfDB-financed activities.

Canada is an Executive Director of the Bank and the Canadian Embassy in Abidjan maintains a liaison office to monitor the procurement process and assist Canadian firms. To maximize chances for success in this market, Canadian companies are encouraged to consider AfDB projects and to follow-up with Department of Foreign Affairs and International Trade (DFAIT) trade officers in Ottawa, or with the liaison office in Abidjan.

For further information contact, African Development Bank Liaison, Canadian Embassy, 01 B.P. 4104, Abidjan 01, République de Côte D'Ivoire, Tel.: (011-225) 21-20-09; Fax: (011-225) 22-05-30.



# Zimbabwe's Plentiful Business Opportunities

## □ MARKETS

### Mining

Zimbabwe's well-developed mining industry plays an essential role in its economy, providing 45 per cent of foreign exchange earnings and employing 7 per cent of the labour force in 1994. Gold and nickel were two of Zimbabwe's principal exports in 1994, valued at over \$500 million. The enormous increase in exploration activity, a sound mining law and more liberal economic policies signal the importance of this market for Canadian mining equipment manufacturers.

Zimbabwe has substantial and diverse mineral deposits distributed over most of the country, with expanding production in diamonds, gold, copper, platinum, zinc and chrome ore.

The main challenges facing Canadian enterprises in the mining industry include water and power shortages, higher power costs, input costs and interest rates, and environmental concerns. However, relative to some African countries, Zimbabwe offers more favourable conditions in these areas and has a significantly better infrastructure. As well, mining services are available locally but are limited and represent foreign interests. South Africa and Great Britain represent Canada's major competition in this sector.

As Zimbabwe does not produce its own mining equipment or machinery, demand for mining equipment and machinery ranges from small mining tools and machinery to sophisticated equipment for large-scale operations. Opportunities exist in: trucks and spare parts; surface and deep mining equipment; small diesel generators; bulldozers, cranes; wheel loaders, electric shovels; timing machinery; and conveying equipment.

### Telecommunications

As Zimbabwe's existing telephone system is outdated and is being upgraded through international financial institution (World Bank, AfDB) donor and domestic financing, the telecommunications sector offers considerable opportunities for Canadian firms.

The World Bank project, part of the Telcoms II Project (also funded by AfDB), the purpose of which is to develop the Zimbabwe PTC's sustainable system expansion and quality improvement, and to improve the telecommunications policy environment. The program will be built upon an institutional development, rehabilitation and expansion plan, requiring policy, finance and engineering consulting services.

A recent landmark court decision has struck down the government monopoly over the provision of cellular services. Aside from improving the prospects for enhanced telecommunications, this decision may open the door for Canadian companies active in this sector.

Zimbabwe's current telecommunications priorities include cellular phones, expansion to rural areas, satellite stations, optic fibre cabling and direct circuiting.

Potential commercial opportunities exist in training, equipment (including cables and PABX), consulting services, and software. The strongest competition in this sector comes from Swedish, Japanese, British and South African firms.

### Agri-food

Agriculture is the chief source of income for Zimbabwe and generates approximately one third of its earnings. Generally, agri-food sectors in Canada and Zimbabwe share some common features: both are self-sufficient in most basic food products; in good years, both export surplus grain, and for

Zimbabwe, corn as well; both produce livestock for external consumption; and both produce and export non-essential agricultural products.

Despite the limited agricultural trade between Canada and Zimbabwe, the similarities, coupled with the opening up of Zimbabwe's economy, may present opportunities in this sector. Local support, however, is often necessary for exporters to succeed in Zimbabwe.

The market for Canadian goods, though limited, has potential in genetics, dairy herd management, horticulture, and food processing. CIDA and CAPSSA (see below) have both been active in supporting activities in this sector.

## □ INITIATIVES

### SEARAP

DFAIT is co-operating with other federal agencies to finalize a Southern and Eastern Africa Regional Action Plan (SEARAP) to capitalize on the region's emergence as a trade hub. Zimbabwe has always been seen as a gateway to Southern Africa and there is now an opportunity to benefit from this new reality. South Africa's impact on the region will be significant, both as a magnet for investment and through its own increased trade linkages with neighbouring countries. The SEARAP initiative will encompass enhanced market research, intelligence sharing and dissemination, trade missions and various activities to take advantage of regional opportunities.

### Zimbabwe Investment Centre

To facilitate decisions on investment proposals, the Government of Zimbabwe has established the Zimbabwe Investment Centre

*Continued on page 6  
Initiatives*

## Zimbabwe's Plentiful Business Opportunities

### Initiatives... — Continued from page V

(ZIC), a one-stop shop to co-ordinate, promote and approve investment projects, within 10 working days. The only reserved sectors (where foreign equity cannot exceed 25 per cent) are primary agricultural production, livestock breeding and domestic transportation. Otherwise, investors enjoy 100-per-cent remittance of profits, free access to foreign exchange and free repatriation of investment capital.

### CAPSSA

The Canadian Association for the Private Sector in Southern Africa (CAPSSA) promotes long-term business linkages between the private sector in the region and the Canadian business community.

Established in 1988 by the Canadian Exporters' Association, and funded by CIDA-INC, CAPSSA can help Canadian companies take advantage of opportunities through such mechanisms as joint ventures, licensing agreements, franchising, direct investment, training and technology transfers. It can also locate suitable business partners and advise on negotiations and project implementation.

Based in Harare, CAPSSA works closely with Canadian embassies and high commissions throughout Africa and has recently hired new contacts in Windhoek, Namibia and Gaborone, Botswana.

## Sharing Trade Secrets

### CANADIAN ROAD GRADER A REAL CHAMPION IN ZIMBABWE

*Active in Zimbabwe since 1977, Champion Road Machinery of Goderich, Ontario, has been involved in several public-sector projects in that country.*

#### CIDA help

These include the supply of road graders as well as developing very successful training programs for the operation and repair of its equipment — in both cases with assistance from the Canadian International Development Agency (CIDA).

"The CIDA funding helped bring the local workers up to speed on servicing and maintenance of the machines," says Champion Territory Manager, Africa and Middle East, Jim Habel, "thereby making greater use of our road graders."

More recently, Champion has been involved in a World Bank project to supply seven machines, with an average cost of \$140,000 each.

When the company introduced its Series IV model last March, it selected Zimbabwe "because of its central location and good transportation links with neighbouring countries," says Habel.

Champion has not only sold its original two Series IV graders to Zimbabwe, but has shipped an additional 15 units to date.

#### Market diversity

The 120-year-old, 800-employee-strong company, is active in close to 100 countries, with 63 per cent of its

\$176 million 1994 sales generated by exports.

When it comes to prospecting new markets, such a well-established company usually relies on its own network of dealers. But occasionally, it also calls on the local Canadian Embassy to compare notes on dealerships in new territories.

For more information on Champion's Zimbabwe operations, contact Territory Manager Jim Habel, Tel.: (519) 524-2601; Fax: (519) 524-3018.

### Antares strikes gold

*Continued from page 2*

program proved to be a great help to a junior company like Antares. Zimbabwe will benefit too," she adds, "by gaining trained metallurgical professionals, a skilled work force, not to mention all the gold which will help its balance of payments.

"In addition," says Dean "the use of Canadian equipment and professionals benefits Canada and increases bonds between our two countries."

For more information on Antares and its operations in Zimbabwe, contact Project Manager Cynthia Dean, Tel.: (416) 861-8348; Fax: (416) 861-0057.

# Doing Business in Zimbabwe

*The people of Zimbabwe welcome visitors and are justly proud of their achievements. You will find your visit there to be comfortable, memorable and advantageous. Canadian visitors to Zimbabwe, however, should be aware that crime is a concern. Experienced travellers will know that this is a problem throughout many parts of the world. Common sense and normal precautions should ensure personal safety and security.*

- **Visas** — Canadian citizens visiting Zimbabwe must have acceptable travel documents (passports) but do not require visas to visit.
- **Currency** — The unit of currency is the Zimbabwe dollar, which is divided into 100 cents. The exchange rate as of December 15, 1995, was C\$0.14 to Z\$1 (C\$1 to Z\$6.95). Foreign exchange may be converted into Zimbabwe dollars at any authorized location, including banks, most hotels, and exchange bureaus.
- **Banking Hours** — Weekdays (except Wednesdays) 0830 to 1500 hours; Wednesdays 0830 to 1400 hours; Saturdays 0830 to 1130 hours.
- **Business Hours** — Weekdays 0800 to 1630/1700 hours; Saturdays 0800 to 1230 hours.
- **Hotel Payment** — Non-residents are required to pay hotel accommodation accounts in foreign currency (foreign bank drafts and credit cards are acceptable).
- **Departure Tax** — A US\$20-per-person departure tax is payable by non-residents when leaving Zimbabwe. It can be paid at any international airport, commercial bank or travel agency.
- **Health** — Zimbabwe enjoys very high standards of health and hygiene. As a standard precaution, inoculations against yellow fever (if arriving from an affected area), cholera, typhoid and hepatitis B are recommended. Visitors are also advised to take precautions against malaria if travelling outside Harare, particularly in the Victoria Falls region.
- **Language** — English, Shona and Ndebele are the official languages of Zimbabwe, while English is the commercial language.
- **Motor Vehicles** — Visitors to Zimbabwe may drive using their valid Canadian driver's licence. But please note that in Zimbabwe one drives on the left-hand side of the road, as in England. For those less adventurous travellers, taxis in Harare are inexpensive and plentiful.

## Conferences, Fairs and Missions Coming Soon to Zimbabwe

- **GIS/Geomatics Conference** - March 15-22, 1996 - The conference will focus on the use of remote sensing and GIS in environmental impact assessment in Africa, and the need for education and training in environmental geo-sciences and management. A senior official of the Canadian Centre for Remote Sensing is a member of the scientific committee, and a number of Canadian firms are expected to attend the conference.
- **Mining Mission to Zimbabwe, Tanzania and Zambia** - February/March 1996 - This DFAIT-led mission will assist participants in developing contacts with decision makers in Zimbabwe and will promote Canadian expertise and capability in this important sector.
- **Mine Entra** - October 28-31, 1996 - This trade fair focusses on the mining sector and is open only to traders. Located in Bulawayo, Zimbabwe's second-largest city, this is the inaugural mining fair in Zimbabwe.
- **Zimbabwe International Trade Fair** - April 23-28, 1996 - This annual event will take place in Bulawayo and includes seminars and workshops that complement the fair by providing a framework for promoting regional and foreign interchange.
- **Zimbabwe International Book Fair** - July 29-August 3, 1996 - The fair's theme for this year is "Books for Business". Held in Harare, it consistently attracts many international participants.
- **Scholastica** - July 25-28, 1996 - Held in Bulawayo, this year's theme is "The gateway to knowledge". It covers all aspects of education, training and human resources.
- **World Limousin Association Conference** - March 1996 - This year, this world-renowned cattle breeding conference will be held in Harare.

*Continued on page 8 — Conferences, Fairs*



# Canada-Zimbabwe Contacts

## □ CANADA

In Ottawa, one trade commissioner is responsible for several Eastern Africa countries, including Zimbabwe. There is also a locally engaged commercial officer based in Harare responsible for commercial activities in Zimbabwe, Angola, Botswana and Mozambique.

### Department of Foreign Affairs and International Trade

125 Sussex Drive, Ottawa K1A 0G2

#### *Africa and Middle East Business Development Division (GBTA)*

Elaine Butcher, East Africa Trade Program (including Zimbabwe)

Tel.: (613) 944-6586; Fax: (613) 944-7437

### Canadian International Development Agency

Industrial Co-operation Program - CIDA-INC  
200, Promenade du Portage Hull, Quebec K1A 0G4

#### *Bureau for Africa and Middle East (SEL)*

Paul Hunt, Director

Tel.: (819) 997-0567; Fax: (819) 953-5024

### Agriculture and Agri-Food Canada

Sir John Carling Building, 930 Carling Avenue,  
10th Floor, Ottawa K1A 0C5

John Smiley, International Markets Bureau

Tel.: (613) 759-7632; Fax: (613) 759-7506

### High Commission for the Republic of Zimbabwe

332 Somerset Street West, Ottawa K1P 5G4

Tel.: (613) 237-4388; Fax: (613) 563-8269

## □ ZIMBABWE

When calling Zimbabwe from Canada, dial (011-263) before the number. For Harare dial (011-263-4) plus the Harare number. The time difference between Canada and Zimbabwe is six hours (Eastern Standard Time) or seven hours (Daylight Savings Time) ahead.

### Canadian High Commission

Street address: 45 Baines Avenue Harare, Zimbabwe

Mailing address: P.O. Box 1430; Harare

Republic of Zimbabwe

Tel.: 011-263-4-733881; Fax: 011-263-4-732917

### Canadian Association for the Private Sector in Southern Africa

Street address: 1st Floor ZDB House, 99 Rotten Row,  
Harare, Zimbabwe

Mailing address: P.O. Box 5694, Harare

Republic of Zimbabwe

Tel.: 011-263-4-752011/2; Fax: 011-263-4-752013

### Zimbabwe Investment Centre

Nicholas Ncube, Director

Investment House, 109 Rotten Row, P.O. Box 5950  
Harare

Tel.: 011-263-4-790991/4; Fax: 011-263-4-790997

### Zimbabwe National Chamber of Commerce

Danny Meyer, President

Equity House, Rezende Street, 6th Floor, P.O. Box 1934  
Harare

Tel.: 011-263-4-753445; Fax: 011-263-4-753450

### Chamber of Mines

Derek Bain, Chief Executive

North Wing Stewart House, 4 Central Avenue,  
P.O. Box 713, Harare

Tel.: 011-263-4-702843; Fax: 011-263-4-707983

### Post and Telecommunication Corporation

Tony Marechera, Deputy Postmaster General,  
Telecom Services

Runhare House/Union House, P.O. Box 8061

Causeway, Harare

Tel.: 011-263-4-728811; Fax: 011-263-4-731980/732844

### Confederation of Zimbabwe Industry

Industry House, 109 Rotten Row, P.O. Box 3794, Harare

Tel.: 011-263-4-739833; Fax: 011-263-4-702873

## Conferences, Fairs... — Continued from page 7

For information on these events, contact DFAIT, 125 Sussex Drive, Ottawa K1A 0G2: Africa and Middle East Business Development Division (GBTA), Elaine Butcher, East Africa Trade Program (including Zimbabwe), Tel.: (613) 944-6586; Fax: (613) 944-7437. BOX ( will get codes from (InfoCentre).

## Telecommunications Market Opportunities Guide

Available in March 1996 through the InfoCentre, this guide covers opportunities in both the products and services sectors, and is a valuable source of information on capabilities, market access and competition.

The guide can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa area: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem.

# REPUBLIC OF IRELAND

## Irish Economy

Ireland's impressive economic (GDP) growth rates, averaging 5 per cent over the period 1987-1994 and 6 per cent in 1994-95, have led to its being called the 'Celtic Tiger'.

A social partnership — engineered by government, labour and business — to slow wage-rate increases and ensure labour peace has succeeded in curbing inflation (2.5 per cent).

Ireland's membership in the European Union, combined with a well-educated English-speaking and relatively inexpensive labour force, have made Ireland a desirable place for foreign investment.

Offshore companies in recent years have invested more than three-quarters of a billion dollars annually in Ireland — a region that can be a bridgehead to the vast Continental market. As well, more than 1,000 overseas companies in Ireland (population 3.5 million) employ some 90,000 people. The upgrading of Ireland's infrastructure will accelerate with the injection, between 1994-1999, of £7.2 billion of EU funds into the Irish economy. Canada already has benefited from this funding through substantial contracts for Canadian firms.

## Border Counties of the Republic of Ireland

The Irish border counties of Donegal, Sligo, Leitrim, Cavan, Monaghan and Louth will benefit particularly from peace in Northern Ireland and the subsequent planned government and private-sector investments.

Over 100 overseas companies, representing a wide variety of business sectors, already have bases in these counties. They employ 14,000 people directly and have found the region to be a successful and profitable location from which to operate and service European and other markets.

The region — with a population of over 400,000 people and a labour force of nearly 150,000 people — offers an excellent, high-quality work force with up to 4,000 young educated people entering the labour market each year.

The counties are well served by modern, regular, world-class Roll-On/Roll-Off and Lift-On/Lift-Off ports which are serviced by major highways, many of which form part of the Euroroute road network. Regular freight train services also are available to container ports.

Ireland's digital- and fibre-optic-based telecommunications network ensures that business has the best world-class standards in all aspects of telecommunications.

## Canada-Ireland Trade and Investment

Trade between Canada and Ireland has averaged \$500 million over the last five years. In 1994, Canadian exports were valued at \$172 million against Irish imports of \$467 million. Over the past five years there has been a shift in Canadian exports from primary products towards information technology products, professional services, and higher value-added technology-based products. Major Canadian exports to Ireland include transportation equipment (locomotives), aluminum, telecommunications equipment, forest products, and computer components.

Canadian investment in Ireland is valued at \$3.2 billion, making Ireland Canada's fourth-largest destination for foreign investment. Irish investment in Canada is estimated at approximately \$500 million. Increasingly, Canadian companies are establishing their European base of operations in Ireland, where there are now more than 45 Canadian companies, up from 30 in 1990.

## Ireland and Border Counties: Investment and Incentives

Ireland, already host to more than 1,000 overseas companies, offers unique competitive advantages for Canadian companies wishing to enter the European market. Overseas companies in Ireland account for one-third of the country's GNP and in excess of 70 per cent of Ireland's exports.

A stable, pro-business attitude at government level has created a favourable operating environment for industry.

Beneficial aspects of doing business in Ireland include:

- a young, English-speaking, well-educated work force;
- a 10-per cent corporate tax rate to the year 2010 and freedom to repatriate profits;
- a state-of-the-art digital telecommunications system;
- generous capital, employment, R&D and training grants;
- duty-free access to the EU market of 368 million consumers;
- average rate of return on U.S. manufacturing investment — at 25 per cent — is almost four times the EU and world averages;
- most major European cities are reached within two hours flying time; and
- a unique quality of life with superb sporting and leisure facilities.

## International Financial Services Centre Companies

Dublin's IFSC companies are granted licences to operate in niche financial markets, including fund management, insurance, foreign currency transactions, corporate treasury management, and other narrowly defined areas.

*Continued on page VIII — IFSC*

## Republic of Ireland

## Sectors with Good Potential for Canadian Firms

*The attractiveness of Ireland for Canadian firms to develop international marketing strategies is underlined by the successful experience of the 400 North American firms located in the country. In addition, the presence of 33 North American firms based in the border counties highlights the potential of the region as a manufacturing and sales base. Ireland has a very strong and extensive sub-supply sector which is focussed on the needs of incoming projects. Currently, \$1.4 billion is spent on local sub-supply by overseas companies in Ireland.*

### Software

Ireland's software industry is worth more than \$4 billion in revenues to the Irish economy. This is due mainly to the arrival of a large number of multinational companies that have established subsidiaries to undertake product development, fulfilment, localization, translation and related support services. Exports (mainly into the EU) account for some \$3.7 billion.

The actual Irish market for software is approximately \$200 million, with support services of a similar order. The market for hardware is some \$500 million.

Canadian software firms seeking to penetrate the lucrative European software market (forecast to be worth \$155 billion in 1996) are entering into joint venture/licensing agreements with Irish firms that have the experience of exporting to EU markets. Local Irish software firms engaging in exporting are interested in matching up with Canadian software firms.

Canadian software firms continue to succeed both in direct sales and in licensing and distribution agreements in Ireland.

Recent successes include GWN (Edmonton) and Axses (Halifax), geographic information systems; and Q.W. Page (Toronto), accounting software.

On the direct investment front, QC Data (Calgary), a forerunner in geographic information systems, established its European base in Cork in 1990.

Montreal-based Eicon Technology, in 1992, opened a software manufacturing and development centre in Dublin that employs 30 people and exports throughout Europe. In 1993, Corel Corp. (Ottawa) opened, also in Dublin, its worldwide graphics software translation, manufacturing and distribution centre.

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*A study completed for the Canadian Embassy in March 1995 has identified the primary markets and prospects for software. Copies can be obtained by contacting Foreign Affairs and International Trade, Ottawa,  
Fax: 613-995-6319.*

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### Telecommunications

Good opportunities exist for Canadian exports of telecommunications equipment, as the Irish market is growing with a wider range of commercialized high-value telecommunications products.

### Environment

Major investments in waste and wastewater treatment present opportunities for Canadian environmental consultants and equipment.

### Agri-food

Ireland's large agri-food sector is modernizing, with opportunities for Canadian suppliers of breeding stock, value-added meat processing technology and equipment, biotechnology, pack-

aging equipment, and merchandising know-how.

### Forest Products

Ireland will be a net exporter of forest products by 2000, but needs investment capital to develop harvesting and sawmilling. There are opportunities for Canadian technology and equipment for value-added wood products, including furniture manufacturing.

### Transportation

The transportation sector offers excellent opportunities for Canadian suppliers. The Irish government's Transport Operations Programme will result in expenditures of some \$2 million per day during 1994-99. The rail segment of this program will allow for nearly \$600 million on upgrading the main line rail network, plus approximately \$430 million on a proposed Light Rail System for Dublin which will link with the existing DART suburban electric rail system. Other elements will include advanced signalling and continuous welded rail.

### Automotive

Ireland has developed a very strong automotive components industry which currently exports in excess of \$400 million annually to European car manufacturers. These include General Motors/ Adam Opel, Mercedes-Benz, Ford, Audi, BMW, and Renault.

*Continued on page VII –  
Republic of Ireland Sectors*

## Northern Ireland

# Sectors Offering Good Prospects

*Continued from page IV*

## Textiles

Northern Ireland has a long tradition in textiles and clothing manufacture, which has its origin in the linen industry. The skills developed here have been expanded to other manufacturing areas such as shirts, outerwear and lingerie.

Northern Ireland also has an important carpet manufacturing subsector which, in value terms, contributes in excess of 20 per cent of total U.K. output. The reputation for competitiveness and extensive distribution links established by Northern Ireland textile manufacturers around Europe create many opportunities for partnerships with North American manufacturers anxious to establish a gateway into Western Europe.

## Health Technologies

The health technologies sector is comprised of manufacturing and service firms involved in pharmaceuticals, biotechnology, medical equipment and supplies, and a range of support services, including clinical trials for hospitals and universities.

The region has a strong base in emerging technology expertise in cardiology, medical devices, biotechnology and health management. A science and technology program run by the Industrial Research and Technology Unit of Northern Ireland Office (IRTU) provides support for relevant industrial pre-competitive R&D. The program provides funding on a cost-shared basis and covers all areas of industrial R&D, although key areas like biotechnology remain a priority.

The Biotechnology Centre for Animal and Plant Health at Queens University is carrying out research into vaccines and

antigens for the prevention of disease in animals and the development of design-resistant plants.

The Northern Ireland Bio-Engineering Centre provides the means and skills to design and develop bio-engineering devices and systems with commercial potential in the fields of medicine, science, engineering and electronics.

Northern Ireland biotech companies, such as Norbrook Laboratories and Randox, have expressed specific interest in potential partnerships with Canadian biotech small- and medium-sized enterprises (SMEs)

in the diagnostic chemicals field.

Recommended WWW sites for information on Northern Ireland include:

- <http://www.nics.gov.uk/>  
— N.I. Government Departments and Agencies
- <http://www.gpl.net/niic/index2.html>  
— The Genesis Project, has a wide range of information and links
- <http://ireland.iol.ie/~nova/nova1/pages/mktplcdi.htm>  
— Nova Marketplace, Trade Directory of Northern Ireland.

## Republic of Ireland Sectors

*Continued from page VI*

There are 24 U.S. automotive components manufacturers based in Ireland that are manufacturing products to European market standards. There is a strong auto component manufacturing base in five border counties (Sligo, Donegal, Leitrim, Louth, Cavan).

Wedge Clamp International of Richmond, B.C. recently exported specialized auto body repair equipment to Ireland.

### Health Technologies

Ireland's medical manufacturing sector is comprised principally of international firms that produce disposable medical products, as do indigenous manufacturers, but on a smaller scale.

The estimated 100 firms in the sector employ about 10,000 people, generating an output of \$550 million to \$600 million. There is a strong medical manufacturing presence in four of the border counties (Sligo, Donegal, Cavan, Louth).

### Tourism

Peace in Northern Ireland offers the potential for the greatest enhancement in tourism in recent decades. EU funding of \$600 million has been allocated for the Irish tourism sector over the next six years. In 1994, growth of Irish tourism to Canada was the largest of any European country. Bilateral tourism rates increased by 24 per cent in 1994 with 23,000 Irish citizens travelling to Canada vs. 47,000 Canadians visiting Ireland.

# Trade Addresses for:

## IRELAND

### Canadian Embassy

Canada House  
4th Floor  
65, St. Stephen's Green  
Dublin 2.  
Tel.: 011 353-1-478 1988; Fax: 011 353-1-478 1285

### Industrial Development Agency of Ireland

345 Park Ave, 17th Floor  
New York, NY 10154  
Tel.: (212) 750-4300; Fax: (212) 750-7357

### Department of Foreign Affairs and International Trade

Desk Officer for the United Kingdom and Ireland  
Northern Europe Division  
125 Sussex Drive  
Ottawa, Ontario  
K1A 0G2  
Tel.: (613) 995-9766; Fax: (613) 995-6319

### Embassy of Ireland

180 Albert Street, Suite 116  
Ottawa, Ontario  
K1P 5G4  
Tel.: (613) 233-6281; Fax: (613) 233-5835

### Ireland-Canada Chamber of Commerce (ICCC)

187 Place d'Youville  
Montreal, Quebec  
H2Y 2B3  
Tel.: (514) 845-0973; Fax: (514) 842-8394  
(There are chapters of the ICCC in Toronto, Montreal and Vancouver.)

## NORTHERN IRELAND

### Canadian High Commission

MacDonald House  
1 Grosvenor Square  
London, W1X 0AB England  
Tel.: 011-44-171-258-6600; Fax: 011-44-171-258-6384

### Industrial Development

Board for Northern Ireland  
2201 Waukegan Road, Suite South 150  
Bannockburn IL 60015  
Tel.: (708) 945-2908; Fax: (708) 945-2988

### Department of Foreign Affairs and International Trade

Northern Europe Division  
Ottawa, Ontario  
Tel.: (613) 995-9766; Fax: (613) 995-6319

### British Consulate General

777 Bay Street, Suite 2800  
Toronto, Ontario  
K1P 5K7  
Tel.: (416) 593-1290; Fax: (416) 593-1229

### British Canadian Chamber of Trade and Commerce (BCCTC)

National Office  
7100 Woodbine Avenue, Suite 305  
Markham, Ontario  
L3R 5J2  
Tel.: (905) 475-3896; Fax: (905) 475-0311  
(There are chapters of the BCCTC in Halifax, Montreal, Ottawa, Toronto, Calgary and Vancouver.)

## International Financial Services Centre Companies – Continued from page V

Principal advantage offered is a 10-per-cent tax rate, no withholding taxes on interest and dividends, and a convenient base for access to European capital markets. Of the more than 250 approved companies to date, over 15 are Canadian.

### Canada in Ireland

There are over 45 Canadian firms established in Ireland. Among the major Canadian operations are:

- Aughinish Alumina Limited (Alcan): The largest single foreign investment in Ireland.

- Northern Telecom (Ireland) Limited: Continues to expand its manufacturing facilities for switching equipment and handsets. The company is developing a new Multimedia Business Applications unit in Ireland.

- Bank of Nova Scotia: Maintains two companies, ScotiaBank (Ireland) Limited, the treasury and trading operation, and The Bank of Nova Scotia, the commercial arm. Both are very profitable.

- Canada Life Assurance Company: In Ireland since 1903, it is the third largest in the industry.

### ICBA/ICCC

The Ireland-Canada Business Association (ICBA), formed in 1975 in Dublin, has the primary aim of strengthening bilateral commercial relations. Membership has climbed to 85, including major Canadian firms active in Ireland.

The Ireland-Canada Chamber of Commerce (ICCC) was formed in Montreal in 1991, a Toronto chapter of the Chamber was established in 1993, and a Vancouver chapter in 1994.



# Canadian Aerospace Exports Soar

Canada's aerospace industry, the sixth largest in the world, has been growing twice as fast as the country's GDP for the past decade. Growth in exports continued its strong pace through the first nine months of 1995, up 31 per cent for the same period in 1994. As of September 1995, exports surged to \$5.8 billion, matching the total value of exports for all of 1993.

In 1995, export growth in the aerospace industry outpaced all of Canada's major exporting sectors, including agriculture, automotive products, consumer goods, energy and forest products, and industrial machinery and equipment. In fact, aerospace is the only advanced technology sector with a consistent record of trade surpluses, more than \$10 billion from

1990 to 1994.

Canada's aerospace industry is recognized as a world leader in a number of areas, including commuter and business aircraft technology, commercial helicopters, flight simulators, avionics and electronics, gas turbine engines, communications and space systems, and repair and overhaul services.

The Aerospace Industries Association of Canada expects this strong growth to continue, with exports increasing by 55 per cent to surpass \$12 billion by 1999.

Research and development in innovative products and services is at the core of the industry's success. Canada's aerospace industry annually invests more than \$1 bil-

lion in new product R&D, with government contributing through programs like the Defence Industry Productivity Program, or tax incentives such as the Scientific Research and Experimental Development Income Tax Credit Program.

For more information on Canada's booming aerospace industry, contact Aerospace Industries Association of Canada, 60 Queen Street, Suite 1200, Ottawa K1P 5Y7, Tel.: (613) 232-4297.

## Correction

In the article entitled "Development Bank Documents Now Available at CIDA" in the Jan. 15, 1996, issue of CanadExport, an incorrect number was printed. The correct number to call for information is (613) 995-7251.

## New Health Research Network Launched in Hamilton

On December 15, 1995, the new **Health Evidence Application and Linkage Network (HEALNet)** was launched in Hamilton, Ontario. Joining 10 existing networks, **HEALNet** will link Canadian researchers with private- and public-sector research organizations to advance Canada's health-care system.

Based at McMaster University, **HEALNet** is one of four newly created networks under the Government's Networks of Centres of Excellence Program. By developing new products and technologies, the networks will contribute significantly to Canada's international standing as a leader in health-care science, research and development.

**HEALNet**, which involves 87 researchers from 16 universities across Canada, will foster strong ties with the private sector as well as partnerships with government-sponsored health research centres and professional associations. It will develop information-based tools designed to improve the health of Canadian workers, productivity in the workplace, and the efficiency of the health-care system.

For more information, contact: Julia Arnsby, Office of the Deputy Prime Minister, (819) 997-1441; Dan Demers, Office of the Secretary of State (Science, Research and Development), (613) 995-1333; Dr. Corey Wentzell, **HEALNet**, McMaster University, (905) 525-9140, Ext. 24931.

## Achievement Award

*Continued from page 3*

Japanese importers and distributors of Canadian building products. Okamoto was a strong supporter of the Canadian relief program following the Hyogo Earthquake and contributed enormously to the success of Canada's relief efforts.

The Canadian Ambassador's Business Achievement Award Program is an ongoing activity covering all regions of Japan. The Ambassador will present awards to five other Japanese companies within this fiscal year.

# BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**CAIRO** — The Egyptian Ministry of Transportation and the Egyptian Telecommunication Organization invite companies with experience in **mobile telephones (GSM class 1 system)** to submit offers to **design, supply and install** on a turnkey basis the first phase of the digital Cellular Mobile Telephone Sys-

tem in Egypt. Prequalification documents are available free of charge and tender documents are available with payment of US\$20,000. *The date for submitting offers is March 3, 1996.* For more information, contact Joseph Tadros, Commercial Officer, Cairo, Tel.: (202) 354-3110; Fax: (202) 354-7659.

**COSTA RICA** — A Costa Rican company is seeking **information, samples and price proposals** concerning the following products: **photovoltaic solar panels, wind turbines, hydro-electric microturbines, 12-volt efficient lighting units, and any other low-voltage equipment used in self-contained electrical generating systems.** Contact Alain Thériault, Centro de Energias Sostenibles, CEDES S.A., Apdo 10-8153, Ciudad Cortès, Costa Rica; Fax: (506) 786-6335.

## Colombia Business Forum Leads into Americas Free Trade Summit

**CARTEGENA, COLOMBIA** — March 18-21 — Less than one year after the first Trade Ministers' summit on hemispheric free trade in Denver, Colorado, in June 1995, a second meeting will be held next month in Cartagena.

Leading up to and coinciding with the Ministers' summit, the Colombian government is holding an **Americas Business Forum**, also in Cartagena, from March 18 to 21. According to a Colombian government official, the Business Forum's objective is to incorporate the private sector's views and concerns into the free trade negotiation process.

A number of keynote speakers will make presentations to the Forum, including Ron Brown, Secretary, U.S. Department of Commerce; Herminio Blanco, Secretary of Commerce and Industrial Promotion, Government of Mexico; and Renato Ruggiero, Director General, World Trade Organization.

Four committees, dealing

with trade strategies, opportunities for the private sector, globalization of production processes, and human sustainable development, will provide the environment for a meaningful exchange of ideas and strategies. Each committee is further broken down into subcommittees and workshops. The plenary session, to which Ministers are invited, will close the working portion of the Forum and present the summaries and conclusions of the working groups.

Participation is free of charge, however, registration by February 15, 1996, is required, and attendance will be limited. Registration information can be obtained from **ANALDEX - TRADE FORUM**, Carrera 7 No. 26-20, Office 2403, Santafé de Bogotá, Colombia, Tel.: (57-1) 288-8700, 283-2119, 342-0788; Fax: (57-1) 288-7319, 284-6911; Internet: [analdex@colomsat.net](mailto:analdex@colomsat.net), or through the Embassy of Colombia in Ottawa or the nearest Colombian Trade Office or Consulate.

**INDIA** — Paradip Port Trust invites sealed bids from companies from member countries of the Asian Development Bank for the supply and delivery of **steel cord conveyor belting.** Bids will be accepted until February 29, 1996. Interested bidders can obtain further information from Project Director, Project Implementation Office, Paradip Port Trust, Paradip Port-754 142, Orissa, India, Tel.: 91-6722-22264; Fax: 91-6722-22256.

**MIDDLE EAST** — A Cyprus-headquartered company has a client in the Middle East that requires **plastic sheet panels for use in sign advertisements.** Panel sizes are 50 inches by 98 inches, with thicknesses of 3mm and 4mm. Contact T. & D. Mideast Chemicals Limited, P.O. Box 1644, Limassol, Cyprus, Tel.: (357) 5-352546; Fax: (357) 5-359852; or 10, Prairie Lane, Beaconsfield, Quebec H9W 3J2, Tel.: (514) 426-2588; Fax: (514) 426-2610.

# TRADE FAIRS AROUND THE WORLD

## Trading House Mission Leaving for South Africa

**Johannesburg/Durban/Cape Town, South Africa** — Open to all Canadian trading houses, the **Trade Mission to South Africa** from March 7-17, 1996, is an excellent means of selling products and sourcing new business opportunities in South Africa.

These three major economic

centres have well-developed transportation infrastructures and offer good opportunities in a variety of sectors, particularly food, building materials, medical and pharmaceutical, and industrial machinery and equipment.

The mission, organized by the Quebec Association of Export

Trading Houses, the Canadian Federation of Trading House Associations, and the Department of Foreign Affairs and International Trade, is limited to 20 participants.

For details, call (514) 286-1042 or 1-800-465-9615, or by facsimile at (514) 848-9986.

## Dubai Oil & Gas Show

**Dubai** — The **Arab Oil & Gas Show**, March 10-13, 1996, is a must to attend for Canadian companies wishing to expand into Middle East markets. It is the largest and longest-established event of its kind serving the lower Gulf. The 1996 event will be the seventh such show and it is taking place at a time when the Gulf Co-operation Council oil and gas producers are investing heavily in new plants and equipment. With the strong support of the Canadian government and the consulate in Dubai, the **Arab Oil & Gas Show** is not to be missed.

For information, contact Dr. George S. Chrysomilides or Michael Aeberhardt, Cosmos Pacific, 2628 Granville Street, Vancouver, B.C. V6H 3H8, Tel.: (604) 263-1646; Fax: (604) 263-1652.

## Johannesburg Agricultural Shows among World's Largest

In 1996, **World Farm & Food '96** (April 10-13) will be held in conjunction with the **Rand Easter Show**, the world's second-largest livestock fair, which runs from March 30-April 14, in Johannesburg, South Africa. These two shows are considered to be the most important events for companies interest-

ed in agricultural, processing and trading opportunities for all of Southern Africa.

For information, contact Sabine Molina and Oliver Buchardt, IFW Heidelberg GmbH, Tel.: (06221) 16 70 43; Fax: (06221) 18 14 38, or Marilyn Campbell, NASREC, Tel.: (011-27-11) 494-9176.

## Food & Drink '96: Just what the Industry Ordered

**Birmingham, England** — Almost 600 exhibitors and some 23,000 buyers participated in the very first **Food & Drink Expo** in 1994. Building on the success of this show, this year promises to be better than ever, featuring a new element, the **Ingredients Fair**.

For information on **Food & Drink '96**, April 28-May 1, contact Blenheim, 630 Chiswick High Road, London, England W4 5BG, Tel.: (0181) 742-2828; Fax: (0181) 742-3182.

# TRADE FAIRS AROUND THE WORLD



## Ottawa-area Shows Attract Information Technology Players

**Ottawa, Ontario** — The side-by-side combination of the **Ottawa Business Show**, May 6-10, 1996, and **COMTECH '96**, May 7-8, 1996, is an excellent opportunity for industry and government players to do business in one place at one time, and forms one of Canada's largest business events. Part of **Business Week '96**, the **Ottawa Business Show** is the meeting place for representatives from all sectors of the region's dynamic economy: telecommunications, software, finance and insurance,

environmental sciences, biosciences, tourism and hospitality, and many others. It features a complete range of products, services and solutions from leading local, national and international companies — everything business and government needs to function effectively in the '90s. **COMTECH** offers a comprehensive array of cutting-edge information technology products and systems, including software, hardware and peripherals, communications, and IT services. It attracts by far the largest buying

audience of all computing events in the National Capital region. In conjunction with the shows will be a Cross Border Trade exhibit area, a Productive Workplace Exhibition and an interactive Internet area.

*(For contact, see article below.)*

## Seoul to Host Major Electric Fair

**Seoul, Korea** — The **Seoul International Electric Fair '96**, May 20-24, 1996, represents an excellent opportunity for Canadian companies to tap into the rapidly expanding Korean market for heavy electric machinery. For information, contact Korean Consulate, Commercial Section, One Bentall Centre, Suite 1710, 505 Burrard Street, Vancouver, B.C. V7X 1M6, Tel.: (604) 683-1820, 687-7322; Fax: (604) 687-6429.

## Airports Middle East 96

**Bahrain** — The Middle East is the world's fastest-growing air transport region with passenger and cargo traffic rising at the rate of 10 per cent. Demands for airport equipment and services are estimated to reach US\$25 billion over the next 10 years. **Airports Middle East 96**, taking place from May 13-15, 1996, will feature the latest technology from around the world, including airport design and construction,

baggage and cargo handling, and airport and air traffic security and control. A special joint Canada-U.S. exhibitor group is being set up by the show's organizers. Companies wishing to exhibit within the North American Pavilion should contact UNILINK, 50 Weybright Court, Unit 41, Toronto, Ontario M1S 5A8, Tel.: (416) 291-6359; Fax: (416) 291-0025.

*And in September...*

### Technology in Government Week

From September 17-18, 1996, the Ottawa Congress Centre and the Westin Hotel will be the sites for the **1996 Government Technology Exhibition**, which is part of **Technology in Government Week**. It is the largest exhibition of tools and strategies for government services, with over 580 exhibits showcasing network computing, open systems, EDI and electronic commerce, imaging systems, mobile computing, video conferencing, and much more. With limited room available, exhibition organizers expect the 1996 show to sell out very quickly so interested participants should act now. For information on all three shows, contact Connelly Business Exhibitions Inc., 2487 Kaladar Avenue, Suite 214, Ottawa K1V 8B9, Tel.: (613) 731-9850; Fax: (613) 731-2407; E-mail: obs@connelly.ca; Internet: <http://www.connellyca.com>.

# PUBLICATIONS

## Environment Market: Myths & Realities

A summary of a paper presented at the World Environmental Congress in London, Ontario, in September 1995, provides clear insights on doing business in emerging environmen-

tal markets and investigates these markets' problems, opportunities, myths and realities.

Entitled *Myths & Realities of Doing Business in Emerging*

*Environmental Markets*, the report is available from DFAIT's InfoCentre FaxLink service by calling (613) 944-4500 (from the handset of a fax machine) and quoting the document's code (40007).

## Checklist for New Exporters to India

Prepared by Foreign Affairs and International Trade, the *Checklist for First-time Business Travellers to India* answers many of the questions asked by Canadian businesses that are looking to enter this market for the first time.

As the title indicates, the checklist is intended for individuals and enterprises that are new to exporting or that are preparing to export to India. Outlining the basic steps to becoming export-ready, the publication will help you to determine

whether your company has what it takes to become a successful exporter. It includes material on sources of information, key contacts, useful programs and services, and many other areas.

Quoting the appropriate code (481CA), the report can be obtained through DFAIT's InfoCentre at: Tel. 1-800-267-8376 or (613) 944-4000; Fax: (613) 996-9709; FaxLink: (613) 944-4500 (from a fax machine, code 76660); IBB: 1-800-628-1581 via modem; Internet (Gopher menu): <http://www.dfait-maeci.gc.ca>.

## New Report Profiles India's Automotive Market

*India's Booming Automotive Sector* is the title of a recently produced report by Foreign Affairs and International Trade's New Delhi post and Industry Canada on the automotive market in India.

The report provides a host of valuable information to Canadian automotive companies interested in this growing market. It investigates the market and how Canadian firms can take advantage of its emerging business prospects and opportunities.

The report also includes informative lists of India's major vehicle manufacturers and automotive firms, and joint-venture operations and alliances.

To obtain copies, contact DFAIT's South Asia Division, Tel.: (613) 996-5903; Fax: (613) 996-5897.

## Water Conservation in Egypt

A new report, *Water Resource Conservation in Egypt*, gives an up-to-date look at the state of Egypt's water resources and offers valuable information to Canadian suppliers on business opportunities. Good prospects lie in a number of areas, including water and wastewater

treatment and purification, water conservation and production, irrigation and soil conservation.

You can obtain this document by calling FaxLink (613-944-4500) from the handset of your fax machine. Request document No. 90314.

# BUSINESS AGENDA

**Vancouver** — February 7, 1996  
**— Victoria** — February 8, 1996  
**— Scarborough** — March 14, 1996 — **Making Trade Shows Work** is a series of workshops presented by Barry Siskind for show co-ordinators, sales managers and staff who are involved in trade fairs. For information, contact International Training and Management Company, Tel.: 1-800-358-6079; Fax: 1-800-358-6084.

**Montreal** — February 15, 1996 — **Profitable Business Opportunities in the U.S.A. for Exporters and Investors** is a comprehensive full-day conference at Le Centre Sheraton co-sponsored by Soare, Lewis & Associates and A.N. Deringer Inc. Leading Canadian and American authorities will offer insight on gaining successful access to the U.S. marketplace and on the legal, tax and customs implications entailed. Two major trade and investment locations — Florida and Georgia — also will be explored. To register or for more information, contact Dr. Richard Soare, Tel.: (514) 847-8317; Fax: (514) 847-1998.

**Ottawa** — February 23, 1996 — Over the past two centuries, the world has experienced an industrial revolution, a technological revolution, and now, an informa-

tion revolution. As the pace of change accelerates, the winners will be those who anticipate the direction of global business and grasp new opportunities. The one-day **Self-assessment for International Trade Training Workshop (SAFITT)** can help companies understand the range of knowledge and capabilities needed for international trade. For information, contact Forum for International Trade Training, Tel.: 1-800-561-FITT;

Fax: (613) 230-6808, or Canadian Exporters' Association, Tel.: (613) 238-888; Fax: (613) 563-9218.

**Calgary** — March 11-12, 1996 — The Canadian Energy Research Institute (CERI) is sponsoring the **North American Natural Gas Conference and Calgary Gas Expo '96**. Contact CERI Conference Division, Tel.: (403) 282-1231; Fax: (403) 289-2344.

## International Opportunities for Lawyers

**Ottawa** — February 15-16, 1996 — Millions of dollars are spent annually by the federal government and international financial institutions for legal assistance in developing countries. The Canadian Bar Association, in conjunction with Foreign Affairs and International Trade and the Canadian International Development Agency (CIDA), have introduced a program called **Opportunities in International Development** that gives lawyers an opportunity to learn how to access these legal contacts.

Presentations will be made by senior government officials who will explain the types of

support available to lawyers interested in opening new avenues for business in international markets. In addition, there will be discussions on CIDA's operations in the developing world, and participants will be guided through the intricacies of CIDA's contracting process. Representatives from the World Bank and the European Bank for Reconstruction and Development will also be on hand to share their perspectives on the tendering process.

Contact Lorraine Prieur, Canadian Bar Association, 50 O'Connor Street, Suite 902, Ottawa K1P 6L2, Tel.: (613) 237-2925; Fax: (613) 237-0185.

## INFOCENTRE

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

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## CIBS 1996-97 Soon to be Released

Canada's International Business Strategy (CIBS) is a key element of the federal government's commitment to a "Team Canada" partnership with the private sector and the provinces — a partnership based on developing winning strategies that generate new opportunities for Canadian business. This year's version sports a new look and a new name, replacing the previous title, International Trade Business Plan.

Through consultation between government and the private sector, CIBS gives Canadian industry an opportunity to influence government's international business priorities. The result is a series of strategies spanning 22 key industry sectors, each of which identifies the main objectives that government and industry will pursue to help Canadian firms capture emerging global trade, technology and investment business.

With full industry participation, CIBS ensures that government strategies and initiatives reflect the real needs of Canadian

industry. At the same time, CIBS works to reduce overlap and duplication between governments and to direct government resources where they can genuinely "make a difference."

### CIBS includes...

- Overview: This section of CIBS consists of a Strategic Overview summarizing Canada's main trade policy and international business development objectives; a Geographic Overview identifying key challenges, priorities and opportunities within each of the world's major geographic regions; a compilation of

Cross-sectoral Activities that will be undertaken in support of international business development; and a complete list of Canada Business Service Centres.

### LATIN AMERICA SUPPLEMENT

(BRAZIL, ARGENTINA,  
COLOMBIA, PERU)

Pages I-VIII

- Industry Sector Strategies: The main component of CIBS is the 22 Industry Sector Strategies, detailing how government and industry will work together to take advantage of emerging global opportunities. Each strategy provides a summary of opportunities and priorities for a given sector, based on close consultation with the private sector.

Continued on page 7 — CIBS

## Latin America and the Caribbean — Canada's Promising "New South"

*This CanadExport features the first in a series of four supplements on the countries of Latin America and the Caribbean. This issue covers Brazil, Argentina, Colombia and Peru; the second supplement (March 4) will deal with the Caribbean countries; the third (March 18) concentrates on Chile; and the final one in April is on Mexico.*

Canada's relations with Latin America and the Caribbean have changed dramatically in recent years. The most visible evidence of this took place in 1989, when Ottawa reversed 100 years of on-and-off relations with the region by becoming a

full member of the Organization of American States. Soon after, Canada began negotiations that would eventually include Mexico and the United States in the North American Free Trade Agreement (NAFTA).

Continued on page 6 — Latin

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# SHARING TRADE SECRETS

## (COMPLEMENTING THE SUPPLEMENT)

### King of Frozen French Fries Adds Argentina to Golden Crown

McCain Foods Limited decided to choose Argentina as the location for its first fully-automated French fry processing facility in South America.

Before arriving at this decision, the company conducted research and used a study partly funded by the Canadian International Development Agency (CIDA).

What the study confirmed, in fact, was that the best growing potential was located in an area about 400 km south of Buenos Aires — where Argentine farmers are now growing potatoes for McCain Foods.

According to the company's

Director, Public Relations, Scoop Fredstrom, "The plant, located in Balcarce, represents the first step in building what we hope will be a considerable operation in South America."

How did this originally 30 employee-strong company, that started up nearly 40 years ago in Florenceville, N.B. — with just over \$150,000 in annual sales — become the world's largest frozen French fry manufacturer, with over 12,000 people operating in some 60 countries — and achieving sales of \$4 billion in fiscal year 1995?

"Our rapid international

expansion is based on constant market development, quality products, continuous research and development, as well as aggressive marketing," says Fredstrom.

In addition to potato products, the McCain line features a variety of other foods and beverages. The McCain Group also includes companies engaged in transportation, agricultural and industrial equipment manufacturing.

For more information on McCain Foods, contact Scoop Fredstrom, Director, Public Relations, McCain Foods (Canada); Tel.: (506) 392-5541; Fax: (506) 392-6565.

### Leading Calgary Gas Transporter Wins Big... with Canadian Backing

TransCanada PipeLines of Calgary, one of North America's leading transporters of natural gas, made its first foray into Colombia with a 1993 bid on a gas pipeline.

Although the multi-million-dollar company did not win that bid, it helped establish its reputation in that country, "thanks also," says company Senior Vice-President Jake Epp, "to the good contacts

and introductions we have always received over the years from the Canadian Embassy and our Minister for International Trade."

The following year, TransCanada successfully negotiated a contract to build an 800 km oil pipeline from the Cusiana oil field — through the Andes — to the Caribbean coastal port of Coveñas.

"The location of Coveñas is sig-

nificant," says Epp, "because it gives access to both the American Gulf Coast and to the Eastern Coast."

In addition to this US\$2 billion project, in partnership with Calgary-based Interprovincial PipeLines, TransCanada has been named overall project manager for the US\$310 million, 344 km gas pipeline from Mariquita to Cali, to be developed by a Colombian-international consortium.

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Mail to: *CANADEXPORT* (BCT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

#### Why did TransCanada choose Colombia?

"Because of its natural gas and oil reserves, of course," says Epp, "but also because Colombia offers a stable economy and it has never rescheduled any of its debt."

For more information on the company or its operations in Colombia, contact TransCanada Senior Vice-President Jake Epp; Tel.: (403) 267-8528; Fax: (403) 267-2668.



## Sylvie Bédard

It is with great sadness that *CanadExport* notes the death of its former Editor-in-Chief, Sylvie Bédard, on January 21, after a courageous battle with cancer. Sylvie was at the helm of *CanadExport* from 1992 to 1994 before becoming Director of the Trade Communications Division at DFAIT. Sylvie will be remembered for her dedication, industry, sensitivity and sense of humour. *CanadExport*, on behalf of its editorial team and its readers, extends its sincere sympathy to Sylvie's family.

## Bell Canada Expands Its Network to Colombia

Back in 1992, a bid was made by Bell Canada International (BCI), a proven player on the international market, in competition with ten local and international companies, to obtain a cellular telephony licence in Eastern Colombia.

Two years later, BCI was licensed to become the majority shareholder and work with two local companies, but not without

considerable help from the Canadian Embassy in Bogota.

"Our competitors," says BCI's Vice-President of Radio Communications Serge Rouleau, "spread the rumour that BCI didn't really want the contract. That was when we sought help from the Embassy."

The Canadian Ambassador promptly arranged meetings with some key Colombian ministers

and dispelled the rumours.

The experience in Colombia of BCI, which is receiving US\$50 million from the Export Development Corporation, is unique in many respects. Although a private company, it is working with two publicly-owned companies; also the same Canadian company, namely Nortel, is supplying equipment both to BCI and to its competitors in Colombia's two other regions.

"The reason why we chose Colombia," says Mr. Rouleau, "is because it is a country that has always managed its economy well and maintained the confidence of investors, even though it has had problems from time to time."

He adds that Canadian companies hoping to succeed in Colombia should be prepared to make an all-out effort, should select their partners carefully and should be flexible and open-minded.

For further information on Bell Canada International and its operations in Colombia, please contact Mr. Peter F.H. Burn, Vice-President, General Business; Tel.: (514) 392-2264; Fax: (514) 392-2490.

### Rescan Environmental Services Ltd. in Peru

Rescan Environmental Services Ltd. of Vancouver, has been active in Peru for a number of years, opening an office in Lima following a 1994 trade mission organized by the Canadian Embassy in that city.

The opening came in response to the growth of the mining industry and corresponding demand for environmental services in South America.

The small, export-intensive multidisciplinary consulting firm specializes in the environmental management of resource development projects. Since opening the Lima office, Rescan has been involved with environmental studies at La Granja, Santa Luisa and Tintaya mines in Peru.

"Rescan's international success relies on the reputation that follows from timely and efficient accomplishment of projects requiring a high degree of technical expertise," says President Clem Pelletier, founder of the company in 1981.

For more information, contact Rescan's M. Janice Loukras; Tel.: (604) 689-9460; Fax: (604) 687-4277.

### Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.



# Team Approach Helps Canada 'Take the Cake' at German Food Fair

**Cologne, Germany** — Hardly has the food been cleared from the tables — and the profits pondered — and already the menu is being prepared for ANUGA '97.

At the ANUGA '95 World Food Fair (September 30-October 5), Canada profited in a number of ways and for a variety of reasons.

One of the chief reasons was the partnering — as a team — of the Department of Foreign Affairs and International Trade (DFAIT) and Agriculture and Agri-Food Canada (AAFC), in concert with the Federal-Provincial Market Development Council.

## Team Approach

This "Team Canada" approach is credited with a bigger (44 Canadian companies in two national stands) and more efficient Canadian participation.

That participation, among other events, included:

- \* presentations by representatives of 14 Canadian companies to companies from Germany, France, the Netherlands, Italy and the United Kingdom, followed by one-on-one meetings;

- \* a New Exporters Overseas Mission, with members hearing representatives of the German food industry speak on packaging regulations, the EU fish and fishery products supply situation, and food testing and labelling;

- \* mission meetings with 17 trade commissioners and commercial officers to discuss mar-

keting possibilities for their products and appropriate steps to take, overviews on trade promotion successes and challenges, and strategic approaches for developing the European Union market for Canadian agri-food products;

- \* a meeting with Canadian exhibitors in which Tengelmann (a major German food store chain) representatives detailed procedures for Canadian products to obtain shelf listing (and the sampling results of 40 articles that were laboratory tested); and

- \* a 400-guest Canada reception at which were outlined the competitiveness and importance on world markets of Canadian agricultural and agri-food products.

## Aims Achieved

Considered by many to be the number one food fair in the world, ANUGA can be the ideal venue through which to increase global awareness of Canada as a source of quality manufactured food products.

It is also a venue at which to source export markets — not just in Germany, but globally. At ANUGA '95, there were 6,336 exhibitors from 100 countries; 190,000 trade visitors from 151 countries, with a substantial growth in visitors from Eastern and Western Europe, North, Middle and South America, and the most important regions in Asia.

Little wonder, then, Canadian participants at ANUGA '95 prof-

ited, primarily (dollars/deals figures unavailable) in being able to:

- \* contact prospective clients;
- \* access market demand, product or service acceptance;
- \* introduce new products/services;
- \* maintain visibility, support dealers/partners;
- \* identify/appoint agents/distributors;
- \* identify/negotiate joint venture/strategic alliances;
- \* secure orders, bid or quote opportunities;
- \* identify competition;
- \* gain knowledge on market trends, strategies and competitors; and
- \* explore various market opportunities.

## Market Opportunities/Trends

Niche markets, especially for lamb and venison, are growing in importance and, for the first time, there are opportunities for Canadian bison meat in Germany and other European markets. Poultry continues its steady upward climb.

Frozen foods, particularly new varieties and those with a high level of convenience, have a bright future, while beverage sales are unlikely to increase beyond their significant rise during the hot, dry summers of 1994 and 1995. Germany, however, still remains the world's leading wine importer.

Fish, a non-fluctuating market, is a product in line with

*Continued on page 11 — Team*

# Specialty Fare at Brazil Fair Recipe for Quebec's Export Success

*Last September, as part of a trade mission organized by Quebec's Club Export Agro-Alimentaire, 13 Quebec companies took part in ABRAS, Brazil's leading food fair.*

The Quebec delegation, realizing the attractiveness of the exotic, focused on specialty products not found in Brazil. In this way, the companies made some interesting break-throughs at the Rio de Janeiro-held international fair which attracted some 20,000 distributors, professional representatives, and store owners and managers from supermarkets in Brazil and neighbouring countries.

Preliminary results show the Quebec participants anticipate sales — ranging from cheeses (half of the sales) to hors-d'oeuvres, beers and pet food — of \$5 million over the next year.

## Outlets

One of the breakthroughs was made by McAuslan Brewery Inc., which makes St. Ambrose and Griffon brand beer, and has been exporting for a short time to the United States.

"We also plan to launch our products in Brazil," said President Peter McAuslan. "With Brazil as our launch point, we will be in a strong position, since we were one of the first to offer specialty products," he added.

Plats du Chef Inc. Vice President Michel Lachapelle, along with Hector Larivée Inc. representative Benoît Lecavalier, were also highly optimistic: "Brazilian buyers are seeking high-end products such as wild blueberries and mushrooms,

hors-d'oeuvres, lobster and other quality products, and that's exactly what we are offering them," they said.

## Brazil Encouraging Imports

The effort was a timely one, since the managers and owners of Brazil's supermarkets, whose sales figures are in the \$35-billion range, are being encouraged to increase their percentages of imported products, which presently rank among the world's lowest.

Mr. Diran Avedian, Director of International Sales for the Lactel Group, expressed confidence that sales on the Brazilian market would continue to grow significantly in the future.

For the past few years, Quebec products such as Culinar Mozzarella cheese, biscuits and crackers, Lexus fruit juices, Plessisville maple syrup and Leika teas have been available on the shelves of supermarkets in São Paulo and Rio.

Along with Brazilian business people, Quebec exporters are confident that this trend, and the current period of financial stability in Brazil, will persist.

## Club Export Activities

This was not the first trade mission for the Club Export Agro-Alimentaire du Quebec, which aims primarily to support the

exporting endeavours of its members.

It also took part in ANUGA '95 (see article page 4) where, alongside the member trading houses that regularly participate in the show, Quebec companies brought back orders — worth some \$2 million over 12 months — for fish and seafood, maple syrup and teas.

The Club was also involved in the major promotion of Canadian products and services by the Paris store Le Printemps (see *CanadExport*, Dec. 18/95 issue), where \$100,000 worth of products from Club members was purchased.

The members can also count on the support of Canadian and Quebec trade commissioners abroad.

Paul-Arthur Huot, Executive Director of the Club Export, was grateful for the support provided for the Brazilian show by the Quebec Department of Agriculture, Fisheries and Food, and by Agriculture and Agri-Food Canada.

For further information on the Club Export Agro-Alimentaire du Quebec, which has nearly 300 member exporters, and the many worldwide trade missions it organizes, contact Mrs. Marie Beaudry, Information Officer, Saint-Jean-sur-Richelieu, tel.: (514) 349-1521; fax: (514) 349-6923.

# Latin America and the Caribbean

— Continued from page 1

Although Canada's economic relations with the region are still in the early stages of their development, experts agree that tremendous potential exists for expanded trade between the two. For example, it is the only region in the world whose imports of Canadian high-technology products are growing as a percentage of total imports.

Economically, the consensus in the region on free trade and an open and welcoming approach to investment, should create considerable opportunities for Canadian business. Discussions on further accession to the NAFTA, other trade alliances and greater market liberalization all point to this. In addition, unilateral tariff reductions between Brazil and Argentina and multilateral trade agreements such as the Southern Cone Common Market (MERCOSUR), the Andean Pact, the G-3, the Caribbean Common Market (CARICOM) and the Central American Common Market, will increase the region's competitive position on the international trade front.

What all this adds up to is the likelihood that Canadian exports to the region will grow dramatically in the next five years. The prospects of a Western Hemisphere Free Trade Agreement by 2005, as agreed to by heads of government at the Miami Summit in December 1994 (and which will be discussed further at a second meeting in Cartagena, Colombia, in March), increasing intraregional trade and investment, and openness to international competition indicate strong and continuing growth.

## A Common Past — A Shared Future

Despite their diversity, the

region's countries have much in common with Canada. They, like Canada, have suffered through increasing national debt and economic recession. This has brought on what has been called a "new realism" throughout the region. Decades of protectionist tariff policies have given way to an acceptance of free trade and open markets. Even the more inward-looking countries agree that the key to the future lies in improving their credit rating, ensuring access to foreign markets, encouraging foreign investment, and becoming more competitive on the international scene.

## The Economy

The expansion of the region's economies is expected to be mixed in 1996. Argentina, Peru, Venezuela and Mexico will likely experience lower or modest growth rates, whereas Chile's economy is expected to accelerate. Brazil and others should maintain their strong growth, with overall economic growth averaging about 3 per cent. Many governments in the region should continue to emphasize fiscal restraint, market liberalization and the privatization of state-owned enterprises.

Over the last 10 years, there has been a growing integration of interests between Canada and many of the Latin American and Caribbean countries — politically, and in trade, investment, research and technology. The region now looks more and more to Canada for investment, know-how and technology.

Many of these countries depend on their rich endowment of natural resources in agriculture, forestry, fishing, mining and energy to build and sustain their economies.

Canada's expertise in these areas should translate into significant potential for Canadian business. Regionalization of the economies is also fuelling new developments in telecommunications, transport and gas distribution networks.

## Trade and Investment

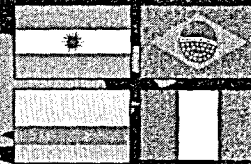
Canadian business is attracted by the dynamic economic growth and potential in the region. The rapid growth in trade with Canada is reflected in significant increases in recent years. In 1994, Canadian exports of goods and services to the region were \$4.8 billion, 21.2 per cent higher than in the previous year. The expansion of trade is particularly strong between Canada and Mexico (\$1.05 billion), Brazil (\$972 million), Venezuela (\$607 million), Chile (\$312 million), Colombia (\$452 million), and the CARICOM (\$251 million). This trend is further confirmed by impressive growth in Canada's exports of goods over the last two years: two examples include Brazil (+100%) and Chile (+80%).

The services market is another important area of opportunity for Canada as evidenced by 1994 sales which exceeded \$1.3 billion. As the region, generally speaking, continues its efforts towards further economic restructuring and improved living conditions, this should bring an increased demand for a wide range of business, professional, health and education services.

Canada's growing presence in Latin America and the Caribbean is also reflected in an impressive level of investment, now valued at close to \$13 billion, including \$3.5 billion in Brazil and \$7 billion (actual and planned investment)

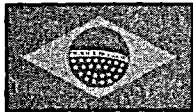
Continued on page 7 — Latin

# CANAD EXPORT



## Focus on Latin America

(Brazil, Argentina, Colombia, Peru)



### BRAZIL — The Renewed Kid on the Bloc

*It has been said that Canadian business people come to Brazil expecting to find the United States and are disappointed. Others come expecting to find Africa and are confused. It is neither and Canadians need to know it better.*

For Brazil, 1995 was an exceptionally good year. It started in January with Prime Minister Chrétien leading a successful mission of over 200 Canadian business people to Rio de Janeiro. The timing was propitious as Brazil sought to consolidate its

newfound political and economic stability.

Despite common images of economic chaos and widespread inflation, Brazil has grown to be the world's ninth-largest economy. It is Latin America's largest and most industrialized market, with a

Gross Domestic Product in 1995 estimated at US\$540 billion, close to that of Canada. The State of São Paulo, with 32 million people, is Brazil's economic centre. It alone accounts for some 40 per cent of the country's economic activity. If São Paulo were a country, it would rank as Latin America's third-largest economy after Mexico and Argentina!

With the election of the Cardoso government in 1994, Brazil has introduced widespread liberalization measures, as well as the Plano Real economic initiative to recapture Brazil's economic stability.

More on Brazil — page II.

#### The Plano Real Planning for the Future

Introduced in July 1994, the Plano Real brought about a series of changes, both directly (e.g. the new currency, the Real) and indirectly (e.g. cautious optimism). The most visible result, however, was the dramatic drop in monthly inflation rates, from about 50 per cent to what is now less than 2 per cent.

For Canada, the Plano Real has removed the daunting complexity of hyper-inflation from the business equation and contributed to a huge surge in Canadian business activity in Brazil.

Central to the Plan is the liberalization of the economy and the opening up of the country to foreign investment and private-sector competition, which is critical if Brazil is to build the production capacity it needs to become an international player.

The Plano Real has brought a breath of fresh air to Brazil's economic and business climate. Only time will tell if it will achieve real success, but all experts agree that this is the best chance Brazil has had for stability in the past several decades.

For more information on Brazil, please contact Canadian Consulate General in São Paulo, Tel.: (011-55-11) 287-2122, Fax: (011-55-11) 251-5057; or Pierre Delorme, DFAIT, Tel.: (613) 996-5549; Fax: (613) 943-8806.

#### THE LATIN AMERICA SERIES

FEBRUARY 19

Brazil, Argentina,  
Colombia, Peru

MARCH 4

CARIBBEAN

MARCH 18

CHILE

APRIL 1

MEXICO

## The Sleeping Giant Awakens

Many economic observers believe that the government's monetary policy will continue to stabilize, or even reduce, inflation. The government has not deviated from its course of modernization and the further integration of Brazil in the world economy. In September 1994, it brought in accelerated tariff reductions affecting over 4,000 items, opening the market to a wide range of imports.

And as incomes stabilized, literally millions of new customers entered the market in search of consumer goods.

Brazil is a market too big to ignore, not only in size — 160 million people and a land mass equal to that of the United States — but in the enormous prospects and opportunities that it represents for Canadian trade and investment.

### Canada-Brazil Trade & Investment

Brazil is Canada's largest export market in South America and the future looks bright and prosperous, with Canadian exports expected to reach \$1.3 billion in 1995, a staggering 100-per-cent increase in just two years.

Total two-way trade between the countries was \$1.5 billion in 1994. In 1995, from January to September alone, it rose to \$1.7 billion. In 1995, Brazil imported almost 50 per cent more products and services than in 1994.

Canada's leading exports to Brazil are pulp and paper, mineral fuels and oils, cereals and foodstuffs, telecommunications equipment and services and advanced manufacturing technologies. Canada's main imports from Brazil are iron and steel, coffee, machinery, and mineral ores.

As Brazil prepares to take a more active role on the international stage, it will need to upgrade machinery and equipment and add state-of-the-art manufacturing systems to its already sophisticated industrial base. And this means business for Canadian developers and suppliers.

### The Land of Prospects and Opportunities

Although Canada's export performance has been impressive, the Brazil market is still exceptionally promising in almost all areas of the economy, including consumer products, health-care services, information technologies, environmental equipment and services, consumer goods, mining, forestry and energy.

- **Telecommunications** — With only nine telephones per 100 people, the Brazilian market is expected to grow by 12 per cent over the next three years. Expected investments in telecoms are an astounding \$95 billion in the coming decade, with plans to install an additional 18-21 million telephones and 180,000 pay phones by 1996. Brazil also represents the largest potential market for cable and pay TV in Latin America, with a goal of installing cable TV in 30 per cent

of homes by the year 2000.

- **Processed Food and Beverages** — With Brazil's growing interest in specialty food items, processed food imports are expected to quadruple in their share of total supermarket sales. And potatoes are big business for Canadian companies in Brazil, not only for established companies like McCain Foods but for newcomers like Small Fry Snack Foods and Murphy's Potatoes.

- **Pulp and Paper** — With Brazilian production capacity expected to double within 10 years, Canadian companies are paying attention. H.A. Simons, and Sandwell have opened offices in Brazil, while Babcock and Wilcox has been successful in supplying the equipment market. And, of course, Canada's newsprint continues to be its top export to

Brazil with estimated sales of \$300 million in 1995.

- **Tourism** — Brazilians love to travel and, as a result, tourism is booming, growing 20 per cent annually for the past three years. In the first 10 months of 1995, visits to Canada by Brazilian travelers increased an incredible 36 per cent from all of 1994, reaching record levels. This means big business for Canada, since Brazilian tourists are ranked second only to Japan in per-day spending.

- **Cultural Industries** — Augmenting Canada's business push is the good will generated by many of Canada's well-known artists who have thrilled Brazilian audiences in recent years. Buoyed by the success of last year's "Canada Comes to Rio" festival, held during

*Continued on page III — The Land*

## Canada in Brazil

Canada has a long and distinguished history in Brazil that dates back nearly a century. In the late 1980s, Brascan's parent company developed the first electric street railway in Brazil and by the 1950s, the Brazilian Traction, Light and Power company, with its head office in Toronto, provided about two-thirds of Brazil's electrical power and 80 per cent of its telephone services.

Today, Canadian companies such as Brascan, Alcan, Seagram, and Moore "Formularios" are considered "Brazilian" by the population. But it is not just Canada's "giants" that are succeeding; smaller firms that have approached Brazil with an open mind and a long-term view of its potential, have also done well. For example, Husky Injection Molding Systems of Bolton, Ontario, with over US\$50 million in exports to Brazil; Tekcon Contractors, a Saskatchewan firm

which recently won a US\$8-million contract in the natural gas distribution market; Kalish Equipment from Quebec which has seen its sales of pharmaceutical packaging equipment jump 500 per cent in 1995; and Groupe Cordoret, a small machinery manufacturer from Quebec City, which has seen its sales double in each of the past four years.

Add to this list both big and small companies such as Glenayre Electronics, Bombardier, Phillip Environmental, Siena Foods, Pratt & Whitney, SEMEX, Timberjack, Newbridge Networks, MITEL Semiconductor, Eicon Technologies, SR Telecom, Andyne Computing...and its obvious how Canadian business is responding to Brazil's enormous potential. With continuing economic stability and increasing modernization and privatization, the list is sure to grow longer and longer in the very near future.

## The Land of Prospects and Opportunities – Continued from page II

the Prime Minister's Team Canada visit, São Paulo will host "Canada – More than you Thought" in April 1996. This will be the largest Canadian cultural and business festival ever in Brazil, with over 35 events including the performing and visual arts, music, tourism and business forums.

• **Energy** – Almost 100 years after the present-day Brascan

built much of southern Brazil's energy and telecommunications infrastructure, Canadians are back in a big way. Brazil is running short of electrical energy, especially in the industrial south, and there are some 50 co-generation projects on the books, many relying on the expectation of natural gas imports from neighbouring Bolivia and Argentina.

• **Mining** – Alcan, TVX and Inco have all had long-term presence in Brazil. After a disastrous mining code limited foreign investment in the sector, recent constitutional changes once again permit foreign direct investment, and Latin America's largest mining country is poised for new investments. Already, some 60 Canadian firms are exploring in the country, and many more are expected.

## Success Story

### Montreal Company Finds Package Deal in Brazil

Canadian companies seeking sales in South America's consumer and capital investment markets will find them in Brazil, according to DT Kalish, located near Montreal.

"Brazil is one of the countries on the continent that is expanding economically," says DT Kalish's South American Sales Representative Chris Stern. Last year the company experienced an enormous increase in sales volume of almost 500 per cent for Brazil.

The main markets of this 40-year old manufacturer of packaging machinery are the pharmaceutical and cosmetic industries -- but it sells to many others. Bottle un-

scramblers, fillers, cappers, banders, labellers and conveyor belts are some of the DT Kalish equipment which has seen increased popularity in Brazil.

"Patience has paid off," says Stern, whose company – specializing in low-to-medium speed, super fast changeover machines – started out in that country some six years ago.

"Brazil is an excellent choice for Canadian exporters," advises Stern, "a country with a growing middle class looking for consumer products. That in turn," he says, "is creating a need for other products and services such as packaging and equipment.

"But to secure more orders from

customers, don't be afraid to go that extra mile," he recommends, "and put everything into product presentation."

With agents in over 100 countries, the multi-million dollar DT Kalish still taps into Canadian Embassies for advice on good agents and prospective customer lists. That's in addition to contacts that other affiliated companies might provide.

*For more information on this 200 employee-strong export-based company, contact Chris Stern, South America Sales Representative. Tel.: (514) 694-2390; Fax: (514) 694-6552.*



## ARGENTINA — Opening Up in a Big Way

**A**rgentina is completing a massive restructuring of its services and industrial sectors and the economy is opening wide for trade and investment with foreign countries, spelling substantial opportunities for Canadian firms in many areas and sectors.

Argentina has experienced unprecedented economic expansion over the last few years with GDP growth of 30 per cent between 1991 and 1994. Economic measures introduced by the government of President Carlos Menem have helped to bring inflation down from 5,000 per cent in 1989 to just 1.6 per cent in 1995.

Initiated in 1991, the Argentine economic plan included a massive selling of state-owned companies, the opening of the economy through lower tariffs, and new laws on foreign investment. Canadian firms such as NovaCorp, TransAlta and Canac are actively involved in Argentina's massive privatization program in several key areas, including oil and gas, railroads, power generation, and telecommunications.

Investment barriers have been dismantled, and there is completely free movement of funds in and out of the country. Further, Argentine industry is restructuring to take advantage of the MERCOSUR market, which will result in more competitive

companies and industries as well as more opportunities for companies within the common MERCOSUR market. As a result, an investment boom is taking place, with Canadian investment increasing from \$50 million in 1991 to \$1 billion in 1995.

As Canadian goods and services exports follow Canadian investment into Argentina, there are more opportunities for Canadian exports of services, equipment and technology in these areas. Emerging areas that promise opportunities in the future include housing, plastics, forestry, resource management, geomatics, environment, financial services, health and education.

The Export Development Corporation (EDC) is very active in Argentina with six lines of credit and over \$160 million of business, making it one of EDC's most important markets in South America.

A Foreign Investment Protection Agreement and a Double Taxation Agreement between the two countries have also helped Canadian firms do business in Argentina.

### Canada-Argentina Trade

In 1994, bilateral trade between Canada and Argentina reached \$335 million, with steady growth in each of the last three years. From 1992-1994, Canadian exports tripled to reach \$200 million, an increase of 35 per cent over 1993, with Argentine imports at \$135 million, a 15-per-cent increase.

Among the extensive range of products and equipment that Canada sells to Argentina, the main exports are machinery (\$37 million), electrical machinery (\$33 million), precious stones and metals (\$31 million) and paper (\$29 million). Major imports from Argentina are fresh fruits and juices, leather, ground nuts, beef and machine parts.

### Prospects and Opportunities

- **Information Technology and Telecommunications** — There has been a tremendous transformation in the Argentine telephone infrastructure since it was privatized in 1991. Many opportunities exist in upcoming privatizations of provincial companies, as well as in infrastructure and radio telephony products for rural and remote areas. The informatics market has grown from US\$855 million in 1992 to US\$1.2 billion in 1994 and it is expected to reach US\$2.2 billion by 1997.

- **Agriculture and Food Products** — Potential in this area lies primarily in plant and animal genetics and in agro-industry. The Universidad de Cordoba and the University of Saskatchewan have entered into a joint venture to transfer embryos from Canada to Argentina, an increasingly promising area for Canadian business. In 1993, McCain Foods (see page 2) began a CIDA-funded study to evaluate the growing potential of potatoes for industrial use in Argentina and Brazil, and is now considering expansion of its recently opened

*Continued on page V — Prospects*

For more information on Argentina, contact Canadian Embassy, Buenos Aires, Tel.: (011-54-1) 805-3032; Fax: (011-54-1) 806-1209; or Pierre Delorme, DFAIT, Tel.: (613) 996-5549; Fax: (613) 943-8806.



## Prospects & Opportunities — Continued from page IV

Argentine processing plant.

• **Environment** — There is growing interest in the development of environmental policy, as well as in the infrastructure required for adequate environmental protection. The market, once this policy and legal infrastructure is in place, will be substantial as there is little capacity locally to supply the technology and equipment needed to deal with environmental problems. Current commercial priorities are in waste treatment for municipal and provincial governments as well as key industries, including pulp and paper, chemicals, plastics, petrochemicals, aluminum, and iron and steel. Treatment of sewage and industrial effluents, management of hazardous wastes, prevention and control of oil spills, and environmental monitoring and surveillance all may present opportunities in Argentina.

• **Oil and Gas** — The recent privatization of Argentina's oil and gas sector has resulted in the rapid expansion of the industry. NOVA Gas (see article below) of Calgary, Alberta, in association with Argentine partners, is operating one of the

country's two major gas transportation systems, and has recently begun construction of a pipeline to carry up to 10 million cubic metres of natural gas across the Andes to Santiago, Chile. Canadian oil companies Norcen, Chauvco, Home Oil and AEC have invested and are operating in the oilfields.

• **Mining** — As a result of new legislation, Argentina's mining industry is rapidly expanding. A number of areas are being surveyed and explored by over 50 foreign companies, including many from Canada, such as Placer Dome, Argentina Gold, Barrick Gold, and Cambior. Work started in 1995 on the country's first major mining production project, the US\$ 850-million Bajo de la Alumbrera copper/gold mine operated by Mount Isa Mines of Australia, with a large investment by Canadian-owned Rio Algom. As well, the Mining Undersecretariat, with World Bank financial support, is implementing a US\$ 40 million "Argentine Mining Sector Support Study", including the launch of a sub-project to "Strengthen the Mining Environmental Framework" which will require participation by experienced consultants.

## Success Story

### NOVA GAS BUILDS ON PATIENCE AND REPUTATION IN ARGENTINA

From consultant in 1978 to major player in Argentina's gas pipeline industry, NOVA Gas International Ltd. — a wholly-owned subsidiary of NOVA Corporation — has followed the basic rules to success.

As a consultant to Argentina's state-run pipeline industry, the Calgary-based multi-billion dollar company started with small consulting contracts, all the while building alliances with local partners and getting to know the government and regulatory environment.

When Argentina's pipeline industry was privatized in 1992, NOVA was there, ready to get a piece of the action — it recently started building the first major pipeline across the Andes, that will service Santiago, Chile with natural gas from Argentina.

As NOVA Gas International's Public Affairs Manager Jeff Flood advises, "Don't come in with

a silver bullet expecting to line up contracts on the spot. In Argentina, as in most other countries," he warns, "they respect our expertise, but it must be tailored to their needs. So be patient, flexible and do your homework."

Flood also recommends tapping the knowledge of local Canadian Embassies — including market conditions, regulations, contacts — as NOVA did in both Buenos Aires and Santiago.

"We also participated in Prime Minister Chrétien's Team Canada mission to Latin America just over a year ago," he says, "and found it very useful."

*For more information on the company or its projects in Argentina, contact NOVA Gas International's Public Affairs Manager Jeff Flood. Tel.: (403) 261-5236. Fax: (403) 261-5263.*



## COLOMBIA — 30 Years of Economic Growth

Colombia's impressive 30-year record of economic growth, which in recent years has surpassed 5 per cent, unmatched in all of Latin America, should continue in 1996. The business climate continues to be very favourable with strong internal consumption growth. The government's policy of opening the economy, known locally as "apertura," has resulted in considerable investment activity and importation. The slashing of import duties has been translated into a rapid increase of imports of consumer goods, as well as technology and equipment to modernize local production capacity.

### Canada—Colombia Trade & Investment

Colombia boasts one of the more progressive trade and investment policy frameworks in Latin America, being a forerunner in the establishment of various bilateral and multilateral trade agreements.

The past 18 months has seen very strong Canadian investment activity in the country, mainly in telecommunications and energy. Canadian

firms with foreign investment ambitions would be wise to consider Colombia for a number of reasons, including the preferable access it enjoys to neighbouring markets through existing free trade agreements such as the Andean Pact (with Peru, Bolivia, Ecuador and Venezuela).

Colombia is eager to associate with Canadian firms, reflecting the increasing awareness of Canada as a source of technology through the high-profile presence of such Canadian firms as Bell Canada, Trans-Canada Pipelines, Interprovincial Pipelines and Northern Telecom (Nortel) (see page VIII).

### Prospects and Opportunities

• **Food Products** — The recent establishment of two international food distribution giants, Makro of the Netherlands and Institutional Food Services of the U.S., has heralded a revolution in Colombian food marketing. This means that the import market for value-added food products, previously the exclusive reserve of the U.S., is now opening up to Canadian producers and distributors. As Colombia enjoys a thriving and growing economy, its 36 million inhabitants are demanding more imported food products.

Canadian companies that are interested in the food products sectors should be aware of the following guidelines:

- \* send product information to the Commercial Section of the Canadian Embassy;
- \* follow-up by phoning importers directly;
- \* send samples by courier via the Embassy (packages should be marked "muestras sin valor comercial"/"no commercial value");
- \* do not send frozen or refrigerated

samples until special instructions are received from the Embassy;

\* once the Embassy has arranged for delivery of samples, follow-up by phone or fax.

• **Energy** — The active participation of state oil company Ecopetrol and foreign operators has placed current Colombian hydrocarbon reserves at record levels. In 1994, investment in exploration activities amounted to US\$200 million and an estimated US\$300 million in 1995. Current daily production is 620,000 barrels per day (bpd), of which the Cusiana field contributes 185,000 bpd. Further development at Cusiana will bring production up to 500,000 bpd by 1997 and will demand additional investment of US\$4.6 billion for the construction of two processing facilities, a new 800-km pipeline and drilling of some 75 new producing wells.

A government decision to increase energy efficiency has resulted in a plan for a gas massification program.

Four major pipeline projects will help increase the number of user

households from 600,000 to 2 million by the year 2000. The program will require resources of \$US3 billion.

Total electrical power demand in 1995 was estimated at over 7,000 megawatts (MW) with a growth rate of 4.7 per cent until the year 2003. Current installed capacity in 1994 was over 10,000 MW. Plans are under way to construct 10 new thermal stations and two hydro-electric complexes.

• **Telecommunications** — Colombia has set ambitious targets to nearly double the number of telephone lines per capita and to improve service in remote regions. Law 37 in 1993 moved Colombia into the era of cellular telephony, private investment and joint ventures, paving the way for Canadian investment in this growing sector. Nortel is currently installing over 200,000 lines throughout Colombia as well as an additional 200,000 lines in the city of Bogota. Personal communications

*Continued on page VIII  
Colombia*

For more information on Colombia, contact Canadian Embassy, Santafe de Bogota, Tel.: (011-57-1) 313-1355; Fax: (011-57-1) 313-3046; or David Clendenning, DFAIT, Tel.: (613) 996-5548; Fax: (613) 943-8806.



## PERU - The Time for Canadian Business is NOW

**T**he business environment in Peru is one of the most open and dynamic in Latin America. Economic restructuring by the Fujimori government has resulted in the liberalization of trade, investment and foreign exchange, tax reform, a substantial decline in inflation and the elimination of subsidies. As a result, the Peruvian economy continues to outperform most of its neighbours in the region, with real growth of over 12 per cent in 1994, 7 per cent in 1995, and an expected 5-6 per cent in 1996.

The reduction of inflation, ongoing privatization and modernization, and an increase in revenues have contributed to a revitalized Peruvian economy. And, with the re-election of President Fujimori in 1995, the way is clear for at least another five years of economic stability.

After years outside the international financial community, Peru has returned to the fold. Today, the country enjoys some of the highest yields among emerging stock exchanges and will receive over

US\$1 billion in foreign loans for major projects in infrastructure, health and education.

Since 1987, a CIDA bilateral program in Peru has supported an \$80-million project in equipment sales to Peruvian state-owned companies in telecommunications, petroleum and mining equipment. A number of companies still remain eligible to purchase Canadian equipment through this project, which terminates in 1998-99.

Since 1994, the Canadian

Commercial Corporation has entered into several large transactions in Peru valued at more than \$33 million, with others under way for a total of \$50 million.

As well, the Export Development Corporation (EDC) has become an important player in Peru. In 1995, EDC finalized a US\$15-million line of credit with Banco Wiese Ltd. and concluded its first direct public-sector loan in more than a decade, a US\$16.9-million loan to Peru's Ministry of Finance.

### Canada—Peru Trade & Investment

Having simplified its import regime and lifted most restrictions on international trade, Peru offers excellent opportunities for Canadian exporters. The success of Canadian companies in Peru is having a snowball effect — in addition to attracting equipment and service exporters in such sectors as mining, it has given Canadian firms in general the confidence to come and do business in Peru. In December 1995, the Canada-Peru Business Council was established in Lima, reflecting the rapidly growing trade and investment link between the two countries.

Annual two-way trade has ranged from \$193.9 million in 1992 to \$183 million in 1994, and an estimated increase to \$200 million in 1995. In the first nine months of 1995, Canadian exports to Peru jumped 73 per cent to \$93.8 million. Leading exports include agricultural products, asbestos, telecommunications equipment,

mining equipment, pharmaceutical products, and wood pulp. Imports from Peru increased from \$64 million in 1993 to \$96.3 million in 1994, with the most important being ores and concentrates of silver, lead, zinc, precious metals, coffee and cotton.

Peru now has one of the most liberal investment regimes in South America, with a large reservoir of undeveloped natural resources that offer enormous potential. Since 1993, over 20 Canadian companies to date have invested over US\$300 million in Peru. Much of Canada's investment is planned for the mining sector — Barrick Gold Corporation is considering a US\$500-million gold project and Cambior is investigating a US\$700-million copper project. In the energy sector, Ontario Hydro International Inc. is in partnership with Chilean interests in an important power distribution network.

### Prospects & Opportunities

Peru's shift to a more open market economy sees opportunities for Canadian business emerging in a host of areas, particularly in mining, oil and gas, agriculture and telecommunications.

- **Mining** - Peru is becoming Latin America's mineral

investment hotspot with planned investment to 1999 surpassing US\$7 billion. Opportunities include exploration technologies, engineering and consulting services and equipment. The industry spends some US\$700 million annually in supplies and equipment.

*Continued on page VIII — Peru*

For more information on Peru, contact Danièle Ayoite, Canadian Embassy, Lima, Tel.: (011-51-1) 444-4015; Fax: (011-51-1) 444-4347; or Charlotte Ward, DFAIT, Tel.: (613) 996-4199; Fax: (613) 943-8806.

## Peru — Continued from page VII

• **Oil and Gas** — The current level of oil and gas production, an average of 125,000 barrels per day, is expected to triple within five years requiring an investment of US\$3 billion. In 1996, the Peruvian government will complete the privatization of Petroperú, its national oil company.

This will present excellent opportunities for Canadian companies in exploration concessions and equipment and services.

• **Agriculture** — Peru is a major importer of agri-food products, importing over US\$13 billion in 1995, with Canada's share at \$29 million. It has a rapidly growing consumer population that is familiar with North American goods and services and which views Canada as a source of high-quality products. Emerging opportunities can also be found in livestock and value-added food products.

• **Telecommunications** — Planned investment in the Peruvian telecommunications sector over the next five years is estimated at US\$1 billion. Plans are under way to install 1.5 million new lines by 1999 and to offer data communication and other value-added services such as call waiting and voice mail.

• **Environment** — The Peruvian market for environmental equipment and services is very promising for Canadian companies. Regulations and controls to protect the environment have been introduced in recent years in recognition of the need for assessments and remedial practices, especially in the mining, petroleum, fishing and sanitation sectors.

• **Power and Energy** — Peru has great need for electrical power and energy. The expansion of the electrical grid has already started with the privatization of state-owned enterprises, which should

provide considerable opportunity for Canadian firms.

• **Forestry and Paper Products** — Peru has huge forestry resources that are virtually untapped and Canadian companies can actively participate in this sector by providing equipment, investment and consulting services. New forest legislation, expected to be passed this year, to improve the sector's investment profile should create opportunities for Canadians.

• **Health Care** — Planned investment in the public health-care sector to 1998 is expected to total US\$500 million. Virtually all of Peru's medical and health-care product needs are imported, spelling considerable potential for Canadian medical suppliers.

### Success Story

**ROWNTREE EXPORTS INC.** of Brampton, Ont., a major exporter of Canadian livestock, has been selling large numbers of livestock to Peru since 1988.

After some interruption in the mid-1990s, shipments of Rowntree livestock to Peru resumed last December. The company is confident it will reestablish its previous export levels to Peru of "\$1.25 million per year.

Rowntree Vice-President, Dean Rowntree says: "The current dairy genetic base in Peru is in need of significant improvement and Canada can provide the world's best."

"We feel that Peru offers a strong market for us, both in livestock and semen, and for other specialized services and equipment as well," he says.

*For more information, contact Dean Rowntree. Tel.: (905) 846-3677; Fax: (905) 846-4508.*

## Colombia

*Continued from page VI*

systems and satellite infrastructure also present good opportunities. CIDA has approved a four-year, \$4-million project to provide technical assistance to Colombia's Telecommunications Regulatory Commission.

### Success Story

**NORTHERN TELECOM LIMITED (NORTEL)**, Mississauga, Ont. concluded an association contract with Colombia's Empresa Nacional de Telecomunicaciones (TELECOM) back in 1994 for the installation and operation of over 200,000 telephone lines throughout the country.

The 9-year arrangement represents an investment of some US\$350 million.

Happy customers are a key to success: last year, Celumovil completed a similar US\$40-million arrangement with Nortel for the installation of over 45,000 lines and related digital equipment in the province of Boyaca.

Most of the work, to be completed before the end of the year, will give the region a line density of up to 20 lines per 100 people, representing a level of coverage well above the norm in Colombia and Latin America in general.

Quality product has also made Nortel the leading supplier of wireless switching and telephony equipment in Colombia. The company has worked with TELECOM as well as with Colombian cellular providers such as Ocel, Comcel and Celumovil.

As for the future, Nortel is considering participating in a recently released tender for the provision of equipment and services for a national fibre optic network.

*For more information on Nortel or its presence in Colombia, contact Bill Neil, Director, Government Relations-International, in Ottawa. Tel.: (613) 783-8904; Fax: (613) 783-8910.*

## Latin America and the Caribbean – Continued from page 6

in Chile. There will be large-scale investment in infrastructure and in resource industries as the region strives to become more modern, productive and internationally competitive. Some \$650 billion of investment is planned over the next decade.

Future investment in the region will be primarily in infrastructure. Transportation and

communications networks, water and sewage, energy, agriculture, public health and urban development are a priority for most governments.

Many of these investments will be financed by international financial institutions such as the World Bank, the Inter-American Development Bank and bilateral agencies such as the Canadian

International Development Agency. Multilateral development banks lend about US\$11.5 billion per year to the region to finance economic and social development projects.

### Prospects and Opportunities

There are many sectors that hold considerable opportunity for Ca-

*Continued on page 10 – Latin*

## CIBS Release Date Nears – Continued from page 1

• **International Activities:** A list of international activities is appended to each sector strategy, identifying the specific international events and initiatives that governments intend to sponsor. Canadian companies are invited to participate in these events, and are encouraged to contact the department or agency listed for details.

### Where can I get a copy?

CIBS is a public document available to anyone free of charge. It will soon be available in hard copy or on-line, along with a Compendium, a continually updated list of federal and provincial government-sponsored activities that support the international business development efforts of Canadian firms.

To obtain copies of the Overview, Industry Sector Strategies

and Sector Activity Lists, contact the Department of Foreign Affairs and International Trade's InfoCentre at:

\* Tel: 1-800-267-8376 (Ottawa area: 944-4000); FaxLink: 613-944-4500;

\* Internet: "http://www.dfait-maeci.gc.ca";

\* or complete the following coupon quoting the appropriate codes.

1996/97

CIBS, including the Overview, is available on two (2) WordPerfect diskettes, or in printed copy as separate chapters. It can also be obtained by FaxLink, or along with the Compendium, on our World Wide Web site.

To order the diskettes or printed copies, please send the form below to: InfoCentre (SKI), DFAIT, 125 Sussex Drive, Ottawa K1A 0G2, or fax to: (613) 996-9709. For immediate delivery via fax, call the InfoCentre's FaxLink at (613) 944-4500 and select the Main Index. CIBS and the Compendium are on the Web at: "http://www.dfait-maeci.gc.ca"

- 139TA Overview
- 234TA Advanced Manufacturing Technologies
- 214TA Aerospace and Defence
- 215TA Agriculture, Food and Beverages
- 216TA Arts and Cultural Industries
- 217TA Automotive
- 218TA Bio-Industries
- 219TA Business, Professional and Educational Services
- 220TA Chemicals, Plastics and Advanced Materials
- 245TA Construction Products and Services
- 221TA Consumer Products
- 246TA Electrical Power Equipment and Services
- 224TA Environmental Industry
- 225TA Fish and Sea Food Products
- 226TA Forest Industries
- 228TA Information Technologies and Telecommunications

- 229TA Medical and Health-Care Products and Services
- 230 TA Metals, Minerals and Related Equipment, Services and Technology
- 223 TA Oil and Gas Products and Energy Equipment
- 227 TA Resource Equipment and Technology
- 231 TA Space
- 232 TA Tourism
- 233T A Urban Transit and Rail Equipment 146TA

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_



# 1996 Canada Export Awards Open for Applications

After another successful year in 1995, the Canada Export Award Program is accepting applications for the 1996 awards, which will be presented by the Minister for International Trade on October 7, 1996, in Winnipeg, Manitoba.

Since the Program's inception in 1983, 170 Canadian exporters, selected from approximately 2,700 applications, have received this prestigious award.

## Who is eligible?

Applications are open to all firms or divisions of firms resident in Canada that have been exporting goods or services for a minimum of three consecutive years, 1993-1995.

Trading houses, financial institutions, transportation, market research, packaging and promo-

tion firms are also eligible.

## How are the winners chosen?

The Canada Export Award Selection Committee, made up of experienced business people from across Canada, considers the following criteria, among others, in choosing the winning companies:

- the extent to which the firm (over its latest three fiscal years) has shown significant increases in export sales;
- success in breaking into new markets;
- success in introducing export products into world markets.

## What can the award do for you?

Winning companies can use the

award logo on their products, letterhead, advertisements and other promotional material for three years. A national and international publicity and promotion campaign, built around the winners, highlights their accomplishments in the international marketplace.

Current and past winners report that the recognition they receive from the award has been effective as a marketing tool, has helped raise their profile at home and attract new foreign customers, as well as boosting employee morale.

A 1992 winner, Lyne Riese, President of Canadian Lake Wild Rice in La Ronge, Saskatchewan, said his experience was "all positive" because it helped to reassure suppliers in other countries. Mr. Riese estimates that exports account for about 90 per cent of the company's sales, which have grown 35 per cent since winning the award.

Applications for the 1996 Canada Export Award Program must be received by **April 30, 1996**.

## For a Canada Export Award application, send this coupon to:

*Canada Export Award Program  
Trade Development Operations Division (TOO)  
Department of Foreign Affairs and International Trade  
125 Sussex Drive, Tower C, 5th Floor  
Ottawa, Ontario  
K1A 0G2*

Telex: 053-3745 Facsimile: (613) 996-8688 Telephone: 1-800-267-8376

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

## Leprechauns at Large?

The flag duplication (where there should have been a Union Jack) on the masthead of our February 5, 1996 supplement on Northern Ireland and Irish Border Counties leaves us wondering: "Are there leprechauns at large?"

# BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**NEW ZEALAND** — An importer of fibreglass power boats in the 16-foot to 25-foot (5-metre to 8-metre) class seeks a Canadian manufacturer/exporter of **sports fishing boats** (i.e. bayliner trophy style); **bowriders**; and **cabin boats**. Contact Peter Carlson, Family Boats Limited, 247 Ti Rakau Drive, Pakuranga, P. O. Box 51340, Auckland, Tel./Fax: (09) 274-0511.

**POLAND** — A farm cooperative here seeks **machinery (new and used) for corn, potato and fruit production, processing and storage**. The cooperative also, is interested in **investment assistance, new technologies and know-how**. Contact Piotr Golabek, GOLIMPEX, Poznanska 105/28; 08-103 Siedlce, Poland, Tel.: 011 48 25 445 826; Fax: 011 48 25 445 827.

**TUNISIA** — A telecommunications company involved in data transmission, telematics consultancy, network integration, global telematics solutions and telecom products for wide distribution is seeking to expand its product range. It wishes to **represent Canadian manufacturers of informatics and telecommunications products**. Contact Karim Ben Hassine, Business Manager, Tunisie Télématicques Tunicomm, 19 rue Elmoutanabi, 2000 Le Bardo, Tunis, Tel.: (216-1) 340-042; Fax: (216-1) 339-930.

**TUNISIA** — The owner of a shop engaged in machine rigging, fitting, turning and weld-

ing is seeking a **Canadian technical partner for a project involving the machine rigging of parts and machinery**. Contact Salah Ahmed Ben Béchir, Atelier de la Compétence, 26 Avenue Habib Bourguiba, 4030 Enfida, Tunisia, Tel.: (216-3) 250-239; Fax: (216-3) 250-310.

**TUNISIA** — The laboratory director of a major domestic refrigeration group would like to have a **Canadian manufacturer of industrial refrigeration equipment create a liaison office in Tunisia** for representation, installation, maintenance and point of sale in the industrial refrigeration sector. Contact Dr. Kallel Ftouh, Bir Bel Hassen, Immeuble l'Oranger No. 16, 2080 Ariana, Tunisia, Tel.: (216-1) 703-383.

**UNITED KINGDOM** — An exclusive importer of **fine foods** (e.g. Hershey Confections, Herr's Chips and Dips, Jollytime Microwave Popcorn from the U.S.) wishes to develop a range of similar Canadian products, either **ambient boxed, tinned, bottled or in jars**. The firm distributes to supermarket chains, independent retail outlets, cash and carry, and wholesalers. Contact Kenneth Mitchell, Trustin America, Tel.: 011-44-1284-766-265; Fax: 011-44-1284-760-816.

**KINGDOM** — An established wholesaler and distributor throughout the U.K. of **confectionery, snack foods and soft drink products** wishes to diver-

sify and innovate, through import, its range of offerings. Customers, generally, are in the food services side of the food industry, though specialist grocers also are clients. Contact Malcolm Tinlin or Ian Styles, Tel.: 011-44-181-813-0044/55; Fax: 011-44-181-813-0123.

**VIETNAM** — Several companies in Vietnam are seeking manufacturers/suppliers of: **air conditioning parts; milk, egg and cocoa powder; electronic parts for telephone sets; chemical raw materials related to the plastics and fibreglass industries; solid-winding copper wire; and newsprint and art paper**. Contact Datacom, 350 Webb Drive, Suite 304, Mississauga, Ontario L5B 3W4, Tel.: (905) 949-1925; Fax: (905) 949-9553.

## Numbers to Note

New addresses and numbers for the Canadian Embassy in Panama City are:

Street address: Edificio Banco Central, Avenida Samuel Lewis y Calle Gerardo Ortega, 4th Floor, Panama City, Republic of Panama;

Mailing address: Apartado 3658, Balboa, Panama City, Republic of Panama.

Tel.: (011-507) 264-9731/264-7115;

Fax: (011-507) 263-8083.

# TRADE FAIRS AROUND THE WORLD



## Swiss Host Telematics Show

**Zurich, Switzerland** — Canadian telematics/telecom companies are invited to participate, through the display of catalogues and/or product literature, in **TeleNetCom (TNC)** being held here May 21-24, 1996.

The literature will be displayed at an Information Booth organized by the Department of Foreign Af-

fairs and International Trade and the Canadian Embassy in Bern.

Switzerland's national (with international participation) telematics show, **TNC** features a full range of modern telecommunication tools, including networks (LAN/WAN), mobile, radio and interactive communications.

Companies interested in this

display opportunity are asked to send — for receipt by May 5, 1996 — five (5) sets of corporate literature, a short company profile, a video, and business cards to: John Schwartzburg, Counsellor (Commercial), Canadian Embassy, Kirchenstrasse 88, CH-3005 Berne, Switzerland, Tel.: (41-31) 352 64 81; Fax: (41-31) 352 73 15.

## Korea Show More Than Food for the Soul

**Seoul** — Canadian food and beverage exporters interested in the Korean market are encouraged to participate at **Seoul Food '96** to be held in the Korean capital April 9-13, 1996.

Canada's national stand at the show is being organized by the Canadian Embassy in Seoul and the Department of Foreign Affairs and International Trade (DFAIT).

Korea is Canada's fourth-largest agri-food market, with 1994 exports exceeding \$570 million. Over the past year, Canadian exports to Korea have successfully

expanded in several areas, including beef, pork, grains, pulses and some value-added food products.

For those companies committed to market development and product support, Korea has some excellent opportunities for processed food products. **Seoul Food '96** offers first-time visitors a unique opportunity to learn more about the market potential and to showcase their products under the Canadian banner.

In support of Canada's trade development in the Korean market, Canadian participants are

being offered a special price of \$1,500 for booth space (3 metres square) at this five-day event (a savings of \$1,700 off the regular exhibitor price).

For more information on this trade event and the Korean market for Canadian agri-food products, contact James G. Hannah, First Secretary, Canadian Embassy, Seoul, Fax: (011-82-8) 755-0686; or J. Ian Burchett, Trade Commissioner, Korea and East Asia Division, DFAIT, Tel.: (613) 996-7582; Fax: (613) 996-1248.

## Latin America and the Caribbean — *Continued from page 7*

Canadian business in the region, including mining, information technology and telecommunications, environment, forestry, industrial equipment, transportation, agriculture, metals and minerals, oil and gas, and power and energy. Specific countries that promise potential are Mexico, Brazil and Argentina (various sectors), Colombia (industry), and Chile and Peru (mining).

### The Road Ahead

What does all this mean for Canadian-Latin American and Caribbean relations? Economically, the region is a growing trade

partner and, while trade between Canada and the region is still in its infancy, the potential is enormous. Historic successes of Canadian banks, insurance companies and other service industries have shown how well Canada can do in the region. And in the next quarter-century, its population is expected to reach nearly 700 million with a combined gross domestic product of \$1.3 trillion, making it one of the largest markets in the world.

The 1980s and 1990s have seen Canada become a more important player in the region's economic scheme. Canada is much sought

after for its expertise in fields as divergent as social policy and forestry — the increasing numbers of joint ventures and alliances are evidence of this. At the same time, joint research ventures of all kinds have grown considerably. There are very few Canadian universities without cooperative research programs with Latin American and Caribbean counterparts.

In all of these areas, Canada has gained greatly and stands to gain much more as prosperity and stability return with force in the region.



# Smaller Exporters Get Improved EDC Risk Protection

The Export Development Corporation (EDC) is improving its risk protection for new exporters by eliminating a claims deductible (that was automatic for companies new to exporting) from its small business credit insurance.

The move alleviates one of the biggest risks — not getting paid — a small business faces in exporting.

With an EDC export credit insurance policy, exporters are insured up to 90 per cent of the value of their exports if the foreign buyer doesn't pay.

In addition to risk protection, many exporters use EDC-insured export receivables as collateral to access working capital from their banks.

The move also is seen as a way to encourage banks to provide additional financing to their smaller customers that are getting into exporting.

"Whether selling to the United States or overseas, new exporters had been telling us that a deductible of between \$5,000 and \$15,000 often got in the way of financing from their banks," said

EDC President and CEO Paul Labbé.

EDC is a self-funding Crown Corporation that helps Canadian exporters compete and succeed in foreign markets by providing insurance, financing and guarantees. Its Emerging Exporters Team delivers specialized services to smaller exporters (companies with annual export sales under \$1 million).

Exporters seeking EDC export credit solutions may call 1-800-850-9626.

## Reminder

### Americas Business Forum/Free Trade Summit

As reported in the February 5, 1996, issue of *CanadExport*, the Colombian government is hosting the Americas Business Forum, March 18-20, 1996, in Cartagena. The Forum, which is being held in conjunction with the second Trade Minister's Summit on hemispheric free trade, also in Cartagena, is designed to incorporate the private sector's views and concerns into the free trade negotiation process.

It provides a prime opportu-

nity for Canadian private-sector participants to act on specific opportunities resulting from the conference contacts and working group discussions and follow up and initiate recommendations to the Canadian government to ensure that the Canadian private sector is poised to benefit from the FTAA process and resulting business environment.

Four committees, dealing with trade strategies, opportunities for the private sector,

globalization of production processes, and human sustainable development, will provide the environment for a meaningful exchange of ideas and strategies.

A complete information brochure is available from the Canadian Council for the Americas, Toronto, Tel.: (416) 367-4313; Fax: (416) 367-5460.

Information also is available from David Clendenning, DFAIT, Ottawa, Tel.: (613) 996-5548; Fax: (613) 944-0479.

## Team Approach Takes the Cake — *Continued from page 4*

current trends, meeting the requirements of diet-conscious consumers. Seafood, as was confirmed at ANUGA '95, is a growing delicatessen-style market (e.g. in soufflés, bread spreads and salads), with good and sometimes excellent prospects.

In the innovative dairy products sector, sales of fresh dairy products and cheeses are climbing steadily. Fresh vegetables can expect a modest growth and there is an increasing demand for fresh wild mushrooms.

### Contact

For further information on ANUGA, contact Lorraine Reardon, DFAIT, Northern Europe Division, Trade Fairs and Missions, 125 Sussex Drive, Ottawa K1A 0G2, Tel.: (613) 996-2147; Fax: (613) 995-6319.

# BUSINESS AGENDA

**Montreal** — February 22, 1996 — **Information on international financial institutions** (World Bank, Asian Development Bank, etc.), which provide more than US\$40 billion per year on capital projects around the world, will be provided at this session organized by the International Trade Centre, Industry Canada and Info Entrepreneurs/Montreal Chamber of Commerce. Information/reservation contact is Maurice Kaspy, Montreal, Tel.: (514) 496-5920; Fax: (514) 496-5934.

**Burlington** — February 26, 1996; **Mississauga** — March 23; **Niagara Falls** — March 30; **Windsor** — April 13 — **Negotiation: Communicating Across Cultures**, a series of seminars/workshops focusing on the development of special skills in global trade. Contact the sponsors, EDEX, Scarborough, Ontario, Tel./Fax: (416) 261-0144.

**Montreal** — February 28, 1996 — Small and medium-size exporters to the United States are the

target audience for this information session on **New Exporters to the United States**, organized by Industry Canada, the International Trade Centre and Info Entrepreneurs/Montreal Chamber of Commerce. Topics include: U.S. Customs, legal aspects of doing business in the U.S., marketing strategies, and export-oriented programs and services. Contact Linda Bergeron, Montreal, Tel.: (514) 496-5918; Fax: (514) 496-5934.

## ExportVision — a Cross-Canada Venture

**Fredericton** — March 14, 1996; **Halifax** — March 15; **Montreal** — March 18; **Toronto** — March 19; **Winnipeg and Regina** — March 20; **Calgary** — March 21; **Vancouver** — March 22. Department of Foreign Affairs and International Trade (DFAIT) trade officers from around the world and sector specialists from various government departments will be in these cities as part of **ExportVision '96**, an annual event designed to assist Canadian companies

in exporting their products or services — especially those pertaining to **education and training, business, and geomatics/informatics**. Discussions will provide valuable information and insights on entering markets abroad. Parties interested in attending may contact their nearest International Trade Centre, or Monique McGrath, DFAIT, Ottawa, Tel.: (613) 996-8709.

## PUBLICATIONS

### Apparel Trade Show Directory

A 1996 directory of almost 200 apparel trade shows and markets across Canada, the United States and Mexico is available through the Canadian Apparel Association.

*Directory of North American*

*Apparel Trade Shows*, with indexed information on show dates, locations and products, is ideal for manufacturers and designers seeking new venues to show their product, and for retailers to view new lines. Key

information is provided in English, French and Spanish.

To subscribe to the directory, contact the Canadian Apparel Federation, Ottawa, Tel.: 1-800-661-1187 or (613) 231-3220; Fax: (613) 231-2305.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

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K1A 0G2



# CANADIAN EXPORT

Vol. 14 No. 4

March 4, 1996

PM at CARICOM

## Strengthening the Ties that Bind

From the Bahamas, over to Jamaica and down to Trinidad and Tobago, 14 jewel-like islands in the Caribbean see Canada as a close member of the Commonwealth family of nations.

Strengthening the political and economic ties that bind Canada and the islands is the focus of a two-day meeting (March 3 to 5, 1996) between Prime Minister Jean Chrétien and his CARICOM counterparts in Grenada.

While Mr. Chrétien is meeting his CARICOM counterparts, a number of Canadian business people active in the region will be meeting with Caribbean business community leaders; their common goal — to translate policy development into order-book reality.

### Goals

Leaders are looking at ways of enhancing the Canada-CARICOM trade and investment relationship, including market access issues and Canadian development assistance programs.

*Moving Towards the Year 2000* is the central theme. The goal is to help prepare CARICOM members to meet the obligations of the North American Free Trade Agreement. Progress towards a Free Trade Area of the Americas (FTAA) by 2005 will also be reviewed.

Promoting democracy and

challenges to sustainable development are also on the table: the environment; narcotics control; the debt; and human resource development.

### Canada-CARICOM Relations

The Canada-CARICOM relationship is a natural: language, legal systems, and forms of government are all similar. The differences between Canada and these islands are also an attraction: more than 375,000 winter-weary Canadians visited the area in 1994. For centuries, the exchange of goods has worked to reciprocal advantage, and increasingly, CARICOM countries are looking to Canada for high-tech products and services.

The establishment, in 1994, of the Association of Caribbean States (ACS), creates a regional market of 200 million people, with an estimated gross national product of \$500 billion. It is a region where Canada — because of its history and ties to the region — has an inside track, vis-à-vis its American, European and Asian competitors.

## BUILDINGS SALES TO JAPAN FAR FROM FABRICATED

There's nothing fabricated about Canada's 1995 sales of prefabricated buildings to Japan!

In the first 11 months of 1995, Canada surpassed the United States to become the world's largest supplier to Japan of prefabricated buildings.

In that period, Japan's total imports of prefabricated buildings from Canada increased by 123 per cent to 7,372 million yen (C\$99 million). Follow-up suppliers to Japan were the U.S. (7,111 million yen); Finland (2,741 million yen); and Sweden (2,014 million yen).

It was also a banner year for the export of Canadian forest products to Japan, which increased by 27 per cent in the first 10 months of 1995 and

which were expected to reach a record C\$5 billion for the entire calendar year.

What's more, careful assessment and discussion with industry indicate that exports of Canadian manufactured homes will easily double again in 1996. (More than 20 Canadian manufactured home companies are active in Japan.)

Factors that lead to this conclusion include: on-going deregulation efforts by the Government of Japan, particularly the Ministry of Construction; continued growth in two-by-four housing starts; and consumer tastes, cost savings, energy efficiency and other con-

Continued on page 3  
Buildings Sales

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## SHARING TRADE SECRETS

# Small New Brunswick Port Makes Big Waves in Trade with Cuba

*What started out as a shrimp and lobster import operation from Cuba some 10 years ago has turned into an exclusive shipping of Canadian food exports to that island.*

As the only Canadian port with cold storage facilities, Bayside Food Terminal, of Bayside, N.B. saw an opportunity to fill the Cuban ships on their return voyage home.

It was during his first trip to Cuba, in 1992, that Bayside President Peter Frye decided to convince the Cubans to expand their shipping business by carrying back Canadian goods instead of going back empty.

### First Cuban ships

So convincing was his argument that the ships took on Canadian goods not only at his terminal but started loading at ports in Prince Edward Island and Nova Scotia.

Frye didn't really mind. "At least they were being used for Canadian exports to Cuba," he says with a smile.

So the Cubans started picking

up frozen food and exports for the tourist population in Cuba.

With the expansion of its terminal facilities in 1990 — giving it a 3,000 tonne frozen, and 2,000 tonne chilled capacity — Bayside has now become a big league shipper to Cuba.

"We are now one of only two shippers of Canadian seed potatoes to Cuba," says Frye, "with annual shipments of 10,000 to 12,000 tonnes, a similar quantity being shipped by McCain."

In addition to seed potatoes — shipping concentrated during the months of October-November — Bayside now ships another 10,000 to 20,000 tonnes of frozen food (pork, chicken, beef, butter, pork lard, French fries) as well as powdered milk as cargo, to Cuba.

"This is no longer intended for mainly tourist consumption," says Frye, "but it is being bought

by the Cuban government for the local population."

### Country of opportunity

According to Frye, this quantity could even double this year "as the economy of Cuba that has bottomed out a few years ago is now coming back."

Business with Cuba accounts for 30 per cent of the activity at Bayside which now sees the loading of one or two Cuban ships every month.

"Cuba is a fantastic country," says an enthusiastic Frye. "And it's the only spot in the world where Canadian companies have an advantage since U.S. firms are not allowed there," he adds.

But not for too long, he thinks.

Frye, who doesn't really consider himself a businessman, but rather a facilitator for deals between Canadians and Cubans, speaks highly of the Canadian Embassy in Havana.

"We have there a great team, very pro business for Canada," he comments, "and we should take advantage of that."

As the food trade keeps increasing, Frye is confident of even greater trade with Cuba. And with maritime shipping being the cheapest way to transport, he is probably right.

For more information on Bayside Food Terminal and bulk shipping to Cuba, contact Bayside President Peter Frye. Tel.: (506) 529-4923. Fax: (506) 529-4312.

### CANADEXPORT

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## JETRO Posting Promotes Food Exports to Japan

*Canada's processed food and fishery industries are likely to increase their already significant presence in the Japanese market, following the recent posting of Mr. Masakazu Chikuse as Senior Trade Advisor to Canada.*

Chikuse, Japan's second such trade advisor to Canada and an expert on the Japanese processed food and fishery industries, previously worked in Seattle with Daiei Inc., Japan's largest retailer.

### Role Export Oriented

Chikuse, who works out of the International Trade Centre in Vancouver, will complement the work already being done by his counterpart, Mr. Satoshi Nakayama, who is stationed at the Canadian Exporters' Association in Ottawa.

Chikuse's role in Canada is to seek out products with potential for export to the Japanese market and to assist manufacturers in establishing a market for their products in Japan.

One-on-one consultations with Canadian businesspeople are an essential part of Chikuse's function, as is his initiating contact between potential buyers and distributors in Japan and potential exporters in Canada.

The appointment augments the import promotion activities of the Japan External Trade Organization (JETRO) which, in 1990,

launched one of its most effective import promotion endeavours — the Senior Trade Advisors program.

Through the program, JETRO recruits its advisors — import business experts who must have at least 20 years of experience — from Japan's largest manufacturing, distribution and other firms. The program began with 25 advisors; now 37 are deployed around the world.

### Exports Expand

The appointment also fits in nicely with Canada's more aggressive marketing strategy, *Canada's Action Plan for Japan*, which, already, is reaping dividends.

Canada's exports to Japan have expanded in housing and building products, processed foods and telecommunications. Canada's exports to Japan in 1995 are estimated at \$12 billion — a figure that exceeds Canada's total exports to the 15 member countries of the European Union!

"JETRO is pleased to assist Canada in its export promotion efforts and especially pleased to see our trading relationship grow to such heights," says Yoshio

Ishikawa, Executive Director, JETRO Toronto.

"We are impressed with the 'Team Canada' approach of combined efforts between federal and provincial governments and the private sector and have assisted *Canada's Action Plan for Japan* since its introduction by providing programs for small and medium-sized Canadian companies interested in bridging business contacts between our two countries."

### Contacts

Processed food and fishery exporters interested in the Japanese market may contact Masakazu Matt Chikuse, Senior Trade Advisor, Japan External Trade Organization, Vancouver International Trade Centre, 2000-300 West Georgia Street, Vancouver, B.C., V6B 6E1, Tel.: (604) 666-9952; Fax: (604) 666-0954.

Information on JETRO and its programs is available from JETRO offices: in **Toronto**, Tel.: (416) 861-0000, Fax: (416) 861-9666; in **Vancouver**, Tel.: (604) 684-4174, Fax: (604) 684-6877; in **Montreal**, Tel.: (514) 879-5617, Fax: (514) 879-5618.

## Buildings Sales to Japan — Continued from page 1

struction benefits translate to an increasing demand by home builders for imported, western-style housing.

Equally important factors in this favourable prognosis are the continuing trade promotion and

market access activities undertaken by the Consulates, the provincial delegations and the Embassy; and the activities of such organizations as SG Kai and Canada Comfort Direct.

In 1996, for instance, the 150

members of SG Kai are planning to purchase nearly 2,000 manufactured homes from more than 10 Canadian manufacturers.

Contact François Rivest, Canadian Embassy, Tokyo, Tel.: 81-3-3408-2101; Fax: 81-3-3470-7280.



### Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

## GETTING TO KNOW DFAIT

*This is the first in an occasional series of articles that CanadExport hopes will inform its readers about the roles of the Department of Foreign Affairs and International Trade's (DFAIT's) various Divisions — primarily those whose programs, services and functions are closely linked to Canada's export activities. Readers' views, suggestions will be appreciated and thoughtfully considered.*

### DFAIT's Policy Staff, Economic and Trade Policy Division

What do advanced technology, competition policy, technical standards and risk analysis have in common? A lot really, particularly for DFAIT Policy Staff.

#### Composition

Policy Staff is divided into five Divisions: Political and Security Policy; Government Policy; Economic Summit Coordination; Federal-Provincial Relations; and Economic and Trade Policy.

The group as a whole identifies and analyzes political, economic and security policy trends and produces policy papers on a broad range of issues.

#### Issues

The increasing internationalization of the world economy — led by investment, trade and technology, along with the emergence of global problems, such as environmental degradation — highlight the growing importance of effectively addressing international economic and trade relations.

Rapid changes affecting the world economy continue to generate insecurity as well as opportunities. The challenges can be counterbalanced, in part, by strengthening international "rules of the game" to help prevent unilateral actions by larger states.

#### Objectives

The central Canadian objective is to continue the development of an international framework of rules that provides the private sector with better and more secure access that is critical to maintaining

growth and good jobs at home.

Comprehending the trade and investment strategies of our major trade and investment partners also helps to ensure that Canadian companies understand risk and the uncertainties of doing business abroad and receive appropriate trade policy support.

#### Policy Staff:

##### An Agent of Change

The Economic and Trade Policy Division of Policy Staff is comprised of a healthy mix of economists, a statistician and trade practitioners with a broad range of negotiating, foreign service and trade policy experience.

Much of Policy Staff's research is focussed on emerging trade policy and other economic issues in order to clarify the linkages between issues and the agenda of other international players, and to provide the basis for greater policy coherence when weighing competing domestic interests. "Policy Staff Papers" and shorter "Commentaries" are discussion papers on a range of topics, researched in close cooperation with other sector and geographic specialists in Foreign Affairs, other government departments, and posts abroad.

The Division also is known for its widely distributed and popular "Pocket Facts", a selection of basic Canadian economic and trade indicators. Individual papers remain the responsibility of their authors and the views expressed do not necessarily represent the views of the Department and the Government. The papers are meant to

encourage informed discussion among those inside and outside government who are interested in foreign policy trends and issues.

#### Up-coming Projects

As long as Canada continues to face significant economic challenges that require careful attention, Policy Staff will focus its efforts on better understanding the evolution of the international economy and Canada's place in it.

Work plans for the upcoming year include projects on: product and process standards, intellectual property, competition policy and investment.

#### Publications

Some of the publications produced by the Division include:

*The Four Amigos and Beyond: Towards the Free Trade Area of The Americas* — A look at options for achieving free trade in the Western Hemisphere (October 1995).

*Changing Partners: Trends in Canada's Regional Economic Relations* — Basic factual background (with a Canadian focus) to current discussions on regional trade initiatives (March 1995).

#### Information/Contacts

For further information on Policy Staff publications, contact DFAIT's InfoCentre (see box bottom of page 8) or see Policy Staff on the Internet (<http://www.dfait-maeci.gc.ca>) — under Policy Staff Papers/Commentaries). Policy Staff also welcomes comments and suggestions, Tel.: (613) 944-6824; Fax: (613) 944-0375).

# CANAD EXPORT



## Focus on Caribbean

### LANDS OFFER MORE THAN SUN AND SAND

*Notwithstanding the significant contribution of tourism, food and beverage exports to the Caribbean economy, beyond the sun and sand lies an environment that is rapidly becoming more open to international trade and investment.*

The Caribbean is working hard to enter the "new age", liberalizing its trade and investment regimes, strengthening its infrastructure and modernizing its production capabilities.

The Caribbean basin, which consists of 23 countries and territories with a population of 31.5 million people, has many diverse and growing markets. Although most are small, they represent promising business opportunities for Canadians, especially in light of the positive commercial and cultural relations that exist with Canada.

### CCBCO: Your Entry to the Caribbean

The Canada-Caribbean Business Cooperation Office (CCBCO), established under CARIBCAN in April 1990, presents Canadian firms with new opportunities for business with Caribbean countries.

Managed by the Canadian Exporters' Association and with a contribution from the Canadian International Development Agency, the CCBCO promotes long-term business link-

ages throughout the Caribbean for the joint benefit of Canadian and Caribbean interests.

The CCBCO works closely with the Department of Foreign Affairs and International Trade, CIDA and Canadian missions abroad.

Opportunities exist for private-sector joint ventures, transfers of technology, investments, franchising, licensing, training and other forms of

business cooperation.

These windows of opportunity are for all types of business, in particular, those in the manufacturing sector, are eligible to apply.

The CCBCO will locate mutual business partners and assist in the process from identification through negotiation and start up.

Contact CCBCO, Ottawa, Tel.: (613) 238-8888; Fax: (613) 563-9218.

### The Caribbean Community and Common Market

The Caribbean Community and Common Market (CARICOM) is made up of the countries of Antigua and Barbuda, Barbados, Belize, Dominica, Grenada, Guyana, Jamaica, Montserrat, St. Christopher and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago. Bahamas is a member but not part of the common market arrangements, and the British Virgin Islands and the Turks and Caicos Islands are associate members.

Canada's trade and investment relations with CARICOM are well established, originating with the exchange of Canadian lumber and salt fish for Caribbean sugar, molasses and rum. Bilateral trade has expanded and diversified to the point that more than \$800 million of merchandise trade was reached in 1994. Figures for the first six months of 1995 show a 23-per-cent increase

in Canadian exports and 16 per cent in imports over the same period in 1994. These figures do not include Trade in services which represent a significant and growing component of Canada's commercial relations with the region. Direct Canadian investment in CARICOM, excluding the banking sector, is estimated at \$600 million, with significant activity in insurance, light manufacturing, resource development, transportation and tourism.

The backbone of Canada's trade with the region is CARIBCAN, introduced by the Government of Canada in 1986 to facilitate trade, investment and industrial co-operation with CARICOM. Its main feature is the unilateral extension by Canada of preferential duty-free access to the Canadian market for almost all imports from the CARICOM countries. More than 95

per cent of CARICOM exports to Canada currently enter duty-free.

The Department of Finance is also in the midst of a three-year review of Canada's tariff regime with the objective of simplifying tariff treatments and examining ways of improving CARIBCAN.

#### THE LATIN AMERICA SERIES

February 19 BRAZIL, ARGENTINA, COLOMBIA, PERU

MARCH 4 CARIBBEAN

March 18 CHILE

April 1 MEXICO

## Miami

### Miami — Gateway to the Caribbean

With its close geographic and cultural ties with the Caribbean and Latin America, Miami has often been called the *Capital of the Americas*. Miami International Airport processes the bulk of air cargo destined for the region and ports in Miami, Fort Lauderdale, Palm Beach and Tampa all serve distinct Caribbean markets.

Appropriately, Miami was the site of the Summit of the Americas in December 1994, where heads of government agreed to pursue a Western Hemisphere Free Trade Agreement by the year 2005, and which will be followed by a second meeting in Cartagena,

Colombia, this month.

The state of Florida is a popular destination for Canadian tourists, with over 2 million Canadians visiting the state each year. It also presents excellent market opportunities for Canadian products and services, particularly in the food and beverage, computer, telecommunications, medical and health care, construction and services sectors.

The Canadian Consulate in Miami seeks business opportunities throughout Florida and the Caribbean for Canadian firms. Canadian exporters should contact the Canadian Consulate for information on the market.

## Cuba

*The break-up of the U.S.S.R. has led to significant economic repercussions in Cuba. The value of Cuba's imports has fallen from its zenith in 1989 of US\$8.1 billion to approximately US\$2 billion in 1993. Nevertheless, Cuba is Canada's second-largest trading partner in the Caribbean (two-way trade of \$309 million in 1994) and can potentially be the largest.*

### Canada-Cuba Relations

Despite its economic decline, Cuba is a worthwhile market for Canadian business. Canada and Cuba enjoy an excellent commercial relationship and there is high regard for Canada as a reliable trade and investment partner. In 1994, Cuba purchased \$114.6 million worth of Canadian exports, nearly half of which were agri-food products. And in the first six months of 1995, Canada-Cuba trade almost doubled, from \$136 million to \$250 million, over the same period in 1994.

Following the fall of the centrally planned economies in Eastern Europe and the U.S.S.R., Cuba began to accelerate its economic reform plans. Decree Law 50, passed in 1982, laid the foundation for economic associations and joint ventures with foreign companies. Ten years later, the Constitution was amended and laws were passed to provide guarantees to foreign investors, including repatriation of profits, to eliminate the state's monopoly on foreign trade, and to modify labour legislation, particularly for tourism.

### New Economic Measures

In 1993-1994, a number of significant additional reforms were adopted, designed to:

- open all productive sectors of the economy to foreign investment, and allow foreign partners to hold majority interest in joint ventures;
- allow Cubans to hold foreign currency;
- permit self-employment in over 100 occupations;
- convert the majority of state farms to co-operatives or collectives;
- establish free farm and manufactured goods markets where prices are set by supply and demand; and
- open commercial real estate to joint-venture investment.

### Foreign Investment Law

And on October 6, 1995, Cuba introduced its new Foreign Investment Law, replacing Decree Law 50 and strongly confirming the Government's commitment to facilitate and encourage foreign investment. For the first time, this law allows for 100-per-cent foreign ownership of

businesses in all sectors except education, health and the military, and promises considerable scope for real estate investment. The Law, by codifying regulations concerning joint ventures and streamlining foreign investment approval procedures, intends to give investors greater security while encouraging Cuba's economic development.

Of the many new features of the Foreign Investment Law, special emphasis has been placed on: guarantees to foreign investors against expropriation and third-party claims; allowing the establishment of wholly-owned Cuban subsidiaries of foreign companies; codification of the foreign investment tax regime; and the creation of free trade and industrial zones to stimulate export manufacturing. Potential investors should follow how these new features will be applied and how they will affect partnership arrangements with Canadian firms.

*Continued on page III  
— Cuba*



# Cuba

Since 1982, when Cuba had few more than 20 foreign joint-venture operations, investment interest has grown steadily. Today, there are over 200 foreign investment operations in Cuba, valued at US\$2.1 billion. Over 30 Canadian joint ventures are already in place, and several are under negotiation. Cuba seeks foreign investment as a means of recovering from the economic affects that followed the collapse of the U.S.S.R. Its infrastructure, in particular, requires immense investment. Cuba is well endowed with ports, railways, paved roads, airports, and warehousing. Although Cuba's infrastructure is well developed, it has received little maintenance and investment since 1989. Well-capitalized economies that can afford relatively long and complex negotiations should explore investment opportunities, perhaps in conjunction with Cuba's resource-based industries.

Since June 1994, Cuba is eligible to benefit from CIDA's Industrial Co-operation Program, CIDA-INC. Under this program, Canadian firms can submit applications to obtain co-financing for performing feasibility studies of potential joint ventures or partnerships.

## Sector Opportunities

Canada's exports to Cuba consist mainly of agri-food and natural resource products and services. Significant opportunities exist in tourism and related industries and services.

The Cuban government has designated tourism as one of the priority sectors in its economic development program. On April 1, 1994, Cuba announced its long-awaited reorganization of the tourism industry. The key thrusts were the creation of a ministry of tourism to deal with policy issues and create additional autonomous tourism corporations.

Cuba initiated a program during the mid-1980s to construct many new hotel rooms and to upgrade its hotel infrastructure. Currently, Cuba has 25,000 hotel rooms of international standards and 3,000 rooms are being added each year, representing strong potential for investment, management, hotel equipment and food products.

Some 620,000 tourists visited Cuba in 1994 with one-third coming from Canada.

Many companies are interested in acquiring property in Cuba either to build hotels and resorts or for personal enjoyment. The laws governing property and property rights in Cuba have undergone a dramatic transformation in recent years. Private ownership of property is permitted only under specific circumstances. Under a new law adopted in 1994,

Cuba now welcomes proposals (which must be made in association with a Cuban state agency) from foreign companies to renovate and upgrade existing office and apartment buildings, or to build new ones.

Cuba faces a unique situation in the Americas as it is the only country that is subject to a trade embargo and other restrictive measures from the United States. Firms contemplating exporting goods with U.S. content or of U.S. origin, should contact the Export Controls Division of the Department of Foreign Affairs and International Trade (613-996-2387) to enquire about possible requirements for export permits.

## Canada Reaffirms Stand on Trade with Cuba

Canada does not tolerate the extra-territorial application of laws adopted by other governments and encourages Canadian companies to carry out business under the laws and regulations of Canada, not those of a foreign country.

In this context, the Canadian government enacted a blocking Order under the Foreign Extraterritorial Measures Act (FEMA) in October 1992. The Order was designed to block efforts of the U.S. government to apply its embargo on trade of goods with Cuba on an extraterritorial basis.

The Order requires that Canadian companies receiving instructions not to trade with Cuba to both disregard the instructions and to report the receipt of such instructions to the Attorney General of Canada.

On January 15, 1996, the Order was amended. The changes extend the scope of the Order to include trade in services, as well as trade in goods, and the blocking of both current and future U.S. extraterritorial measures that could affect Canada-Cuba trade.

For more information, contact Douglas Forsythe, Department of Foreign Affairs and International Trade, Economic Law Division, Ottawa, Tel.: (613) 992-9553; Fax: (613) 992-2467.

## Dominican Republic

The Dominican Republic, with 7 million people and a landmass of nearly 50,000 square kilometres, is the second-largest country in the Caribbean after Cuba.

With export trade estimated at \$100 million in 1995, the Dominican Republic holds considerable potential for Canadian exporters. It is a sophisticated market with a healthy economy — 4.8-per-cent GDP growth in 1995 and relatively low inflation — that offers good potential in agri-food and forest commodities as well as in manufactured products from automobile parts to telecommunications equipment to consumer goods.

Some 60 per cent of its economy is based on services in tourism and telecommunications, two sectors in which the Dominican Republic excels. Its mineral resources remain largely untapped, except for the mining of nickel (Falconbridge) which has prospered from sustained world prices.

There is, however, considerable exploration taking place in natural gas (local investors), crude oil (Mobil),

and gold (Canadian-owned Eldorado/Energold) which may lead to the discovery of substantial commercial quantities.

There is also a great deal of activity taking place at Rosario, a major gold deposit, with Quebec-based SM Group International recently signing a multimillion-dollar contract with the state-owned Gold Mining Company for the Rosario project.

The laying of the foundation for sustainable economic development and the modernization of the economy has already been started by the current government. A recently approved new law of foreign investment should help to stimulate interest in the international investment community.

Canada is one of the Dominican Republic's largest investors with more than \$1.5 billion in the mining, banking, tourism, manufacturing and telecommunications sectors, and planned projects should contribute an additional US\$300 million to this total.

## Trinidad and Tobago

Canada has a long-standing relationship with Trinidad and Tobago that is built on a solid base of friendship and commercial exchange. With further improvement in foreign reserves, lower interest rates and a government fiscal surplus, the economy of Trinidad and Tobago registered 2.3-per-cent growth in the first half of 1995.

Over the last several years, Canadian exports to Trinidad and Tobago have decreased slightly, while the value of imports have dropped significantly, largely due to a decline in world petroleum prices.

However, 1994 saw a resurgence in trade activity with Canadian exports totalling \$63.5 million, compared to \$52.5 million in 1993. Statistics as of April 1995 indicate that Canadian exports are continuing to grow at a pace double that of the same period in 1994. Canadian investment in

Trinidad and Tobago is currently estimated at \$43 million.

Canada's principal exports to Trinidad and Tobago in 1994 were paper, food products, pharmaceuticals, electrical and telephone equipment and plastic resins. Major imports included steel coils and rods, petroleum, fish and rum.

### Prospects Promising

The prospects for growth are promising in a number of areas, including telecommunications, agri-food, pharmaceuticals, oil and gas equipment, and plastic processing equipment. Of particular significance is the development of a 3-million-tonne-per-year LNG plant, estimated at US\$1.5 billion, which is being pursued by a consortium of petroleum companies. In addition, a major tourism development plan has been recommended that would see the addition of over 7,000 hotel and guest rooms over the next 10 years.

In 1994, the Department of Foreign Affairs and International Trade (DFAIT) sponsored two highly successful trade events in Trinidad and Tobago. In April, 31 Canadian companies exhibited their products and services at the Canadian Pavilion at EXPO '94 in Port of Spain and seven Canadian trading houses participated in a mission to the Dominican Republic, Guyana, and Trinidad and Tobago. *EXPO '96 (April 19-28) is expected to feature some 500 exhibitors from the region and to attract 500,000 visitors over the nine-day show.*

In September 1995, a group of eight business executives from Trinidad met with Canadian counterparts in Toronto, Montreal and Halifax to discuss joint-venture opportunities in such areas as petrochemicals, packaging, aquaculture, processed meats, industrial batteries, natural gas and printing inks.

## Jamaica

Over the years, Canada and Jamaica have developed strong and complementary commercial linkages in a number of business sectors. Two-way trade between Canada and Jamaica grew to \$302 million in 1994 from \$275.6 million in 1993. Traditionally, Jamaica has enjoyed a trade surplus with Canada of about two to one (\$211.5 million to \$91.1 million), largely due to its exports of bauxite and alumina to Canadian aluminum smelters which accounted for \$174.6 million in 1994. Apart from the significant imports of alumina, Canada maintains a favourable balance of trade in all other areas of commerce with Jamaica. Rum, tropical fruits and vegetables are significant exports to Canada, as are Jamaican apparel goods which have surged in recent years.

Canadian exports to Jamaica are dominated by telecommunications equipment, newsprint, fish and

processed food. Canadian services companies, notably architectural, engineering and consulting firms, have achieved impressive successes recently and are likely to win additional contracts.

Canadian investment in Jamaica is over \$300 million and is concentrated in the mining (Alcan) and financial (CIBC, Scotiabank) sectors. Scotiabank Jamaica, with 45 outlets, is Jamaica's second-largest and most profitable bank.

A Canadian consulting services mission to Kingston, in February, resulted in a number of important contacts with Jamaican business interests.

The Canadian Embassy in Jamaica is responsible for the Bahamas and Belize. Canadian companies that are interested in these two areas should contact the Embassy in Jamaica.

## Bahamas

The Bahamas represents another small but important market in the region for Canadian goods and services building on solid commercial linkages between the two countries. Tourism accounts for nearly 70 per cent of the Bahamas' GDP, financial services 11 per cent and agriculture and fisheries 10 per cent. In 1994, two-way merchandise trade totalled \$62 million with the Bahamas enjoying a positive trade balance. Major Canadian exports include telephone equipment, flour, medicaments, engine repair and overhaul, and refined sugar. Canadian direct investment was estimated at US\$270 million in 1993 and the Bahamas remains an attractive investment location, particularly in tourism and financial services.

## Belize

With their historic ties as members of the Commonwealth, Canada and Belize have enjoyed excellent trade relations throughout the years.

Belize is a small economy which is led by the private sector and based primarily on agriculture exports. From 1992-1994, Canada-Belize trade grew by over 100 per cent, largely due to an increase in Canadian imports, making Canada Belize's fourth-largest trading partner, after Mexico, the U.S. and CARICOM. In 1994, Canada exported \$4.8 million worth of products and services, primarily in telecommunications, petroleum,

plastics, paper and pharmaceuticals. The largest share of imports from Belize, valued at \$17.7 million in 1994, was found in products such as raw cane sugar, orange juice, meat, seafood and apparel.

New opportunities for Canadian companies are strongest in the emerging telecommunications, energy, tourism, infrastructure and services sectors. Canadian firms have been successful in winning contracts for consulting services and supplier arrangements, primarily in the areas of water and sewage, energy and telecommunications.

## Barbados

Canada and Barbados have a strong tradition of excellent relations based upon trade, investment, tourism and other commercial linkages.

The balance of bilateral trade has been strongly in favour of Canada since the mid-1980s. Two-way trade

was close to \$50 million during the early 1990s with Canadian exports at about \$30 million-\$35 million. Following slight decreases in 1992 and 1993, a

*Continued on page VI- Barbados*

## Guyana

Canada and Guyana have reached a relatively substantial level of bilateral trade, valued at more than \$200 million in 1994, and with a number of sectors that hold considerable promise for increased trade activity. Canadian merchandise exports consist mainly of telephone equipment, fabricated metal products, food products and fertilizer, while Canada imports sizeable amounts of gold, aluminum ores and rum products.

A number of Canadian firms have contributed significantly to Guyana's economic development. Cambior Resources of Montreal and Golden Star of Edmonton are very active in Guyana's gold industry, jointly operating the largest gold mine in South America. Several other Canadian companies are also active in the country, particularly in activities such as aerial surveying and mapping, timber resource development, utilities, environmental engineering, and banking and finance. Guyana's resource base of minerals, forests and fisheries is not unlike that of Canada, providing a solid basis for joint ventures and technology transfers between the two countries.

Opportunities for Canadian consulting engineering services in projects funded by international financial institutions are excellent. Several major infrastructure initiatives are planned in roads, water and sewage, coastal management, and power generation.

There is also good investment potential for Canadian firms as the Government of Guyana proceeds with its privatization program that will affect a number of state-owned enterprises, including the Guyana Sugar Corporation, the Guyana Electric Corporation, Guyana Airways, Linden Mining, the Guyana Pharmaceutical Corporation, and several state banks. To this end, the Guyanese government is strongly encouraging joint ventures and other partnership arrangements with foreign firms.

There is considerable goodwill in Guyana towards Canada and Canadian products and services. In the late 1980s, when Guyana was suffering through serious economic recession, Canadian development aid helped the country on the road to recovery. This should give Canadian firms an added advantage in pursuing trade and investment opportunities in Guyana.

## Barbados – *Continued from page V*

rejuvenation took place in 1994 with two-way trade again reaching the \$50-million range and Canadian exports totalling \$35 million.

Canada's principal exports to Barbados are telephone equipment, potatoes, newsprint, meat products, books and other printed matter. Canadian consulting engineering and construction firms are also winning service contracts in a variety of sectors such as coastal conservation and water and sewage treatment.

Leading imports from Barbados include electrical components, molasses and rum. Tourism also contributes significantly to the country's economy — over 65,000 Canadians visit Barbados annually.

Canadian investments in Barbados total more than \$100 million and are concentrated in financial services, electronic component manufacturing, transportation, flour milling and other agri-food processing. Canadian exporters and investors receive substantial support from EDC which continues to be very active in the area.

## OECS

The OECS is comprised of seven member countries, Antigua and Barbuda, Dominica, Grenada, Montserrat, St. Christopher/Kitts and Nevis, St. Lucia, and St. Vincent and the Grenadines, and one associate member, the British Virgin Islands.

Two-way trade with OECS countries was \$34.9 million in 1994, with Canadian exports accounting for \$30.9 million. Canada's main exports to the area include telephone apparatus and parts, steel pipe, aircraft parts, pharmaceuticals, construction products, hardware, and paper products. The bulk of Canada's imports from the OECS are made up of fresh fruits and vegetables, precious stones, spices and sauces.

Canada's trade program with the OECS is administered by the Commercial Section of the Canadian High Commission in Bridgetown, Barbados. It recently organized a mission of Canadian trading houses to the Eastern Caribbean States. With the small size and wide dispersion of markets in the Caribbean, trading houses have proven to be particularly well suited as distribution channels for Canadian products in the region.

# Success Stories

## FROZEN YOGURT COMPANY MAKES SWEET DEALS IN DOMINICAN REPUBLIC

*Markham-based Yogen-Fruz Worldwide Inc. is literally taking the Dominican Republic by storm -- after opening its first franchise in Sosua, in the Northern part of the island near Puerto Plata, only three years ago.*

With the current "score" standing at another two franchises in the North and three more in the South, the nine-year-old company is expecting to open an additional four franchises in Santiago, in the central west region, before the end of the year.

As President and CEO Aaron Serruya explains, "Yogen-Fruz" success on the island was immediate, so much in fact that the largest local ice cream chain -- Helados Bon, based in Santo Domingo, with 150 ice cream shops throughout the island -- wanted to purchase the master franchising rights for the island from Yogen-

Fruz, but as the Northern half was already sold, they were able to purchase the Southern half only, where they have opened four mini stores within their chain and three full stores.

The company's success, admits Serruya, is due in no small measure to the assistance of the Canadian Embassy.

"When we go into a new territory," says Serruya, "we always call upon the Canadian Embassy. They help us coordinate meetings with local ice cream manufacturers, distributors, and help locate suitable facilities.

"Besides," Serruya advises, "a letter from the Embassy will go a long way for credibility when going into a new territory. That's the only way to do it," he says.

With over 1,000 franchises in 40 countries throughout the world, and another 1,300 under negotiations, the \$100-million company should know.

For more information on Yogen-Fruz, contact President and CEO Aaron Serruya. Tel.: (905) 479-8762. Fax: (905) 479-5235. Or in Barbados, contact Vice President Stephen Bogyay. Tel.: (809) 437-6710. Fax: (809) 437-6521.

## COMPLETE COMMITMENT GIVES OTTAWA FIRM THE EDGE IN BARBADOS

*What started out as a \$450,000 airport feasibility study in 1993 has just landed Sypher Mueller International Inc. a \$4.1 million contract in Barbados.*

Not that the Caribbean Development Bank-funded feasibility study was easy picking as the small Ottawa-based Sypher Mueller was up against world-wide competition -- including giants like British Airports, as well as firms from Holland and others from Canada itself.

So what made the difference for this consulting firm with a staff of just 16 employees?

"We offered a total commitment to systematically look at the whole airport picture -- not just the building," says Sypher Mueller President Gordon Hamilton.

The government of Barbados was so impressed with the feasibility study -- completed last year -- that it awarded Sypher Mueller the contract to design the new terminal and new airfield area for the Grantley Adams Airport.

How did the company get involved in the Caribbean, and in this contract in particular?

"We had been involved in the Canadian International Development Agency's (CIDA) Caribbean Airport Project back in the late 80s," says

*Continued on page VIII -- Edge in Barbados*

## QUEBEC FIRM ADDS GRENADA TO CARIBBEAN CONTRACTS

*With Canadian International Development Agency (CIDA) projects under its belt in both Dominica and Jamaica, Laval-based Dessau International Ltd. has just won its first non-CIDA contract in the region.*

The \$1.8-million contract -- signed a few weeks ago and financed by the Caribbean Development Bank (CDB) -- calls for engineering design and project supervision for the Grenada Road Improvement and Maintenance project.

"Being familiar with the area obviously helps," admits Dessau International's Senior Project Manager for the Caribbean, Joseph Redhead.

*Continued on page VIII  
-- Quebec Firm*

# Contacts



## Department of Foreign Affairs and International Trade

Latin America and Caribbean Trade Division (LGT)

Tom Bearss — Tel.: (613) 943-8807

Céline Boies — Tel.: (613) 996-6129 Fax: (613) 943-8806

## Barbados

Canadian High Commission

Tel.: (809) 429-3550; Fax: (809) 437-8474

## Cuba

Canadian Embassy

Tel.: (011-53-7) 33-2516; Fax: (011-53-7) 33-2044/33-1069

## Dominican Republic

Office of the Canadian Embassy

Tel.: (809) 685-1136; Fax: (809) 682-2691

## Guyana

Canadian High Commission

Tel.: (011-592-2) 72081-5; Fax: (011-592-2) 72081-6

## Jamaica

Canadian High Commission

Tel.: (809) 926-1500; Fax: (809) 960-3861

## Trinidad and Tobago

Canadian High Commission

Tel.: (809) 623-7254; Fax: (809) 624-6440/4016

## Miami

Canadian Consulate

Tel.: (305) 579-1600; Fax: (305) 374-6774

## QUEBEC FIRM ADDS GRENADA TO CARIBBEAN CONTRACTS — *Continued from page VII*

But even without such advantage, Redhead advises, small Canadian companies new to the region can get all the help they need from the nearest Canadian High Commission in Bridgetown, Barbados.

"The High Commission not only informed us of the upcoming project, but advised us on how to pursue it," he says.

And that advice is there for the asking, be it for a young company or an over 30-year old, \$40 million and 700 employee-strong well established engineering consulting firm like Dessau.

"The Canadian Embassy or High Commission will even put in a plug for Canadian representation when it comes to short listing," says Redhead, "and that's very helpful and necessary," he adds.

The Dessau contract is even more significant since

it constitutes the first CDB-financed Grenada project won by a Canadian firm in recent memory.

Most likely it won't be the last either as Dessau has been invited -- one of only five firms -- to bid on a \$0.5 million technical assistance consultancy project in Grenada, as well as on a Trinidad and Tobago project.

"The size of the contracts might be smaller than similar ones in other parts of the world," admits Redhead whose company is also active in Asia and Africa, "but the Caribbean is much closer to Canada and we believe that there are fewer difficulties to be overcome in doing business there," he advises.

For more information on Dessau International -- one of 18 subsidiaries of Dessau Inc. -- contact Dessau Executive Vice-President Robert Bourbeau. Tel. (514) 384-5660. Fax: (514) 967-0758.

## COMPLETE COMMITMENT GIVES OTTAWA FIRM THE EDGE IN BARBADOS — *Continued from page VII*

Hamilton, " as well as in training for Barbados airport staff at the International Aviation Management Training Institute in Montreal.

"We therefore knew them," Hamilton adds, "and also heard about the project from our architect circles."

In addition to winning the design contract, Hamilton is confident that some of the US\$40 million airport construction work will be sourced in Canada, thereby benefitting many other Canadian companies.

Sypher Mueller, which has done work in Africa, is now focusing its international operations -- besides its US concerns being run out of its Baltimore office -- in Asia and the Caribbean.

"We like working in the Caribbean," says Hamilton, especially in Barbados where people are very nice to work with."

For more information on Sypher Mueller -- it also has an office in Vancouver -- contact Gordon Hamilton, President. Tel.: (613) 236-4318. Fax: (613) 236-4850.

# Asia Pacific Explored on Web

Persons interested in the activities of the Asia Pacific Economic Cooperation (APEC) Study Centre in Canada now can access a variety of information through the centre's website at: <http://www.apfnet.org/apfweb>

The site includes reports of APEC summits and official documents, links to other APEC study centres around the world, and updates on the activities of APEC's working groups and

committees.

The APEC Study Centre in Canada, situated at the Asia Pacific Foundation of Canada in Vancouver, is part of an international network of such centres which have been established in most of the 18 member economies of APEC.

Among other functions, the Study Centre collects and disseminates information and analysis on APEC and seeks to pro-

mote research on priority issues for Canada's involvement in this Asia Pacific forum.

It is working on an APEC brochure, to be released by the end of this year, that will: brief Canadians on its importance to Canada; outline its objectives and work program; and the relevance of its activities — particularly for the Canadian business community.

# Asian Development Bank on Internet

An Asian Development Bank (ADB) home page now is available on the Internet's World Wide Web for the electronic distribution of some of the Bank's key business publications.

The ADB offers Canadian

firms numerous business opportunities in consulting, goods and equipment by funding over US\$5 billion in various developmental projects in the Asian region. Most importantly, Canadian firms now can access

through the Bank's World Wide Web home page "ADB Business Opportunities" which provides information on upcoming projects and procurement notices and profiles of loan and technical assistance projects under processing.

Arthur Fraser, Trade Commissioner and Liaison to the Asian Development Bank at the Canadian Embassy in Manila, says "this important business opportunity publication is free on the Internet and its information is often more current than found in its printed and mailed format."

Canadian firms will have access to the Bank's news releases, various information brochures, guidelines on procurement and the use of consultants, the list of Bank depository libraries, the catalog of Bank publications and a number of other information materials.

The Bank's Internet addresses are:

**E-mail:**  
[www@mail.asiandevbank.org](mailto:www@mail.asiandevbank.org)  
**World Wide Web:**  
<http://www.asiandevbank.org>

## EDC, Banks Ease Exporter Financing

Smaller exporters — those with total annual sales of less than \$5 million — can increase financing from their banks with a new guarantee product from Export Development Corporation (EDC).

The **Master Accounts Receivable Guarantee (MARG)** program provides operating line of credit of up to \$500,000 to smaller exporters by securing the value of exporters' foreign accounts receivable.

MARG provides the exporter's bank with protection against 90 per cent of the funds of an operating line of credit if the exporter's company fails;

EDC's export credit insurance, on the other hand, provides exporters with up to 90 per cent protection against non-payment by foreign buyers.

MARG was designed by EDC in cooperation with Canadian financial institutions.

Information on MARG and other EDC initiatives are available from the corporation's offices in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

Companies with annual export sales under \$1 million may call EDC's Emerging Exporter Team at 1-800-850-9626.

# GLOBE 96 Launch Pad for Latin America Environmental Project

Trade of environmental technologies by NAFTA member countries to the rapidly emerging environmental markets of Latin America will be facilitated through a project being undertaken by the GLOBE Foundation of Canada.

A wholly-owned subsidiary of the Asia Pacific Foundation of Canada, GLOBE (in cooperation with a company each from Mexico, the U.S. and Canada) was commissioned for the project by the North American Commission for Environmental Cooperation

The project consists of a report and a joint venture/partnership program.

To be released at **GLOBE 96** (March 26-29 in Vancouver), the report will inform NAFTA companies on ways they can better position themselves to compete in the markets of Chile, Argentina, Brazil, Colombia and Venezuela. It will also provide a basis for strengthening cooperative efforts to secure environmental business in Mexico.

The joint venture/partnership program, which will kick-off also at **GLOBE 96**, is designed to match NAFTA firms with prospective partners in Latin America.

**GLOBE 96**, North America's largest international multi-sectoral trade fair and conference on business and the environment, attracts in excess of 10,000 people from more than 50 countries. Committed delegations will attend from Argentina, Brazil, Chile, Colombia, Mexico, Venezuela, Canada and the United States.

It also features 250 top speak-

ers in the business/environment field; 70-plus workshops on environmental policy, corporate strategy, market and finance; a technology trade fair and marketplace; incoming buying delegations from over 35 countries; and business matching services to

link technology sellers with buyers, joint venture partners and financiers.

Further information on these subjects is available from Connie Moffit, GLOBE Foundation of Canada, Vancouver, Tel.: (604) 775-1994; Fax: (604) 666-8123.

## GLOBE 96 on China Missions Itinerary

Incoming environmental missions from Hong Kong and China will attend **GLOBE 96** as part of a several-city Canadian tour organized by the China Division of the Department of Foreign Affairs and International Trade (DFAIT) and beginning next month.

**GLOBE 96**, being held March 26-29 in Vancouver, is the major international event in North America for the environment industry, the corporate sector, and the finance and investment community. Its international trade fairs and conferences offer participants access to markets in the Asia-Pacific, North America and Latin America.

The Hong Kong mission, organized jointly with the Hong Kong Productivity Council, will visit March 18-30, 1996, beginning in Montreal.

The China mission, commencing at **GLOBE 96** in Vancouver, will visit March 24 - April 4, 1996, with stops in

Calgary, Toronto and Montreal.

The objectives of the missions are to raise awareness in Hong Kong and China of Canadian capabilities in advanced environmental technologies and to strengthen the competitiveness of Canadian firms in these markets.

The missions are interested in the following primary sectors: wastewater treatment; solid waste treatment; industrial pollution; and river basin management and policy study.

In delivering these missions, DFAIT is participating with Globe Foundation, BC Trade, Ontario Ministry of Energy and Environment, Canadian Environmental Industries Association, Quebec Ministry of International Affairs, and Alberta Ministry of Economic Development and Trade.

The contact for further information is Neil Clegg, DFAIT, Ottawa, Tel.: (613) 995-6962; Fax: (613) 943-1068.



# TRADE FAIRS AROUND THE WORLD

## CeBIT'96 Attracts Canadian Telecom Companies

**Hannover, Germany** — More than 60 Canadian companies will exhibit at **CeBIT'96**, the world's largest information technology exhibition, being held here March 14-20.

**CeBIT** (World Centre for Office, Information and Telecommunications) offers an unparalleled venue for exhibitors, buyers and sellers of the latest in information technology products and services.

### Growing Market

The annual event attracts some 6,000 exhibitors from 60 countries, not to mention 7,000 media representatives and, most important, key private-sector and government decision-makers who can influence the purchasing patterns of Europe's information and telecommunications technology (ITC) market.

In 1993, this European market was worth US\$306 billion. In 1995, for Germany alone, the market for computer hardware and software totalled \$56 billion; it is expected to hit \$60 billion this

year — with Canada's share likely to reach \$105 million.

And all signs indicate that this ITC market is growing: Europe's software products market is particularly strong, with a 9 per cent growth projected for 1995 and an 8.4 per cent growth expected in telecommunications technology; in Eastern Europe, the value of hardware shipments increased by nearly 100 per cent in the past few years and the ITC market was expected to double to 20.6 per cent between 1993-95; and the European Commission's decision to open (by 1998) the supply of telephone equipment and services to competitive bidding will see a surge in niche markets that Canadian companies could fill.

### Canadian Presence

Canadian companies regularly participate in **CeBIT** and, over the years, have garnered sales in excess of \$100 million. More than 1,200 Canadians visited **CeBIT'95**, during which 40 Canadian companies took booth space at Canada's National Pavilion and 22 compa-

nies exhibited independently.

The same option applies at **CeBIT'96** where participation, says Canada National Pavilion Manager Wes Rathwell, provides companies with a double opportunity.

"The world comes to you, giving you an opportunity you never get anywhere else," says Rathwell, "but you can also get out and work the show."

Further information on **CeBIT'96** is available from Wes Rathwell, North Europe Division, Trade Fairs and Missions, Foreign Affairs and International Trade, Ottawa, Tel.: (613) 995-6435; Fax: (613) 944-1008.

## Philippine Construction Fair Builds Business

**Manila, Philippines** — International state-of-the-art innovations and the latest trends and technologies shaping the global construction marketplace will be exhibited here March 26-29, 1996.

The occasion is the **First Philippine World Building & Construction Exposition (WORLDBEX'96)**. And Canadian companies are invited to participate.

The exposition, being held in conjunction with "Construction Week" in the Philippines, is seen as a major step toward achieving the country's goals of

*Continued on page 8*  
**Philippine Construction**

## Poland Agri-food Fair Popular Attraction

**Poznan, Poland** — Canadian agri-food companies interested in the European food market will find it well worth their while to attend **POLAGRA'96** being held here September 19-24, 1996.

**POLAGRA** covers all areas of the agri-food industry. It is the largest trade fair in Poland, the third-largest agri-food fair in Europe, and the largest annual European agri-food fair (Anuga and Sial being held every two

years). **POLAGRA** attracts 230,000-270,000 visitors every year and is perceived "as a real trade fair, not just a show, where people come to do concrete business" (quote from a 1995 Canadian exhibitor).

The Polish agri-food sector is growing rapidly, demanding new Western technologies, equipment,

*Continued on page 8*  
**Poland Agri-food**

## BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**MEXICO** — A company here, Grupo Casa Autrey, seeks **Canadian manufacturers of machinery that converts waste paper, cardboard and cellulose into recycled paper.** Contact J. Antonio Pahnke, Commercial Officer, Canadian Embassy, Mexico City, Tel.: (011-525) 724-7989; Fax: (011-525) 724-7982/84.

**SRI LANKA/CHINA (People's Republic)** — An Ontario-based company is seeking **eight (8) rice seed processing plants** for export to Sri Lanka and the People's Republic of China. The equipment may be new or used. Contact Frank Fileccia, President, Surplus Supply, 1022 Webster Avenue, Fort Frances, Ontario P9A 3P5, Tel.: (807) 274-2988; Fax: (807) 274-8351.

**UNITED KINGDOM** — A company founded in 1882 as a trader in honey and now also trading in beans, seeds, pulses and dried fruit, which it supplies to cereal manufacturers, the bakery trade and wholefood packing companies, is interested in expanding into **health foods.** Contact Sarah Digance, Honey Department, Kimpton Brothers, Tel.: 011 44 171 247 2072; Fax: 011 44 171 247 0898.

## Poland Agri-food Fair Popular

*Continued from page 7*

products and expertise. At **POLAGRA**, participants address not only the Polish market of 38 million people, but also the huge emerging markets of Eastern Europe. Lower operating costs and Poland's associate membership with the European Union also attract companies targeting Western Europe.

The Canadian Embassy will participate in **POLAGRA'96**

with an Information Booth. The Embassy notes participation costs are low and business opportunities offered at **POLAGRA** are significant!

Interested parties should contact — *immediately* — Canadian Embassy, Commercial Division, Warsaw, Poland, Tel.: 4822/298051; Fax: 4822/296457. **The deadline for space booking is March 29, 1996.**

## Philippine Construction Fair

*Continued from page 7*

modernization and industrialization by the year 2000.

Philippine President Fidel V. Ramos has said that "construction is essential to the country since requirements are expected to leap beyond our expectation as our booming economy takes flight to Philippines 2000.

"There is a need," the President continued, "to promote construc-

tion in both the public and private sectors to help achieve the development goals of the nation."

Further information on **WORLDBEX'96** is available from the Philippine High Commission, Toronto, Tel.: (416) 967-1788/1798; or contact the Commission's Trade Commissioner, Mrs. Maria Roseni M. Alvero, Fax: (416) 967-6236.

## BUSINESS AGENDA

### Conference on Joint Venturing in China: Update

**Toronto, Ontario** — April 19, 1996 — As reported in the November 20, 1995, issue of *CanadaExport*, this one-day conference, entitled **Joint Venturing Opportunities in China**, is directed to Canadian companies and investors interested in joint-venturing possibilities in Anhui province. Business opportunities in Anhui cover a very broad range of industry sectors; Canadian companies are therefore advised to be as specific as possible in describing their company and its areas of activity. Interested parties should communicate this information to Anhui Province Joint Venture Meeting, 30 York Ridge Road, Willowdale, Ontario M2P 1R7, Tel./Fax: (416) 222-6158.

## INFOCENTRE

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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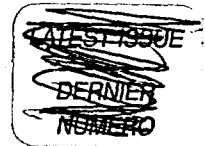
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March 18, 1996

## Venezuela: A Market of Value to Canadian Exporters

By Georges Lemieux, Counsellor (Commercial) and Consul, Canadian Embassy, Caracas

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*The importance of Venezuela as a trade partner with Canada tends to be eclipsed by discussions concerning Chile's accession to a free trade arrangement, the popularity of traditional markets (Brazil, Mexico) and new markets (Peru, Colombia). The fact is Venezuela remains Canada's third-largest trading partner in Latin America, with two-way trade close to \$1 billion, including Canadian exports reaching \$600 million in 1995.*

### Perception and Reality

The perception in Canada on doing business in Venezuela may be less than favourable -- but not among the more than 150 Canadian exporters already selling to Venezuela. Do they know something other Canadian businesses don't?

Yes, there are difficulties in this market: inflation is high (officially 57 per cent in 1995 but probably higher at around 70 per cent); Government deficit is large (almost 50 per cent of GDP goes towards debt servicing); and

exchange controls -- a major irritant -- force Venezuelan importers and major exporters to apply to the Government for hard currency to pay for essential commodities, or use the parallel market in Brady Bonds (a financial instrument whereby Venezuelan debt is publicly traded).

### Steps in the Right Direction

Still, the Government of President Rafael Caldera is slowly coming to grips with the situation through the implementation of "Agenda Venezuela".

## CHILE SUPPLEMENT

Pages I-VIII

This includes: accelerated privatization (telephone company, aluminium, steel, electricity, coffee); removal of price subsidies on remaining basic commodities (food, medicine) by the end of April 1996; assistance to exporters through a newly organized Foreign Trade Ministry; and, more importantly, the easing of exchange controls, announced for May 1996. The preceding are an indication of steps in the right direction, but the test will be the successful negotiations with the International Monetary Fund (IMF) to

*Continued on page 3*

— Steps

## On-Line Services Expedite Exports to U.S.

Canadian companies looking to expand into the United States now can access information about the services provided by the Buffalo-based U.S. Trade Center through its new world wide web site: [www.ustradecenter.com](http://www.ustradecenter.com)

Available free on the Internet are all of the publications and services offered through U.S. Trade Center. These range from Establishing a U.S. Corporation and U.S. Immigration Laws to

Competing in the U.S. and Clearing Goods through U.S. Customs, as well as other documents covering U.S.-Canadian trade regulations.

For more information on the site or for assistance with exports to the United States, contact Dean Rockwell, Executive Director, U.S. Trade Center, Olympic Tower, 300 Pearl Street, Suite 200, Buffalo, NY 14202, Tel.: 1-800-U.S. Trade; Fax: 1-800-842-4575.

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# SHARING TRADE SECRETS

## UNIQUE SUSPENSIONS MANUFACTURER KNOCKING ON DOORS IN INDIA

*If you don't succeed at first by selling directly into a foreign market, try setting up a joint venture for local manufacturing. That's exactly the route chosen by Chalmers Suspensions International Inc.*

As the only Canadian manufacturer of suspensions for heavy duty trucks and trailers, the Brampton, Ontario company has been knocking on doors in India for a number of years.

The thrust of Chalmers' activities in India has been TATA Engineering and Locomotive Co. Ltd., that country's major auto manufacturer.

### Initial approach

But the small company's efforts have not quite paid off -- yet -- in its dealings with India's auto giant.

"We have been approaching TATA for a number of years, to have them try our unique suspensions," says Joseph Jeyanayagam, Chalmers' Chief Financial Officer, "but we are only now making some progress."

Chalmers sent drawings, supplied a prototype, but response

was very slow in coming from the prospective Indian customer.

### Patience of the essence

"You have to be very patient," Jeyanayagam philosophises, "because large companies are very slow in their decision-making."

Several visits later and after

"That's when we realized that the only way we could possibly sell our product to TATA was by manufacturing it locally," admits Jeyanayagam.

one year of trial of the Chalmers prototype, followed by some more company visits, TATA declared that it found the pricing too high.

"That's when we realized that the only way we could possibly sell our product to TATA was by manufacturing it locally," admits Jeyanayagam.

So with the help of the Canadian High Commission in New Delhi, Chalmers was able to

locate three local companies that could manufacture the suspensions in India, thereby reducing the price of the product.

Since then, TATA has already indicated that it is interested in Chalmers' uniquely designed suspensions, but at a lower price, which can be achieved if Chalmers manufactures them locally.

### Further visits... with Team Canada

"Another critical hurdle," says Jeyanayagam, "was to gain product acceptance by TATA, which has now been done."

What remained for Chalmers to do was to finalize the choice of a local manufacturer. That was to be the focus of a subsequent trip.

As it turned out, Chalmers was invited to be among the hundreds of Canadian companies chosen to accompany Prime Minister Chrétien on his trip to India, Pakistan, Indonesia and Malaysia last January.

### Results of Team Canada participation

"Thanks to our participation in the Prime Minister's mission, the Team Canada exposure not only gave us a lot of good contacts," says a happy Jeyanayagam, "but Chalmers almost

*Continued on page 4  
— Knocking*

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## Steps in the Right Direction — Continued from page 1

provide financial assistance to the Venezuelan Government. While painful for the country, there is a recognition that to get back on the economic track, and as a signal to the international financing community, successful negotiations with the IMF must be achieved on a majority of issues, including debt rescheduling and increases on the price of gas, the lowest in the world.

The issue is not if, but when. Already the highly overvalued bolivar was devalued in December 1995 to 290 to the US\$1, closer to its probable true value at between 350 and 400 to the US\$1.

### Outlook for Canadians

For Canadian exporters, a good sign of better things to come will be the availability of dollars to pay exporters. Even with trade irritants and impediments, Canadian companies, in the great majority of cases, have enjoyed an excellent working relationship with their traditional clients in Venezuela, such as PDVSA (the national oil and gas company), the telecommunications sector, the mining sector, the energy and power sector, and the environment.

These successful exporters add up to Canadian companies investing in Venezuela and other suppliers working with Canadian companies already on site in Venezuela for projects in the mining, energy and environmental areas.

### Credit Availability

While the economic situation forces credit lending

agencies to be very cautious, credit is available, on a case-by-case basis, from the Export Development Corporation. Alternatives exist such as the Corporacion Andina de Fomento and, World Bank projects, which, incidentally, Canadian companies are using in growing numbers in Venezuela. One should note that despite its difficulties, Venezuela has been, by and large, diligent at paying its outstanding debts.

### On-Going Canadian Presence

Canadian companies continue to visit Venezuela to position themselves for the unavoidable opening of the country and to foster already existing trade links.

In the quarter ending September 1995, 20 Canadian companies a week, on average, visited the Embassy to request assistance or simply inform the trade section on ongoing projects. Most of them were represented in Venezuela or seeking representation. And not only in traditional sectors, such as oil and gas, but in communications, commodities, environment, and others.

### Contacts

*Companies wanting to know what Canadian exporters to Venezuela already know may contact DFAIT's Latin America and Caribbean Trade Division, Ottawa, Fax: (613) 944-0479; or the trade section of the Canadian Embassy in Caracas, Fax: (011-58-2) 951-4950.*

## Boiler Agreement Reached with China

A Canadian inspection and expediting company, ASPEX SERVICES LTD., has successfully negotiated a co-operation agreement with Beijing ANLI Scientific Industrial Trading Corporation, for the inspection of boilers and pressure vessels.

ASPEX can now draw on a large pool of highly qualified inspection engineers for work in China and neighbouring parts of Asia, and ANLI will refer inspection and expediting work to ASPEX in Canada and other parts of the world.

*For more information on services offered by ASPEX -- with offices in Milton, Ont., Edmonton and Rugby, U.K. -- contact Terry Somerville in Milton. Tel.: (905) 876-4131. Fax: (905) 876-2940.*



### Win Export-Looking for Export Opportunities?

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# SHARING TRADE SECRETS

## KNOCKING ON DOORS IN INDIA — *Continued from page 2*

finalized a partnership agreement with one Indian company."

The company also gained a greater knowledge of the Indian economy and discovered that many local companies now have obtained, or are in the process of obtaining, ISO-9000 quality standards accreditation.

According to Jeyanayagam, this gives Canadian companies greater confidence in dealing with their Indian counterparts who now subscribe to the same standards generally accepted in North America and Europe.

Chalmers also made good contacts -- to be followed up at a later date -- in the other three countries visited.

"In addition to being part of Team Canada," says Jeyanayagam, "we have also secured a Canadian International Development Agency (CIDA) grant on market feasibility activities to help us find the right manufacturer in India."

### Indian potential

With 60 per cent of the 25-year old company's exports going to the U.S.A., what prompted Chalmers to look all the way to India?

It was company restructuring in 1992 that led Chalmers to focus more heavily on overseas markets.

"India represents a huge potential market for us," says a confident Jeyanayagam, "with close to a billion people, and from there we could move into

China."

He also points out that with recent changes in India, foreign investors are now allowed to own over 51 per cent share in an Indian company.

"Our first priority now," he says, "is to set up a joint venture and then concentrate on marketing our product."

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"India represents a huge potential market for us," says a confident Jeyanayagam, "with close to a billion people, and from there we could move into China."

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### Company strength

The unique, patented, rubber spring design suspension systems have proven so popular in all vocations of the truck and trailer business that they are now used in other applications such as dump, van, tank, refuse, logging and sweepers.

In addition to having become the number one supplier of suspensions for the sweeper vehicle industry, Chalmers' research allowed it to make inroads in the ready mix, oil field, and airport refuelling markets.

These markets include Europe, the Middle East (oil rigs in Kuwait), New Zealand and Australia -- which now accounts for close to three per cent of exports since opening there last year alone.

The 1992 company restructuring -- increased efficiency and higher cost-effectiveness -- saw annual sales jump by 35 per cent, from \$3 million in 1992 (a staff of 25) to \$8 million in 1995 (a staff of still only 31),

making it a 1995 finalist in the *Financial Post's* top 50 best-managed all-Canadian companies.

As Jeyanayagam put it, "We are totally dedicated to providing top quality product and class 'A' customer service."

The company's goal is to become a \$10 million corporation in two years, mainly by increased international business.

"For us, or any company for that matter, to achieve this

goal," Jeyanayagam advises, "we need first of all a lot of patience, hard work, country visits two or three times a year, and a local agent who is trustworthy and who can not only set up local operations, but help us move faster than the competition."

Other key success factors Chalmers lives by include: encouraging innovation and excellence; being responsive to customers' needs; expanding customer base to create a strong repeat business; developing and maintaining partnership relations with key customers and suppliers; and creating solid niche markets.

*For more information on Chalmers and its products, contact Joseph Jeyanayagam, Chief Financial Officer. Tel.: (905) 790-1312. Fax: (905) 790-0132*

# CANAD EXPORT

## Focus on Chile

### Economic Growth, Reform Signify Chile Open for Business

Chile's robust record of economic growth averaging 6 per cent for 12 consecutive years makes it one of the most open and vibrant economies in Latin America. The policy reforms of the 1970s and 1980s have contributed to Chile's economic success, creating a dynamic, export-led private sector. Chile's open economy (there are practically no barriers to entering the Chilean market) and its encouragement of foreign investment have contributed significantly to an increase in trade and investment opportunities for Canadian firms.

#### Trade, Investment Relations

Two-way Canadian-Chilean trade has more than doubled over the past decade, from \$202.4 million in 1983 to a high of \$552.5 million in 1994. And from January to November 1995, bilateral trade has already reached \$528.7 million. Since 1983, Canadian exports of wheat, pulp and paper machinery, telecommunications and mining equipment, automotive parts and steel products have increased by several hundred per cent. In 1994, the value of Canadian exports to Chile was \$314.4 million, an increase of almost

50 per cent from 1993. In 1995, Canadian exports are estimated to have grown by approximately 23 per cent, making strong inroads in value-added products such as machinery and telecommunications equipment.

The only Latin American country with an "investment grade Single A minus" debt rating and the first with an "A1" from the European rating agency IBCA, Chile attracted a record US\$4.3 billion of materialized foreign investment in 1994. Canadian investment has skyrocketed over the last four years, particularly

in the minerals and chemical sectors, making Canada one of Chile's largest foreign investors.

As of July 1995, total actual Canadian foreign investment in Chile was \$2.4 billion, while actual and planned investment is \$7.5 billion. As well as traditional investment in the mining sector, other sectors such as energy, banking and communications are beginning to capture the attention of the global investment community. In terms of materialized investments in Chile, Canada remains far ahead of other countries and is the country's second-largest investor after the United States.

The bulk of Canadian commercial activity in Chile is concentrated in

*Continued on page III*  
- Economic Growth

#### Economic Outlook Positive

In 1995, gross domestic product (GDP) grew 8.4 per cent, up from 4.3 per cent in 1994, and it is estimated that the growth rate will reach 6.5 per cent in 1996. Inflation fell from 8.9 per cent in 1994 to 8.2 per cent in 1995 - its lowest level since 1960 - and it is projected to fall further to 6.5 per cent in 1996. In addition, unemployment decreased to 4.9 per cent from 5.4 per cent in 1995.

Tight, responsible fiscal policies have created an attractive investment climate in Chile for both national and foreign enterprises. Capital investment reached an unprecedented high in 1995 (30.7 per cent of GDP) with investment averaging 28.1 per cent per annum over the last six years. In 1995, foreign investment reached 6 per cent of GDP; Canada accounted for 33.8 per cent of all authorized foreign investment in Chile, an increase of almost 200 per cent over 1994.

Average annual per-capita income has been growing steadily by 3 per cent to 4 per cent, and the government has adopted a six-year plan to increase it by 50 per cent by the year 2000. Average GDP per capita was US\$4,500 in 1995 and real salary growth is expected to increase slightly to 4.2 per cent in 1996 from 4 per cent in 1995.

#### THE LATIN AMERICA SERIES

February 19	BRAZIL, ARGENTINA, COLOMBIA, PERU
MARCH 4	CARIBBEAN
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April 15	MEXICO

# Success Story

## QUEBEC'S WILDFIRE INC. AN OLD PRO IN CHILEAN MARKET

*With a solid base in Canada that goes back almost one century, a small manufacturer of fire fighting equipment from Lachine, near Montreal, has been active in Chile for over 25 years.*

### Early foray into Chile

It was back in 1971 that Wajax Ltd. signed its first contract -- at that time worth US\$1.2 million -- in Chile for the supply of equipment to fight forest fires.

"Since then, our sales to Chile have averaged between \$250,000 to \$500,000 per year," says Wajax's Sales Supervisor José Bairos.

Wajax's customers include both government and private sector enterprises, but the largest is the government-owned Corporacion Nacional Forestal (CONAF).

How did this small 37 employee-strong manufacturer get attracted to Chile?

"We did some investigation in that country back in the late 60s and early 70s," says Bairos, "and learnt that there was no forest fire fighting equipment there."

### Choosing the right agent

The next step followed soon after -- the appointment of a good agent.

"It is very important to find someone who will represent well the interests of your company," advises Bairos. "In our case, he is very active in constantly searching for new potential and finding information on new companies," he adds.

Wajax obviously picked the right agent -- still the original one appointed back in 1971 -- who has also started extending his prospecting into neighbouring Argentina.

Wajax likes the Chilean market not only because of

continued opportunities there, but also because of the business climate.

"It's a very stable country," says Bairos, "with a strong economy. Even the language barrier can easily be overcome with the appointment of a good agent."

### Consolidation

In order to better package its lightweight fire pumps, Wajax added fire hoses manufactured by another small -- and over 100-year old -- Quebec company, Niedner Ltd., located in Coaticook, near Sherbrooke.

The two small manufacturers decided to join forces last year to form the group Wildfire Inc., complemented by a distribution division on the American West coast, in Seattle called Wajax Pacific. With a combined workforce of some 150 people and annual sales of \$30 million, Wildfire's sales are approximately 30 percent export-baed -- with major markets in Europe, South East Asia and South America.

Even after its 25-year presence in the Chilean market, Wajax -- it is still the exporting arm of the group -- finds it quite useful to maintain contacts with the Canadian Embassy.

"We always get good advice from Embassy staff on potential clients," says Bairos, "in the many countries we are active in around the world."



*For more information on Wildfire Inc. or its group of companies, contact Wajax President Jim White. Tel.: (514) 637-5572. Fax: (514) 637-3985.*



# Chile Open for Business

## Economic Growth – Continued from page I

mining, forestry, power and energy, information technology and telecommunications, agriculture and environment. Canada enjoys an excellent reputation in Chile as a reliable supplier of advanced technology and products, enhancing the potential for sales of goods and services and for technology transfer; there are over 50 Canadian-Chilean joint ventures operating in Chile today.

Prospects for expanded commercial relations between the two countries are extremely promising. Canada's profile in Chile received a tremendous boost in 1995, when Jean Chrétien became the first Canadian Prime Minister to visit Chile, leading a trade delegation of some 250 business people representing 185 companies. During the visit, 33 deals worth more than \$1.7 billion were signed between Canadian and Chilean firms; \$918 million in contracts and \$846 million in agreements in principle. Since the visit, the actual value of signed contracts has increased by 15 per cent and 42 per cent (\$355 million) of agreements have been completed. And in the year following the Prime Minister's January visit, Canadian companies announced additional investments valued at US\$1.3 billion.

Signalling the importance Canada places on its economic relations with Chile, six Ministerial missions, six trade promotion missions and two major trade shows were organized in 1995. Among the official visits were a business delegation of 30 companies and associations in March 1995, led by Minister of Agriculture and Agri-Food Ralph Goodale, and an environmental mission of 43 companies in April 1995, headed by Secretary of State (Science, Research and Development) Dr. Jon Gerrard.

## Bilateral Agreements/ Understandings on the Rise

EDC (Export Development Corporation) is open for business in Chile with no restrictions. Short-term insurance (over \$90 million in 1995) and foreign investment insurance (almost \$82 million) are the two most widely used EDC programs. With three financing lines of credit with major banks in Chile, EDC provides a variety of financing services to Canadian businesses, including direct buyer loans, leasing, note purchases, pre-shipment and project financing.

The Canadian International Development Agency's Industrial Co-operation Program (CIDA INC) is the agency's most active mechanism in Chile, focussing its support on the formation of joint ventures and capital project studies with emphasis on training and the transfer of technology. By 1995, there were 43 projects with a total value of \$1.9 million, ranging from highly technical engineering and geological services to niche technology development such as automated construction and financial software.

Several new agreements and memorandums of

understanding (MOUs) between Canada and Chile were also signed during the Prime Minister's Team Canada visit, including a Canada-Chile Permanent Bi-national Commission on political, economic and commercial relations. The Business Council of National Issues formed a strategic alliance with the Confederación de la Producción y del Comercio to foster direct business-to-business linkages within the context of the North American Free Trade Agreement (NAFTA). In addition, new environment, telecommunications, and transportation MOUs were also signed.

Complementing these new agreements are a number of existing co-operative agreements, including:

- \* The Canadian Manufacturers' Association (CMA) and SOFOFA (the Chilean equivalent) have established a formal relationship, exchanging several high-level missions. The CMA operates a business linkage program in co-operation with CIDA INC to facilitate the long-term business development of Canadian firms in the Chilean market.
- \* CANMET of Natural Resources Canada and CIMM (Chile's mining and metallurgy institute) concluded a MOU in August 1991 to pursue co-operative research in mining technology.
- \* The Pacific Research Centre of Forestry Canada and INFOR (Chile's forestry research institute) have begun a seed exchange program.
- \* Geomatics Canada, part of Natural Resources Canada and the Instituto Geografico Militar (Chile's cartography agency) signed a MOU on technical exchanges in December 1993.
- \* The Association of Consulting Engineers of Canada confirmed an information and technology exchange agreement with its Chilean counterpart, the Asociación de Ingenieros Consultores de Chile, in October 1993.

## Canada, Chile and the NAFTA

The objective of the government to make Chile more competitive and active in the international scene has been strengthened through a number of bilateral and multilateral associations. Chile is bolstering trade relations with its Latin American neighbours, most predominantly through current discussions towards an association with Mercosur (a common market made up of Argentina, Brazil, Paraguay and Uruguay). It is also positioning itself as a link in South America from which to build trade relations with other regions. In November 1994, Chile became the second Latin American country, after Mexico, to become a member of the Asia-Pacific Economic Co-operation forum, a region which purchases 30 per cent of its exports. Chile is also working towards strengthening bilateral cooperation with the European

*Continued on page VII- NAFTA*

# Sector Opportunitites

*As Chile continues to liberalize trade and investment and modernize production, substantial opportunities for Canadian business are rapidly unfolding. Listed below are the sectors that promise significant potential for Canadians.*

## Mining

Chile's highly export-oriented mining sector generates close to 8 per cent of its GDP, with total exports of US\$5.1 billion in 1994. Canadian mining equipment exports (excluding machinery) to Chile have doubled since 1992, reaching \$15.4 million in 1994.

Chile is the world's largest copper producer and exporter, accounting for 27 per cent of total Western production, and is also the largest producer and exporter of potassium and sodium nitrate.

Chile's inability to meet its mining equipment demands (supplying only about 10 per cent) and its favourable tariffs have led to significant import activity, valued at US\$600 million annually.

The extensive mining activity in Chile, combined with Canada's excellent reputation as a dependable supplier, have greatly enhanced the potential for sales and technology transfers with Canadian companies. As a result, Canada's presence in Chile's mining operations has grown dramatically. For several years, Canada has been Chile's largest foreign investor in the mining sector, with over US\$5 billion in actual and planned investment. This will likely increase with several new projects in copper, silver and gold mining under way. Today, there are 32 Canadian mining companies operating in Chile, and another 10 with Chilean representatives.

## Forestry

Forestry is one of Chile's most dynamic sectors, growing 9 per cent a year since 1978. At the heart of Chile's forestry development are the world's largest non-native tree

plantations; privately owned operations that supply close to 90 per cent of the industry's raw materials. The plantations, which account for over 1.8 million hectares (ha) of forest, are bolstered by an additional 7 million ha of native forest.

Although small compared to traditional forest industries in the northern hemisphere, forestry exports (US\$2.4 billion in 1995) make up 14.4 per cent of Chile's total exports.

There is growing awareness in Chile of the impact of deforestation, creating strong demand to raise environmental standards. Combined with recessionary pressures and lower commodity prices, Chilean companies are being pushed to increase their efficiency, resulting in the need for better equipment and new technologies.

Specifically, opportunities for Canadian companies can be found in harvesting and sawmill machinery, pulp and paper, silviculture, firefighting and transportation equipment and services, safety-related products, and geographic information systems.

## Environment

The government has made environmental responsibility a priority, particularly in light of Chile's desire to enter the NAFTA and its environmental side agreement. It has had a framework law in place since March 1994 which encompasses many fundamental aspects of environmental regulations, including clear legal definitions; environmental assessment systems and management instruments. CONAMA, Chile's

environmental agency, is now developing standards, regulations and criteria for environmental impact assessments and decontamination and remediation plans, particularly for mining, forestry, agriculture and industry.

In January 1995, Canada and Chile signed a MOU on environmental co-operation which should open up the sector to Canadian environmental technology and expertise. As a result of the MOU, several successful activities, including workshops, seminars and the transfer of Canadian expertise in environmental legislation, have taken place. Excellent opportunities exist in solid and liquid waste management, site remediation, potable water, municipal/domestic waste management and coastal zone management.

## Information Technology and Telecommunications

The potential for business in the key telecommunications sector is very strong due to the privatization and deregulation of the industry and the government's decision to permit full competition in all aspects of the sector.

Chile will soon boast more telecom companies per capita than anywhere in the world, as it offers national and foreign operators the chance to experiment with a multi-carrier system for long-distance calls. There is also substantial scope for joint cable and telephony services as many investors are using Chile as a test site for multimedia and information highway applications in Latin America.

*Continued on page V*  
- Telecommunications

# Sector Opportunitites

## Telecommunications

— Continued from page IV

Two areas that are being highlighted by the Chilean government are rural telephony and personal communications systems (PCS). It has created a four-year development fund to increase telecommunications coverage in rural areas.

There is also potential in informatics, particularly computer peripherals, printers and local area network equipment, application and networking software, electronic data interchange.

The estimated market for geomatics in Chile is approximately US\$30 million a year. Traditional geomatics activities such as surveying and mapping are controlled by the military which is currently upgrading its facilities and converting to digital-based systems. As well, the emphasis on resource development in Chile has resulted in the application of various geomatics technologies, especially in forestry and mining.

Opportunities for Canadian companies can be found in cartographic surveying, aerial photography, geophysical surveying, satellite-based imaging, global information systems, radar imaging, urban planning systems, and global positioning systems.

## Power and Energy

Over the last three years, the consumption of primary energy in Chile has grown an average of 7 per cent, with annual growth of 8.5 per cent being projected by the National Energy Commission for the next five years.

Chile's rapidly expanding economy has created great demand for new energy systems. Electric power

generation is one of Chile's fastest-growing sectors, second only to oil. About 60 per cent of Chile's production comes from hydroelectric plants, with the remainder from coal-fired thermal power stations.

With the introduction in Chile of natural gas from Argentina by 1997, there should be a great deal of activity in the electricity, oil and gas sectors. Edmonton's Novacorp International is already part of the GasAndes consortium, which is building a natural gas pipeline from Mendoza, Argentina to Santiago, Chile, and is looking at constructing a second pipeline from Neuquén in southern Argentina to Concepción in southern Chile. A second consortium, headed by Tenneco of the U.S., is studying the feasibility of a pipeline connecting Neuquén to Concepción and Santiago, and other interests are considering a pipeline from Bolivia to northern Chile.

The availability of natural gas in Chile should lead to considerable effort to convert existing processing plants from coal/fuel to direct-fired natural gas, especially in the forestry (pulp and paper), mining, fisheries and food processing industries. Other opportunities will also open up, for example: natural gas residential heating systems; household appliances such as dryers and ovens; conversion of buses and taxis to natural gas; consulting engineering services; and pipeline construction.

## Agriculture and Food

Agriculture is Chile's fifth-largest sector, producing about 7 per cent of its GDP and supplying 16 per cent of all jobs. Wheat (durum and spring), lentils, peas, canary seed, tobacco, dairy products, processed foods, confectionery items, meat

products and animal genetics are Chile's main agricultural imports from Canada.

There are a number of opportunities for Canadian companies, particularly in grains/pulses (due to low local production, Chile expects to increase its wheat imports over the next decade) as well as lentils, peas and beans; in animal genetics (Chile is determined to improve the bloodlines of its beef and dairy stock); and in prepared foods (with consumer habits changing rapidly, the market for prepared foods in Chile is expanding and diversifying).

## Fisheries

Squeezed between the Andes mountains and the Pacific Ocean, Chile enjoys a coastline that extends over 4,300 kilometres. Despite having such privileged access to ocean resources, however, large-scale fishing did not begin in Chile until the 1960s. Since that time, the fishery sector has assumed an increasingly important role in Chile's economy. In 1993, primary fishing activities accounted for over 1 per cent of GDP; closer to 2 per cent when processing activity is included.

The sector represented 12.4 per cent, or US\$1.2 billion, of total exports in 1993, and total investment in Chilean fisheries is now over US\$2 billion. Recent investments include the refitting of processing plants and the introduction of new technology to improve product quality and reduce the risk of contamination.

Chile's fishing industry can be separated into two major industrial subsectors: fish meal and aqua-

*Continued on page VII*  
— Fisheries

# TRADE FAIRS

*A number of high-profile trade fairs that will be taking place in Chile this year represent the perfect opportunity for Canadian companies to gain a foothold in this fast-growing marketplace.*

## Major Trade Fairs Key to Canadian Business in Chile

### EXPOMIN '96 — Santiago — May 14-18, 1996

Held every second year, EXPOMIN is the major mining trade event in South America, offering Canadian companies an excellent opportunity to make key contacts in this very active economy. One of the largest mining equipment and services expositions in the world, EXPOMIN is attended by 25,000-30,000 professional visitors, and has become a must for companies interested in the mining sector.

The market for mining equipment in Chile is valued at US\$600 million, representing significant potential for sales at this event. Participating Canadian companies will also benefit from the presence of a Canadian Pavilion at EXPOMIN '96, which is being organized by the Department of Foreign Affairs and International Trade (DFAIT), in partnership with the Canadian Association of Mining Equipment and Services (CAMESE).

For information, contact Jon Baird or Francis Bourqui (CAMESE) at Tel.: (905) 513-0046, Fax: (905) 513-1834; or Paul Schutte (DFAIT) at Fax: (613) 944-0479.

### TECNOAMBIENTE (Environmental Technologies) Santiago — August 8-10, 1996

Companies offering environmental research, consulting and related services have an opportunity to introduce their capabilities to this large and growing market.

A new fair, TECNOAMBIENTE (Environmental Technologies), has a number of objectives, among them, to:

- \* introduce specific technological solutions for the main environmental problems affecting the country;
- \* create an opportunity for business people, executives and professionals to have direct access to new environmental technologies;
- \* offer a business meeting point to create joint ventures and look for new representatives and distributors; and
- \* give training workshops on the use of specific environmental technologies.

The fair is a positive way to act on Chile's recently adopted Environmental Law which requires companies and institutions to make important investments to introduce cleaner technologies in their operations and production processes.

It could also allow Canadian companies to get in on the ground floor of a market which is bound to grow.

Companies that do not need physical space to show their products have at their disposal a Consultants

Pavilion that consists of a main counter, staffed with specialized bilingual personnel who will assist visitors interested in making contacts with consultancy firms. Staff can offer brochures and general information on the company. Every evening, participant firms will receive a summary of contacts of the day and a schedule of meetings for the following day.

### Companies also can rent space to show their products.

Interested participants should contact the fair organizers directly, Ignacio Figueroa, CONCERTA, Manquehue Sur 1249, Las Condes, Santiago, Chile, Tel.: (56-2) 212-8399; Fax: (56-2) 212-7283. The officer in charge of commercial promotion for the environmental sector at the Canadian Embassy in Santiago is Margot Edwards. Tel.: (011-56-2) 696-2256; Fax: (011-56-2) 696-0738.

### Workshop/Mission in Santiago

Canadian companies seeking new opportunities in joint ventures, strategic alliances and technology transfers can participate in a workshop and trade mission, Doing Business in Canada, being held (May 15-17, 1996) in Santiago, Chile, in conjunction with Expomin IV, the World Mining Exhibition for Latin America. Contact the organizers, The Embassy of Chile in Canada/The Trade Commission of Chile, Toronto, Tel.: (416) 924-0176; Fax: (416) 924-2627.

### Canada Expo '96 — Santiago December 3-6, 1996

Following the success of Canada Expo '94 in Mexico City, Canada Expo '96 — a Team Canada event — promises to provide potential new business opportunities, partnerships and contacts for Canadian business in a variety of sectors.

These include industrial machinery, power and energy, advanced technologies (computers, software, GIS, and telecommunications), environmental equipment and services, automotive parts and servicing equipment, health care, construction/infrastructure/building materials/furniture, packaging, education, agri-food, consumer products and professional services.

Over 90 per cent of the Canadian participants at Expo '94 said they were successful in their efforts to assess market demand for their products and services, make

*Continued on page VIII — Canada Expo*

# PUBLICATIONS

The following market studies on Chile are available from the Department of Foreign Affairs and International Trade's InfoCentre. Documents can be obtained by faxing (613) 996-9709 or by calling 1-800-267-8376 (Ottawa region 944-4000) and quoting the appropriate codes.

- |       |                                    |       |   |
|-------|------------------------------------|-------|---|
| 3LA   | Guide for Exporters (1994)         | 116LA | Telecommunications (1992)                     |
| 48LA  | Trade and Investment Opportunities | 180LA | Mining Equipment and Services (1995)          |
| 102LA | Agriculture Study (1994)           | 189LA | Forestry Equipment and Services Market (1995) |
| 103LA | Environmental Issues (1994)        | 360LA | Canadian Business Supplement                  |
| 104LA | Chile: Fisheries Sector (1994)     | 362LA | Opportunities - Service Sector (1994)         |
| 111LA | NAFTA Preparedness Study           |       |   |
| 114LA | Electric Energy Sector (1994)      |       |   |

## NAFTA, Canada and Chile —Continued from page III

Union, the destination for about 25 per cent of the country's exports. Of most interest to Canada, Chile is seeking accession to the NAFTA with Canada, the U.S. and Mexico. The U.S. Congress, however, has not been able to approve a fast-track negotiating authority, prompting Chile and Canada to announce on December 29, 1995, their intention to pursue an interim bilateral agreement to enhance trade and investment relations and to provide a bridge to

Chile's accession to the NAFTA. The interim bilateral agreement will be compatible with current NAFTA provisions and will encompass trade in goods, services, investment, dispute settlement mechanisms, and side agreements on labour and environmental cooperation. Once accession negotiations among the four participating countries are eventually renewed and completed (likely not before 1998), the bilateral accord will be incorporated into the NAFTA.

## FISHERIES —Continued from page V

culture. Of total fish landings in 1993, 87.5 per cent went towards the production of fish meal, and Chile is now second only to Peru in fish meal exports, representing 30 per cent of world supply.

The aquaculture industry is riding a wave of prosperity that began in the mid-1980s. While representing only 2.2 per cent of total landings in 1993, aquaculture accounted for more than US\$300 million in exports, over 25 per cent of the sector's total export earnings, a figure that is expected to increase to 50 per cent by 1997.

Sustained growth in Chile's fishery sector is anticipated as a result of product diversification stemming from the incorporation of new species and processes. The sector thus offers considerable opportunity for Canadian interests

in trade, investment and alliances.

### Services

As Chile moves to become more industrialized, the contribution of services to the economy is rapidly expanding; in 1992 alone, services accounted for 62 per cent of GDP. The ongoing deregulation and privatization of Chile's industrial make-up is resulting in the sustained growth of services in several sectors, most importantly transportation, energy, telecommunications, finance and construction.

### Aeronautics

Chile has the third-largest air transport network in Latin America after Brazil and Argentina. Although Chilean airports are well maintained, they need to be improved through modern systems and technologies if they are to keep pace with the growing trans-

portation demands of Chile's fast-moving economy.

Chile's aeronautics industry is almost entirely dependent on imports. While no large capital acquisition projects are expected in the near future, Chile remains a meaningful market for Canadian products and services. This is especially true for navigational, communications and advanced electronic components, as Chile attempts to upgrade both its aeronautical equipment and infrastructure.

The government is currently implementing a five-year Development Plan in Airport Infrastructure, valued at over US\$70 million, to upgrade electronic and communications capacities as well as physical facilities such as runways and terminals.

# Contacts

## Department of Foreign Affairs and International Trade (DFAIT)

### Latin America and Caribbean Trade Division (LGT)

Chile Desk  
125 Sussex Drive  
Ottawa K1A 0G2  
Fax: (613) 943-8806

### Canadian Embassy (Santiago, Chile)

Tel.: (011-56-2) 696-2256  
Fax: (011-56-2) 696-0738  
Internet: stago.td@stago01.x400.gc.ca

### Embassy of Chile

151 Slater Street, Suite 605  
Ottawa K1P 5H3  
Tel.: (613) 235-2313  
Fax: (613) 235-1176

## ProChile (Trade Commission of Chile)

Rene Faraggi, Consul General of Chile  
170 Bloor Street West, Suite 801  
Toronto, Ontario M5S 1T9  
Tel.: (416) 924-0176  
Fax: (416) 924-2627  
Internet: 76020.2253@compuserve

## Canada-Chile Chamber of Commerce


3445 Ashby Street  
Saint-Laurent, Quebec H4R 2K3  
Tel.: (514) 339-2528  
Fax: (514) 339-1607

## The Canadian Council for the Americas Chile Canada Business Committee

360 Bay Street, Suite 300  
Toronto, Ontario M5H 2V6  
Tel.: (416) 367-4313  
Fax: (416) 367-5460

## CANADA EXPO'96 —Continued from page VI

new contacts and find local agents and distributors. Canada Expo '96 promises to be as successful as its predecessor. Canadian companies interested in learning more about Canada Expo '96 should complete and return the coupon below to the Canada Expo '96 Co-ordinator, Latin America and Caribbean Trade Division (LGT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2, or by facsimile to (613) 944-0479.

YES, I would be interested in receiving information about Canada Expo '96 in Santiago, Chile. 

Name of Company: \_\_\_\_\_

Industry Sector: \_\_\_\_\_

Number of Employees: Under 100 Over 100

Currently Exporting: Yes No

Type of Exports: \_\_\_\_\_

Name of Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_



# TRADE FAIRS AROUND THE WORLD

## Toronto Site of Ukraine and Partners Trade Show

**Toronto** — More than 50 companies from Ukraine will be attending a first-of-its-kind, two-way trade event being held April 30 - May 3, 1996 at the Metro Toronto Convention Centre.

**Ukraine and Partners XX-XXI International Trade Show** is enterprising in that it is designed to assist in developing business opportunities between Ukraine and Eastern Europe and Canada and the United States.

The goal is to introduce exhibitors to the North American market; to promote unique opportunities through the cooperation and integration of industrial enterprises of Eastern Europe and North America; and to provide opportunities to finance national and joint venture pro-

jects as well as the import and export of goods and services.

The event will feature exhibitors engaged in banking, capital projects, consumer goods/ services, food products/agricultural equipment, industrial goods (construction, mining, transportation), information technology, medical equipment, trading companies and tourism. Further information on trade show exhibitors is available at: <http://www.mts.net/~kozlovae>

Also included (May 1-2), and geared to North American audiences, is a conference on "Doing Business in Ukraine".

Visitors to **Ukraine and Partners** include business people and government officials from Canada,

the United States, Mexico, and Latin America — virtually all regions that are interested in the new opportunities in the growing Eastern European market.

*For further information, contact the organizers, Kozlova Enterprises Inc., Winnipeg, Manitoba, Tel.: 1-800-648-7469 or (204) 989-2073; Fax: (204) 942-2625; E-mail: [kozlovae@mts.net](mailto:kozlovae@mts.net)*

## China to Host Building Materials Show

**Tianjin, People's Republic of China** — Companies interested in building a market in China might find it to their advantage to participate in the '96 China Tianjin International Builders' Show being held here May 28-31.

The show will feature a variety of new construction and decorative materials, including: fire-proof insulating materials; lighting; glass products; synthetic textiles; wall paper; air conditioning and ventilation equipment; alarm systems; elevators; mobile homes; and doors and windows.

*For more information, contact Simon Lau, President, Asia Access International, Vancouver Tel.: (604) 688-2742; Fax: (604) 688-2788.*

## Telecom Calendar Highlights Rio

**Rio de Janeiro, Brazil** — What's being promoted as one of the most important trade shows on this year's telecommunications calendar is being hosted here June 10-15, 1996.

**Americas TELECOM'96** is where the world's technology and the needs of the Latin American region's 560 million people converge. The event attracts governments, industry, operators, investors and others with a stake in the future of the telecommunications sector.

Organizers note that deregulation and advances in mobile communications, multimedia and other key technologies have created new opportunities for suppliers.

*For more information on Americas TELECOM'96, contact Jon Dundon, Foreign Affairs and International Trade, Ottawa, Tel.: (613) 996-6921; Fax: (613) 944-0479.*

# TRADE FAIRS AROUND THE WORLD

## Opportunities in Taiwan Focus of Meeting

Persons able to attend an April 21-23, 1996 meeting in Taipei will be made aware of the numerous opportunities available to Canadian companies in Taiwan's rapidly growing market.

At the **10th Annual Meeting of the Canada-Taiwan Business Association**, attendees will learn of the many lucrative small and large infrastructure projects currently being considered or in progress in Taiwan.

These include highway development, rapid transit systems and airport management operations; environmental protection initiatives; telecommunications and information technology priorities; aviation and navigation; financial services; construction/architectural design services; seafood and processed food; and education and tourism.

*For more information on this event, contact Elsie Lee or Diane Orr, Canada-Taiwan Business Association, The Canadian Chamber of Commerce, Ottawa, Tel.: (613) 238-4000; Fax: (613) 236-9301.*

## Hanoi to Host International Fair

**Hanoi, Vietnam** — A combined international trade fair, **Vietnambuild/Vietnamelectr'96**, will be held here April 2-6, 1996.

Last year's event attracted 120,000 visitors who viewed 500 exhibits by some 300 companies from 21 countries.

For details, contact Van T. Tran, Trade & Investment Director, Vietnam Canada Trade Council, Ottawa, Tel.: (613) 231-6369; Fax: (613) 235-1515.

## Munich's '96 Sports Show Fashioned for Market in '97

**Munich, Germany** — Offering unrivalled sales opportunities, the largest international trade fair for sports equipment and fashion will be held here August 6-9, 1996.

**ISPO 96 Summer**, where participants can recognize trends more quickly than their competitors, is deemed the top venue for information and orders for the 1997 summer season.

Companies wishing to participate in this prestigious event may contact the show's Canadian representative, **UNILINK**, 50 Weybright Court, Unit 41, Agincourt, Ontario, Tel.: (416) 291-6359; Fax: (416) 291-0025.

## Firm Recruits Gulf Food Exhibitors

### **Dubai, United Arab Emirates**

— The event is still more than a year down the road, but already the booking of space is well underway for **GULFOOD'97**, being held February 23-26, 1997 at the Dubai World Trade Centre.

The **6th Gulf Food, Hotel & Equipment Exhibition** attracts as many as 375 exhibitors from some 30 countries. More than 40,000 potential customers are targeted by direct mail.

The Gulf market for food alone exceeds an estimated US\$8 billion and there is a huge demand, as well, for hotel, restaurant and catering equipment, supplies and services.

*For more information on participation in GULFOOD'97 — at which there will be a 90 square metre booth under the "Canada" banner — contact Nabih Saba, Alleman Canada Ltd., St-Laurent, Quebec, Tel.: (514) 953-2945; Fax: (514) 335-5639.*



# BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.

**ARGENTINA** — Parties interested in bidding on the **sanitary service concession** for the city (and district) of Olavarria, Buenos Aires, may obtain the bid specifications (US\$10,000) from the Secretaria de Obras y Servicios Publicos de la Municipalidad de Olavarria, San Martin esquina Rivadavia, (7400) Olavarria, Pcia. de Buenos Aires, Tel.: (54-284) 20368 or (54-284) 27475, ext. 226/229 and 245 (between 0700 and 1300 Argentine time). Proposals will be opened April 30, 1996

**CHINA (People's Republic)** — A fermentation company seeks a **joint venture partner to provide key equipment, advanced technology and/or cash for the production of edible alcohol and vodka** for marketing in China and the former Soviet Union. Contact Jay Zhang, Vice President, C & C International Inc., Waterloo, Ontario, Tel.: (519) 747-9783; Fax: (519) 747-2755; or contact directly, Mr. Miao, Chief Engineer, China International Economic Consultants Co. Ltd., Tel.: (10) 4662072; Fax: (10) 4662468.

**EGYPT** — Manufacturers here are interested in **importing a variety of equipment** and in discussing **joint venture partnerships, technology transfer and the manufacture under license** in areas such as: **plastics** (household products, toys); **plastics recycling equipment; technology for the production of VHS video tape, computer and compact discs; health and**

**beauty products; and medical supplies.** Contact Mark Nader Behelak, Cart-Aide Inc., Montreal, Tel.: (514) 288-2068; Fax: (514) 288-5321.

**ITALY** — The famous Italian race car and sports car manufacturer, **Ferrari**, would like to hear from Canadian **automotive suppliers** of: dies and related equipment for aluminium die forging; dies and related equipment for steel stamping; low-iron content, high-quality aluminium ingots for smelting; Canadian **aerospace companies/suppliers** of aeronautical quality: titanium and aeronautical composite materials; piston explosion engine; variable-displacement hydraulic/oil pumps; gears; structural components; steel for camshafts; and transmissions. Contact at Ferrari and specifications for the aluminium ingots are available from Luc Santerre, Vice-Consul and Assistant Trade Commissioner, Canadian Consulate General, Via Vittor Pisani, 19, 20124 Milan MI, Italy, Tel.: (011-39-2) 6758-3365; Fax: (011-39-2) 6758-3900; E-mail:

luc.l.s.santerre@milan.01.x400.gc.ca.

**ITALY** — An Italian manufacturer of **truck loaders/cranes** is looking for a Canadian manufacturer with a **distribution network** to assemble one or two of its models for the **Canadian and U.S. markets.** The company currently sells 20-25 loader/cranes a year in Canada through distributors. With local assembly, the

company believes the potential would increase to 150-200 cranes a year. Contact at Italian company available from Luc Santerre, Vice-Consul and Assistant Trade Commissioner, Canadian Consulate General, Via Vittor Pisani, 19, 20124 Milan MI, Italy, Tel.: (011-39-2) 6758-3365; Fax: (011-39-2) 6758-3900; E-mail: luc.l.s.santerre@milan.01.x400.gc.ca.

**ITALY** — An Italian assembler of **urban buses, specializing in shuttle buses,** is interested in contacting Canadian bus manufacturers to discuss **mutual technology transfer.** The company employs 130 people and has annual sales of about \$125 million. It is looking for a partner of similar size that could adapt its shuttle bus technology to North American standards and could do the same for the European market for the Canadian company. Contact at Italian company available from Luc Santerre, Vice-Consul and Assistant Trade Commissioner, Canadian Consulate General, Via Vittor Pisani, 19, 20124 Milan MI, Italy, Tel.: (011-39-2) 6758-3365; Fax: (011-39-2) 6758-3900; E-mail:

luc.l.s.santerre@milan.01.x400.gc.ca.

**TAIWAN** — A Taiwan-based company wishes to import **cosmetic beauty equipment** (as well as export similar products to Canada). Items being sought include: **elastometer, moisture gauge** (digital voltage metre); **equipment to measure skin**

*Continued on page 8 — Taiwan*

## Taiwan

— Continued from page 7

profile (width/depth of wrinkles); and equipment to test allergic and irritative effects on the skin. Contact Raceme Bioscience Corp., 4F. No. 3, Alley 11, Lane 9, Shengkengtzu, Shengkeng, Taipei Hsien, Taiwan, Tel.: 886-2-662-9987; Fax: 886-2-662-9983.

**UNITED KINGDOM** — An established distributor and wholesaler of delicatessen sausage and meat-based products throughout the UK and specializing in the non-commodity trading side of the food industry, WELCO Foods Limited is interested in importing dairy and other convenience foods to sell into the retail, wholesale and catering sectors of the UK. Contact Dick Martin, Tel.: 011 44 1483 278-372; Fax: 011 44 1483 278-373.

### BUSINESS AGENDA

**Montreal** — April 28-May 3, 1996 — **Electricity'96 Conference & Exposition** features panels, 150 papers, more than 100 exhibitors and more than 3,000 national and international visitors. Contact the sponsors, The Canadian Electricity Association, Tel.: (514) 934-6478/6486; Fax: (514) 937-6498; E-mail: gacionis@canelect.ca

## PUBLICATIONS

### Environmental Market in Israel

Numerous opportunities in the environmental products and services market in Israel are emerging rapidly, now that the country's government has begun to enforce strict environmental regulations.

*Environmental Sector Market Report — Israel*, prepared by the Canadian Embassy in Tel Aviv, says that investment by existing plants in monitoring, pollution abatement, environmentally-friendly production and technology systems could alone create a market in excess of Cdn\$600 million over the next four years. There are major opportunities in solid waste and wastewater/municipal wastewater treatment equipment and systems.

The report is available on FaxLink (#40011) and in hard copy (96AA) through the Department of Foreign Affairs and International Trade's (DFAIT) InfoCentre, Ottawa (see box bottom of this page).

The contact for further information on the environmental market in Israel is Gilles Potvin, DFAIT, Ottawa Tel.: (613) 996-1431; Fax: (613) 943-8820; E-mail: gilles.potvin@extott16.x400.gc.ca

### China Almanac 1995/96

Now in its twelfth year of publication, *Almanac of China's Foreign Economic Relations & Trade* is considered the country's most authoritative and comprehensive source of information on the People's Republic's: economic and trade policy; economy vis-à-vis world economy; laws & regulations; and top 500 foreign trade firms and top 200 exporters.

For further information on this 1995/96 edition, contact Linda Lu, Office Manager, China Info Globe Inc., Suite 300, 4002 Sheppard Avenue East, Scarborough, Ontario M1S 1S6, Tel.: (416) 298-2298; Fax: (416) 292-9627.

## INFOCENTRE

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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LATEST ISSUE  
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# CANAD~~E~~EXPORT

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APRIL 1996

April 1, 1996

*Becoming a Custom!*

## Consulate in Buffalo Facilitates Business at U.S. Border

**Success breeds success!**  
That's what the Canadian Consulate General in Buffalo, New York discovered in helping to initiate a seminar that would give Canadian exporters a better understanding of U.S. Customs rules and regulations.

Being knowledgeable on these matters ensures that Canadian exporters to the United States can avoid sometimes unpleasant and often unexpected delays at U.S. Customs.

So successful was the first seminar — on the steel sector — held February 29 in Hamilton, that seven more sectoral seminars on customs/import compliance are slated for Ontario between now

and November (see schedule on page 5).

And if imitation is the highest or sincerest form of flattery, the Canadian Consulate General in Buffalo has received serious inquiries about holding similar seminars in Quebec, Vancouver and Detroit!

### Seeds Sown for Seminars

The U.S. Customs Service, in a 1995 monitoring of exporters to the United States, found non-satisfactory compliance levels in a number of sectors.

The sectors were: automotive/auto parts; textiles; steel; fasteners and bearings; advanced display goods (computers); telecom-

munication equipment; machinery and machine tools; and agricultural products.

The need to improve this situation was apparent and the Canadian Consulate General in

### THE UNITED STATES SUPPLEMENT

*Pages I-VIII*

Buffalo joined forces with the U.S. Customs Service to determine measures that would help ensure the trade public's compliance with laws and regulations governing the importation of goods into the United States.

One such effort is an increased emphasis on informing exporters on the proper procedures to be followed if their goods are to comply with these regulations.

Working in cooperation with the U.S. Customs Service, the Canadian Consulate General in Buffalo initiated the series of seminars/workshops — at which U.S.

*Continued on page 5 — U.S.*

## Canada's International Business Strategy Compendium On-line

Searching for information on how to find foreign sales agents? Need to locate overseas investors to finance your plant expansion? Want to join a high-level provincial trade mission to Chile? Require a Japanese lexicon to help market your building products in the land of the rising sun?

Until now, each of these would have required a great deal of leg work — phone calls to the local Chamber of Commerce, ringing operator assistance to obtain the Premier's

phone number, a trip to the library to locate a Government of Canada directory, or possibly faxes to one's local Member of Parliament's office, in the hope that someone could help in the wade through the bureaucratic swamp.

### Key Strokes Take Business Pulse

Fret no more! The federal and provincial governments are pleased to announce the launch of the *CIBS Compendium*.

*Continued on page 8 — CIBS*

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# SHARING TRADE SECRETS

## Canadian Company Shines at All Africa Games in Zimbabwe

*Quality products and customer satisfaction are some of the most convincing tools for continued sales success abroad. Intelcan Technosystems Inc. will certainly attest to that.*

The All African Games, held in Harare last September, were in need of a wireless telephone system.

Enter Intelcan, the systems integrator company from Nepean, Ontario.

### Trial offers can pay off

As a supplier to the Zimbabwe Post and Telecommunications Company (PTC) for the past five years — and thanks to its local agent — Intelcan got wind of the request and offered to supply and install a wireless fixed access telephone system.

"The offer was readily accepted," says Intelcan Business Development Manager Mark Whittall, "and we ended up providing voice and data service for Games officials at the University of Zimbabwe, the venue for the track and field events."

Intelcan's wireless system was used by Games officials representing a number of countries outside of Zimbabwe, including South

Africa and Nigeria.

"What most impressed the PTC and Games officials," says Whittall, "was that by using wireless technology, we could provide telephone service over parking lots and through buildings in a matter of days, without any disruption usually caused by digging trenches and stringing cables in traditional wired systems."

Although the whole project was installed on a trial basis only — at company cost — Intelcan has already received good feedback from a number of countries.

In Harare itself, the company is hopeful that once the communications project has been finalized and it goes up for tender, it will have a good shot at the bid.

The 20-year old Intelcan has designed, supplied and installed telecommunications systems in many African countries, including Zimbabwe.

### Why Zimbabwe?

One of Intelcan's strengths on the

African continent is photovoltaic power equipment systems, which also happen to match the needs in Zimbabwe where the company has already done close to \$1 million worth of projects.

It has also entered into a technology transfer agreement with PTC whereby components and materials for Intelcan's SBC-30 Solar Energy controllers are exported from Canada in kits, with the final manufacturing being performed in Harare.

### Tips to exporters

With exports in over 60 countries around the world, Intelcan has learned a few tricks of the trade.

"What is absolutely crucial," says Whittall, "is to have proper local representation, a good agent who can keep you on top of things, iron out problems and keep you abreast of local changes."

When going into a brand new market, Intelcan gets in contact with the nearest Canadian Embassy that can provide a list of local agents who, Whittall underlines, "must be interviewed."

"The time factor is also all-important," Whittall emphasizes. "Don't go into a new market expecting quick returns, but be patient and expect to put in a minimum of 20 months of solid marketing," he advises.

Technical assistance and feasibility studies, to name a few, have also helped the company. They are available from the Canadian International Development

*Continued on page 3 — Intelcan*



CANADEXPORT

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Mail to: **CANADEXPORT** (BCT), Department of Foreign Affairs and International Trade,  
125 Sussex Drive, Ottawa K1A 0G2.

# SHARING TRADE SECRETS

## B.C. Company Pursues Strong Presence in Chile

*With a presence dating back to over 30 years in Latin America, particularly in Chile, H.A. Simons Ltd. is well implanted in that part of the world.*

Over that period of time, the Vancouver-based consulting engineering firm has carried out over 110 projects of all sizes in some 12 countries.

With more than one-third of the projects undertaken in Chile, that country has by far taken the lion's share of Simons' business in Latin America.

According to company Vice President Latin America, Jack Luxardo, "One reason for our suc-

cess is due to our sustained effort in developing strong ties with our clients, local engineering and consultant partners."

Some of Simons' contracts in Chile include a series of mega pulp and paper projects for two of the major Chilean forestry companies, Celulosa Arauco y Constitucion S.A. (Empresas ARAUCO) and Compañia Manufacturera de Papeles y Cartones S.A. (Empresas CMPC).

Such repeat business is also strongly based on customer satisfaction, a quality that has become second nature to Simons.

### Personal contact essential

"In a culture where personal, face-to-face contact is still highly valued," says Luxardo, "most repeat business is obtained through such personal ties and most of our work is repeat business.

"To foster such ties," Luxardo explains, "we have established Simons-CADE, a Joint Venture Office with CADE-IDEPE of Chile, have a full-time Simons representative stationed in Santiago, and assign technical experts to work in Chile, with our clients' counterparts, and as leaders in our local consulting team."

### Favourable investment climate

According to Luxardo, the Chilean investment climate is very favourable for the mining and forestry sectors — Simons' main business activity — with potential investment in both areas forecast to exceed US\$5 billion in the next few years.

"The large capital spending," he says, "and our strong presence in

*Continued on page 8 — Simons*

## Intelcan Shines at All Africa Games

*Continued from page 2*

opment Agency (CIDA).

"These are absolutely useful tools to break into a market, but they are not in themselves a guarantee that it will all translate into a contract," Whittall warns. "Patience is still needed for success," he advises.

### Local conditions

As for conditions specific to Zimbabwe, Whittall offers the following pointers:

- business people are not keen on long distance business relations;
- frequent travels are therefore required — several times a year;

- constant communication is essential with prospective clients;

- the bidding process is relatively quick.

The 50 employee-strong, multi-million-dollar company has greatly profited by this advice, expecting sales to double within a year.

For more information on Intelcan Technosystems Inc., contact Business Development Manager Mark Whittall. Tel.: (613) 228-1150. Fax: (613) 228-1149.



### Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

# TRADE FAIRS AROUND THE WORLD

## South Africa Schedules Bonanza of 1996 Trade Marketing Events

Canadian exporters from a wide range of sectors seeking business opportunities in post-apartheid South Africa will have no difficulty finding the right trade exhibition.

South African organizers, quick to grasp the importance of trade fairs for both buyer and seller, have raised fair profiles to full international status, opening their exhibitions to the world.

Among the 1996 events scheduled, the following will be of particular interest to Canadian manufacturers and suppliers:

\* July 9-13: **COMMUNICATIONS AFRICA '96** — Africa's International Electronic Commu-

nications and Information Technology Exhibition and Conference, fully supported by South Africa Telkom.

\* Aug. 20-25: **INTERBUILD AFRICA 96** — the 15th International South African Building and Construction Exhibition.

\* Sept. 2-5: **AFRIWATER 96** — the International African Waste, Water and Environmental Technology Exhibition.

\* Nov. 10-13: **FOOD AND HOTEL AFRICA** — the African International Exhibition of Food, Drink, Hotel, Restaurant and Catering Equipment, Supplies and Services.

Exporters wanting full details on any of these events should contact the organizer's Canadian representative: **UNILINK**, 50 Weybright Court, Unit 41, Agincourt, Ontario, M1S 5A8, Tel.: (416) 291-6359; Fax: (416) 291-0025.

Information on market opportunities in South Africa is available by calling the Department of Foreign Affairs and International Trade InfoCentre at 1-800-267-8376 (Ottawa area: 944-4000) or fax: (613) 996-9709. Suggested documents include Focus on South Africa (document #144AA/AF) and the updated list of Trade Fairs in South Africa (document # 154AA/AF).

## Australia Food, Beverage Fair a Major Attraction

**SYDNEY, AUSTRALIA** — The Asia Pacific region's major food and beverage equipment trade event, **FOODPRO'96**, will be held here July 14 - 17.

The **International Food Processing Machinery and Technology Exhibition and Conference (FOODPRO)** is held every three years. At, **FOODPRO'96**, the Canadian Consulate General in Sydney will be participating with an information/technology display — in which Canadian companies are invited to participate.

The aim is to enhance Canada's profile in Australia's fast growing food processing and beverage industry.

### Opportunities

Many business opportunities exist for Canadian firms able to supply innovative food and beverage

related equipment. This includes processing, packaging, labelling, bottling, bakery machinery and more... even software!

**FOODPRO'96** is a great opportunity to make Australia aware of Canada's high tech capabilities in food processing and packaging equipment. It is expected to attract more than 10,000 potential trade buyers.

### Contact

Canadian companies interested in forwarding brochures, catalogues and/or videos for distribution and display at the exhibition, or in obtaining more information, may contact Cadia Maestri, Canadian Consulate General, Level 5, 111 Harrington Street, Sydney NSW 2000 Australia. Tel.: 61 2 364 3042; Fax: 61 2 364 3097.

## Seoul Site of Electric Exhibition

**SEOUL, KOREA** — Companies have an excellent opportunity to tap into the rapidly expanding Korean market for heavy electric machinery.

All they need do is participate in the **Seoul International Electric Fair'96** being held here May 20-24.

The fair will feature exhibits of electrical rotating machinery, stationary apparatus, switch and control gears, and other electrical instruments and materials.

Contact Soo Ik Kim, Senior Trade Commissioner, Commercial Section, Consulate General of the Republic of Korea, Vancouver, Tel.: (604) 683-1820/687-7322; Fax: (604) 687-6429.



# The United States:

## Gateway to World Markets for Small-and Medium-Size Business

The well-established and dynamic trade relations between Canada and the United States were strengthened with the coming into effect of the Canada-U.S. Free Trade Agreement (FTA) in 1989 and the North American Free Trade Agreement (NAFTA) in 1992. The liberalization of trade under these agreements and continuing favourable exchange rates have created — especially for Canadian small- and medium-size enterprises (SMEs) — conditions conducive to the exploitation of numerous new market opportunities.

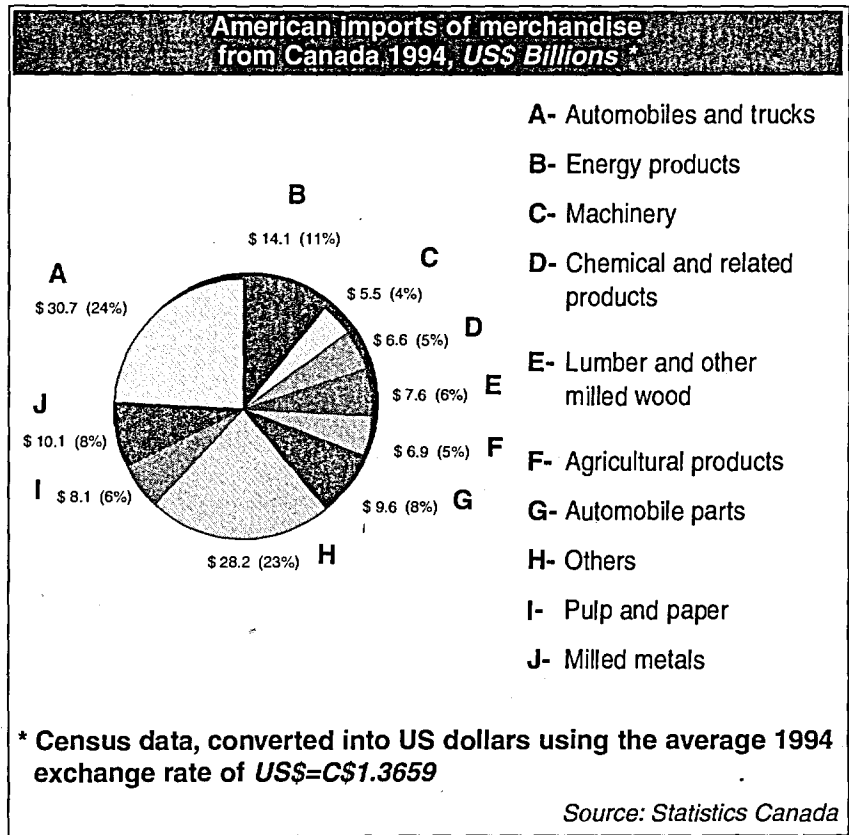
### Positive Factors for Trade

Many factors make the United States an attractive market for Canadian SMEs and new exporters.

Geographic proximity is an obvious advantage in terms of accessibility. Moreover, due to the extensive economic, political and cultural similarities between the two countries, the U.S. market is easier for Canadians to enter and offers a multitude of potential outlets for Canadian businesses, including SMEs.

The U.S. market also offers Canadian companies an opportunity to familiarize themselves with the various facets of exporting in a market which resembles their domestic market. This is a considerable advantage. It not only opens the way for the Canadian company to expand its activities but also allows it to acquire exporting experience which is vital for tackling other, much more complex international markets.

In this sense, success in the U.S. marketplace is incontestably a major plus for a Canadian business which is thinking of tackling other markets elsewhere in the world.



## EXPORT OVERVIEW

The U.S. market is the leading destination for Canadian exports. In 1994, nearly 82 per cent of all Canadian foreign sales were to the United States.

Valued at \$178 billion, this

was a year-over-year increase of 22.8 per cent.

Canada's \$33 billion increase in exports was barely Cdn \$7 billion

Continued on page IV — United

# SHARING TRADE SECRETS

## BACKING INTO U.S. MARKET NO ACCIDENT

*Selling safety features is the easiest thing in the world -- in theory -- but when it comes to practice, it can be a tough sell, even with the best of products like those of Global Sensor Systems Inc.*

The small Mississauga-based company has been manufacturing and selling infrared sensor systems to prevent vehicle backing accidents for close to 19 years.

But that doesn't mean that it has hit the big league, with annual sales of just \$1 million, some 70 per cent to the U.S.A.

"It's a difficult market to push," says Global's General Manager Ray Glenn. "It's a long process and it takes a lot of discipline," he admits, "because everybody talks about safety but few people are willing to spend on it."

### Superior product

There are three basic types of infrared sensors, explains Glenn: heat sensing (as used by police); motion detecting (as in the motion-sensitive lamps); and Global's (an active modulated infrared system).

"Our sensor, which is mounted on the back of a vehicle, is automatically energized when the vehicle is backing up," explains Glenn, "so that any object — hot or cold, moving or stationary — coming within the range of the sensor will automatically activate the brakes."

In addition to bringing the vehicle to an immediate stop, the sensor control box will flash a yellow

signal light as well as emit an audible warning to the driver.

In the event the vehicle must be backed up tight to an object (i.e. loading dock), the driver can override the automatic braking fea-

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Global's most active market lies in the highly populated U.S. Eastern Seaboard, with the City of New York being one of its best customers.

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ture. A red light will illuminate and the sonalert will begin to sound intermittently on the control box. This intermittent audible warning will change to a solid audible warning when any object enters the sensor range.

"This way," say Glenn, "we have the risk problem covered three ways: automatic stop as well as visible and audible warning."

According to Glenn, many companies have come on the scene with competing technologies, but none has been able to perform competitively with Global's active modulated infrared system.

### U.S. key market

"Several U.S. companies have tried to take over our business," admits Glenn, "but all unsuccessfully, including a larger U.S. firm that recently devised an ultrasonic technology.

"As a matter of fact," says Glenn proudly, "we have inherited

that company's business too."

Small wonder as the 9-employee strong privately-held company started exporting to the U.S.A. almost from the word go. With improvements and modifications to the control box and sensors over the years, it continues to outperform the competition, including documented cases where the system

has saved lives.

Global's most active market lies in the highly populated U.S. Eastern Seaboard, with the City of New York being one of its best customers.

But in addition to distributors in Florida and Georgia, the company is starting to put more and more effort into the U.S. West and South West.

As part of that strategy, Global will be participating in the upcoming Waste Expo '96 to be held in Las Vegas in May.

"We have always made good use of trade show participation along with the Federal Government and backing from the Department of Foreign Affairs and International Trade," says Glenn.

"The Canadian Embassy and

*Continued on page V*  
— U.S. Key Market



# SHARING TRADE SECRETS

## VANCOUVER COMPANY SEES THE WORLD AS CLEARLY CANADIAN

*Hard work, aggressive marketing and a distinct product have contributed to the meteoric rise of the Clearly Canadian Beverage Corporation.*

Established only eight years ago in Vancouver, the 90 per cent export-based company has already seen its annual sales soar to \$175 million -- and that was five years ago.

Although current North American (excluding Mexico) sales have stabilized at \$80 million, the company is actively pursuing new markets in Europe and Asia, as well as maintaining its momentum in the U.S.A. which accounts for 70 per cent of its exports.

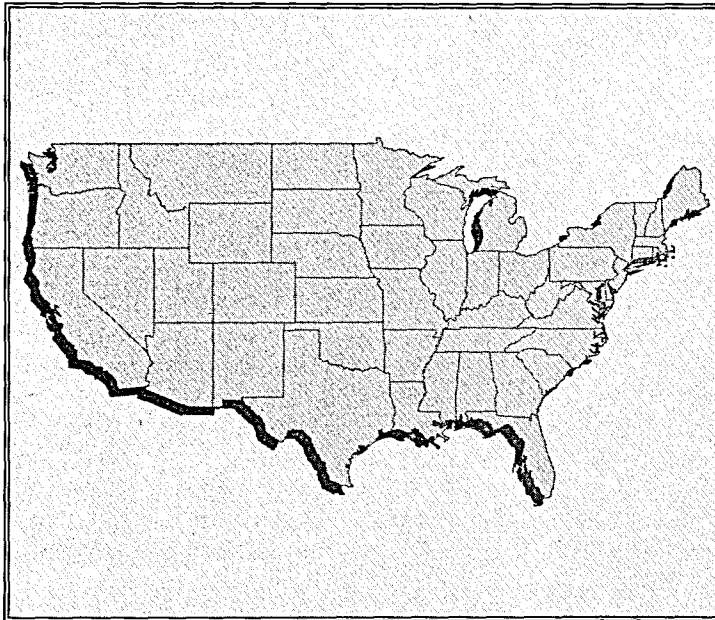
**U.S. market tough**  
"Not that it's easy going south of the border," says Clearly Canadian's Chief Operating Officer Glen Foreman; "that's where we face a very cut-throat U.S. competition," he admits.

But the company has certain things going for it, in addition to its very distinctive products.

"For one," says Foreman, "we operate in a niche market -- which has gone from \$1 billion to \$5 billion recently -- as an alternative beverage to the various big name soft drinks.

"In addition, we bank on a very strong premium image, that of an imported Canadian product, and that in itself is quite significant," he says.

Since starting its first distributorships in California in 1988 --with less than \$2 million in sales -- Clearly Canadian is now selling in all 50 States (as well as all 10 provinces).



### Follow a good game plan

How did the company spread its wings so fast?

"We have received good assistance from the Canadian Embassy," says Foreman, "in identifying solid partners; and we have also attended trade shows that are supported by the Department of Foreign Affairs and International Trade.

Department of Foreign Affairs and International Trade.

"In addition," he says, "when we plan a new strategy, we develop a plan and we stick to it."

Clearly Canadian makes three products, all from spring-fed water: artesian water; sparkling water; and by far the most popular, flavoured sparkling water.

For more information on the 57-employee company and its products, contact Chief Operating Officer Glen Foreman. Tel.: (604) 683-0312. Fax: (604) 683-2256.

# United States – Gateway to World Markets – Continued from page I

less than the total value of Canadian exports to all other countries — underscoring, in global market terms, the importance of the U.S. market to Canada.

During the same period, Canadian exports of services to the U.S. totalled \$17.8 billion.

Exports to the U.S. are the most important international factor in economic growth and job creation in Canada.

Over 1.5 million Canadian jobs depend on trade in goods and services between the two countries and 25 per cent of Canada's gross domestic product (GDP) is directly related to this trade.

In 1993, the value of goods and services exported to the U.S. by Ontario, Quebec and Alberta exceeded the total value of Canadian exports to Japan, Germany, the U.K. and South Korea combined.

## Direct Investment

Direct investment is another very important element in this picture.

U.S. direct investment in Canada totalled \$96 billion or 65 per cent of all foreign investment (\$148 billion at the end of 1994) in Canada. Canadian direct investment in the U.S. totalled \$67 billion or 53 per cent of all Canadian direct foreign investment (\$125 billion at the end of 1994).

## Tourism

The U.S. is the leading international player in Canada's tourism industry. In 1994, American travellers, for business or pleasure, made 34.8 million trips to Canada, a 6.9 per cent year-over-year increase. These trips generated a total of \$5.7 billion in receipts, up from \$5.1 billion in 1993.

Canada's tourism balance deficit with the U.S. shrank by about \$1.7 billion.

## Profound Change A Business Constant

*In recent years, the U.S. market has undergone profound change.*

*The continuous introduction of new technologies, the recession of the early 90s, the passage of the FTA and NAFTA, and the World Trade Organization agreement in January 1995, have led to a restructuring of the U.S. economy.*

*The U.S. market remains an important outlet for Canada's traditional manufactured goods, but growing numbers of Canadian suppliers of knowledge-based goods and services are also looking to the U.S. market to drive their growth (See sectors pp. VII-VIII).*

## FTA, NAFTA Improve Access, Opportunity

The progressive lowering of tariffs as a result of the FTA is continuing under NAFTA, rendering the U.S. market still more accessible to Canadian businesses in the natural resource, manufactured goods and consumer goods sectors. Tariffs for those sectors will be completely eliminated by January 1998.

NAFTA has extended the already-significant liberalization of trade under the FTA to strategic, high-value-added and high-tech industries such as the environment, service industries, information technologies, medical and health-related goods and services, biotechnology and others.

One of NAFTA's major effects has been to give Canadian businesses better access to U.S. federal government procurement contracts. Canadian companies now can bid on all large U.S. government construction projects and use Canadian-made building equipment and materials for the work.

Thanks to NAFTA, the U.S. market now offers Canadian entrepreneurs, suppliers and service companies more outlets.

The same applies to Canadian companies in the environmental sector, particularly for the clean-up or restoration of sites contaminated by U.S. government de-

*Continued on page V — FTA*

## FTA, NAFTA, Improve Access

— Continued from page IV

fence or energy production facilities. Canadian service firms now have better access to both public and private contracts.

The two free trade agreements also have increased the two countries' already-close economic integration.

The total value of two-way trade between the U.S. and Canada, including the flow of goods, services and investment, was \$402 billion in 1994.

During the six-year period following the coming into effect of the FTA in 1989, total two-way trade between Canada and the U.S. increased by 62 per cent.

## Approaching Regional Markets

People generally speak of six major markets in the U.S.: the Northeast, the Southeast, the Southwest, the Northwest, the Midwest and the Texas/ Louisiana/New Mexico region. But further research is called for.

For example, setting up shop in a major distribution centre is not always enough to guarantee that distribution contracts will automatically give access to the entire U.S. market. In fact, that is the exception.

National distribution networks do exist in some niches. In most cases, however, one must approach each major centre with a different operating procedure. Hence the strategic importance of the Canadian Embassy in Washington, Canada's ten consular offices and the eight satellite trade offices, particularly for SMEs, which do not necessarily have the necessary resources to find and assemble all the essential data and intelligence on the target market.

The company must carefully assess a series of factors, based always on its activities, its objectives, market conditions and other conditions. Proximity to the target market will often work to the company's advantage.

It would, therefore, be logical to look first to border states as export markets. But in some sectors, a less conventional approach may produce better results and a surer and more lasting success.

## United States key market — Continued from page II

Consulates are also very helpful," he adds, "and we have always been very well received."

### Educating the customer

Although most of Global's infrared sensor systems are sold to big waste disposal companies, they can be used on a wide range of vehicles, from street sweepers and garbage trucks to front-end loaders and city buses, with a recently developed heated sensor for snowplough applications.

But according to Glenn, there is still much reluctance to spend the necessary money on safety systems.

"We have done a lot of work with school buses from time to time, and have even built prototypes

for free, but with little result," admits Glenn.

He is convinced that what will ultimately give a big push to sales is when insurance rates will be so much lower for vehicles equipped with such a safety system.

Safety-conscious Global has just added another product to its list: it has recently become the distributor for the Sony Watchcam Automotive Camera/Monitor that gives drivers a wide-angle view that lets them see into "blind spots".

For more information on Global Sensor Systems Inc. and its products, contact General Manager Ray H. Glenn. Tel.: (905) 507-0007. Fax: (905) 507-4177.

# DFAIT's EXPORT STRATEGY

In view of recent trends in North American and world trade, Canada's Department of Foreign Affairs and International Trade (DFAIT) has revised its export strategy to promote the development of Canadian SMEs.

DFAIT's **U.S. Business Development Program** focuses on an integrated conception of the expansion of trade and the development of investment and technology. Its priority is knowledge-based and value-added activities, including the production and distribution of market intelligence and data by electronic or other means.

The program primarily targets the following priority sectors: computer technologies (hardware and software), the environment, services, biotechnology, telecommunications and cultural industries.

The objective is to offer SMEs support by giving them access to knowledge and reliable business information on export prospects, investment, strategic partnerships, technology transfers, market access and competition. They also receive the benefit of a network of resource persons who can provide them with guidance in becoming export-ready.

Other elements of DFAIT's export strategy are designed to promote and encourage the formation of strategic partnerships; technological input, and the development of export capabilities.

## Investment

One of the main elements of DFAIT's strategy centres on promoting investment in Canada.

Through a more systematic approach and better integration of the investment component of the corporate liaison program direct-

ed at senior U.S. executives, DFAIT's United States Business Development Bureau will work to influence the investment decision process in Canada's favour and to identify the factors which influence that process.

DFAIT will use the "Team Canada" approach, working in close co-operation with provincial and local economic development agencies on initiatives to maintain and develop Canadian subsidiaries of foreign companies.

DFAIT's United States Business Development Bureau will further cultivate financial and other intermediaries. In particular, it will continue to direct its efforts towards U.S. business location consultants. This influential group of professionals sets the trend for the selection of attractive investment sites in the North American market.

The annual comparative survey of the Canadian and U.S. cities with the most attractive investment prospects and close co-operation with U.S. business location consultants are the tools DFAIT will use to promote Canada as a choice investment location.

In addition, the development of an effective promotional program with venture capitalists and other financial intermediaries will assist Canada's technology-driven SMEs in attracting growth capital and strategic support to sustain their development, the marketing of their goods and services, and the expansion of their activities in international markets.

## Tourism

The creation of the Canadian Tourism Commission (CTC) will give Canadian tourism businesses new potential outlets in Canada's

most important tourism market, the United States.

The CTC has spent nearly \$20 million of its budget on activities related to the U.S. market, in addition to other monies derived from projects carried out jointly with the Canadian tourism industry.

Through personnel assigned to tourism at headquarters and in Canadian missions in the U.S., DFAIT provides companies with market intelligence and administrators, on behalf of the CTC and other Canadian tourism industry stakeholders, tourism marketing programs and activities.

## NEBS Program

A main objective of DFAIT'S strategy is to encourage increased SME participation in numerous and diverse market promotion activities in the United States.

The **New Exporters to Border States (NEBS)** program, an intensive training program intended for business representatives, is an important instrument for the achievement of this objective.

NEBS encourages Canadian companies which do not currently export to look to markets in U.S. states bordering on Canada, to consider them as a natural extension of their Canadian market.

This program is intended exclusively for SMEs; it gives them access to practical information on complex aspects of exporting and offers them an opportunity to familiarize themselves, in concrete terms, with the U.S. market.

Over the past ten years, the program has yielded highly satisfactory results by helping Canadian businesses carve out a place as exporters in the U.S. market and later, elsewhere in the world.

## MOST PROMISING SECTORS FOR CANADIAN EXPORTERS

### Computer Technology (hardware and software)

It is estimated that the U.S. market for computer hardware, software and services will be worth \$250 billion in 1996, accounting for nearly half the world market for this industry. The market for office computer workstations will continue to stimulate the sector's growth while markets for main computers and minicomputers are in decline.

The arrival of increasingly powerful micro-processors, such as Intel's latest generation P6-133 MHz, and 32-bit operating systems, such as Windows 95 and OS/2 Warp, will stimulate the development and production of new, faster and more powerful applications.

Voice processing technologies also will be important and the U.S. market will continue to avidly seek the most innovative and attractive products in all segments and sectors of the market.

### Environment

The U.S. environmental market offers Canadian companies in this sector truly exceptional opportunities. The technology and know-how of Canadian companies put them in a very advantageous position when it comes to meeting the demand. Moreover, Canadian companies now can bid on major U.S. government environmental restoration projects.

The current value of Canadian environmental exports to the U.S. is estimated at approximately \$1 billion. The U.S. market for environmental goods and services is estimated at over US \$130 billion. This market is expected to grow by approximately 5 per cent per year. Its value should, therefore, increase to US \$171 billion by the end of the decade.

### Services

The U.S. business services and professional services sector continue to be very dynamic and, thanks to the FTA and NAFTA, Canadian service firms have access to important new outlets in the U.S. business and federal government procurement markets.

Canadian companies are succeeding in marketing their services in the very competitive U.S. market by demonstrating an innovative spirit, by responding promptly to market dynamics, and by

exploiting niche markets. Assets, as well, are their excellent reputation, their experience in international markets, and the favourable exchange rate.

Business services and professional services rank second after automotive goods among Canada's world-wide exports. These services also make up the largest category of invisible bilateral trade (i.e. non-merchandise trade) with the United States.

Approximately 60 per cent of all Canadian exports of services are destined for the U.S. market. With the continuing North American trend towards a services-driven society, it is expected that this sector will remain one of the main growth sectors in both Canada and the U.S.

Particularly attractive outlets for Canadian businesses are found in sub-sectors, including consulting engineering, construction, the environment, geomatics, information technologies, transport, architecture and interior design, accounting, business studies and training, and consulting in finance, health care and management.

### Biotechnology

The U.S. biotechnology sector includes some 1,300 companies (mostly SMEs) and employs 100,000 people. Approximately 35 per cent of them work in therapeutic products, 28 per cent in diagnostics, 18 per cent in by-products and supplies of biotechnological origin, 8 per cent in agricultural biotechnology, and 11 per cent in other biotechnological fields. In 1994, the U.S. biotechnology industry recorded sales totalling \$8 billion, a 10 per cent year-over-year increase.

U.S. biotechnology companies are receptive to the idea of undertaking mutually beneficial research projects in collaboration with foreign companies. This receptiveness opens many opportunities for strategic partnerships and joint ventures between Canadian and U.S. companies, which would enable both parties to realize the following objectives, among others: raising the necessary capital, developing technology and obtaining easier access to the immense U.S. market.

In 1995, Canadian biotechnology companies realized strategic partnerships, totalling \$75 million, with U.S. companies.

As companies show profits and an improved return on investment figures, there is an evident return of venture capital to the North American biotechnology sector. In 1992 (the last year for which

## MOST PROMISING SECTORS FOR CANADIAN EXPORTERS

figures are available), 22 per cent of the activity of venture capital firms was related to biotechnology. Canadian companies have the opportunity to capture some of this investment.

As well, the consolidation and restructuring of the industry — leading to the cooperation of biotechnology and pharmaceutical companies in research and development, trials, and marketing — will produce opportunities for Canadian companies in contract research and manufacturing.

### Telecommunications

Telecommunications imports by the United States increased in 1994 to an estimated Cdn\$26 billion. While a large proportion of these imports were products which Canada does not produce, (e.g. facsimile machines), Canadian industry has, nonetheless, captured more than a 10 per cent share of the import market.

The United States is the primary export market for Canadian telecommunications companies. In fact, the vast majority of Canadian manufacturers in this sector export some of their production to the United States.

The United States will continue to offer numerous export opportunities for Canadian firms. For example: the trend toward the deployment of fibre optic cable at the local level will generate growth in both fibre optic equipment and new network equipment; the development of wireless personal communications services will increase demand for radio base-station equipment, satellite antenna systems, and new wireless customer premises equipment.

Canadian companies have developed strength in the growing field of computer-telephone integra-

tion. Growth continues strong at the grass-roots level, with expansion of Internet use increasing, cable TV subscribers increasing at two million per year, and cellular telephone subscribers increasing at 8 million per year.

### Cultural Industries

The U.S. arts and culture industry is dynamic and complex. It includes cinema and video, recording, publishing, performing arts and visual arts. The cultural sector is a highly lucrative market for Canadian show business.

The most flourishing sectors are publishing — both royalties and finished product — which generated \$120 million in 1994, and cinematography, which is estimated at \$132 million (for U.S. television shows and films shot in Canada). The U.S. market is also interested in Canadian recordings, performing arts and visual arts.

This market is a natural extension of the Canadian market. Canadian companies have an advantage over other countries when it comes to doing business with Americans. The two countries' geographic and cultural proximity foster the formation of solid business relationships. Everything that sets Canada apart, in fact or fiction, from its southern neighbour seems to work to Canada's advantage. This observation applies to all cultural media. Consequently, this market offers Canadian show business highly attractive outlets for the years to come.

In its latest foreign policy statement, the Canadian government stressed the importance of projecting Canadian culture and values as a means of affirming Canada's presence and enhancing its influence in the world. This strategy will promote increased exports of Canadian cultural goods and services.

## CONTACTS

Persons wanting more information may contact:  
United States Business Development Bureau  
Foreign Affairs and International Trade  
125 Sussex Drive  
Ottawa K1A 0G2  
Tel.: (613) 944-9480  
Fax: (613) 944-9119

For more information on exporting and on DFAIT programs, please contact one of the following services::

InfoExport: 1-800-267-8376  
(Ottawa area 944-4000)  
FaxLink: (613) 944-4500  
DFAIT BBS: 1-800-628-1581 (by modem)

# The Quebec Software Promotion Centre Focuses on Mexico, the U.S. and Singapore

As part of its activities to assist the producers of software in Quebec, the Quebec Software Promotion Centre (QSPC), a non-profit organization created in 1990, has organized the following events:

**Trading with Mexico — March to June, 1996:** Trade missions giving participants an opportunity to meet with possible partners selected beforehand by the Centre. QSPC representatives accompanying.

**US Partnerships. Boston, April 1996:** A one-day meeting of software stakeholders from Quebec,

Massachusetts and New Hampshire.

The QSPC will also be organizing round tables on the software market in Singapore and the United States on April 24 and June 12, 1996, respectively.

In order to attend these events, companies must register with the Quebec Software Training Centre and must pay fees varying in accordance with their chosen activity.

For further information, contact the QSPC at (514) 874-2667.

## U.S. Customs and Border Business — *Continued from page 1*

Customs experts freely offer their expertise.

### Mutually Beneficial

The seminar strategy should benefit both Customs and the trading public.

Increased voluntary compliance will allow Customs to concentrate its resources in those areas that pose the greatest risk regarding possible circumvention of the law.

Voluntary informed compliance on the trade public's part can reduce lengthy and costly border delays.

### Seminar Benefits

There are many tangible benefits, only a few of which are enumerated here, that can result from participation in these seminars/workshops:

\* Understanding the Harmonized Tariff System can assist an exporter in determining the correct classification to be applied to its goods.

\* A greater knowledge of the intricacies of the North American Free Trade Agreement (NAFTA) can reduce the potential of denied claims.

\* Knowledge of regulatory issues (e.g. trademark-copyright,

quota and consumer product safety) can ensure that an exporter's goods will not be denied access to the U.S. marketplace.

\* Understanding U.S. Customs appraisal regulations will help to ensure that a company will not be faced with additional duty bills.

\* Familiarity with country-of-origin marking regulations can expedite the release of merchandise at the border.

\* Knowledge of cargo documentary requirements can prevent delays in entering goods into the United States.

### Seminar Setup/Contact

The seminars — at which U.S. Customs Service provides the experts at no cost — usually last a half day and wrap up after a lunch where individual companies may have a one-on-one appointment with a Customs expert.

The seminar co-sponsor (exporters/associations in the community) provide the meeting facility.

Information on becoming a co-sponsor or on the seminar series in general is available from Ms. Marcia Grove, Commercial Officer, Canadian Consulate General, Buffalo, New York, Tel.: (716) 858-9555; Fax: (716) 852-4340.

### U.S. Customs Seminar 1996 Schedule

*Following is the "working schedule" listing the Ontario locations, sectors, tentative dates and contacts for the series of U.S. Customs Seminars, organized in cooperation with the Canadian Consulate General in Buffalo and with the U.S. Customs Service.*

\* **Richmond Hill** — Computer Hardware — April 17 — Mary Palmer (tel.: 416-325-6663); John Santarose (tel.: 905-771-8800).

\* **Mississauga** — Automotive/Parts — May 15 — Molly Fitzpatrick (tel.: 416-620-4220; fax: 416-620-9730).

\* **London** — Telecommunications — May (TBD) — Rick Bain/Howard Atkinson (tel.: 519-661-4957).

\* **Toronto** — Apparel — June (TBD) — Bob Kirk (tel.: 613-231-3220).

\* **Whitby** — Machinery/Machine Tools — September (TBD) — Peter LeBel (tel.: 905-686-2621).

\* **Ottawa** — Telecommunications — October (TBD) — Tracy Long (tel.: 613-236-6550).

\* **Burlington** — Agriculture — November (TBD) — (tel.: 905-572-2253).

## BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**INDIA** — A company is looking for a **business partnership** that will assist in the **transfer of technology, particularly in application software, multimedia, system integration and training.** Contact Shiva Kumar, Director, Cybermate Infotek Limited, Hyderabad, India, Tel.: +91 (40) 317-001; Fax: +91 (40) 312-697; e-mail: cybermate@soft.soft.cmc.net.in

**MEXICO** — An inquiry has been received by the Canadian Embassy in Mexico City for **used shrimp boats** in good working condition. Interested parties should provide the embassy with detailed specifications for each boat, price quotation, conditions of sale, name of a contact person, telephone and facsimile numbers. Contact J. Antonio Pahnke, Commercial Officer, Canadian Embassy, Mexico City, Tel.: (5) 724-7900; Fax: (5) 724-7982.

**NEW ZEALAND** — A representative for a company here requires **new or used machinery for the wire industry** (wire-drawing equipment, mesh welding machines). Contact Frank Fileccia, President, Surplus Supply Ltd., Fort Frances, Ontario, Tel.: (807) 274-2988; Fax: (807) 274-8351; International Trade BBS: (807) 274-1771.

## PUBLICATIONS

### Strategis: Coming to a Personal Computer Near You

Industry Canada, in co-operation with private-sector partners, will soon be introducing *Strategis*. A comprehensive source of on-line business information, *Strategis* is designed to help Canadian enterprises find partners, evaluate foreign markets, form alliances and develop new technologies and processes.

*Strategis* offers direct access to Industry Canada's extensive information resources which include over 60,000 reports, 500,000 pages of searchable text, 2 gigabytes of statistical data, and links to other business information databases. In addition, *Strategis* uses a state-of-the-art search mechanism that allows easy access to its many databases.

#### What One Finds

This is what one can expect to find in *Strategis*:

**Industrial Perspectives:** Through Industry Canada's *INSIGHT* databases users can access detailed information about Canadian industry sectors and developments.

**Micro-economic Research and Analysis:** Newsletters and monthly economic indicators in easy-to-read graphic formats will keep users informed of the latest economic trends and changes.

**Technology and Innovation:** One can learn about the latest technology developments and opportunities from a variety of sources such as *DISTCover*, with more than 35,000 technologies from over 40 countries, as well as the *Canadian Technology Network*, the *Canadian Technology Gateway*, and *Trans-Forum*.

**Markets, Trade and Investment:** With the *Canadian Company Capabilities* database,

a user can locate the company, product, service and technology information needed to complete a business venture. Information on products in demand, market conditions, competitors and business opportunities abroad is available from the *International Business Information Network*, and through *Trade Data On-line*, one can search detailed import and export data.

**Business Managing:** Via the *Management Information Network*, one can gain valuable information on management experts, products, services and organizations to help one manage one's business. In addition, the *Government Programs* database is a one-stop source of detailed information on the business programs and services of 21 federal government departments and agencies.

**Marketplace Services:** A user can take advantage of government services related to Canada's regulatory business environment in areas such as competition, bankruptcy, incorporation, and intellectual property, to name a few.

#### Access/Contacts

*Strategis* can be accessed through distribution partners, Canada Business Service Centres in major cities across Canada, and 271 Community Access points.

For more information on *Strategis*, contact Strategic Information Branch, Industry Canada, 235 Queen Street, Ottawa K1A 0H5 — Daniel Lussier at (613) 952-1287/lussier.daniel@ic.gc.ca or Lucie DeBlois at (613) 957-8417/deblois.lucie@ic.gc.ca



# BUSINESS AGENDA

**Calgary** — April 15-19, 1996 — **Conference on Oil and Gas Opportunities in Gabon**, organized by the Department of Foreign Affairs and International Trade and the Canadian Embassy in Gabon, for companies engaged in oil exploration and production and for suppliers of services and equipment in the oil industry. Contact Douglas M Caston, International Trade Centre, Calgary. Tel.: (403) 292-6409. Fax: (403) 292-4578. E-Mail: caston.doug@ic.gc.ca

**Hamilton** — April 10, 1996 — **Montreal** — April 16, 1996 — **Fredericton** — April 17, 1996 — **Making Trade Shows Work** is a series of workshops presented by Barry Siskind for show co-ordinators, sales managers and staff who are involved in trade fairs. For information, contact International Training and Management Company, Tel.: 1-800-358-6079 or (519) 927-9494; Fax: 1-800-358-6084 or (519) 927-9493.

**Montreal** — April 10, 1996 — **Information on International Financial Institutions** (World Bank, Asian Development Bank, etc.), which provide more than US\$40 billion per year on capital projects around the world, will be provided at this session organized by the International Trade Centre, Industry Canada and Info Entrepreneurs/Montreal Chamber of Commerce. Information/reservation contact is Maurice Kasper, Montreal, Tel.: (514) 496-5920; Fax: (514) 496-5934.

**Cross Canada** — April 16, 1996 — May 1, 1996 — The Export Development Corporation (EDC) spring series of "Let's Talk Risk" workshops will include:

- \* Critical information on the current economic and trade environment.

- \* Copy of EDC's *Country Risks & Opportunities* reference book.

- \* Speakers, open discussions on key export markets.

- \* Sharing experiences with other exporters.

- \* One-on-one meetings with EDC personnel.

The workshops will be held in: **London**, April 16; **Ottawa**, April 18; **Saskatoon**, April 23; **Calgary**, April 24; **Kelowna**, April 25; **Toronto**, April 30; **Montreal**, May 1.

To register, contact the nearest EDC regional office: **Vancouver**, tel.: (604) 666-6234; **Calgary**, tel.: (403) 292-6898; **Winnipeg**, tel.:

(204) 983-5114; **London**, tel.: (519) 645-5828; **Toronto**, tel.: (416) 973-6211; **Ottawa**, tel.: (613) 598-6850; **Montreal**, tel.: (514) 283-3013; **Halifax**, tel.: (902) 429-0426.

**Calgary** — April 22-24, 1996 — **An Asia Export Marketing Seminar and Buyers Mission** will provide Canada's food and beverage industry exporters with an opportunity to get a handle on market prospects for their goods and services in four Asian countries.

The seminar (April 23) will feature up to eight speakers representing the retail, import/distribu-

*Continued on page 8 —  
Business Agenda*

## US\$14 Billion at Stake

### Seminars Explore China Procurement Market

Suppliers of equipment and/or consulting services for procurement projects in China are unlikely to miss **Asian Development Bank and World Bank Seminar on China Procurement** being held this month in four Canadian cities.

The Asian Development Bank and the World Bank, over the next three years, will lend US \$14 billion to Chinese Executing Agencies to implement developmental projects in energy; transport and communications; agriculture and agro-industry; industry and finance; urban development; health and education; and environment.

The seminars will feature senior Canadian trade officials attached to the Asian Development Bank, the World Bank and the Canadian Embassy in

Beijing — all of whom can help open doors to procurement opportunities in China.

The seminars also will offer practical advice on assessing Canadian International Development Agency (CIDA) and Export Development Corporation (EDC) financing support and the opportunity to network with internationally-oriented business contacts.

The seminars will be held in: **Montreal**, April 17; **Toronto**, April 19; **Calgary**, April 22; and **Vancouver**, April 24.

For a complete program and application for registration, contact the Canada China Business Council, Toronto, Tel.: (416) 954-3800; Fax: (416) 954-3806; E-mail: 102521.513@compuserve.com

## CIBS Compendium On-Line — Continued from page 1

Based on *Canada's International Business Strategy (CIBS)*, as described in the February 19 issue of *CanadExport*, this new on-line service is designed to help businesses cut through the confusion, and get to the pulse of government-sponsored events.

A few key strokes at a computer terminal allows businesses from coast to coast to locate the latest detailed information on export trade events which the federal and provincial governments have planned in Canada and abroad. By looking into any one of 22 different industrial groups, users will be able to find what is happening, where, and when; a description of the activity; and the name, telephone and fax number of the person responsible. Since the *Compendium* will be regularly updated by Team Canada co-ordinators coast to coast, businesspeople will know what is available, and how to take advantage of it.

### Government Blueprint

The *Compendium* is an integral part of *CIBS* for 1996/97, the blueprint of how the federal and provincial governments will spend their international business development resources over the coming year.

A Team Canada initiative, the *CIBS* is the result of close collaboration between 22 federal departments, the provinces and territories, and the private sector.

### Opportunity for Input

By reading the strategies, and

consulting the *Compendium* to see how the strategies will be implemented, businesses will not only be able to keep abreast of initiatives that can assist them to "go global, win global", they will also have a basis on which to provide input to the refinement of the sector strategies for next year and to state whether the various planned activities are what they need, when they are needed.

### World Wide Web

The *CIBS Compendium* and the sector strategies are all available on-line through the Internet on the Department of Foreign Affairs and International Trade's World Wide Web site: <http://www.dfait-maeci.gc.ca>

For those businesses which may not have access to the Internet, current information on export development activities may be obtained from any of the International Trade Centres located across Canada.

## H. A Simons Ltd.

Continued from page 3

the country make Chile a target market for our business activity."

Simons' Mining Division — a relatively newcomer to the company — has already been able to obtain several mining studies, and is pursuing some major mine development work.

The 75-year old and 30 per cent export-based company — with some 3,000 employees in Canada (Vancouver, Calgary, Edmonton, Montreal) and another 1,500 in the U.S.A. — has a good network of contacts in Chile and many other parts of the world.

"But we still maintain excellent relations with Canadian Embassies in these countries," says Luxardo.

For more information on Simons and its projects in Chile, contact Vice President Latin America, Jack Luxardo. Tel.: (604) 664-4975; Fax: (604) 664-5230.

## Business Agenda — Continued from page 7

tion and food service sectors in their respective countries: Japan, Korea, Hong Kong and Taiwan.

One-on-one meetings on April 24 will allow Canadian companies to promote, and get feedback on, their products from Asian buyers — who also have been invited to attend the **7th Annual Grocery Showcase West** (April 21-22), a conference and trade show with over 200 exhibits of food products, equipment and services.

For more information on the **Asia Export Marketing Seminar and Buyers Mission** (organized by Agriculture and Agri-Food Canada in conjunction with other federal, provincial and industry partners), contact the Alberta Food Processors Association, Edmonton, Tel.: (403) 444-2272; Fax: (403) 483-7590.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT

~~LA BIBLIOTHEQUE~~  
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Vol.14, No. 7

April 15, 1996

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## Canada Scores Big at CeBIT '96

RETURN TO DEPARTMENT OF FOREIGN AFFAIRS  
RETOURNER A LA BIBLIOTHEQUE DU MINISTERE

More than 60 Canadian information technology companies exhibited their products with great success at CeBIT '96 which was held in Hannover, Germany, March 14-20.

The 35 companies in the Canada Pavilion alone negotiated 151 distributorship and agency agreements and 54 joint ventures and strategic alliances. Contracts worth \$3.7 million in short-term sales were also signed, with a further \$81.9 million projected over the next three years.

CeBIT is the world's most widely attended and comprehensive showcase of information systems, office automation, telecom-

munications products and services. This year's event attracted more than 6,500 companies from some 60 countries and 600,000 visitors.

Industry Canada hosted a World Wide Web Internet site through which visitors could obtain information about leading-edge Internet product suppliers and link directly to their Web sites.

Under the theme *Canada in Cyberspace*, the site featured short profiles of over 50 Canadian suppliers of Internet products, including hardware, software, information services, authoring tools, modems, routers and firewalls. Each profile con-

tained both Web and E-mail links, allowing direct contact with the company.

### Canada's IT&T Sector

Canada's information technology and telecommunications (IT&T) sector generated \$54.6 billion in revenues in 1994, an increase of 10 per cent from 1993. The contribution to Canada's gross domestic product was over \$30 billion in 1994, up from \$27 billion in 1993. There are about 15,000 firms in the IT&T sector employing more than 300,000 people.

### Business at CeBit

Following is a summary of some of the business activities carried out by Canadian companies at CeBIT '96.

ANILLUSION Technologies Inc. of Quebec City introduced Mirage FX, a stereoscopic 3D

*Continued on page 4 - CeBit*

### Record Business

## EDC Launches New Small Business Finance Group

Reflecting the continued robust growth of Canadian exports, Export Development Corporation (EDC) reported record business volume of \$17.2 billion in 1995, up 48 per cent from a year earlier.

The Corporation also unveiled a new group to better serve the needs of small and medium-size enterprises (SMEs).

Support for small business customers — those with annual sales of up to \$5 million — increased 46 per cent in 1995 to \$600 million. Building on that

success, EDC will create a new SME services group including the Emerging Exporters Team (formed last year), a specialized product development team, and a new small business financing unit to expedite loans, guarantees and other medium- and long-term financial services for smaller exporters.

In releasing its annual results, EDC noted especially strong growth in its short-term credit insurance business, which rose 60 per cent to \$13 billion.

*Continued on page 6 - EDC*

### CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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# SHARING TRADE SECRETS

## Personal Contact Crucial To Chile Contract

*An innovative system, combined with a proven track record, helped launch a small Vancouver-based industrial process heat engineering firm into the world of exports — starting in Chile.*

Established 38 years ago, the family-owned INPROHEAT Industries Ltd. had been focusing almost exclusively on the Canadian market and, to a lesser extent, the U.S. market... until a call in the fall of 1994.

That's when it was approached by Compania Minera Cerra Colorado (CMCC) of Chile to look at novel ways of enhancing the copper recovery process at one of CMCC's mines.

### First steps

After a two-month investigation to assess the feasibility of adapting Submerged Combustion to the raffinate process, INPROHEAT was asked to submit a proposal worth some \$250,000 — "but a month elapsed," recalls INPROHEAT'S Director of Energy Systems, Steven Panz, "and we had not heard back from CMCC."

Coincidentally, a month later, INPROHEAT participated in a

workshop organized by Industry Canada and the Canadian Embassy in Santiago.

"While in Chile, we contacted the mine's third party consultant who advised that the mine was possibly considering more conventional heat transfer systems," explains Panz.

Sensing that the job might go sideways, Panz decided to fly to the CMCC mine site some 1,800 km North of Santiago.

### Face-to-face meeting

As it turned out, this was the first face-to-face meeting with the managers of the mine — INPROHEAT's original proposal having been made only through the mine's consultant.

"We had a good discussion and saw for the first time the actual mine site," says Panz. "At the same time," he adds, "management at CMCC saw that there

were some real people behind our proposal, and they were very impressed with a 20 x 30 colour photo of the proposed system presented. Even with detailed fax proposals," he adds, "this important visual aid was clearly worth 10,000 words!"

With a better appreciation gained by both parties during this crucial initial encounter, INPROHEAT returned to Vancouver one week later and resubmitted its proposal to CMCC, and it was accepted.

Although this initial project has been operational for only six months, the mine is convinced of the benefits of this unique Canadian technology, and recently awarded a second strategic contract to INPROHEAT, bringing total sales to the mine close to \$600,000 in under one year.

### Personal contact crucial

Panz realizes that if he hadn't travelled to the mine site and met face to face with the CMCC managers, INPROHEAT wouldn't have won the contract.

"Personal contact is crucial," advises Panz, "and a willingness to listen and work with the customers, understand their process requirements and be flexible to adapt to their needs."

That's exactly what INPROHEAT has been doing.

*Continued on page 3  
INPROHEAT*

CANADEXPORT

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# INPROHEAT Industries Ltd. — Continued from page 2

## Reputation based on innovation

The company's novel approach to copper heap leaching involves applying direct contact heating to the raffinate solution which thereby enhances the rate of copper recovery.

"For this application," says Panz, "we realize almost 96 per cent heat transfer efficiency, compared to CMCC's conventional indirect heating system which approaches 70 per cent efficiency. With our system," he says, "the mine is realizing substantial energy savings in addition to enhancing copper production."

As a matter of fact, INPROHEAT's launch into the world of exports is based on reputation, as the company had already provided innovative adaptation of its Submerged Combustion technology for a Rio Algom-owned potash mine in Saskatchewan in the early 1990s.

As for "choosing" Chile as its first export market? It so happens that CMCC is wholly owned by Rio Algom of Ontario; Rio advised the Chileans to approach INPROHEAT.

## Top-notch Canadian help

For a company that has built its reputation on quality service to Western Canada, exporting should prove equally successful, especially with expert help from

the Canadian Government.

Panz gives top marks to both Industry Canada and the Canadian Embassy for the workshop in Santiago and the environmental trade show, Eco Feria, that immediately followed it.

"The Embassy," he says, "has given us tremendous strategic information and good contacts for Chilean mines worth pursuing."

As for other Canadian companies interested in Chile, he highly recommends the services offered by the Canadian Embassy.

"They offer excellent advice," Panz says, "and show great enthusiasm for introducing Canadian companies to Chile. They work hard for Canadians and they are a real pleasure to work with."

INPROHEAT firmly believes that there is a real demand for innovative ideas, and that Canadian companies can find all the help they need from the Canadian Embassy in marketing their novel products and services.

## From domestic to international markets

After having CMCC switch to INPROHEAT's highly efficient heat transfer technology — a truly Canadian commercialized technology developed in B.C. —

Panz is highly optimistic of further successes in Chile where there are some 70 other opportunities to pursue.

"We plan to participate at EXPOMIN'96 in Chile in May," says Panz, "where we will have something very tangible to offer. Chileans are very enthusiastic to pursue innovative technologies," he adds, "to enhance the development of their resource-based industries."

"We feel privileged," Panz pursues, "that as a B.C.-based company we can compete abroad and have recognized that our sustained corporate growth definitely included export sales."

INPROHEAT plans to capitalize on its Chilean experience and pursue projects globally as demand for energy efficient technologies in virtually all industries becomes a necessity to ensure sustained growth.

Comments Panz: "We have only seen the tip of the iceberg in applying this technology."

For more information on INPROHEAT — with a total staff of 30 people in Vancouver, Edmonton and Winnipeg, and annual sales of \$12 million-\$15 million — and its services, contact company Director, Energy Systems, Steven Panz. Tel.: (604) 254-0461. Fax: (604) 254-6377.

## Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.



## New EDC Financing for Canadian Exports to Latin America

Canadian exporters selling their goods and services in Latin America can benefit from up to US\$80 million in new financing from Export Development Corporation (EDC).

The Corporation is putting in

place lines of credit with Latin American financial institutions, one of which will provide support in several countries where EDC did not previously provide coverage. The new arrangements include:

- US\$25-million line of credit with Brazil's largest bank, Banco do Brasil;
- US\$10-million line of credit with Banco Cafetero in Colombia;
- renewal of a line of credit

*Continued on page 7 — EDC*

## CeBIT '96 — *Continued from page 1*

graphics accelerator board specifically designed for virtual reality systems. The company also identified two German distributors and negotiated alliances with five organizations from France, Germany and Poland.

Toronto's **ARC Media Inc.** introduced several new CD-ROM titles, and signed two contracts worth \$4 million over the next three years.

**Argus Research** of Burnaby introduced the RSM 48/100 Modular Switched Mode Rectifier and Power System designed for central office applications worldwide, and identified 12 potential agents and distributors.

**Connect Tech Inc.** of Guelph expects to sign a \$250,000 contract and projects sales of more than \$3 million over three years as a result of its participation at CeBIT.

Ottawa's **Corel Corporation** introduced several new products, including Internet-related products, Corel Gallery, and Ventura 6.0 which allows users to publish information on the Internet and CD-ROM and as Hypertext documents.

Montreal's **Eicon Technology** introduced the Aviva Mainframe Edition, a display and

printer emulation program that enables users of Windows NT or PCs to gain fast, easy access to mainframe-based applications. In addition, Eicon will be the first company to provide worldwide ISDN support for Novell's Network Connect 2.0.

**Farabi Technology Corporation** of St. Laurent signed a contract with Israel, appointed six distributors in various countries, and established a joint venture with a multinational competitor.

**Lava Computer MFG Inc.** of Toronto introduced the Lava Link-650 Windows Communications Accelerator board to the European market. It also signed contracts with companies from the U.S., Denmark, the Netherlands, Australia, Germany and the U.K. Projected sales from CeBIT activity over the next three years are \$290,000.

Vancouver's **Mindflight Technology Inc.** identified 40 distributors or agents in France, Germany, Italy and the U.K., and negotiated alliances with companies in Italy, Spain and France.

**Network Sciences International Ltd.** of St. Laurent is projecting sales of \$5 million to \$8 million over three years from negotiations held at CeBIT.

**Optical Data Systems Inc.** of Penticton introduced CSI Express, a PC Windows-based program that allows users to display up to 20 full-colour, full-screen, high-resolution images from a single diskette. Each screen also can be individually linked to the Internet World Wide Web site. The company also announced an agreement with the National Hockey League and Turner Publications to produce a CD-ROM featuring 32 of the greatest international hockey players currently in the NHL.

### Information Sources

A detailed press kit of background information about Canada's information technology sector and CeBIT participation is available as follows:

On the **Internet** it can be found in two sections of the Department of Foreign Affairs and International Trade (DFAIT) Home-page menu: "What's new?" and "Information by subject, International trade." Access is through the WWW address: <http://www.dfait-maeci.gc.ca>

For **fax copies**, access DFAIT's FaxLink International at (613) 944-6500, using the handset and keypad on your fax machine.

For **electronic copies**, access DFAIT's InfoCentre Bulletin Board (IBB) by calling (613) 944-1581 from a computer modem.

# CANAD EXPORT



## Focus on Mexico

### Mexico — On the Road to Recovery

*Mexico has become one of the most open economies in Latin America. Its strategic geographic location with the United States and coastlines facing Europe and Asia is a natural gateway into Latin America, a region that is expected to become one of the largest markets in the world in the next quarter-century.*

A series of reforms in Mexico has seen trade barriers dismantled, state subsidies cut, regulatory controls abandoned, foreign investment encouraged and state enterprises eliminated or turned over to the private sector.

The 1994 North American Free Trade Agreement (NAFTA), which put Canada on a special trade footing with Mexico, was a high point of that economic transformation.

Unfortunately, the ensuing expansion and modernization also had its negative effects — as a rising current account deficit and large short-term debt put the Mexican peso under heavy pressure.

#### The Peso Crisis

As 1994 closed, Mexico's new President, Ernesto Zedillo, confronted a major crisis. When the new government attempted to peg its overvalued peso at a slightly lower rate, foreign investors quickly dumped it. Making matters worse, investors could suddenly see that nearly US\$30 billion in dollar-denominated short-term loans would soon come due, and Mexico was short on money. The government let the peso float, and it plunged downward.

These events triggered a se-

rious economic crisis. Mexico's gross domestic product (GDP) fell by about 7 per cent during 1995. Consumer spending was slashed, with imports of consumer products declining by 50 per cent. Inflation, for a time, surged past the 50-per-cent rate. Interest rates hit 60 per cent and more. Over a million jobs vanished.

The Zedillo administration reined in spending, raised taxes and hastened the privatization process. Its tough action produced a fiscal surplus, an easing of interest rates and a speedy resumption of borrowing abroad. It paid off 94 per cent of its worrisome debt, and obtained more manageable loans.

The economy, however, is recovering. In 1995, Mexico posted a merchandise trade surplus of US\$7.4 billion — compared to a trade deficit of US\$8.5 billion in 1994. Growth of between 1 per cent and 3 per cent is forecast for 1996, with inflation rates in the 20-per-cent range. Imports are now regaining their competitiveness in the economy, and the federal budget for 1996 is directing more public funds toward capital spending.

#### Modernizing and Restructuring the Economy

Mexico's modernization and restructuring effort is moving

ahead despite present economic difficulties. The bulk of the required investment comes from the private sector, as business presses to position itself with new equipment, new infrastructure and, above all, new technology, to compete in the domestic marketplace and abroad.

Much of the investment is occurring in areas where Canada has a special, or growing expertise: in telecommunications, transport, advanced manufacturing equipment, environmental technology, agricultural systems. Much more will come, too, in petroleum-related fields such as pipelines or petrochemicals, as the government looks to sell off some subsidiary operations of PEMEX, Mexico's state-owned oil and gas colossus.

#### THE LATIN AMERICA SERIES

FEBRUARY 19	BRAZIL, ARGENTINA, COLOMBIA, PERU
MARCH 4	CARIBBEAN
MARCH 18	CHILE
APRIL 15	MEXICO

# SUCCESS STORIES

## Newfoundland Firm on the Road to Exports... in Mexico

*After focusing for the last three years on the Hibernia project, FGA Consulting Engineers Limited of St. John's is turning its attention to exports, starting with Mexico.*

Not that the small civil mechanical engineering firm — specializing in welding engineering, quality assurance and quality control (QA/QC) as well as non-destructive testing — has turned all its attention to exports.

It still has a team of non-destructive technicians, with its joint-venture partner Canspec Group Inc. (FGA-Canspec) working on Hibernia. But it is now actively pursuing export markets, starting with Mexico.

### Why exports and why Mexico?

"With a freeze on construction in Newfoundland and a generally depressed local market," comments FGA President Gary Follett, "we decided to take our world-class expertise and reputation acquired on the Hibernia project to new markets."

Participation at last year's Offshore Technology Conference in Houston, Texas gave Follett a chance to meet counterparts from many countries, including Mexico.

This was followed by a trip to that country last May. And although Follett stayed only a day in Mexico, he found that there was plenty of work potential but very little financing.

"We were extremely interested in the privatization program of the state-owned petroleum con-

glomerate Petroleos Mexicanos (PEMEX)," explains Follett.

FGA pursued its marketing efforts in Mexico during the Canadian Technology Showcase held there last November, making "a tremendous number of contacts," says Follett.

### Market prospecting

His well-received paper on Quality Assurance (QA) at the Showcase gave Follett and FGA fur-

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*"Things don't happen quickly," warns Follett, "and contacts need nurturing, so you better be prepared for that."*

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ther visibility in a Mexican industry hungry for building QA into its operations.

Next step in FGA's prospecting in Mexico is another trip later this month when Follett hopes to finalize a partnering agreement with a local Mexican company.

Follett also sees several other possibilities in that market, including seminars on QA and helping Mexican companies attain the ISO 9000 standard.

With its expertise in structural engineering as well as non-destructive testing (X-ray, ultrasonic, magnetic particle and liquid penetrant inspection), Follett believes that FGA is well-placed to work with the Mexican industry to help bring it up to speed.

"But there again," advises Follett, "it will take several trips before finding a partner in Mexico, and a partner is essential," he emphasizes.

### Doing business in Mexico

Follett also believes that Mexico has been given a worse name than it deserves on account of its financial difficulties.

"People are friendly and very anxious to do business," says Follett, "and they like to deal on a personal level and seem genuinely interested in you personally."

But he also advises that Mexicans negotiate straight, hard and very direct.

"Things don't happen quickly," warns Follett, "and contacts need nurturing, so you better be prepared for that," he adds.

That being said, Follett believes that "there are many opportunities in Mexico, and even though the supply of money is limited, things will change."

That's why he advises that now is the time to make solid contacts and get in on the ground floor.

As for the language, that shouldn't present any problem as most people speak English, but Follett suggests that "you're miles ahead with an interpreter

*Continued on page IV — FGA*



# SUCCESS STORIES

## OHT's First Foray into Foreign Markets a Success in Mexico

*A newcomer to the world of exports, Ontario Hydro Technologies (OHT) got its first taste of foreign markets with some much-appreciated Canadian government help.*

This all started in 1994 when Toronto-headquartered OHT — after being the research arm of Ontario Hydro for 82 years — was given the new mandate to operate as a business unit and to commercialize.

The new entity soon developed a business plan focusing on North America, including Mexico, to take advantage of the North American Free Trade Agreement (NAFTA).

“One of the first things we did,” recalls Dr. Joseph Fox, OHT Vice-President of Marketing and New Ventures, “was to call the Canadian Embassy in Mexico City for advice, with the subsequent invitation to attend the Embassy-organized Canadian Technology Showcase in that city last November.”

OHT has never looked back.

The 600 employee-strong “company” with 1995 sales of \$80 million has since concluded joint

marketing agreements with IEE Grupo Ingeniero and Dumez Copisa, as well as a joint venture for PCB destruction technology with Quimica Wimer — an agreement signed just last month at Globe '96 in Vancouver.

Discussions are on-going with state-owned oil and gas com-

“We indicated to the Embassy the partners and the joint venture possibilities we were looking for,” he says, “and Embassy staff helped locate numerous contacts and set up meetings with Mexican companies, including PEMEX.”

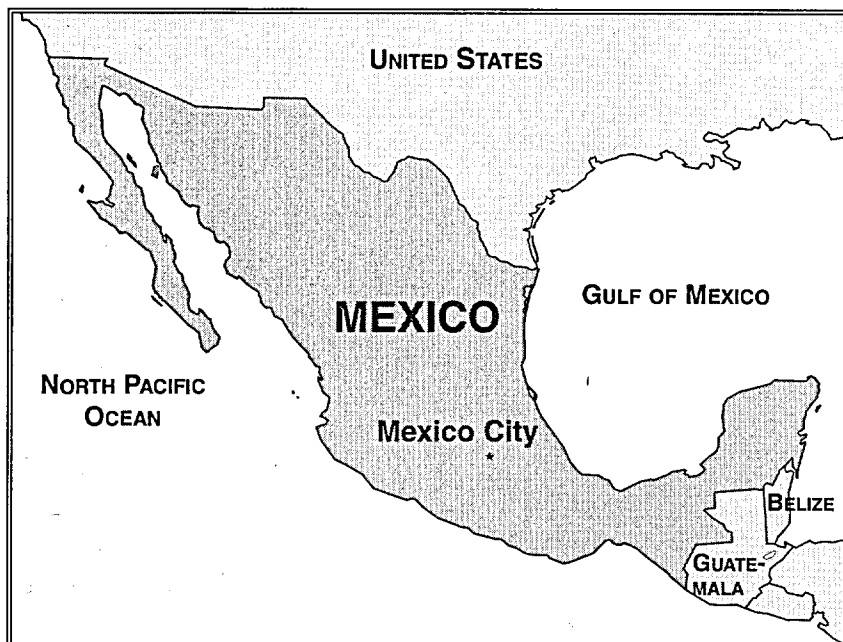
This is how OHT learned, for instance, that PCBs are a strong concern in that country too.

“The Embassy has helped us tremendously, and continues to do so,” says Fox proudly, “not only in Mexico but also in Southeast Asia where we are now strongly pursuing new opportunities.”

pany PEMEX and the electrical utility Comision Federal de Electricidad (CFE).

Fox attributes these successes, all within the last five months, in large measure to the Department of Foreign Affairs and International Trade and to the Canadian Embassy in Mexico.

For more information on OHT and its extensive expertise — power system technologies, plant life extension, environmental, and renewable energy technologies — contact OHT Vice-President of Marketing and New Ventures, Dr. Joseph Fox. Tel.: (416) 207-5491. Fax: (416) 207-5555.



# Canada-Mexico Trade and Investment

For years, trade relations between Canada and Mexico have been broader and more substantial than with any other country in Latin America.

Now, as a NAFTA partner, Canadians have a beneficial tariff advantage, wide scope for investing in Mexican enterprises and a special standing with the Mexican people.

In 1994, Canada's exports to Mexico rose 27.8 per cent, to \$1.02 billion; its purchases from Mexico rose by 19.9 per cent to \$4.5 billion. Mexico is Canada's thirteenth most important export market and Canada is Mexico's second-best customer.

Between 1990 and 1994, Mexico's imports from Canada increased more than twice as fast as its imports from the U.S. and from the rest of the world. As a result, Canada's share of the Mexican import market doubled to 2.1 per cent. In spite of the Mexican economic crisis and resulting devaluation of the peso, imports from Canada rose by another 8.4 per cent in 1995 (according to preliminary Statistics Canada figures released March 1996). These successes, combined with a relatively low overall market share, suggest substantial opportunities for Canadian enterprises.

Today, private and government enterprises alike are

hungry for the technology Canadian firms can supply, and eager to take them on as partners in their operations. The 1995 peso crisis, if anything, amplified this hunger — as the larger Mexican businesses, buoyed by the undervalued peso, achieved a stunning breakthrough in foreign sales.

Now small companies and large are searching for leading-edge processes and products, along with the quality assurance techniques that can enhance their products in the global marketplace.

## Open to Investment

Because of an increasingly open attitude towards foreign investment, Mexico had, by 1994, ranked among the world's top 10 recipients of foreign capital. Moreover, the economic crisis has made Mexican companies especially receptive to joint ventures and other forms of investment.

Obstacles to importing specific technologies and services have been removed. For example, the government rescinded the decrees which made imports of computers and related products subject to an import permit system. Another example is the strengthening of intellectual property laws which have improved prospects for exporting computer software and biotechnology products, among others. Beginning in 1990, Mexico's franchising

laws were also reformed.

As these examples illustrate, the processes of trade liberalization, deregulation and privatization have facilitated the entry of Canadian capital and technology into Mexico.

Canada's overall investment in Mexico rose from US\$350 million in 1989 to more than US\$670 million in mid-1994, with commitments totalling approximately US\$1.4 billion.

## Privatization on Track

The Zedillo government has continued to streamline the bureaucracy. The privatization program launched by the previous government has been aggressively pursued. By 1994, the government had already sold more than 1,000 public enterprises to the private sector. The government has already moved to privatize telecommunications, ports and airports, and recent announcements include similar plans for the petrochemical industry as well as parts of the Mexican National Railway and the Federal Electricity Commission.

## FGA Consulting Engineers Limited

*Continued from page II*

with good technical knowledge — consult the Canadian Embassy in Mexico — because Mexicans much prefer speaking Spanish."

"The Embassy has also provided us with tremendous help in finding business contacts," says Follett, "and overall, Embassy staff are very anxious in promoting Canadian

companies in Mexico."

For more information on FGA and its capabilities, contact President Gary Follett. Tel.: (709) 753-2100. Fax: (709) 753-7011.

# SECTOR OPPORTUNITIES

## Opportunities Still Plentiful

No individual sector has escaped the forces of change that have swept through Mexico since the late 1980s. Manufacturers are rationalizing and modernizing their operations to meet the influx of foreign competition. Service providers are struggling to become more efficient and to offer their customers the latest innovations. Government agencies have been forced to consider new approaches for the first time in decades as they react to budget cutbacks. And on a broader scale, the federal and state governments have embarked

on ambitious plans to modernize Mexico's outdated infrastructure. Increasingly, they are turning to the private sector to make this happen.

This environment offers many opportunities for Canadian suppliers, as well as for investment and technology, throughout the Mexican economy. The rationalization initially brought about by economic reforms has been accelerated by the recent peso crisis. Both elements are forcing Mexican buyers and decision makers to consider alternative methods and new suppliers.

*The following five sectors offer substantial, but largely untapped, opportunities — where there is a good fit between Canadian capabilities and Mexican needs.*

### Advanced Manufacturing Technology and Industrial Machinery

Manufacturing is at the centre of Mexico's economy, accounting for one-quarter of the country's gross domestic product (GDP). Manufacturers must upgrade their processes and products if they are to compete successfully at home or abroad.

Exporting companies are urgently looking for advanced equipment for process and inventory control as well as equipment for "just-in-time" linkages with their suppliers. Canadian firms with the expertise to help manufacturers modernize to meet these requirements will be able to find interesting niche opportunities.

New tax incentives have opened up further opportunities for suppliers of advanced manufacturing equipment. For example, the assets tax has been suspended and a 100-per-cent depreciation allowance on the first year of new investment has been introduced.

There is strong potential for increased sales of all types of manufacturing equipment. Mexican companies understand the benefits of flexible manufac-

turing, and most want to achieve ISO 9000 standards.

Beyond normal distribution arrangements, enterprising Canadian firms can gain a presence

in this market through joint ventures, co-manufacturing arrangements, turn-key solutions and creative financing.

### Agriculture and Agri-food

Agricultural production, including forestry and fishing, makes up about 7 per cent of Mexico's GDP, and food imports have been rising in Mexico, pushed along by a rapidly growing population and increased urbanization.

Agricultural imports totalled US\$3.3 billion in 1994, and imports of all food products were nearly US\$7 billion. The U.S. dominates the market, supplying 71 per cent in 1994 with Canada accounting for 5.7 per cent of the total.

Mexico is Canada's seventh-largest agri-food market with sales of \$346 million. Under the NAFTA, Mexico offers good market opportunities for wheat, barley, canola, beef and dairy cattle and genetics, live swine and pork, animal feeds,

processed foods and beverages.

Wheat exports represent about 40 per cent of Canada's total agri-food exports to Mexico. The country does not produce enough wheat to meet its needs, and there is evidence to believe that Canada could double its sales to 2 million tonnes annually.

Mexican food processors are restructuring to serve the country's growing and increasingly sophisticated market. A wave of corporate mergers has produced larger, better-capitalized companies that are moving to rationalize their production processes. There are also substantial opportunities for higher value-added products, including yogurt, cheese, milk and confectionery products.

# SECTOR OPPORTUNITIES

## Culture and Education

The culture and education sectors are rich in commercial potential as well as in forging links of understanding between the people of Canada and Mexico. In 1994, an estimated 14,000 Mexican students were registered in foreign universities and colleges, of which almost 1,600 came to Canada.

Canada's universities could capitalize on this growing market by building on its reputation in Mexico of providing quality education at relatively low costs in safe and clean urban communities.

In Mexico, the need to adopt foreign technologies and business methods is driving a strong demand for technical, business and language training. Education itself is to receive badly

needed attention during President Zedillo's six-year term, with a strong effort to reduce the primary school drop-out rate.

The book publishing sector is a particularly promising market. There are opportunities for Canadian publishers to obtain Mexican rights to Spanish-language manuscripts and publish them in Mexico. There is also strong potential for increased sales of literature for children and teenagers, as well as for "how-to" handbooks.

In December, Canada will be the focus country at the **Guanajuato International Book Fair**, the largest of its kind in the world. The publishing sector is invited to take part in this unique event at which Canada will establish a National

Pavilion.

Opportunities also exist in Mexico's fast-developing distance education field.

Public and private schools are looking to distance learning, via satellite and the Internet, to make education more accessible at lower cost. Universities, hospitals and corporate enterprises are also putting this tool to work.

## Oil and Gas

Energy is the most important sector of the Mexican economy. The country holds about 5 per cent of the world's oil reserves, about 1 per cent of natural gas reserves, and accounts for 4.5 per cent of world petroleum production.

PEMEX, under a constitution-granted monopoly, is the only producer of oil and gas in Mexico. Until recently, regulated prices and protectionist procurement policies have worked against achieving world levels of efficiency.

This has begun to change as a more liberal commercial environment has evolved, and as PEMEX proceeds with its massive modernization program, much of it based on imported technology.

Mexico is trying to modernize, expand and clean-up the oil and gas sector, creating substantial demands for imported equipment, supplies and services.

The Zedillo government announced plans to sell to the private sector 61 petrochemical plants, and that transmission, distribution and storage of natural gas will also be opened up to foreign investment.

At the same time, the energy sector is under increasing pressure to reduce its impact on the environment. One means of achieving this is a shift towards cleaner fuels, especially natural gas.

Mexico has substantial natural gas reserves which have not been fully exploited.

## Electric Power

Mexico's Federal Electric Commission (CFE) has dramatically reversed past policies and will rely on private-sector turn-key projects for about 60 per cent of its expansion program.

It is estimated that Mexico will need close to 15,000 megawatts of new generating capacity to meet projected electricity demand in the year 2003.

Moreover, PEMEX, the national oil company, operates some 2,000 megawatts of its own electricity generating capacity, and it has continuing needs for expansion and modernization.

Early in 1995, a consortium of U.S. and Mexican utility and engineering companies was chosen to build a \$650-million thermoelectric plant in northern Chihuahua state. Six additional generating station projects are in the planning stages.

The CFE will also require 13 new generation plants, worth an estimated US\$8.5 billion.

# SPECIALTY SECTOR OPPORTUNITIES

*The sectors described below are likely to offer new opportunities, especially for small and medium-sized enterprises with sophisticated technologies.*

## Environment

The contamination of the Mexican environment has reached alarming levels. More than 25 per cent of all industry is located in the Valley of Mexico, where excessive emissions, high altitude and temperature inversions combine to make Mexico City the world's most polluted.

Public alarm about environmental pollution has triggered government action, most notably the proposed amendments to the 1988 *Federal Law on Ecological Equilibrium and Environmental Contamination*, the adoption of new technical standards, state regulatory authority and enforcement mechanisms, and the recent five-year plan to improve air quality in the Mexico Valley.

In the first stages of the national effort to gain control over the environment, the emphasis has been on consulting and training services geared toward strengthening institutional operation. As the process matures and the Mexican economy improves, there will be greater opportunities for wastewater treatment, potable water, hazardous waste management, site remediation and decontamination of hazardous waste. In most cases, environmental technologies should be accompanied by financial resources to assist in developing eco-efficient infrastructure in Mexico. As well, a market has developed for measurement and analytical equipment and pollution control systems.

It should be noted that a number of large projects have been delayed as enforcement officials have extended time frames for their completion.

## Information Technology and Telecommunications (IT&T)

So far, the IT&T sector has not developed to its full potential, but it holds excellent potential for the future.

No other sector of the Mexican economy has grown faster than the US\$3-billion telecommunications industry. The demand for advanced technology products and services has been stimulated by the privatization of TELMEX, the government telephone company. In the last three years alone, foreign investment and imports have more than doubled. By 1997, long-distance service in Mexico will be open to competition, offering opportunities to service operators and equipment manufacturers.

As a result of the government's trade liberalization initiatives, Mexican companies have been forced to modernize their operations. Opportunities for foreign suppliers of computer and information technologies are especially attractive because the domestic industry is poorly developed.

## Mining

Mexico's mining sector has probably been the largest beneficiary of the nation's broad economic reforms. Deregulation has opened up tens of thousands of hectares of mineral reserves to development. Privatization policies have transferred responsibility for mineral exploitation to the private sector and new ownership laws have opened the doors to foreign investors.

Canadian companies were quick to take advantage of emerging opportunities in mining and are now working to develop partnerships with Mexican firms. More than 60 Canadian mining firms are presently active in Mexico and considerable growth

is expected to continue in this sector for the foreseeable future.

## Automotive Equipment and Parts

The Mexican automotive sector is dominated by five multinational corporations. The North American operations of the "Big Three" U.S.-based companies are highly integrated, and Canadian producers participate in the parts market mainly through their affiliations with these companies.

For smaller companies, most of the opportunities are found in maintenance and repair equipment as well as in aftermarket parts and accessories. The high average age of Mexican automobiles and pressure to reduce emissions have contributed to a growing demand for these products. Mexico City has a mandatory program of environmental controls and vehicle testing, spurring demand for gas analyzers and other diagnostic equipment.

## Transportation

Opportunities in this sector are concentrated mainly in public transportation systems.

Although the clogged streets of Mexico City might suggest otherwise, on a per-capita basis, Mexico has only one-fifth as many cars as Canada. The vast majority of Mexicans, therefore depend heavily on public transit. Mexico's subway system carries more than 4.5 million passengers daily. Guadalajara and Monterrey have built light rail transit lines, and a new rapid transit system for Puebla is being planned. In addition, the government recently announced that the Mexican National Railway is now open to an accelerated privatization program.

# Learning to Do Business in Mexico

There are many opportunities for Canadian companies in the Mexican market. But taking advantage of them can sometimes be difficult and time consuming. Market information is harder to obtain than it is in Canada — Mexico has only recently emerged from a long period of protectionism, and many businesses have not yet fully adapted to the new market environment.

Mexicans also bring a distinctive set of values and operating methods to their business dealings. Canadians need to learn to appreciate this very different business culture, and to be flexible enough to operate in it. Potential buyers and customers like to do business with people they know personally. Getting to know them can require several trips to Mexico before serious business begins. Business relationships are built on friendship and trust. Mexicans are reluctant to offend anyone and feel more comfortable saying

“yes”, whether they mean it or not — a “yes” can mean “maybe” or even “no.”

In this environment, careful preparation, combined with the ability to adapt to constantly changing circumstances, are key factors of success. There is no substitute for first-hand market research and networking in Mexico.

The Department of Foreign Affairs and International Trade's recently released *Trade Action Plan for Mexico* supports companies as they begin to study the market, and later, as they explore and test the Mexican marketplace.

The *Export i Mexico Knowledge Base* is the centrepiece of the Action Plan, and the starting point for businesses investigating the Mexican market. This comprehensive system allows business people to research the mar-

ket in depth, and supplies them with current information on market opportunities. A special feature of the Knowledge Base is its concise evaluations of emerging market opportunities and market access issues — tools that allow business people to have their export strategy prepared when they arrive to test the Mexican waters. The Knowledge Base also offers market profiles and summaries, handbooks on business issues and a range of useful reference material. At the time of writing, about 75 per cent of Knowledge Base materials were completed and available.

Individuals and companies interested in obtaining copies of the *Trade Action Plan for Mexico* and the *Export i Mexico Knowledge Base Catalogue* should contact the Latin America and Caribbean Branch — Mexico Division (LMR), Ottawa by facsimile at (613) 943-8806.

## CONTACTS

### IN CANADA

**Latin America and Caribbean Branch - Mexico Division (LMR)**  
**Department of Foreign Affairs and International Trade**  
 125 Sussex Drive  
 Ottawa K1A 0G2  
 Tel.: (613) 996-5547; Fax: (613) 943-8806

### IN MEXICO

**The Embassy of Canada**  
 Schiller No. 529  
 Apartado Postal 105-05  
 Col. Polanco  
 Mexico, D.F.  
 Mexico  
 Tel.: (011-525) 724-7900; Fax: (011-525) 724-7982

**Canadian Consulate**  
 Edificio Kalos, Piso C-1  
 Local 108-A  
 Zaragoza y Constitución

64000 Monterrey, Nuevo León  
 Mexico  
 Tel.: (011-528) 344-3200; Fax: (011-528) 344-3048

**Canadian Consulate**  
 Hotel Fiesta Americana  
 Local 30-A  
 Aurelio Aceves No 225  
 Col. Vallarta Poniente  
 44110 Guadalajara, Jalisco  
 Mexico  
 Tel.: (011-5236) 15-8665; Fax: (011-5236) 15-8665

# Upcoming US Federal Contracts

The US General Services Administration (GSA) contracts for almost US\$10 billion in goods and services each fiscal year through schedule contracts. GSA schedule contracts are similar to Canada's Master Standing Offer. The following contracts are expected to have open solicitations issued during June, July, or August of 1996. Interested bidders should call the appropriate Vendor Contact, listed below, as soon as possible.

To receive an information package or other assistance regarding the US federal procurement market, contact Judith Bradt, Commercial Officer, at the Canadian Embassy in Washington, DC, Tel.: (202) 682-7746.

Schedule Contract Title	Schedule I.D.	Next Solicitation Expected
Instruments and Laboratory Equipment	66 II R	June 1, 1996
Chemicals and Chemical Products	68 VI B	June 20, 1996
Instruments and Laboratory Equipment	66 II G	June 25, 1996
Miscellaneous Furniture	71 III M	August 10, 1996
Instruments and Laboratory Equipment	66 II J	August 13, 1996

## Description of Each Schedule

### Title: Instruments and Laboratory Equipment

Schedule ID: 66 II R  
 Description: environmental analysis, pollution control, air hazard detecting equipment; liquid or gas flow/level and water velocity measuring instruments and accessories

Period: 2/1/94 to 1/31/99  
 Approx. Value: US\$69 million  
 # of Vendors: 69  
 Contact: Jeanne Deck, (703) 305-3376

### Title: Chemicals and Chemical Products

Schedule ID: 68 VI B  
 Description: Deodorants  
 Period: 12/1/95 to 11/30/2000  
 Approx. Value: US\$2.6 million  
 # of Vendors: 2  
 Contact: Susan Paschall, (206) 931-7890

### Title: Instruments and Laboratory Equipment

Schedule ID: 66 II G  
 Description: graphic recording instruments

Period: 2/1/93 to 1/31/97  
 Approx. Value: US\$ 8 million  
 # of Vendors: 8  
 Contact: Jeanne Deck, (703) 305-3376

### Title: Miscellaneous Furniture

Schedule ID: 71 III M  
 Description: acoustical partitions, speech privacy partitions, and vertical service panels  
 Period: 5/1/91 to 10/31/96  
 Approx. Value: US\$44.5 million  
 # of Vendors: 24  
 Contact: Rick Walton, (703) 305-6200

### Title: Instruments and Laboratory Equipment

Schedule ID: 66 II J  
 Description: electronic signal, communication, and component test and analysis instruments (oscilloscopes, analyzers, generators, testers, counters, meters, and bridges)  
 Period: 6/1/93 to 5/31/98  
 Approx. Value: US\$689.7 million  
 # of Vendors: 78  
 Contact: Jeanne Deck, (703) 305-3376

# BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**CHINA (People's Republic)** — A Canada-based representative of a Chinese firm seeks suppliers of **potassium sulphate**, the first order being for 12,500 tons. The yearly requirement will be for between 40,000 tons and 50,000 tons. Contact Guogen International Enterprises, Ottawa, Tel.: (613) 824-6198; Fax: (613) 824-6735.

**HUNGARY** — A Hungarian-Canadian company is looking for Canadian **joint venture partners** and exporters to set up **manufacturing facilities** and/or **commercial and industrial warehousing** in Northeastern Hungary. There is particular interest in **fruit processing (frozen, canned) and water bottling companies**. For more information, contact John N. Vinnai, 4009 Greenlane Road, Beamsville, Ontario L0R 1B1, Tel.: (905) 562-5863; Fax: (905) 562-7463. In Hungary, contact Miklos Vinnai, 3950 Sarospatak,

Nagy Lajos u. 12, Tel./Fax: (36) 47-322-729 or (36) 47-312-500.

**INDIA** — Indian Crown Corporation, engaged in manufacturing machine tools (with ISO 9001 accreditation) is interested in **joint venture or technical tie-up for manufacturing state-of-the-art machine tools, forgings and castings**. Contact Mr. G.D. Pawan Kumar, Deputy Manager (Export, Import), Praga Tools Limited, 6-6-8/32, Kavadi-guda Road Hyderabad 500 080, India, Tel.: (040) 833 272 821 010; Fax: (040) 930365.

**INDIA** — Established in 1983, a private-sector manufacturer of ventilation and air pollution control equipment is interested in **licensing agreement to manufacture and market heavy-duty industrial fans in India**. Contact in Canada: Mr. Sudhin Mukherjee Consultant, 4905 Cavendish Blvd., Montreal, Quebec, Tel.: (514) 489-8460; Fax: (514)

489 6554. Contact in India: Mr. J.P. Lahiri, BKM Engineering Enterprises, 251 Nagendra Nath Road, Satgachi, Calcutta 700 028, Tel.: (033) 244 6137.

**NEPAL** — An importer/distributor of pharmaceutical products wishes to contact manufacturers of **cancer-treatment drugs**. Contact Ramesh M. Tuladhar, Managing Director, Meditrade Bureau Nepal, Kathmandu, Nepal, Tel.: 977-1-224734/216446; Fax: 977-1-225837/220040.

**SOUTHEAST ASIA** — A complete and operational **wood pulp and paper mill** (of the mechanical or chemical type) is being sought for relocation to a client in Southeast Asia. Contact Frank Fileccia, President, Surplus Supply Ltd., Fort Frances, Ontario, Tel.: (807) 274-2988; Fax: (807) 274-8351; International Trade BBS: (807) 274-1771.

## EDC Launches New Small Business Finance Group

*Continued from page 1*

EDC credit insurance protects exporters for up to 90 per cent of the value of their exports if the foreign buyer does not pay. In addition, smaller exporters use EDC-insured export receivables as collateral to access increased working capital from their banks.

Other highlights reported by EDC in 1995 include:

- a record 2,462 customers served, up 15 per cent from 1994, with more than 80 per cent of these being SMEs;
- productivity ratio up 46 per cent to \$302 (business volume supported per dollar spent on administration);
- non-performing loans down 27 per cent to \$1.9 billion, or 19 per cent of total receivable loans;
- net income of \$44 million, including operating income of \$33 million and \$11 million in debt-relief payments from the federal government (excluding debt relief, net income rose 65 per cent from the previous year).

In addition to its record business volume, EDC's capital base rose \$82 million to \$1.17 billion, consisting of \$851 million in share capital and \$322 million in retained earnings. Exports supported by EDC on the basis of investment helped create or sustain more than 500,000 jobs in 1995.

To receive copies of the annual report, contact Aline Bordeleau at (613) 598-6849.



## TRADE FAIRS AROUND THE WORLD

### Uruguay Trade Show Provides Entrance to Mercosur

MONTEVIDEO, URUGUAY — The **Second River Plate International Fair (FIPLA II)**, which focuses on the international pro-

duction of capital and consumer goods and services, is scheduled to take place here from May 31 to June 9, 1996.

The exhibition provides a unique opportunity for Canadian companies to display their production technologies in the heart of the Mercosur, the 200-million-people common market encompassing Argentina, Brazil, Paraguay and Uruguay.

For more information, contact FIPLA, Av. Italia 6201 - Montevideo, Uruguay (Tel: (598-2) 60 63 23; Fax: (598-2) 61 02 68); or Embassy of Uruguay, 130 Albert Street, Suite 1905, Ottawa K1P 5G4, Tel.: (613) 234-2727/2937; Fax: (613) 233-4760.

### Hi-Tech Show Gateway to New World

KANATA, ONTARIO — Billed as the "Gateway" to the 21st Century, the **Kanata Hi-Tech Show** blends new and existing technologies from around the world and offers literally thousands of information solutions and options.

Taking place from June 5-7,

1996, the three-day event expects to welcome some 15,000 visitors and thousands of delegates from Canada, the United States, and many other countries.

For information, contact B & K Show Promotions, Gloucester, Ontario, Tel.: (613) 741-8145; Fax: (613) 741-8195.

## BUSINESS AGENDA

**Toronto** — May 1-2, 1996 — The **Doing Business in Ukraine Conference** is an excellent way for Canadian enterprises to learn about investment opportunities in Ukraine. Held in conjunction with the *Ukraine and Partners Trade Show*, the conference provides a forum for senior Ukrainian decision makers to meet with their North American counterparts. For further information, contact Kozlova Enterprises at 1-800-648-7469 or through the Internet at

<http://www.mts.net/kozlave>

**Montreal** — May 7, 1996; **Toronto** — May 8, 1996 — **Seminars on Trade and Investment Opportunities in Northern Ireland and the Irish Border Counties** are being held to raise awareness among Canadian companies of the opportunities in the region. Ministers from the United Kingdom and Ireland will join Canada's Minister for Interna-

tional Trade, Arthur C. Eggleton (in Toronto) and Minister for International Co-operation Pierre Pettigrew (in Montreal), along with senior representatives from Bombardier and Northern Telecom, to highlight programs that support business activities in the area. For more information, contact Base Services Canada Inc., 250 Consumers Road, Suite 301, Willowdale, Ontario M2J 4V6, Tel.: (416) 494-1440; Fax: (416) 495-8723.

### EDC Financing for Canadian Exports — Continued from page 4

with Bank of Boston, increasing the amount to US\$25 million for transactions in Argentina, Brazil, Colombia and Uruguay;

- proposed US\$20-million line of credit with the Central American Bank for Economic Integration, extending coverage to Costa Rica, Guatemala, Honduras and Nicaragua, all of which were not

previously covered by EDC.

For more information on EDC's financial services, contact the EDC office nearest you. They are located in: **Ottawa**, Tel.: (613) 598-2992, Fax: (613) 598-3098; **Halifax**, Tel.: (902) 429-0426, Fax: (902) 423-0881; **Montreal**, Tel.: (514) 283-3013, Fax: (514) 878-9891; **Toronto**, Tel.: (416)

973-6211, Fax: (416) 862-1267; **London**, Tel.: (519) 645-5828, Fax: (519) 645-5580; **Winnipeg**, Tel.: (204) 983-5114, Fax: (204) 983-2187 (Also serving **Manitoba and Saskatchewan**); **Calgary**, Tel.: (403) 292-6898, Fax: (403) 292-6902; **Vancouver**, Tel.: (604) 666-6234, Fax: (604) 666-7550.

# PUBLICATIONS

## Roadmap to Opportunities in the Former Yugoslavia

Recently released by the Department of Foreign Affairs and International Trade (DFAIT), the *Roadmap for Canadian Companies to Opportunities in the Former Yugoslavia* provides access points to programs and initiatives arising out of the reconstruction effort in the former Yugoslavia.

After several years of conflict, the Peace Agreement for Bosnia and Herzegovina was signed on December 14, 1995, in Paris, France. As part of the agreement, a massive reconstruction effort has been launched which will require some US\$5 billion for priority needs in Bosnia and Herzegovina alone, over the next three years.

Specifically, the reconstruction effort aims to help restore the economy in Bosnia and Herzegovina by addressing basic needs in food, shelter, water, electricity, communications, heating, health and education, and by reviving industrial and agricultural production and restoring the infrastructure.

Canada's reconstruction assistance program concentrates on social and economic rehabilitation and democratic development. Financial assistance is available to the Canadian private sector through the *Renaissance Eastern Europe (REE)* program and the *Program for Export Market*

*Development (PEMD)*.

### Reconstruction Priorities and Programs

It is estimated that over \$25 billion will be required to rebuild the former Yugoslavia to pre-war levels.

The World Bank and other major donors, including the European Reconstruction and Development Bank (EBRD) and the European Union, have identified the need for approximately US\$5 billion for short-term priorities.

Priority areas for which the Banks are providing funding include water and waste management, electric power and energy, transportation, telecommunications, agriculture, health, housing, and the clearing of land mines.

### Assistance Programs for Canadian Firms

There are a number of ways Canadian companies can obtain help before entering the reconstruction effort. Assistance programs fall into three broad categories:

- strategic information and advice (International Trade Centres, DFAIT, Office of Liaison with International Financial Institutions [OLIFI]);
- funding (REE, PEMD, Canadian Consultant Trust Funds — World Bank, EBRD);
- contract negotiations (Canadian Commercial Corporation).

For copies (#87027), contact DFAIT InfoCentre (see box bottom of this page).

## International Investment Trip Guide

The Department of Foreign Affairs and International Trade has released a new edition of *Planning Your First International Investment Trip*.

This 36-page publication is intended to assist in planning and preparing for an international trip to meet with potential investment partners. It contains practical advice, based on the experience of many companies, on how to conceptualize and arrange a first visit and avoid some common pitfalls.

The publication includes a pre-departure check list, useful information on how to organize follow-up as well as private, professional, academic and government information sources.

To obtain a paper copy (#78XA) or a FaxLink document (#10120) and Annex (#10121), contact the Department's InfoCentre (see box at bottom of this page).



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT

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Team Canada in Action

## Plan to Enhance Canada-Hong Kong Trade

Trade links between Canada and Hong Kong will get a shot in the arm through a cooperative action plan being formulated by personnel at the Commission for Canada in Hong Kong, the Department of Foreign Affairs and International Trade (International Business Opportunities Centre) in Ottawa,

and the Hong Kong Trade Development Council (HKTDC).

Through an eight-point **Team Canada-Hong Kong Action Plan**, the intention is to "leverage" the expertise of the HKTDC, which opened a new office building March 19, 1996 in Toronto.

The HKTDC, a quasi-government goods/services trade promotion agency, has 50 offices around the world, including eight in China, one in Toronto, and a representative in Vancouver.

HKTDC's trade enquiry service was used by 40,000 Hong Kong firms in fiscal year 1994-95 and the TDC-Link on-line trade information system (similar to DFAIT's WIN system) lists more than 100,000 Chinese firms.

Thousands of foreign companies contact TDC-Link for information on Hong Kong suppliers. Companies wanting information on the HKTDC may contact their web site at <http://www.tdc.org.hk>

Under the action plan, the HKTDC will actively help resident Canadian firms in Hong Kong (many regional headquarters) and give special assistance to selected Canadian-based firms which have been referred by the Commission for Canada.

The forging of this special and closer relationship with the TDC should allow DFAIT to use referrals and to "download" trade information in a way that complements DFAIT's own efforts: in this particular instance, to better serve Canadian exporters and enhance Canada-Hong Kong-Asia trade relations.

### Hong Kong Procurement On-Line

In 1995, Hong Kong's Government Supplies Department (GSD) purchased goods totalling Cdn\$830 million, supplied primarily by the U.S., the UK, Germany, China and Japan. Canada's share totalled Cdn\$5.7 million.

A *Forecast of Major Hong Kong Government Purchases in 1996-97* reveals there are excellent opportunities for Canadian exporters that are interested — and committed — and able to provide the right mix of price, quality and service!

Particularly attractive are markets for: computer systems/peripherals; telecommunications hardware; hospital/medical/clinical equipment; pharmaceuticals; office equipment; and paper.

Committed Canadian exporters may access this Forecast on Internet at <http://www.info.gov.hk/gsd/tender.htm>

### Market in Africa for Mining Equipment, Services

What follows is a thumb-nail sketch of the findings of a Department of Foreign Affairs and International Trade (DFAIT)-organized mission of Canadian mining equipment and services companies to Tanzania, Zimbabwe and Zambia.

**Tanzania**, literally, is a "gold mine" of opportunity, with Canadian exploration companies that are developing concessions there predicting a profitable future.

Continuing concern about artisanal miners has somewhat slowed certain *exploration opportunities*, but the newly-elected government has pledged to find a rapid and reasonable solution.

Opportunities for *equipment sales* are still limited

*Continued on page 6 — Market*

### CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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# SHARING TRADE SECRETS

## Canadian Airlines Helps Small Business Exports Take Off

*Venturing into foreign markets is not the easiest thing in the world. But with support from large, successful organizations such as Canadian Airlines International Ltd., small businesses have an added incentive to learn to "fly on their own".*

### Success breeds success

The Canadian Airlines Foundation's *Small Business International Expansion Program* was so successful during its initial run last year that the company has decided to double to 80 the number of awards it will present this year (for application details, see article p. 6).

This success reflects the airline's initial desire to share its own success with other Canadian companies, in its search for new ways to help Canada grow.

### Small business key to growth

"We believe that small business is the backbone of our economy," says Canadian Airlines Vice-President Tony Johnston. "More jobs in Canada will come from small business than anywhere else," he adds. "By helping small business grow, we in turn can help Canada grow."

With over one-third of Canada's Gross Domestic Product (GDP) dependent on exports, programs like this offer an excellent oppor-

tunity for small business to develop new markets and increase Canadian sales abroad, thereby helping Canadian companies grow and create more jobs.

The program, which is endorsed by the Canadian Chamber of Commerce, also has the backing of Industry Canada and the Department of Foreign Affairs and International Trade (DFAIT) which, through its network of Trade Commissioners throughout the world, is ready to assist Canadian exporters in foreign markets.

### Last year's winners... today's exporters

Here's what some of last year's winners had to say about the benefits of the Canadian Airlines program.

#### Acme Engineering Products Ltd. (fax: 514-342-3131)

The small Montreal manufacturer of gas detectors and scraper strainers (for removing heavy solids from fluid flows like waste water and sewage treatment) is at the

leading edge of environmental control systems.

The 12 employee-strong company chose Brazil as its Canadian Airlines destination because of two factors: an increased environmental awareness in that country, and a phenomenal construction boom in São Paulo.

"As it turned out," explains Acme Vice-President Robert Presser, "the timing was right, and the week-long meetings we had lined up thanks to the invaluable help of the Canadian Consulate General in São Paulo went very well."

Acme pursued negotiations with key Brazilian interlocutors at the American Society of Heating, Refrigeration and Airconditioning Engineers (ASHRAE) Show in Atlanta last February, bringing the company one step closer to concluding a representation agreement and a value-added re-seller (VAR) deal in Brazil.

The company, which currently exports to the U.S.A. (80 per cent) and to Europe, was looking for markets farther afield. "We couldn't have gone all the way to Brazil without the help of Canadian Airlines," admits Presser.

#### Grubwear Inc./Jackson Snowboards (fax: 519-438-7350)

With just three full-time employees and in its sixth year of operation, this London, Ontario-based streetwear and snowboard manufacturer is already selling in many parts of the world.

As a matter of fact, one of the best ways the company's young

*Continued on page 3 – Canadian*

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## Canadian Airlines — Continued from page 2

President and Founder, Mike Jackson, has found for opening new markets is by participating in international trade shows.

While he has displayed his products at shows in the U.S.A., Germany and Japan, he had never been to ISPO.

According to Jackson, "The Canadian Airlines award helped us attend, for the first time, one of the most prestigious of these events, the International Sporting Goods (ISPO) trade show in Munich, Germany, last January."

As a result, Jackson concluded five new distributorships: in Slovenia, Norway, Italy, Germany and Finland.

"It was really nice," he says, "to be recognized by a large corporation the size of Canadian Airlines."

### MicroBio RhizoGen Corporation (MBR) (fax: 306-374-8510)

Based in Saskatoon (the bio-tech capital of Canada), MBR used its award to meet for the first time face-to-face with its clients in Montevideo, Uruguay. (Canadian flew them to São Paulo, Brazil and they connected on to Montevideo).

"We would have found it very difficult to get there on our own," says MBR President Murray Trapp. "Thanks to Canadian Airlines, we can now put a face to our contacts in Montevideo."

The multi-million dollar company, with a staff of 12 (20 during peak production), utilizes a unique way — developed by Atomic Energy of Canada Ltd. (AECL) — of sterilizing peat flour (from peat moss) which is then

inoculated with a naturally-occurring micro-organism, Rhizobium, for use as a seed-dressing or fertilizer for legumes.

"Last year we shipped more than half a million bags of sterile peat flour to Uruguay," says Trapp, "and an even greater order is expected this year."

MBR's three clients in Uruguay are also acting as marketing agents for other Latin American countries, and the company is working on signing technology exchange agreements for new products (bacteria) it is working on.

Growing by leaps and bounds, the less than 10-year-old MBR is also actively pursuing markets in Japan, Thailand and Indonesia, as well as research activities related to plant growth-promoting Rhizo-bacteria for other crops such as wheat and canola.

### Lehman Trikes Inc. (fax: 403-349-2552)

As the originator — and now the world's largest manufacturer — of a kit that converts motorcycles into a high-powered tricycle for adults, this small company located in Westlock (near Edmonton) is in a league of its own.

With 98 per cent of sales being export-based, Lehman already had a distributor in Japan, recruited three years ago through a specialized magazine. But they had never met.

"Thanks to Canadian Airlines," says Lehman Partner and General Manager Larry Strilchuk, "we got to meet our distributor for the first time, spend a week there and learn

about their business philosophy which is totally different there."

In addition to helping dispel certain misconceptions, the trip has helped increase business and prompted Lehman to make such visits on an annual basis.

"We expect sales in Japan to increase by 50 per cent over last year's \$1.6 million," says a happy Strilchuk, "and we also look forward to accompanying our distributor to Taiwan in 1997."

Strilchuk and President John Lehman also found out that their distributor in Japan is not only an importer but also a re-exporter of related products, which could open new possibilities for Lehman in Canada.

"When you deal with someone face to face," Strilchuk concludes, "it makes things so much easier."

### F.A.S.T. Limited (fax: 604-540-8301)

First Aid and Survival Technologies, a Canadian innovator specializing in the products its name stands for, got its first taste of exports thanks to Canadian Airlines.

"We went to Japan," relates F.A.S.T. President Nadine Miller, "following the numerous requests we had received for our products after last year's disastrous Kobe earthquake."

In addition to firming up a trade-partnering agreement with EKO Trading — with offices in both Vancouver and Tokyo — the small Delta, B.C. company had daily meetings with prospective customers, in addition to attend-

*Continued on page 8 — Winners*



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

# TRADE FAIRS AROUND THE WORLD

## Romania Trade Fairs Gateway To Europe

Canadian exporters interested in the Romanian market should consider participating at **Bucharest's International Trade Fairs and Exhibitions**, many of which are listed here.

Organized at ROMEXPO, the events are effective; the customers are in one place; market information and intelligence on potential partners and competitors are readily available.

That market intelligence will

include the information that Romania represents a market of tremendous opportunity for business development.

The country has a population of 22.7 million people, a market economy — and a unique geographic position at the cross-roads between East and West that provides access to Europe, the former Soviet Union, and the Middle East.

Indeed, many Canadian companies have found Romania to be

a very effective base from which to penetrate other markets.

Recently, for instance, **Bombardier Inc.** sold about \$425 million worth of planes to a Romanian private airline.

The Montreal-based transportation giant will provide 24 Dash 8 and C.R. jets during the next three years. Under terms of the deal, all planes made by Bombardier for companies in Central Europe will be serviced in Romania.

### ROMANIA:

#### 1996 International Trade Fairs and Exhibitions

**TIBCO'96** (Bucharest International Fair for Consumer Goods)— May 27-June 2 — Textiles, clothes, knitwear, and fur goods; footwear; leather wear; equipment and technologies for food-stuff industry; cookery and food products; electronics and household goods; chemicals; school items; hobbies, toys and souvenirs; printing; interior decorations; motor vehicles and spare parts; and sport, tourism and leisure.

**SPORT'96** — May 27-June 2 — Garments, footwear, cosmetics, medicines and foodstuffs for sports, hunting, fishing and leisure.

**BIFE-TIMB'96** — September 2-7 — Furniture, wood products, paper and cardboard; machinery installations and tools for forest exploitation and wood processing; household glassware, ceramics and porcelain ware and interior decorations.

**ROMHOTEL-TOURISM'96** — September 4-8 — Equipment, materials and furniture for hotels, restaurants, casinos and community tourism services.

**AUTO-EXPO'96** — September 18-22 — Motor vehicles, spare parts and accessories.

**FISH-DELAT'96** — September 19-23 — Fishery, fish culture and water ecology.

**TIB'96** (Bucharest International (Technical) Fair Fair)— October 7-12 — The largest international trade fair in Southeastern Europe and Romania's most important annual international trade event, was attended by 1,400 exhibitors from 29 countries in 1995. The Department of Foreign Affairs and International Trade's Northern Europe Division, Trade, Fairs and Missions (RENF) organized a Canadian pavilion with 23 Canadian exhibitors and will organize another pavilion at **TIB'96**.

**INFO BUSINESS BUCHAREST' 96** — October 29-30 — Equipment and products in the fields of agriculture, animal husbandry and foods.

**COSMETICS-BEAUTY-HAIR'96** — November 14-17 — Cosmetics and hair care products, embellishment and ornaments.

*For further information on participating in the Canadian pavilion at **TIB'96**, please contact Ms. Gayle McCallum, RENF, Tel.: (613) 996-1530; Fax: (613) 944-1008.*

*For further information on any trade show at **ROMEXPO**, Bucharest, please contact the agent for Canada: Ms. Otilia Capraru, OVC International, Export Management and Marketing Services, 4918 Bathurst Street, Suite 302, Toronto, Ontario M2R-1X7, Phone/Fax: (416) 630-3529; E-mail: nec@terraport.net*

# CANAD EXPORT



## Focus on Russia

### Russia: An Emerging Market of Enormous Potential Message of Canada's Ambassador to Russia

Dear reader,

Much has been written about Russia since the break up of the Soviet Union. Too many people focus on the difficulties, and overlook the fact that this is still an enormous country, 9,000 km long with 11 time zones, a huge and rich country with 150 million highly educated citizens.

The Russia of today is very different from six years ago. Seventy per cent of the enormous state sector has been privatized, central planning eliminated, prices decontrolled, foreign trade liberalized, and a modern banking system built. All in five years. It hasn't been easy to transfer central decision making to thousands of autonomous businesses

across the largest country on earth, but the market is shaking down and taking hold.

Political events in Russia will continue to fascinate, but the good news is that the democratic process does seem to have anchored itself in society. June presidential elections are the final stage of electoral renewal. Regardless who becomes president, Russia cannot turn back the clock, and it will continue to be a promising place for Canadian companies to do business.

Russia is too important to be ignored from an export standpoint. The country regularly has a merchandise trade surplus due to its abundant natural resources, and it needs everything any

other modern economy needs. Oil and gas equipment, food products, communications equipment, construction materials; in these and other sectors companies from the U.S. Europe and Asia are eagerly positioning themselves in the market.

Russia is also progressively integrating into the international community and world markets. From an investment standpoint, companies from around the world are getting involved in Russia, in the sure knowledge that in 20 years the Russian economy will be a powerhouse. Many Canadian businesses are already active, especially in regional centres. It can still be a complex business environment, definitely not for the fainthearted, but the business consensus is that the application of time and energy will earn major long term rewards.

I look forward with my team to supporting your endeavours in this challenging market.

*Jeremy Kinsman*

#### St. Petersburg and North-West Russia

*by Ann Collins, Consul General, Canadian Consulate General, St. Petersburg*

Dana Wilgress, Canada's first trade envoy to Russia, visited Petrograd — then the capital — during the "white nights" of 1916. He was en route to his post in Omsk and was carrying catalogues from Canadian manufacturers with instructions to identify commercial opportunities. Once again, St. Petersburg has become the gateway to Russia for many Western firms.

A major port, it is the country's second-largest scientific and commercial centre. Today, our Consulate General in St. Petersburg assists Canadian business in this city of 5 million and in other markets of North-West Russia — the Republic of Karelia, and the Leningrad, Pskov, Novgorod, Murmansk and Arkhangelsk regions.

*Continued on page X  
St. Petersburg*

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# SHARING TRADE SECRETS

## Fast Food Service Slowly Catching on in Russia

*Setting up business in Russia may take a little bit of time and necessitate much perseverance and patience... but in the end, it can pay off handsomely. Just ask McDonald's Restaurants of Canada Limited (MRCL).*

In just over six years of operation in Russia, MRCL's five Moscow restaurants alone have served close to 120 million customers.

But the road to success didn't come easy.

### Long negotiations

It took McDonald's 12 years of solid negotiations — initiated by MRCL Senior Chairman George A. Cohon — before an agreement was signed with the Food Service Administration of the Moscow City Government, back in 1988.

"Throughout these arduous negotiations," says Cohon, "the Canadian Embassy in Moscow was always there to support us with advice and help open doors."

This led to the creation of a joint venture partnership, Moscow-McDonald's (MM), and the opening of its first restaurant — in 1990.

Since then, MM has opened another five rubles-only restaurants in Moscow and is poised for a repeat performance in St. Petersburg, Russia's second-largest scientific and commercial centre.

### Location, location, location

In Moscow itself, McDonald's selected carefully the locations of its restaurants.

The first one, right on Pushkin Square, serves on average over 40,000 customers a day, making it the busiest McDonald's anywhere in the world, and with the largest crew — over 600 employees.

This was followed, in 1993, by the Ogareva Street Restaurant, located in the McDonald's Build-



*Moscow-McDonald's, the world's busiest*

ing, just minutes from the Kremlin and Red Square; and in the same year, the Arbat Street Restaurant, with buildings dating back to the 14th century and reflecting Russia's rich cultural heritage.

Then came Prospect Mira Restaurant, with its modern exterior design and interior decor focusing on sports, as the restaurant is located next to a large sports complex built for the 1980 Summer Olympics.

On the same day, McDonald's Sokolniki Restaurant opened — right next to the city's fire obser-

vation tower — displaying many facets of fire fighting.

Last but not least, MM opened its most recent restaurant just last month, again offering a new and unique service conveyance to its customers: a 100-seat free-standing restaurant that also includes Russia's first drive-through facility — on the busy Moscow-St. Petersburg highway.

### Reinvesting in the community

"These themes help illustrate McDonald's basic corporate philosophy of 'Giving back to the community,'" says Cohon who is also Vice Chairman of Moscow-McDonald's.

As a matter of fact, MM has teamed up with the Moscow Fire Department to develop a fire safety awareness program for schools and families, with the commitment to promote fire safety and prevention through the Sokolniki Street Restaurant.

In the case of the Arbat Street Restaurant, MM invested the equivalent of US\$3 million — from revenues generated by the Pushkin Square Restaurant — in the research, restoration and reconstruction that took over two years to complete.

The well-known red-shoed clown

*Continued on page III — Fast*



# SHARING TRADE SECRETS

## Strength in Numbers Needed to Sell in Russia

*Although formed barely a year ago, Construct Québec is already tasting success in Russia.*

The Montreal company, which consists of 20 Quebec manufacturers of construction materials—a Winnipeg company and a Toronto company are also interested—won contracts amounting to \$500,000 the first time it took part in last year's annual BATIMAT-MOSCBUILD fair in Moscow.

On the strength of these early successes, Construct Québec opened an office in Moscow, where its booth was again a very busy spot during this year's fair, which just ended last month.

So successful was the Construct booth that a Hungarian company decided to display it in Budapest for a week, after which it will return to Moscow for an exhibition in St.Petersburg.

The promotion and the success being enjoyed by the company have not come easily. In the words of President Carole Robert, "it took us four years of arduous negotiations with the Russians to reach this point."

Mrs. Robert, who is also President of the parent company Stratégie-Communications Canada/Europe de l'Est, also carried out lengthy market studies, travelled throughout the Commonwealth of Independent States (CIS) and spoke to numerous Russian retailers and builders before being able to claim victory.

"The whole Canadian government, including the Department of Foreign Affairs and International Trade, Industry Canada, the Canadian Embassy in Moscow and the Consulate General in St.Petersburg, gave us a good deal of help and support," she

said, "in creating this strategic alliance concept and generating the Team Canada spirit."

According to Mrs. Robert, one also needs patience to sell in Russia, because the paperwork can be daunting, covering certification, customs clearance, packaging, methods of payment ("the merchandise is paid in full before leaving Canada"), and transportation ("up to 27 days per shipping container"). But this is precisely the strength of Construct Québec, which allows companies, assembled under the same banner, to derive the most out of marketing their products and Canadian technologies, and to compete with

the European products, on the markets of Eastern Europe.

Having succeeded in this initial venture, Mrs. Robert knows that Canada can compete with Europe. "There is no lack of opportunity," she affirms, "we are planning on extending our markets to other countries in the region, such as Croatia, where we just finished taking part in a trade mission organized by Foreign Affairs and International Trade."

For more information on Construct Québec, please contact President Carole Robert, tel: (514) 849-0757; fax: (514) 849-0511.

## Fast Food Service *(Continued from page II)*

and special children's ambassador, Ronald McDonald, is also active in charity work in Russia, helping to improve the quality of life of children with special needs.

### Standards of excellence and technology transfer

McDonald's attributes its success around the world, and in Russia in particular, in a large measure to its rigid specifications and high standards.

"Since 1989," says Cohon, "we have been sharing our technology and business practices with people from across the Commonwealth of Independent States (CIS)."

McComplex, MM Food Service and Distribution Centre just outside of Moscow,

supplies MM with locally-sourced food products prepared from raw ingredients purchased from Russian and CIS suppliers and processed in a strictly-controlled, state-of-the-art environment.

As for the staff, the initially North American-trained Russian personnel are now responsible for training new Russian restaurant recruits to the same high standards that they received from McDonald's.

For more information on Moscow-McDonald's or the company's operations in Russia, contact Director of Communications Maureen Kitts, McDonald's Restaurants of Canada Limited, in Toronto. Tel.: (416) 443-1000. Fax: (416) 446-3443.

# SHARING TRADE SECRETS

## Top Canadian Engineering Firm Solidly Entrenched in Russia

*With over 20 years of experience in Russia, SNC-Lavalin Group Inc. has a number of large and varied projects under its belt in that country — in addition to a number of major contracts it is currently working on.*

It was back in 1976 that the Montreal-based and Canada's foremost engineering-construction firm signed its first contract — for the supply and services to drill oil wells safely in permafrost regions.

The \$9 million contract — financed entirely by the Canadian Export Development Corporation (EDC) — was followed shortly afterward by a procurement and engineering services contract for the construction of four phosphoric acid plants, each with a capacity of 1,000 tonnes a day, at a total cost of US\$155 million.

It was on the heel of these initial contracts that the company decided to open an office in Moscow some ten years ago, to provide it with an understanding of current market conditions, seeking out prospects for new projects, and maintaining contacts with clients.

### Why did SNC-Lavalin choose Russia?

"Given similarities in climate and major industries," says SNC-Lavalin's Senior Vice-President, Eurasia, John Lackowicz, "the company had the vision to see that its home-grown expertise could well answer the needs of Russia and the Commonwealth of Independent States (CIS)."

This foresight has handsomely paid off as the multinational company was contracted to undertake other major projects within the CIS — from oil fields to urban transit — each worth more than \$200 million.

These projects — some com-

pleted — include the Astrakhan sour gas field, and Tengiz sour oil field, well testing and well gathering system; the Tengiz sour oil and gas processing plant; the Zhanazol oil and gas plant expansion (preliminary stage); and a metro system for the city of

### Strategy for Russia

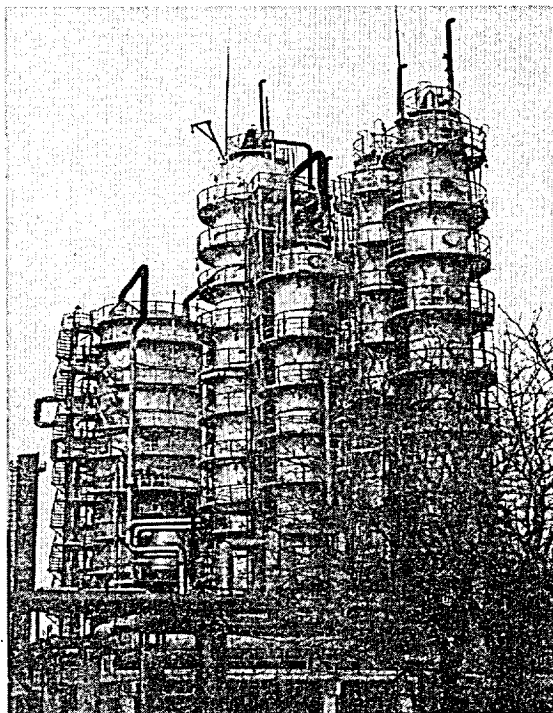
SNC-Lavalin's policy is to concentrate on economically viable projects that have a high priority in the country.

Although the company is active in markets throughout the world, Russia and the CIS rank among the key regions where it supplies its engineering and project management services catering to a wide range of industry and infrastructure.

Currently, SNC-Lavalin's largest contract — \$500 million — in Russia is the modernization of the Volgograd refinery for that country's largest oil company, JSC "LUKOIL".

Pursuing small to large contracts, a top multinational company like SNC-Lavalin still maintains close ties with local Canadian embassies. "They are our allies and partners," Lackowicz emphasizes, "helping us in opening doors and maintaining contacts with senior officials in government and industry."

For more information on SNC-Lavalin — with offices throughout Canada and 30 other countries — contact Director, Public Relations, Suzanne Lalonde. Tel.: (514) 393-1000. Fax: (514) 875-4877.



*LUKOil refinery modernization by SNC-Lavalin*

pleted — include the Astrakhan sour gas field, and Tengiz sour oil field, well testing and well gathering system; the Tengiz sour oil and gas processing plant; the Zhanazol oil and gas plant expansion (preliminary stage); and a metro system for the city of

# SHARING TRADE SECRETS

## Alberta Energy Company Drills Deep Into Russia

*Edmonton-based Dreco Energy Services Ltd. got its first taste of Russia over 20 years ago when it supplied a mud system as part of a package used to upgrade a rig in the Komi region.*

But it was only in 1982, following the collapse of the drilling industry in the west, that Dreco began to search for new markets in earnest, spending more than six months investigating the Russian marketplace.

These efforts were rewarded with orders for a large workover and drilling rig, hydrogen gas removal systems and well service rigs for Tengiz and Astrakhan, followed by many large orders for various tools and equipment.

### Technology sharing

"As a result," says Dreco's Moscow Operations Director Sean Murphy, "customers in the former Soviet Union combined to make that area one of the largest destinations of our manufactured products for several years."

In an effort to increase two-way trade and add Russian content to its products, Dreco developed a unique design for a servicing rig by combining the Russian Kirovets agricultural tractor and Dreco's Kremco well service rig.

Dreco has supplied over 40 of these new rigs which are particularly well suited to Western Siberian applications.

The technology-innovation conscious company, through exchanges with various design institutes in Russia, became interested in downhole motor technology for drilling directional and horizontal wells.

Today, the Trudril Division of

1990, as a result of increased business and decentralization of purchasing decision makers.

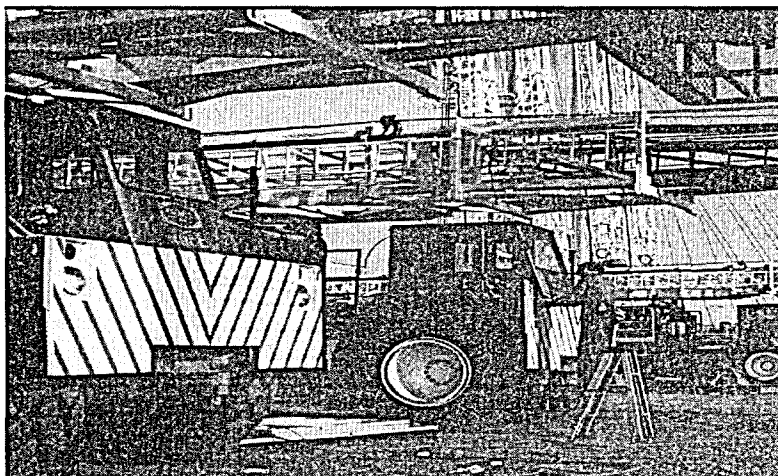
Two years ago, Dreco also established a service base — including factory-trained technicians — and a large inventory of spare parts in Nefteyugansk, operated in cooperation with the Yuganskneftegaz division of Yukos.

One prospecting and marketing tool the multinational company uses is participation in trade fairs, some of them held annually in Moscow, or in other regions like Siberia, Kazakhstan or Turkmenistan — either in conjunction with federal

or provincial presence, or on its own.

"In addition, we find the logistics support offered by the Commercial Section of the Canadian Embassy or the Government of Alberta Trade Offices quite useful," says Murphy.

For more information on Dreco and its operations in Russia, contact Dreco Marketing Director Kevin Neveu in Edmonton. Tel.: (403) 944-3800. Fax: (403) 465-6068.



*More than 40 well service rigs supplied to Russia by Dreco*

Dreco is a world leader in the supply of downhole PDM (positive displacement motor) style drilling motors with service centres and distribution points throughout the world.

Large quantities of these motors have been sold to Russia itself in recent years.

### How did Dreco do it?

Originally working through an agent in the former Soviet Union, the company decided to open its own Moscow office in

# Russia, From West to Far East Proves a Land of Vast Potential

*When people think of Russia, they think Moscow... St. Petersburg... Europe. But when you're in Vladivostok, eight time zones east of Moscow, and most of the cars are Japanese and half the restaurants serve sushi, you're definitely not in Europe!*

Vladivostok is the largest of the many medium-size cities on the Russian east coast or the "Russian Far East".

The region's economy is dominated by the ship-repair, fishing, timber, construction and chemical industries.

Not surprisingly, the Russian Far East has strong cultural and commercial ties with China, Japan and Korea. But, more and more, companies from the United States, Australia and the European Union are doing business in the Russian Far East.

The number of joint ventures involving foreign capital and technology is increasing. Annual foreign trade, for Vladivostok alone, now exceeds \$400 million.

Just a few years ago, approximately 80 per cent of the Russian Far East's imports of foodstuffs and consumer products came from China.

Consumers in the Russian Far East demanded a wider choice and, today, the most active foreign firms in the region are Japanese, Korean and American.

Trade between the Russian Far East and Canada is growing. The region has great potential for Canadian companies, especially those in the agri-food, fishery, fish-processing and consumer products sectors.

Shipping and distribution channels between Canada and the Russian Far East are improving but, to this day, many Canadian products imported in the

region go through American distributors.

"Seattle" comes up in almost every business meeting in the Russian Far East.

Given their geographical location — and the competitive prices of companies in Western Canada — we will be hearing "Vancouver" and "Calgary" more often in the future.

## Alberta Stands Tall in Eyes of Russians

There was great excitement as the helicopter descended and representatives of Alberta's Canadian Foremost Ltd. stepped out onto the Samotlor oil field in western Siberia, the largest oil field in the world.

It was very rare in the days of the Soviet Union that Westerners came face to face with western Siberia, its oil fields and its people.

That was in 1970; twenty-six years later Westerners are no longer curiosities in Siberia and Albertans are closely associated with joint ventures throughout the region.

It is often said in Russia that Albertans were the first Canadians to do serious business with Russia. Whether it be off-road vehicles, drilling, production and processing equipment and services, or environmental consulting, Alberta's expertise has been highly valued.

In the mid-1980s, the Alberta government initiated an extensive program of exchanges, trade shows, seminars and other activities to develop commercial opportunities for Alberta companies in Russia.

In addition, bilateral agreements have helped Alberta businesses expand into new sectors, and today bring Russian physicians and teachers to Alberta for training, as well as a steady stream of specialists from the energy complex.

Alberta leads the way in exports to Russia, in five of Canada's top 10 products, including oil and gas equipment and machinery, special-purpose vehicles, and prefabricated buildings.

There now are more than 40 Alberta companies operating in Russia.

# SECTOR OPPORTUNITIES

## Agriculture: A Huge Appetite for Western Goods

In the past, a typical Russian diet consisted mainly of bread, potatoes and cabbage. People waited in line for meat, sugar and milk, and the only fresh vegetables were the ones grown in "dacha" gardens.

With the development of a market economy, a large variety of Western foodstuffs was progressively introduced, mainly from Europe at first, but also from the U.S., Asia and the Middle East. The imports were of better quality and often less expensive than their Russian equivalent. Today, Russia imports more than 50 per cent of its food requirements, significantly more in large urban centres like Moscow and St. Petersburg.

Russians are very sensitive to packaging; their domestic products tend to come in bland packages. The country's working households, as in the West, now demand easy-to-prepare foods. As a result, the market opportunities for value-added food products — in colourful packages — is greater than for food in bulk.

Canada's agri-food exports to Russia grew by about 30 per cent from \$25.6 million in 1994 to \$33.1 million in 1995. Traditionally, Canada exported mainly cereal grains to Russia. Now, such value-added Canadian products as meat, fruits, vegetables, jams, jellies and juices, coffee extracts, ice cream, chocolate, and tobacco are gaining a foothold in the market. Canada is able to compete effectively against European products — in spite of higher transportation cost.

Russia's food-processing industry is in need of restructuring and upgrading, but the country lacks resources and is looking to foreign investors to take the lead. Many already have. Italian, German, French, American and British companies have invested heavily in this sector. Construction and modernization of food-processing and packaging plants, agri-food processing equipment and machinery, and improvements in distribution systems all represent good opportunities for joint ventures and similar partnering arrangements.

The current exchange rate of the Canadian dollar makes many Canadian products competitive in the Russian market and Canadians are already making significant advances in the agri-food sector. There is room to further increase Canada's presence.

### McDonald's in Moscow

In 1988, following 12 years of negotiations, McDonald's Restaurants of Canada Limited and the Food Service Administration of the Moscow city government signed a partnership agreement establishing Moscow-McDonald's (MM).

The agreement covers an initial 20 restaurants and the 10,000-square-metre "McComplex" food-processing and distribution centre.

The first MM restaurant opened on January 31, 1990, and has since served over 116 million customers. The McComplex supplies MM with locally-sourced food products, and includes a meat production line, a full dairy, a bakery, and a potato processing plant. Combined, they have over 2,000 Russian employees.

Moscow-McDonald's activities go beyond commerce. For example, Ronald McDonald Children Charities support community programs in Russia to improve the quality of life of children with special needs. (Related article page II).

## Construction: A Boom in the Making

Housing is the most pressing social and economic issue in Russia. Market reform has been slow in improving the housing situation. Russian banks, still in their infancy, do not provide mortgages. Private land ownership is still not implemented, developers must deal with long-term leases.

Housing has become one of the government's top priorities. A State Mortgage Fund has been established to support home ownership, and a decree allowing private ownership of agricultural land was signed by President Yeltsin in March. Meanwhile, the Duma (parlia-

*Continued on page XII*  
**Construction**

# AT WORK IN RUSSIA...

Canadian government and private organizations are working hard to support trade and investment relations between Canada and Russia. Following are just a few examples of the many international business development initiatives currently taking place in Russia.

## Canadian International Development Agency (CIDA)

Canada's Program of Technical Co-operation to Russia, announced at the London G-7 Economic Summit in July 1991, was established to promote and support democratic development and the transition to market-based economies, and to increase trade and investment with Russia.

Administered by CIDA, the \$23-million program (1995-96) draws on the expertise of Canada's private sector, non-governmental organizations, professional and labour associations, educational institutions, and all levels of government to build partnerships with Russian counterparts.

Private-sector development is one of CIDA's priorities in Russia, and the program is actively supporting Russia's integration into the global economy by providing management training and financial services, as well as fostering links between Canadian and Russian entrepreneurs.

Other CIDA initiatives in Russia include:

- providing legal services to assist Russia's accession to the General Agreement on Tariffs and Trade/World Trade Organization (GATT/WTO);
- assisting in developing a

financial plan for the privatization, modernization and construction of the Samara regional airport; and

- linking Canadian and Russian industry and researchers.

### Canada-Russia Intergovernmental Economic Commission (IEC)

The Canada-Russia Intergovernmental Economic Commission (IEC) is a private-sector-led mechanism working to facilitate trade and economic relations between the two countries.

The IEC, which first met in October 1995 during the visit to Canada of Prime Minister Victor Chernomyrdyn, is forming sectoral working groups in agriculture, natural resources, and advanced technologies. Within the framework of the Commission, Canadian private- and public-sector representatives work with their Russian counterparts to identify business opportunities and to help resolve issues that restrict the efforts of individual firms.

The next meeting will take place in Moscow in the fall of 1996.

## Renaissance Eastern Europe

Since 1990, the Renaissance Eastern Europe program (REE) has been helping Canadian companies position themselves in Central and Eastern Europe and the former Soviet Union.

REE supports Canadian-Russian joint ventures by investing in feasibility studies, personnel training, and bilateral business councils. To date, it has supported some 115 projects in Russia, many of which have led to considerable increases in Canadian exports. For example:

- Société Désourdy, a construction company from Saint-Hubert, Quebec, established a joint ven-

ture with the city of Samara to develop its infrastructure and is now involved in a major construction project;

- Pratt & Whitney is working with P&W Klimov to test and service PK6 engines;

• DMR Group and Sidus Computer Systems are preparing a study to establish a personal computer manufacturing plant;

- HDM Digital Concepts Inc. is working with a Russian counterpart on Internet content development and computer technology services in the Vladivostok area.

# AT WORK IN RUSSIA...

## Canada Mortgage and Housing Corporation (CMHC)

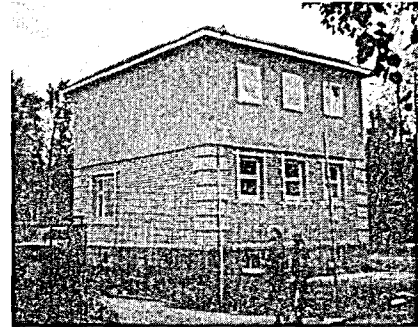
In 1994, CMHC and the World Bank signed a formal agreement to set up a pilot program for evaluating proposals to transfer housing construction to the Russian private sector.

One of CMHC's projects, in partnership with the Bayswater Consulting Group, and Drerup Armstrong Limited, was the cons-

truction of the first Canadian-style wood-frame demonstration house. In 1995, CMHC approved funds to complete the landscaping and interior of the house in conjunction with Russian firms, BETIZ and STROITEL, and work is expected to be completed in June 1996.

With funding from Environment Canada, CMHC launched a project to reform Russian building codes and standards to facilitate the adoption of energy-efficient and environmental building methods and technologies.

A group calling itself *Team Canada: Housing in Russia*, made up of government and industry, has been active in many housing projects and initiatives. Apart from advising on the demonstration project, these activities include:



*Housing a top priority*

- preparing the first design, blueprints and construction manuals for a Russian heritage-style wood-frame dwelling;
- assessing Russian educational and trades-training facilities;
- developing the first curriculum and teaching methods for light-building construction in Russia; and
- preparing a plan for future training in house construction.

### CBAR Canadian Business Association in Russia

The CBAR was founded in 1995 to provide Canadian companies operating in Russia with their own local Chamber of Commerce.

The CBAR allows Canadian companies based in Russia or doing business in Russia to network and share their experience of doing business in the market.

The CBAR is also meant to be a forum to liaise with other business communities and to make representation, vis-à-vis, Russian government bodies.

Although a young organization, CBAR already has 50 members and is growing rapidly.

Companies wishing to obtain more information about the CBAR can enquire with the trade section at the Embassy in Moscow.

## Russian-Canadian Fuel and Energy Business Centre

In its fourth year, the Southern Alberta Institute of Technology (SAIT), in partnership with CIDA and the Russian Ministry of Fuel and Energy, provides business and technical training to Russia's oil and gas industry.

What started as a CIDA project to help the Russian Ministry strengthen its technical education system grew rapidly into a wide range of programs and seminars for current and future managers. In the past three years, more than 200 fully sponsored students from all parts of Russia have studied business, petroleum technology and mechanical engineering at the Calgary-based SAIT.

Now, CIDA, SAIT and the Ministry have entered a new phase with the opening of the Russian-Canadian Fuel and Energy Business Centre in Moscow. The Centre is a modern technical college, operating in the English language, which trains Russians in Moscow and also prepares them for more advanced courses in Canada.

# AT WORK IN RUSSIA...

## Canada Eurasia Energy and Industry Alliance (CEEIA)

Established in April 1995, the CEEIA is a non-profit, membership-based organization representing approximately 30 companies with major interests in Russia, Eastern Europe and Central Asia.

Founded by former members of the Canada USSR Business Council (CUBC) Oil and Gas Section, CEEIA promotes Canadian energy expertise, identifies business opportunities, and provides a forum for the exchange of information. Among the CEEIA's member companies are SNC Lavalin, AGRA Earth & Environmental International,

PanCanadian, Canadian Occidental, Foremost Industries, and Macleod Dixon.

The Alliance works closely with the Canadian and provincial governments and has participated in several major initiatives including the Energy Charter Treaty, the East-West Business Forum, and the G-7 Ministers Conference in Warsaw.

Contact *Dimitra Katsuris, CEEIA Executive Director, Calgary. Tel.: (403) 267-8135; Fax: (403) 267-8142.*

## St. Petersburg and North-West Russia – *Continued from page 1*

One of the most industrialized areas of Russia, the North-West is developing as a transportation and distribution hub with an accessible market of over 11 million people. It is estimated that 30 per cent of Russia's exports and 25 per cent of its imports go through St. Petersburg.

A recent report by the Economist Intelligence Unit says that privatization, political stability, lower taxes and real estate costs give St. Petersburg one of the most attractive investment climates in Russia. The city administration was among the first in Russia to implement market reforms. In the December 1995 parliamentary elections, Democrats were elected in the city's eight electoral districts. St. Petersburg hopes to turn its positive international reputation into a successful bid for the 2004 Olympic Games.

The European Bank for Reconstruction and Development has made St. Petersburg a priority region and has set up a regional investment fund, and the World Bank has developed programs to purchase medical equipment and build housing. These sectors, along with transportation and agri-food, hold great potential for

Canadian business.

Finland's accession to the European Union increased vehicle and rail traffic across the Russo-Finnish border. The modernization and expansion of a multi-modal transportation network is a priority for St. Petersburg and the border regions. Major infrastructure projects in North-West Russia include highway upgrades, airport expansion, the construction of toll roads, a high-speed rail link with Moscow, and port redevelopment projects.

St. Petersburg is becoming an important wholesale and distribution centre for the food industry. The success of a recent Canadian food promotion demonstrates that there is a market for competitively priced Canadian food products.

The city's traditional agricultural suppliers, one of which is the Leningrad Region, have programs to increase self-sufficiency and modernize food-processing facilities. There is also a need to improve the feed grain harvest to support the local livestock industry.

St. Petersburg and the surrounding regions are looking to Canada to help address a serious shortage of low-cost housing.

There is a demand for state-of-the-art technologies using inexpensive construction materials. The lack of housing and office space, as well as the Olympic bid, has sparked a renovation boom. St-Petersburg and Novgorod are part of a World Bank housing development project for Russia. Forestry, aluminum and minerals used for building materials are among the North-West's main resource processing industries. Canada's experience in cold weather construction is definitely to its advantage.

In post-Soviet Russia, the search for prospective agents, buyers and investment projects will take Canadian businesses into the regions. Support and information is available from the Canadian Consulate General for firms wishing to do business in St. Petersburg and the North-West. Investment catalogues from various regions are also available through the Consulate General. Large Western accounting and legal firms have offices in the city, as do several foreign banks.

St. Petersburg is on the World Wide Web Home Page: <http://www.spb.su> or Trade Point St. Petersburg: <http://www.unicc.org/untpd/incubator/rus/tpspb.htm>



# DOING BUSINESS IN RUSSIA

## Who Succeeds and Who Doesn't

There are two categories of business people that go to Russia: those who don't think they can learn from their Russian counterparts; and those who are willing to welcome local partners. The latter make the effort to find suitable partners, and to understand them.

The Canadian Embassy in Moscow and the Consulate General in St. Petersburg can provide a helping hand. Publications also are available. For example, *Doing Business in Russia* and *Locating a Business in Russia*, among others, are valuable sources of information.

Here are some examples of the advice and information you can

expect to find in these publications:

- Contract law in Russia differs from Canadian contract law in critical respects. For example, "preliminary contracts," which Canadians would view as non-binding "letters of intent," may be recognized under Russian law as requiring parties to proceed.

- Russians have lived for decades with a command economy, where governing bodies and the "boss" made most major decisions. This means individual initiative and independent judgement were rarely rewarded. Foreign managers can be overwhelmed by requests for direction and guidance. Expect it to take a

few months for new employees to adapt to the Canadian style.

- "General Director" on a Russian business card does not mean that the individual is one of several directors. A Russian General Director is the firm's Chief Executive Officer. Note that some Russian business people, including senior executives, are still new to the world of corporate enterprise and do not yet grasp all of its concepts and nuances.

(Ian Ogilvie, President, Vancouver Vladivostok Trade Association, Tel.: (604) 926-7103; Fax: (604) 926-7143).

## Winchester Group's Observations

(An investment group, focused on the former Soviet Union, Winchester directs its activities toward the establishment of joint ventures in the region with a view to producing products for both the domestic and export markets.)

### Communicating with

#### Russian Business Partners

Communications, always tricky, can be a major problem. Russia has only recently emerged from a lengthy experiment with centralized control of the economy and other aspects of life. It is unrealistic to expect Canadians and Russians to share the same points of view, belief systems and personal goals. Shared experience and a time-consuming process of visits, dialogue and experimentation are the keys to successful business relations. This is not unlike many Asian markets.

English used to be rare but is spoken by an increasing number of business people, particularly the younger ones. Interpreters with apparently fluent English can have comprehension pro-

blems.

Some Russian partners are genuinely interested in the welfare of the organization and want to build for the future. However, many are there only for short-term gain. Seek out the genuine builders. Accommodate the short-term gainers; they won't go away.

Winchester's experience has been that hiring local employees works very well. The same applies to the use of accounting, legal and engineering expertise. But Canadian experts are essential for the transfer of technology or to supervise the transfer of technology and expertise.

(R. Paul Klein, Vice-President, The Winchester Group Inc., Tel.: (905) 479-9016; Fax: (905) 479-9081).

## Old Managers, New Systems

Because many managers kept their jobs when Russian industries were privatized, Russian managers are often assumed to be philosophically hostile to market principles and opposed to economic reform.

That's not really the case. According to a recent study by a Canadian-Russian research team, most industrial managers say they are materially better off than before, and that they derive professional satisfaction from the new system. They acknowledge that increased responsibility is often difficult to bear, but, they point out, the Soviet system had held them accountable — without granting them decision-making power.

# CONTACTS

## IN CANADA

**Eastern Europe Division (REE)**  
**Department of Foreign Affairs and**  
**International Trade**  
 125 Sussex Drive  
 Ottawa, Ontario K1A 0G2  
 Tel.: (613) 992-8590  
 Fax: (613) 995-1277  
 E-mail: ree.extott@extott04.x400.gc.ca.

Contacts for the Russia-based trade promotion groups mentioned on pages VIII-X may be obtained from REE (as above) or the Embassy in Moscow.

## IN RUSSIA

**Canadian Embassy**  
 Starokonyushenny Pereulok 23  
 Moscow 12100, Russian Federation  
 Tel.: (011-7-095) 956-6666  
 Fax: (011-7-095) 241-9034  
 E-mail: td.mosco@mosco01.x400.gc.ca.

**Ann Collins, Consul General**  
**Margarita Sandal, Commercial Officer**  
**Consulate General of Canada**  
 Malodetskosselsky Prospekt 32  
 St-Petersburg, Russian Federation 198013  
 Tel.: (011-7-812) 325-84-48  
 Fax: (011-7-812) 325-83-93  
 E-mail: /dd.id=spurg.ste/@gemdes.x400.gc.ca

# SECTOR OPPORTUNITIES

## Construction: A Boom in the Making – *Continued from page VII*

ment) is discussing a new Land Code, and the World Bank is funding a US\$400-million project to develop free market housing in five major cities.

Canadian companies have been quick off the mark: Alberta's Nascor is selling pre-fabricated houses to the Russian Ministry of Interior; a consortium of 25 manufacturing companies, known as Construct Québec (see page III), is exporting with great success construction materials to Russia.

The Canada Mortgage and Housing Corporation (CMHC) – see item page VIII – has signed a Memorandum of Understanding with the Russian Ministry of Construction for co-operation in cold weather construction technology, building codes and standards, and to support new business ventures. CMHC built a model home in Tver, northwest of Moscow, which features Canadian environmental building technologies.

Russia is eager to share Canada's expertise in cold weather construction. This market offers tremendous opportunities to

developers and exporters of pre-fabricated houses and building materials.

## And then there are more...

**Oil and Gas** – The services of Western exploration and production companies, well work-over firms, and suppliers of oil-field equipment, services and technology will be needed if Russia is to reverse the nearly 50-per-cent decline in oil and gas production since 1989.

**Mining and Metallurgy** – Many Russian mines use antiquated equipment and are unsafe and inefficient, representing a need for Canadian expertise, technology and equipment, particularly in gold and coal mining. In addition, blast furnaces at many Russian steel works date from the 1930s, creating a potential market for metallurgical equipment and services.

**Forestry** – Opportunities exist for Canadian equipment, technology and services, as well as for licensing agreements for local equipment manufacturing.

**Telecommunications** – Russia's telephone system, which is in serious need of modernization, offers considerable opportunities for Canadian expertise in this area.

# TRADE FAIRS AROUND THE WORLD

## Peacekeeping Procurement Profitable for Business

**NEW YORK CITY** — Madison Square Garden, only a few blocks from the United Nations, is the strategically situated venue for an upcoming event that will allow Canadian industry access to vast purchasing opportunities for worldwide United Nations peacekeeping operations and humanitarian aid missions.

The **International PEACEKEEPING'96 Exhibition and Seminar**, being held September 8-10, consists of a procurement seminar program and a trade exhibition at which Canadians can showcase their products and

services — and influence international buyers for the multi-billion-dollar UN market.

Not only is the UN products and services market immense (purchases in 1995 exceeded US\$4 billion), it is also diverse and indicates the scope exhibitors at this international procurement event have within the criteria set out by the UN Procurement Office.

Representative exhibits include: accommodation, bridge-building equipment, communications, defence systems, field hospital

equipment, food, guidance equipment, helmets, inflatable boats, logistics services, medical equipment, **mine detection**, night vision equipment, office supplies, pest control, **pharmaceuticals**, radio systems, search and rescue equipment, **security equipment**, telecommunications, uniforms, vehicles, and water purification systems.

Participation at International **PEACEKEEPING'96** gives company representatives the opportunity to meet with senior UN and humanitarian aid procurement officials from around the world and discuss procurement practices and procedures one on one.

The seminar program, in cooperation with the United Nations Association of the United States of America, is designed to enhance a company's ability to market its products to all international peacekeeping organizations.

These business conferences train vendors on how to bid on — and win — UN contracts issued by the organization's 30 purchasing centres worldwide.

Parties wanting more information on participating in this event may contact International Peacekeeping, 310 Dupont Street, Toronto, Ontario M5R 1V9, Tel.: (416) 968-7252; Fax: (416) 968-2377; E-mail: [peacek@baxter.net](mailto:peacek@baxter.net); Internet: <http://www.baxter.net/peacekeeping/>

## Beijing Hosts Major Communication and Investment Fairs

**BEIJING, CHINA** — Two upcoming trade fairs, '96 **Beijing International Exhibition on Technologies and Products of Data Communication Networks and Investment Opportunity in Central and Western China**, represent significant potential for Canadian companies in this fast-growing economic region.

The first fair (July 3-7, 1996) will display the newest domestic and international data communication products and technologies.

The Investment fair (July 10-15, 1996), the first and largest of its kind, should provide Canadian companies, investment firms and banks with a solid introduction to this vast, resource-rich area.

For more information on these two fairs contact Guogen International Enterprises, 1833 Thistleleaf Street, Gloucester, Ontario K1C 5W8, Tel.: (613) 824-6198; Fax: (613) 824-6735.

### Application Deadline Nears

## Canadian Airlines Puts Business on Export Flight Path

Canadian Airlines will put up to 80 small businesses on the flight path to international success this year by doubling the number of flights awarded under its *Small Business International Expansion Program*.

The airline will present international airfare and accommodation to 20 national award winners, and up to 60 additional companies will receive airfare to the destination named in their application.

In 1995, the program's inaugural year, 10 national awards were presented along with 31 regional awards.

According to Tony Johnson, Vice-President, Employee Devel-

opment and Public Affairs, Canadian received such a large number of top-notch applications from entrepreneurs across Canada that it decided to double its efforts to help businesses expand into foreign markets.

### Proposal Submissions

Entrepreneurs are invited to submit proposals to the Canadian Airlines Foundation outlining their business development plans for any of the following destinations: Tokyo, Nagoya, Beijing, Hong Kong, Taipei, Bangkok, Auckland, Sydney, Mexico City, São Paulo, London, Paris, Frankfurt and Rome.

To be eligible, applicants must possess international growth potential, have been operating for at least two years, be financially stable, and have annual gross sales of between \$1 million and \$10 million. Proposals are reviewed by a panel of experts, including representatives from Canadian Airlines and the Canadian Chamber of Commerce.

### Applications Contact

The deadline for entries is *May 17, 1996*. Applications are available in the March issue of *Canadian Inflight Magazine*, or by contacting the Canadian Airlines Foundation at (905) 612-2071.

## Market in Africa for Mining Equipment, Services — Continued from page 1

until more mines become operational, but this is clearly a market of the future.

*Services*, particularly in consulting and environmental assessment, are becoming increasingly important as development of Tanzania's natural resources continues. Now is the time for Canadian companies to position themselves for this market.

**Zimbabwe**, a more mature market with an active private sector, is the site of recent exciting developments, including a Canadian company, Redauram, being part owner of Zimbabwe's first, and only, diamond mine.

As well, the Wankie Colliery in Hwange, a 75-year-old mine, will be expanding its operations by 50 per cent to meet the country's future energy needs.

The delegation's visit to the mining centre of Bulawayo revealed a high level of interest in working with Canadian firms and familiarity with Canadian equipment and techniques.

Canadian firms wishing to pursue opportunities in Zimbabwe will find that maintaining a local agent is an effective means of promoting their products, developing contacts and building relations with local firms.

**Zambia**, which has long-relied on the Zambia Consolidated Copper Mines (ZCCM) to support its economy, is in the midst of effecting far-reaching reforms to the operations and management of the ZCCM.

Canadian managers and engineers have been hired to help reorganize the Chingola mine. As the government moves towards privatization of the mines, it is encouraging attempts to reduce costs, improve productivity and increase efficiency.

The most obvious manifestation of these changes is the creation of a central equipment purchasing office at the Kalulushi mine.

### Zambia Mining Tenders

Vancouver resident Deepak

Malik, General Manager, Group Supply Services, is coordinating the nearly \$500-million annual purchasing program for the three major mining operations.

Canadian suppliers wishing to bid on upcoming tenders are advised to register with ZCCM's UK purchasing agent, Techpro International. Write to Deepak Malik about your products and services and he will register you as a potential supplier and maintain contact with the technical managers at each mine to ascertain their requirements and preferences.

### Contact

Companies wanting more information on the mission or in obtaining a complete listing of ZCCM and Techpro contacts and coordinates, may contact Elaine Butcher, Africa and Middle East Business Development Division, DFAIT, Ottawa, Tel.: (613) 944-6586; Fax: (613) 944-7437.

# BUSINESS AGENDA

## Seminars Spotlight Yangtze Delta Opportunities

Team Canada's success in China in 1994 can benefit exporters and would-be exporters in 1996 — provided they attend the **Business Opportunities in the Yangtze Delta Region** seminars being held in six cities across Canada this May and June.

The seminars offer valuable insights into the booming industrial growth of East China and the Yangtze Delta and the opportunities they present for Canadian entrepreneurs who want to maximize returns on their business investments. Also to be discussed are the critical factors for success in this market.

And quite a market it is:

\* The Yangtze Delta region is

the largest market in China, with 193 million consumers on a land base half the size of Alberta.

\* It is the best-located region in terms of strategic access to other market concentrations.

\* The region is the source of 25 per cent of the increase in China's economic production in the 1990s.

\* Purchasing power is growing faster in Shanghai than in any other region.

At the seminars, the latest information and insights on business in China will be drawn from: the Conference Board of Canada's extensive body of applied economic research on China; the Canada-China Business Council's knowl-

edge, based on the experience of more than 200 firms active in the China market; and Chreod Consultants of Ottawa's unique Yangtze Delta database.

Participants also will meet the entrepreneurs who have been there and learn their critical success factors through presentations and one-on-one discussions.

The seminars — to be held in **Vancouver, Calgary, Toronto, Ottawa, Montreal and Moncton** — are a joint activity of the Canada-China Business Council, The Conference Board of Canada's Applied Economic Research Institutes Linkages (AERIL) Program, and Chreod Consultants of Ottawa.

For dates and more information, contact Jean Smith, Conference Board of Canada, Ottawa, at tel.: (613) 526-3280 or e-mail: smith@conferenceboard.ca

## Cross-Country Seminars on Canada's Export Controls

**Halifax** — May 27, 1996; **Montreal** — May 28; **Toronto** — May 30; **Ottawa** — May 31; **Winnipeg** — June 4; **Calgary** — June 5; **Vancouver** — June 6 — At these cross-Canada series of seminars (organized by the Department of Foreign Affairs and International Trade and co-sponsored by The International Trade Centres/Industry Canada) **Canada's Export Controls** will be explained under the Export and Import Permits Act. Topics include: recent changes in international agreements; what's new in Canada's export controls; how controls impact Canadian trade; and the roles of freight forwarders and Customs. Those encouraged to attend include marketing and traffic managers of exporting companies; manufacturers and exporters of military/defence products; dual-use goods with military ap-

plications; dual-use goods with nuclear, chemical, or biological weapons uses; and goods controlled by national policy. The seminars also should attract customs brokers and freight forwarders; consultants and other specialists; and those new to export controls or those wanting to keep abreast of latest developments. Participants will receive the 1996 edition of *A Guide to Canada's Export Controls*. Advanced registration (fee is \$15, with cheques payable to The Receiver General of Canada) is required and should be mailed to Department of Foreign Affairs and International Trade, Export Controls Division, P.O. Box 481, Station "A", Ottawa K1N 9K6. For more information, contact Robert Doak or Francine Zihlmann, Tel.: (613) 996-2387; Fax: (613) 996-9933.

## Canada-Cameroon Conference

**Douala, Cameroon** — May 21 to 23, 1996 — Multisectoral international conference of business people from Cameroon and Canada, sponsored by the Canadian High Commission in Yaoundé, to enable Canadian and Cameroonian business people to create business and partnership ties, and to facilitate technology exchanges. Contact Mr. Honoré Justin Mondomobé, Trade Officer, Canadian High Commission, Yaoundé. Tel.: (237) 23 02 03. Fax: (237) 22 10 90. E-mail: Honore.Mondomobe@Paris03.X400.gc.ca

## BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.

**CENTRAL AMERICA** — An Ontario-based company representing interests in Central America is seeking suppliers of **medical/pharmaceutical products; home appliances; and tires.** Contact Al Abedini, President, Als Trading Associates, 814 Maitland Avenue, Ottawa, Ontario K2A 2S3, Tel.: (613) 722-5947; Fax: (613) 724-6262.

**INDIA** — On behalf of an affiliate in India, a Canada-based company is seeking a **joint venture and/or the supply of new or used equipment for a lead recycling plant in India.** Contact Patricia Pinto, Projects Officer, Normar Pacific Marine, Vancouver, Tel.: (604) 687-6766; Fax: (604) 687-1737.

**JAPAN** — An importer here seeks **new industrial products, including machinery and equipment,** to sell in the Japanese marketplace. Contact Ron Lutka, A-1 Sourcing and Exporting Co., 4190 Dundas Street West, Suite 212, Etobicoke, Ontario M8X 1X3, Tel.: (416) 232-2589; Fax: (416) 234-2128.

## Winners Fly to Export Markets

Continued from page 3

ing a trade show in Osaka.

"The Canadian Embassy in Tokyo was very helpful in setting up meetings," says Miller, "and as a result of the trip we have three new customers in Japan."

The Japan trip has also given her some valuable insight into doing business in that country. "In Japan, things don't happen quickly," she warns. "It takes a long time to develop a business relationship," she adds, "but once we have established a good solid base, I expect we will maintain it on a long-term basis."

The company, featuring the only approved Canadian manufactured emergency food and water rations — with a five-year shelf life — has already displaced The Netherlands (the only other country with similar products besides the U.S.A. and Denmark) as the supplier to Canada's Department of National Defence, as well as to the Canadian Coast Guard.

Thanks to the Canadian Airline Foundation-sponsored trip to Japan, the small, innovative company has been encouraged to explore other markets, such as the U.S.A. (it's already FDA approved), Cuba and South Africa where it is making some F.A.S.T. gains.

"This trip has made all the difference in the world to us," Miller adds.

**Never Board Inc.** (fax: 604-255-5597)

Riding high on a wave of success-

es that took it from six employees to 66 in three years, this young Vancouver-based manufacturer of snowboards and related clothing and products had focused mainly on the U.S. and Japanese markets.

Customers in Europe came only from Italy, Sweden and Finland, but the Canadian Airlines award changed all that.

"We knew that some of the major markets were in Germany, Switzerland and Austria," says company President Geoff Power, "but somehow we never went after them."

Extending his Germany trip to neighbouring Switzerland and Austria, Power came home with a solid distributorship in each country except Austria — where more work needs to be done — as well as indirectly a distributor in Belgium.

"It was an excellent trip," comments Power, "and it came at the right time as the competition is getting stronger and stronger. In Switzerland alone," he adds, "we have done more volume than we expected from all three countries combined."

The 80 per cent export-based company has now decided to return to Europe on an annual basis.

For more information on Canadian Airlines Foundation's leadership role and its *Small Business International Expansion Program*, contact Jennifer Reynolds, the Canadian Airlines Foundation, in Mississauga. Tel.: (905) 612-2433. Fax: (905) 612-2355.

### INFOCENTRE

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT

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May 21, 1996

## Franco-Canadian Economic Relations Flourishing

*Franco-Canadian economic relations are showing unprecedented dynamism and, while trade in goods has increased in quality and tourism is experiencing a spectacular boom, the most remarkable phenomenon is the formidable growth of scientific and technological exchanges, strategic alliances, and investment.*

### Bilateral Trade

Bilateral trade between France and Canada totalled \$5 billion in 1995, with Canadian statistics showing that Canadian exports to France increased in value by 41 per cent over 1994; French exports to Canada rose 24 per cent.

The French market is an increasingly important outlet for Canadian high value-added finished goods, particularly in the high-tech sector.

Over one-third of Canadian exports are generated by aeronautics, transport, electrical and mechanical equipment, and precision instruments. Also registering strong growth are telecom-

munications, the environment and biotechnology. In agri-food, new niches are developing for oilseeds, processed food products



France-Canada Commission — Page 4

and seafood.

### New Growth Areas

Franco-Canadian economic relations cannot, however, be reduc-

ed to trade in goods alone.

The services sector is experiencing unprecedented growth — particularly tourism, which is approaching one million trips per year and generating total revenues of approximately \$1 billion — equally divided between the two countries.

Displaying the greatest vigour and the most promise for the future are direct investment, strategic alliances, technology exchanges, and sectoral co-operation.

### Investment

Canadian investment in France has grown substantially. Between 1985 and 1995, it increased ten-fold, to \$2 billion. France became the ninth-largest destination for Canadian foreign investment,

*Continued on page 4 — Franco*

## Canada, Ecuador Sign Pact

An agreement that fosters increased bilateral investment flows between Canada and Ecuador was signed April 29, 1996 in Quito by Canadian Ambassador David Adam and Ecuadoran Minister of Foreign Affairs Galo Leoro.

Once the **Foreign Investment Promotion and Protection Agreement (FIPA)**, the first signed in Latin America since 1991, is in force, Canadian business can pursue with greater confidence investment opportunities in Ecuador and rely on the **FIPA's** en-

hanced investment protection.

This agreement should reduce the non-commercial risk of Canadian companies investing in Ecuador, where they are active in metals exploration; at least \$60 million will be invested in the mining sector over the next two years.

**FIPAs** are bilateral, reciprocal agreements to promote and protect foreign investment through legally-binding rights and obligations concerning inter alia national treatment, most-favoured-nation treat-

*Continued on page 7 — Ecuador*

### CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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# SHARING TRADE SECRETS

## Cambridge Company Adds Mexico To Its Export Markets

*After a solid foothold in the U.S., European and Far Eastern markets, ATS Automation Tooling Systems Inc. has decided to expand into Mexico.*

The Cambridge, Ontario-headquartered manufacturer of large automated lines for small parts assembly in the automotive, appliance, and electronics industries, has two other plants in Canada and three in the U.S.A.

"As a matter of fact," says ATS Director of Sales and Marketing, Paul Patterson, "our largest market and some of our largest customers (Delphi, Ford, and Kelsey-Hayes) are south of the border."

So what prompted this 1,100 employee-strong company with annual sales approaching \$200 million — 85 per cent export-based — to look to Mexico?

"We hired an independent sales representative to cover Mexico some three years ago," says Patterson, "partly as a result of new opportunities we saw in that market after Mexico joined Canada and the U.S.A. to form the North American Free Trade Agreement (NAFTA)."

But at that time ATS was too focused on expanding the U.S. and

European markets, especially Germany, to really put much effort into Mexico... until last November.

That's when ATS participated in the Canadian Technology Showcase in Mexico City.

"I spent a week visiting some 20 prospective customers around Mexico City," admits Patterson, "and saw great promise in that market."

This led ATS to open an office there. As Patterson explains, "It made sense to pursue a NAFTA market in our sales strategy and we soon found that many of the European multinationals in Mexico are also encouraged to source equipment from NAFTA countries."

Patterson also saw other advantages to doing business in Mexico.

"Canadian companies are very well received there," he says. "As a matter of fact," advises Patterson, "Mexicans like doing business with Canada, and they have a similar sense of cultural independence to ours."

In addition to Mexico's relative

proximity to Canada, most Mexican manufacturing plants are in the Central Time Zone which, according to Patterson, is a plus for Ontario businesspeople.

For more information on ATS and its products, contact ATS Director of Sales and Marketing, Paul Patterson. Tel.: (519) 653-6500. Fax: (519) 653-6533.

## CCC Assistance, Persistence Strike Jack Pot

Persistence — and assistance from the Canadian Commercial Corporation (CCC) — have paid off handsomely for a Montreal, Quebec company.

Walsh Automation Inc. (WAI), through the CCC, has been awarded a contract to implement a US\$9,238,178 security and safety program at the La Paz and Santa Cruz airports in Bolivia.

The client is the Administracion de Aeropuertos y Servicios Auxiliares a la Navegacion Aerea (AASANA), the Government of Bolivia's aviation authority.

The CCC, WAI and CSP Inc, a Montreal-based security consulting firm working with WAI, first pursued this project in 1989; their efforts produced no concrete results. However, in April 1995, they updated

*Continued on page 3 — CCC*

CANADEXPORT

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## SHARING TRADE SECRETS

### Ottawa Software Company Builds on Success in Hong Kong

*Growing by leaps and bounds, Corel Corporation has just completed a highly successful launch of the Chinese version of its CorelDRAW 6 software for drawing applications.*

Following the February product introduction at the Hong Kong Convention Centre, the Ottawa-headquartered firm teamed up with Microsoft last month for the launch of the Windows 95 simplified Chinese version, spending two days in Beijing and one each in Shanghai and Guangzhou.

(Windows 95 is the operating system for CorelDRAW 6.)

"We have been selling our products in Hong Kong for two or three years now," says Corel's Director of Sales and Marketing for Asia-Pacific, Mark Alberdingk-Thijm, "and we are now

quite at home in that market, expecting to do some \$3 million in sales there this year."

#### Unique product

The Corel product, which incorporates Chinese character fonts and is a DRAW module localized version only, began shipping in mid-February to distributors in the "Greater China" region.

Corel now provides technical support to the new Chinese version through two special service centres, one in Hong Kong and the other in Taipei.

"As for making greater inroads

into China, that's a little bit tricky," concedes Alberdingk-Thijm, "because piracy is a major issue that has still to be resolved in China."

#### How to succeed

What has helped Corel set up operations in Hong Kong?

"We work very closely with a number of distributors there," says Alberdingk-Thijm, "and we are in almost daily contact with them."

"We have also received great support from the Canadian Commission in Hong Kong," he admits, "as well as from the Canadian Embassy in Japan where we are currently actively pursuing that lucrative market."

### CCC Assistance — *Continued from page 2*

their proposal — and were given the go-ahead!

WAI is an industry leader in systems integration and consulting and has clients in Canada, the United States and 30 other countries. The firm will utilize its own plant-wide, real-time data acquisition software to provide Bolivian personnel with constant information on the security status of the two airports.

CSP Inc., a security and consulting company, will provide security training, design engineering and technical specifications for the required equip-

ment, and work closely with WAI in the completion of the project.

CCC, wholly owned by the Government of Canada, provides a range of export contracting services to help Canadian suppliers land and successfully complete export sales. In 1994-95, CCC received orders worth \$766 million on behalf of 303 Canadian suppliers/customers and 20 international organizations in 37 countries.

For further information, contact Alan Davitt, CCC, Ottawa, Tel.: (613) 995-5171; Fax: (613) 995-21231; Internet: info@ccc.ca

#### Exports lead to expansion

The 95 per cent export-based Corel expects 1996 sales — of its products translated in 24 languages and sold in 60 countries — to reach \$500 million to \$600 million.

That's quite a feat for a 10-year young company that now employs some 1,400 people — 700 at the Ottawa head office, and another 700 at the U.S. facilities in Utah and close to 100 in Ireland.

"Our success is based on perseverance and a very good working relationship with the Department of Foreign Affairs and International Trade," says Alberdingk-Thijm.

*Continued on page 7 — Corel*



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

## France-Canada Economic Commission Meets in Ottawa

The desire to diversify their trading relations, strengthen transatlantic ties, promote the development of exchanges; strategic partnerships and investment were among the items stressed when France's "Minister-Delegate" for Finance and Foreign Trade Yves Galland (cover photo, left) and Canada's International Trade Minister Arthur C. Eggleton (cover photo, right) met in Ottawa March 25, 1996.

The occasion was the 10th ministerial meeting of the France-Canada Joint Economic Commission.

The two partners, both G-7 members, noted the spectacular growth and diversity in trade and investment between the two countries. They observed, as well, that more could be done to elevate economic relations to the level to which they aspire.

And, they recognized the influential position they occupy in their respective new regional associations — France with the European Union, and Canada with NAFTA. Far from being an obstacle, this new reality is viewed as an asset to be exploited. The dynamism of investment between France and Canada appeared, along with technological partnerships, to be the most promising avenue for the future development of Franco-Canadian co-operation.

In addition to attaching great importance to developing a Canada-EU policy statement and action plan, the ministers agreed to:

- \* create two bilateral task forces, one on information technologies, the other on multimedia;

- \* step up co-operation in environmental industries (particularly water treatment and waste

treatment);

- \* intensify their co-operation in the area of competition policy;

- \* encourage joint initiatives by the two countries' private sectors and business people, particularly in the areas of high tech, strategic partnerships and investment.

To mark this tenth meeting — the theme of which was Franco-Canadian Cooperation in the High-Tech Field — and to adjust its working procedures to the

new economic realities, the ministers invited, for the first time, French and Canadian business leaders to take part in the discussions and to explore partnership possibilities for the year 2000 and beyond.

The widened discussions, including business people, served to identify — or provide more information on — the most buoyant strategic sectors: information

*Continued on page 7 — France*

### Franco-Canadian Economic Relations

*Continued from page 1*

with 1.6 per cent of the total and over 100 Canadian firms investing.

In the same period, the value of French investment in Canada increased by 350 per cent. France is now the fifth-largest foreign investor in Canada, with \$5.3 billion (3 per cent of total foreign investment in Canada) invested by over 340 firms.

These investments are spread across the country and have sustained 40,000 jobs, including 23,000 in the manufacturing sector.

#### Strategic Partnerships, Technological Exchanges

It is difficult to quantify but there is a solid, albeit recent, tradition of strategic partnerships and technological exchanges between France and Canada, particularly in high-tech industries which have generated consequent investments.

This tradition probably started with the Montréal Métro, for which France transferred its technology to Canada. The technology transfer was so successful that it led to the development of

a local industry which gained international stature.

Other fruitful experiences followed, notably industrial co-operation projects in the air and rail transport sectors.

#### Science and Technology

Canada and France also enjoy a rich and mutually rewarding relationship in the science and technology sector.

At present there are 23 co-operation agreements between Canada and France, the latter being the world's fourth-largest investor in R&D.

Co-operation with France is of particular importance in the European context, especially following the recently signed Canada-EU co-operation agreement on Science and Technology. France has thus become a special partner for Canada, giving Canadian researchers access to European projects.

#### Contact

Contact Bruno Picard, Foreign Affairs and International Trade, Ottawa, Tel.: (613) 996-2363; Fax: (613) 995-5772.

May 21, 1996 - No. 3

Minister of Foreign Affairs



Ministre des Affaires étrangères

Ottawa, Canada K1A 0G2

I am delighted to have this occasion to greet the readers of Cultural Attaché/Attaché culturel, DFAIT's international cultural and academic affairs newsletter. This is an ideal opportunity to express my personal enthusiasm and support for the Department's initiative in advancing culture and academic activities as priority programs. Now known as the "Third Pillar" of Canada's foreign policy, these programs are fundamental to the pursuit of our objectives and interests abroad.

It is no accident that the "renaissance" of the international expression of Canadian culture, Canadian values, Canadian accomplishments, and Canadian identity as instruments of Canadian diplomacy occurs at a period in our history when these very concepts are being challenged and re-defined at home. Canadians who only see their country from within often have a different perspective than their compatriots who travel internationally. Canadian business travellers, tourists and diplomats often consider a highlight of their foreign experience to be the discovery of how the mention of Canada conjures positive responses concerning our social, welfare, political, economic, cultural, academic and technological accomplishments.

Through the Department's International Cultural and Academic Relations programs we seek to reinforce the international image of Canada and Canadians as innovative, responsible and caring members of the global village. In addition to re-affirming those very special Canadian values through activities abroad, our artists and performers, as well as our academics reflect one particular characteristic which is increasingly the envy of people everywhere. It is the ability to rejoice in, and through their example, to show others how to profit by cultural diversity.

To our cultural and academic ambassadors from all across Canada I extend best wishes for your international success and my assurance of the enthusiastic support of Cultural Affairs Officers at our Embassies and Consulates around the globe.

Sincerely,

A handwritten signature in cursive script, appearing to read "Lloyd Axworthy".

Lloyd Axworthy

**ICCS'S 15TH ANNIVERSARY**

*F*or the past few years, the International Council for Canadian Studies (ICCS) has held its annual meeting in Ottawa. This year, the week of May 27 will again provide an ideal opportunity for those interested in Canadian studies abroad to take stock of the virtual university that ICCS has become. Furthermore, 1996 marks the 15th anniversary of ICCS's foundation.

Since its foundation, without being physically present in the field, ICCS has forged ties among the five continents. Not a week goes by without a seminar, conference, publication or course on Canada somewhere in the world. ICCS brings together over 6,000 academics on hundreds of campuses in thirty countries. This virtual university relies on the voluntary commitment of academic researchers and institutions. This commitment gives Canada a profile that far exceeds the resources at its disposal to promote its cultural identity abroad.

Among the events that will mark this anniversary week, ICCS will award five Certificates of merit to highlight the remarkable contribution that various people have made to the advancement of Canadian studies. The recipients are Ginette Kurgan, Université Libre of Brussels; Richard Beach, SUNY, Plattsburgh; Bengi Streiffert, Lund University, Sweden; John Halstead, who was one of the fathers of Canadian studies in Germany when he was Ambassador of Canada; and Marra Messenger, who is responsible for Canadian studies at the Canadian Embassy in Israel.

That same week, the Governor General's International Award for Canadian Studies will be presented to Maurice Lemire of Laval University for his noteworthy contribution to furthering the knowledge and development of Canadian studies around the world. The award will be presented at the ICCS banquet on Wednesday, May 29, at the National Arts Centre.

Finally, it should be noted that, on May 27, ICCS will be launching the colloquium on Language, Culture and Values in Canada at the Dawn of the 21st Century, held in Ottawa last year and attended by 25 Canadianists from Canada and abroad.

While ICCS is celebrating its 15th anniversary in May, it should not be forgotten that associations for Canadian studies existed well before ICCS was created. This is particularly true of the French Association for Canadian Studies, which will celebrate its 20th anniversary in May by holding an international colloquium on the theme Translating Culture.

This brief overview suggests the vitality of Canadian studies abroad, which benefits Canada in terms of both culture and trade.

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**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**EUROPE**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
11/04/96 06/06/96	LaLaLa Human Steps European Tour Performances in FRG include Cologne, Leverkusen, Düsseldorf Bonn, Germany	The creative Canadian contemporary danse troupe will also be performing their production "2" at Stasschouwburg in Eindhoven, Netherlands on 31/05/96, in Berlin, Germany on 10/08/96 and at Helsinki Theater in Helsinki, Finland on 24/08/96 and 25/08/96.
05/96	Ouverture du cinéma IMAX Madrid IMAX Madrid Madrid, Espagne	Systèmes IMAX, IMAX 3-D, OMNIMAX conçus par des canadiens.
05/96 en permanence	Rodney Graham, Mobile Camera Obscura Arboretum d'Harcourt Haute-Normandie, France	Installation d'une oeuvre mobile conçue pour l'arboretum du château d'Harcourt et qui contient des spécimens d'Amérique du Nord.
05/96	Publication en espagnol du livre "By heart: Elisabeth Smart: a life" de Rosemary Sullivan par Editorial Circe Barcelone, Espagne	Biographie de Elisabeth Smart.
02/05/96 31/08/96	96 Containers - Art Across the Oceans Copenhagen Harbour Copenhagen, Denmark	Images of world ports; this art exhibition features Toronto Power Plant's Louise Dompierre, and other international artists.
03/05/96 01/07/96	Les belles-soeurs Le théâtre Magyar Cluj-Napoca, Roumanie	Pièce du dramaturge montréalais Michel Tremblay avec une mise en scène de Pierre Bokor, qui a reçu pour ce projet l'appui de la Alberta Foundation for the Arts ; monsieur Bokor avait monté la version roumaine de la pièce en 1994 au Théâtre Odéon de Bucharest, qui avait connu un succès continu.
06/05/96 06/06/96	Présence du metteur en scène Gervais Gaudreault École Nationale de théâtre Strasbourg, France	Gervais Gaudreault est le co-fondateur et co-directeur de la compagnie montréalaise de théâtre de renommée Enfance jeunesse Le Carrousel, qui effectue régulièrement des tournées en France, notamment. Gervais Gaudreault, également metteur en scène, est invité par l'École Nationale de Théâtre de Strasbourg à venir faire une mise en scène avec les étudiants en mai et juin 1996.
07/05/96 04/07/96	Northwest Coast Indian Art Exhibit Stadtsparkasse Magdeburg, Germany	A collection of contemporary Northwest Coast Indian Art from Canada, compiled by the Canadian Embassy, Bonn, from private collections in Germany. The collection includes masks, prints, silver jewellery and carvings. Also from 10/06/96 to 06/07/96 at the Creditanstalt (bank) in Vienna, Austria. Of special note: the Creditanstalt is sponsoring Chief Calvin Hunt "Copper Maker", master carver of Fort Rupert, B.C. who will do carving demonstrations in the bank lobby and the Vienna Museum of Ethnology.

**WRITTEN IN STONE**

*"Clay in Canada: North by Northwest", a Canadian Ceramics exhibit featuring the works of 47 ceramics artists from Canada's Western provinces was selected by The Minneapolis Star Tribune as part of the top ten visual arts events in that region for 1995. The show attracted an estimated 3,000 visitors and was among the most talked-about events by local media during its two-week run. Several pieces were sold on the spot and three of the artists contracted with local galleries and agents to represent their works in the Midwest.*

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
08/05/96 31/05/96	Le Concours international de musique Reine Elisabeth en Belgique; Voix 1996 Conservatoire Royal de Musique: eliminations (08-17 mai), Palais des Beaux-Arts: finales (22-24 mai) Bruxelles, Belgique	Ce concours de musique de renommée internationale accueille cette année quatre candidats canadiens. Une fois le concours terminé, les six finalistes parcourront les grandes villes de la Belgique pour donner des concerts.
5/05/96 11/08/96	Now Here Louisiana Museum of Modern Art Copenhagen, Denmark	New York based Canadian free-lancer Bruce Fergusson presents 5 Canadian contemporary artists: Dominique Blain, Ronald Brener, Janet Cardiss, Michael Snow and Stan Douglas.
17/05/96 13/07/96	"Never Walk Alone" includes works by Quebec photographer Louis Lussier Photographer's Gallery London, England	Significant photography exhibition.
20/05/96 26/05/96	"Our Grandfather's Journey" by Red Thunder at the Scottish International Children's Festival Edinburgh, Scotland	A showcase and workshop of ceremonial dances from the First Nations People of the Great Plains. This is Red Thunder's first visit to the UK. Also at Stanwix Arts Center for the Carlisle & Salisbury Dance Festival from 05/06/96 to 08/06/96 for performances and workshops.
20/05/96 24/05/96	Films canadiens au 36è Festival de films pour enfants "Zlin Children" Zlin, République Tchèque	Participation de Téléfilm Canada (Kids of the Round Table), et de l'ONF (Overdose).
21/05/96	Margie Gillis, chorégraphe, danseuse Grenoble, France	Elle offrira également une prestation à Angers, France, le 26/06/96.
21/05/96	Jim Norman en concert South Bank Centre Londres, G.-B.	Première du percussionniste canadien en Grande-Bretagne.
22/05/96 24/05/96	Biennial Conference Association of Canadian Studies in Ireland Malahide, Co. Dublin Dublin, Ireland	1996 theme: Ireland/Canada: A European perspective. This is the 8th Biennial ACSI Conference in Ireland. It will have sessions on immigration, culture, rural development in Canada and Ireland, historical, social, demographic and economic relations between Ireland and Canada.
22/05/96 24/05/96	Colloque "Traduire la culture" Sorbonne, France Rens.: Professeur Jean-Michel Lacroix, Président de l'AFEC, tél: (Paris) 43 26 45 96; (Besançon - ectorat): 81 65 49 30	Organisé pour le 20è anniversaire de l'Association française des études canadiennes par le Centre de recherches en traduction et stylistique comparée de l'anglais et du français de Paris III et le Centre d'études canadiennes de Paris III.
22/05/96 25/05/96	Rhombus Media Productions à Riccione TTVV Festival Riccione, Italie	Présentation de films de Rhombus Media Productions.

**CANADIAN ART IN AUSTRALIA: FACT, NOT FICTION**

*Last year, the curator of Sydney's Museum of Contemporary Art, Linda Michael came to Canada on a reconnaissance trip funded by the Department's International Cultural Relations program. As a result, a long term project became reality: Fact or Fiction?, the first exhibition of Canadian Art to be hosted by Sydney's Museum of Contemporary Art will be held in Sydney from August 27th to December 1st, 1996. Exhibitions of Canadian artists Stan Douglas, Robert Houle, Ken Lum and Liz Magor will form part of the MCA's future programs.*

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
23/05/96	Lecture de Louise-Anne Bouchard La Librairie du Québec Paris, France	À l'occasion de la parution de "Pierre va se remarier avec Florence Coedobès" aux Editions de l'Âge d'Homme.
23/05/96 15/06/96	Stan Douglas au Festival Fabbrica Europa Ex-Stazione Leopolda Florence, Italie	Installation d'une oeuvre de l'artiste canadien Stan Douglas au Festival.
24/05/96	Robert Normandeau au Cinquième Festival annuel de musique expérimentale des musiciens de Londres au Conway Hall Londres, G.-B.	Le compositeur canadien présentera des morceaux de musique électro-accoustique.
28/05/96 30/05/96	Déséquilibre - le Défi du Théâtre DynamO Teatro Litta, Milan, Italie	Pièce de théâtre proposée par cette troupe de théâtre montréalaise.
29/05/96 30/05/96	Colloque "Anne Hébert" Paris, France Rens: Professeurs Madeleine Ducrocq-Poirier : tél: (Paris) 40 46 26 02 et Jacques Leclair (Rouen) tél: 35 14 61 61	Organisé par le Centre d'études canadiennes de Paris III, l'IPEC de Rouen, le CIEF de Paris IV et l'Institut d'études acadiennes et québécoises de Poitiers, en présence de l'auteur.
29/05/96	Hommage au photographe Donigan Cumming Maison Européenne de la Photographie Paris, France	Dans le cadre de l'exposition inaugurale de la Maison européenne de la Photographie. Présentation de deux vidéos, l'un de Bruno Carrière et l'autre de Donigan Cumming.
29/05/96 10/06/96	Ottawa Choral Society tour of Western Europe venues in FRG include Leipzig, Ottobereun Bonn, Germany	The Ottawa Choral Society will also be performing Mozart's Requiem, Abbreviated a'capella at the Ballroom of the Grand Hotel Pupp in Karlovy Vary, Peklo Concert Hall in Pilsen, National Museum in Prague, Czech Republic from 04/06/96 to 06/06/96.
29/05/96 31/05/96	"Elseneur" de Robert Lepage Théâtre National de la Communauté française de Belgique Bruxelles, Belgique	Le cinéaste, dramaturge, metteur en scène et comédien Robert Lepage s'attaque en solo au "Hamlet" de Shakespeare dans le cadre du "Kunstenfestival-Festival des Arts" international. En français les 29-30 mai, en anglais le 31 mai. Une première au Royaume-Uni, Lepage présentera la version anglaise "Elsenore" au King's Theatre à Edimbourg, en Ecosse, du 12/08/96 au 16/08/96. Lepage donnera également trois performances de "Elsenore" au Finnish National Theatre à Helsinki en Finlande du 22/08/96 au 24/08/96.
29/05/96 30/05/96	Ashley MacIssac in concert at Dingwall's & King Tuts, London & Glasgow, U.K.	Concerts by this Canadian East Coast fiddler.

NO SMALL FIDDLE

*In January, fiddler player Nathalie MacMaster performed at the Celtic Connections Festival in Glasgow. Following her concerts in Glasgow, she embarked on a successful tour of the UK and Ireland, appearing several times on national television and radio. She also met with representatives from recording companies and music producers from both television and radio. Nathalie MacMaster's CDs were available at each concert and it seems her manager in Canada may soon be negotiating a contract for her with one of the major record companies. She is preparing another visit to Britain in the summer of 1996.*

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
30/05/96	Lecture de Marthe Boisvert à La Librairie du Québec, Paris, France	À l'occasion de la parution de "Jérémié la Lune" aux Editions Trois.
30/05/96	Barbara Gowdy reads from her new book "Mr Sandman" Canadian High Commission London, England	Literature Festival. Barbara Gowdy is gaining a substantial reputation in the UK thanks to the consistent high quality of her work.
06/96	Publication of Kate Pullinger's book " The Last Time I Saw Jane" All major cities in the UK	Promotion of this latest book by Canadian author Kate Pullinger, who is well established in the UK and writes for several British publications.
06/96	Parution en espagnol du livre de Carol Shields "The Stone Diaries" par Tusquets Editores Barcelone, Espagne	La traduction espagnole du livre de Carol Shields prend son envol.
02/06/96	Le pianiste Louis Lortie au International Piano Series, South Bank Centre Londres, G.-B.	Le pianiste canadien de renommée internationale en concert lors de cette série prestigieuse et courue.
03/06/96 05/06/96	Chris Oliveros Stripdagen Festival Haarlem, Netherlands	Publisher is representing authors/cartoonists such as Julie Doucet, Debbie Drechsler, Chester Brown, David Mazzuchelli and others.
04/06/96	Praying for the Rain, Water Rats London, England	World music; UK-based Canadian band. Praying for the Rain will also participate in an Aids Benefit Concert at St-Paul's Church in London on 29/06/96.
04/06/96 06/06/96	Colloque "La France de l'Ouest et les colonies", Institut d'études acadiennes et québécoises, Professeur Jean Tarrade (Poitiers) fax: 49 41 84 31; Poitiers. France	Colloque international de la Société d'histoire coloniale française.
04/06/96	Rétrospective sur le cinéma canadien À la chaîne RAI3, Rome, Italie	Série sur le cinéma canadien à la télévision nationale italienne.
05/06/96 14/07/96	Exposition du photographe Stan Denniston Galerie Fotomania, Rotterdam, Pays-Bas	L'artiste de Toronto présente ses oeuvres dans le cadre de l'exposition 'Manifesta' .
06/06/96 09/06/96	Scyberconf - V Congrès International sur le Cyberspace Fondation Art et Technologie Madrid, Espagne	Derrick de Kerckhove de l'Université de Toronto et Lorne Falk font partie du comité international. Invités canadiens: Thecla Schiphorst et Will Bauer.
06/06/96	Présentation de Maïr Verthuy et Lucie Lequin avec la présence de Assia Djebar Librairie du Québec Paris, France	À l'occasion de la parution de "Multiculture, multiécriture: la voix au féminin" aux Editions de l'Harmattan.

**CANADIAN AND AMERICAN AIRLINE TRAVEL CERTIFICATES FOR FULBRIGHTERS**

*Business partners Canadian Airlines and American Airlines have donated free travel certificates for Canada-U.S. Fulbright scholars. During 1996, the certificates will enable most of the current 52 Canada-U.S. Fulbrighters to fly research and study locations in the two countries, and to further extend the impact of Fulbright scholarly exchange for Canadians and Americans.*



EUROPE

DATE	EVENT / PLACE	DESCRIPTION
07/06/96 Indéfiniment	"Le Confessionnal", long-métrage dirigé par Robert Lepage Mise en circulation à travers le Royaume-Uni	Lancement de la co-production canadienne-britannique. Le premier long-métrage de Robert Lepage est dirigé par Sir David Puttnam, CBE, cinéaste britannique.
08/06/96 16/06/96	Congrès mondial du Conseil international d'études francophones Toulouse, France Rens: Maurice Gagnon (Canada) CIEF, French department, Montclair State University, Upper Montclair, New Jersey, 07043, USA Fax: (212) 666 3715.	
08/06/96 29/06/96	Rebecca Caine performs in "La Bohème" English National Opera London, England	Canada's Rebecca Caine is well known to the British audience thanks to a successful career in opera and West End musicals. Also at the English National Opera in London performing "La Bohème" from 02/07/96 to 06/07/96.
10/06/96	The Canadian Forces Band Cultural Center "Den Hoogen Pad" Maldegem-Adegem, Belgium	The Canadian Forces Band presents a program of light classical music and marches. The most important Canadian Military Cemetery of Belgium is in Maldegem-Adegem. In June 1995 the "Canada Museum" on the liberation of this part of Belgium by the Canadian Army in 1944 was opened in that same municipality.
10/06/96 21/06/96	Norman McLaren Retrospective & Educational programme MacRobert Arts Centre Stirling, Scotland	Special film screenings and study programme.
11/06/96 12/07/96	Richard Margison Vlaamse Opera, Ghent and Antwerp, Belgium	Canadian baritone Richard Margison will perform in Puccini's opera "La Fanciulla del West".
12/06/96 13/10/96	"Graphic Responses to Aids" Victoria & Albert Museum London, England	'General Idea' special AIDS wallpaper installation; exhibition of visual images promoting AIDS awareness.
13/06/96 14/06/96	Colloque sur l'Amérique du Nord Paris, France Rens: Madame Collomp, 3 rue du Bois-Joly, 92000 Nanterre, tél: 47 25 26 56	Organisé par l'Ecole des Hautes Études en Sciences Sociales et l'Université de Paris-XII Créteil.
13/06/96	Bryan Adams Olympic Stadium Helsinki, Finland	One performance by Canadian pop star Adams. He is also performing at Feyenoord Stadion in Rotterdam, Netherlands on 29/06/96, at the Football Stadium in Zabre, Poland on 09/07/96, Copenhagen Rock Festival, Denmark on 14/06/96 and Werchter Rock Festival in Werchter, Belgium, on 14/07/96. Return performance at Wembley Arena in London, England on 27/07/96.

A CANADIAN IN PARIS

On November 21, 1995, *La Presse* journalist and correspondent in France, Louis-Bernard Robitaille, attended the launching of the Parisian version of his Quebec bestseller "Et Dieu créa les français". Guests included over 20 members of the media as well as artists, authors and booksellers. The Canadian Press Agency's Paris correspondent noted that "it has been the most successful event for a Quebec or Canadian author in Paris". A few days later, during a book signing, publisher Robert Davies announced that an English translation of Robitaille's book was in the works.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
14/06/96 16/06/96	Copenhagen Rock Festival Valby Idraets Park Copenhagen, Denmark	Canadian popular music star Alannah Myles is participating.
14/06/96 28/06/96	Canadian folk singer James Keelaghan UK Tour London; Hastings; Cambridge; Llantrisant; York; Beverley; Chesham; Oxford; Bristol; Wentworth, England	James Keelaghan is a favourite on the U.S. and Canadian Folk Festival circuit and now his popularity on the British Folk Festival scene is taking root. Last year his performances and workshops at the famous Sidmouth folk festival drew capacity audiences. He returns for a U.K. tour this summer.
14/06/96 07/07/96	Photographie et arts visuels 6e Edition du Printemps de Cahors Cahors, France	18 expositions d'artistes internationaux; artiste canadien choisi: Claude-Philippe Benoît.
15/06/96 20/08/96	The Tin Soldier The National Children's Palace Bucharest, Romania	Musical-choreographic fairy-tale play by Maria Mitrache Bokor, Artistic Director, Vaganova Dance Society, Edmonton.
15/06/96	Bryan Adams with special guests Melissa Etheridge and Del Amitri Stockholm Olympic Stadium, Stockholm, Sweden	Outdoor rock concert. Also at Royal Dublin Society in Dublin, Ireland with Canadian singer Melissa Etheridge on 17/07/96.
15/06/96 28/07/96	"The Mirror in the Sea" photographs by Michael Hockney Herbert Art Gallery Coventry, England	Touring photographic exhibition. Also on display at the City Art Gallery in Plymouth, England, from 05/08/96 to 16/09/96.
16/06/96 29/06/96	Da Da Kamera in "Here Lies Henry" & Buddies in Bad Times in "Ten Ruminations on an Elegy Attributed to William Shakespeare" with Sky Gilbert and Daniel MacIvor Freedom Arts Festival, Riverside Studios London, England	Two of Toronto's leading alternative theatres tour the UK. Also at the Zap Club in Brighton, U.K. from 03/07/96 to 06/07/96.
17/06/96 19/06/96	Conférence internationale sur Marguerite Yourcenar Biblioteca Rispoli Rome, Italie	Participation des canadiens Yvon Bernier et Élane Cliche.
17/06/96 19/06/96	Telecon Europe 1996 Hotel Sheraton Rome, Italie	Participation de Mme Rita Karakas, Directrice du Département de "Distance Learning" de TVOntario à la conférence internationale et foire sur la video-conférence et ses applications dans le secteur de l'enseignement.

**COPENHAGEN: CULTURAL CAPITAL OF 1996**

*Nineteen-ninety-six is the year for Canada to show off its cultural diversity, and Copenhagen is just the place to do so since it has been named European Cultural Capital for this year. Louise Dompierre from Toronto's Power Plant, along with many other international artists, will take part in a Global Dialogue open air exhibition from May to August called Container 96 - Art across oceans. Copenhagen will also be connected to the Electric Cafe International (ECI), an electronic network which links 50 cities around the world including our very own Toronto.*

*Copenhagen will host, from May to September, a series of theater, dance and modern circus productions. LaLaLa Human Steps and Ex Machina are amongst the invited troupes. Copenhagen will also be the site of Denmark's first International Comics Festival, Copenhagen Comics, which will set the stage for an international exhibition by the Comics Library in October. Thessalonica, Greece, has been given the title of European Cultural Capital 1997. For more information on next year's event, please contact the Canadian Embassy in Athens.*

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
19/06/96 18/08/96	"Open Book", an installation by Martha Fleming Dulwich Picture Gallery & The Science Museum London, England	This exhibition has been curated by the Whitechapel Art Gallery. Martha Fleming has built up a following in the UK and this joint exhibition is looked forward to with great anticipation.
19/06/96	Récital international de poésie Paris, France	Hommage au Festival de poésie de Trois-Rivières. Participation d'une vingtaine de poètes canadiens. Organisé par les Écrits des Forges et les Services culturels de l'Ambassade.
20/06/96 23/06/96	14è Marché International de la Poésie Place Saint-Sulpice Paris, France	Chaque année, des poètes canadiens sont invités.
25/06/96	Clarinetist James Campbell with Gene DiNovi, piano Wigmore Hall London, England	Concert by one of Canada's foremost wind instrumentalists. James Campbell has appeared many times in the UK but this appearance is his Wigmore Hall debut.
26/06/96	Thermodynamic Galerie Mane Prague, Czech Republic	Exhibition of paintings and installation by Canadian Marek Schovaneck.
28/06/96 29/06/96	Conférence sur "La représentation du quotidien dans la littérature" Université de Santiago de Compostela Santiago de Compostela, Espagne	Organisée en collaboration avec l'Université de Toronto; participation de plusieurs professeurs canadiens.
29/06/96	Concert d'Oscar Peterson Barbican Centre Londres, G.-B.	Le légendaire jazzman canadien donne l'une des ses rares prestations en Grande-Bretagne. Il sera accompagné d'un quatuor au Barbican Centre.
30/06/96 09/96	Designers canadiens Centre régional d'art contemporain, Château-du-Tremblay Fontenoy, Yonne (Bourgogne), France	Exposition organisée par l'Académie royale des Arts du Canada dans le cadre d'une tournée européenne.
30/06/96 07/07/96	The International Bjørnson Festival Molde Molde, Norway	Canadian authors Margaret Atwood and Graeme Gibson will participate in this literary festival.
30/06/96	Guitarist Liona Boyd at Benefit Concert Vorres Museum Athens, Greece	Benefit Concert for Canadian Archaeological Institute
07/96	The Rankin Family in concert Cambridge Folk Festival Cambridge, England	Winners of numerous Juno awards, including Canadian Entertainer of the Year, these Nova Scotians from Cape Breton blend traditional Celtic with contemporary influences in their haunting, inspirational and humorous music.

JOINT EFFORT TOWARDS THE FUTURE

*Toronto's Sheridan College of Applied Arts and Technology and Singapore's Nanyang Polytechnic have reached an understanding to jointly run a three year diploma course in computerized film animation and special effects in Singapore. Information technology (IT) tools are provided for the course starting in July and will also be made available for local industry. In neighboring Malaysia, about 3,000 media designers will be needed by the year 2000 in fields such as television, education and advertising.*

**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**EUROPE**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
01/07/96 30/09/96	Melvin Charney, Une construction à Cahors Grenier du Chapitre, art contemporain Cahors, France	Diplômé des universités McGill et Yale, Melvin Charney a vécu et travaillé à Paris, à New York et il habite présentement à Montréal. Il est connu pour une série de constructions-installations à grande échelle (Les maisons de la rue Sherbrooke, (1976)), a remporté de nombreux prix et ses oeuvres sont exposées dans plusieurs musées à Chicago, New York, Paris, Berlin et Vancouver pour ne nommer que ceux-là. Auteur de nombreux articles, ses écrits et des études sont parus dans de nombreuses revues.
04/07/96 06/07/96	Films canadiens au "Incontri Internazionali di Cinema e Donne" Laboratorio Immagine Donna, Florence, Italie	Présentation de films canadiens au Festival de films des femmes.
05/07/96 08/96	8 artistes canadiens Les Rencontres internationales de la Photographie Arles, France	Les artistes canadiens suivants seront présents: Sandra Semchuk et Doug Curran de Vancouver, Carol Dallaire, Louis Lussier, Denis Farley, Pierre Guimond, Paul Lowry et Philippe Boissonet de Montréal.
06/07/96 12/07/96	Yves Abel dirige "Amahl and the night visitors" de G.C. Menotti Teatro Nuovo Spoleto, Italie	Yves Abel, chef d'orchestre canadien, dirige l'opéra "Amahl and the night visitors" au Festival di Spoleto.
10/07/96 14/07/96	La pièce de théâtre "Le Passage de l'Indiana" par le Théâtre Ubu de Montréal Festival d'Avignon Avignon, France	La pièce "Les Maîtres Anciens" sera également présentée par le théâtre Ubu au Festival d'Avignon du 24/07/96 au 29/07/96.
10/07/96 13/07/96	Falun Folk Muisic Festival Alternating stages in Falun, Falun, Sweden	Performances by Canadian Inuit Throat Singers.
13/07/96 07/09/96	5 Canadian artists included in "EAST" Norwich Gallery & Salisbury Centre Norwich, England	An annual exhibition of international contemporary art selected by Richard Long and Carl André. Follows on from success of last year's exhibition when work by six Canadian artists were shown in "EAST".
13/07/96	Oscar Peterson Trio North Sea Jazz Festival The Hague, Netherlands	Concert in world's largest Indoor Jazz Festival. Oscar Peterson has participated in this festival for the last 15 years.
19/07/96 24/07/96	Juba! UK Tour Reading, Trowbridge, Gosport	World Music. Debut for South African music-styled Canadian band at prestigious WOMAD.
21/07/96 27/07/96	Projection de films de l'ONF Festival international du film artistique Trencianske Teplice, République Slovaque	Lors d'une "Journée du Canada", trois des salles de cinéma réservées au festival présenteront en exclusivité des productions de l'ONF.

**TOURING WITH THE ROYAL ACADEMY OF ARTS**

*The Royal Canadian Academy of Arts, established in 1880 is the oldest national arts organization in Canada. The RCA is currently touring its first ever international exhibition of Canadian designers, which opened in Budapest in September 1995 followed by Dresden in December. The twenty-two exhibitors from across Canada will be displaying their 362 pieces from June 30 to September 30, 1996 at the Centre d'art contemporain in Château-du-Tremblay, Bourgogne, southwest of Paris.*

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
26/07/96 11/08/96	"Saltimbanco", du Cirque du Soleil Chapiteau monté au centre-ville Antwerp, Belgique	Cirque canadien de renommée internationale.
26/07/96 26/08/96	"Rainbow" Mise en circulation générale au Royaume-Uni	Un film pour enfants mettant en vedette Bob Hoskins. Une co-production canadienne et britannique.
04/08/96	Edith Butler en concert Festival interceltique Lorient, France	La chanteuse populaire du Nouveau-Brunswick participe au festival.
06/08/96 15/08/96	La Bottine Souriante in concert Queen Elizabeth Hall London, England	Performance by Montreal-based band. Also giving folk concerts and workshops at Pontardawe International Folk Festival in Wales from 19/08/96 to 21/08/96.
12/08/96 17/08/96	The Seven Streams of the River Ota Albertslundhallen Copenhagen, Denmark	Robert Lepage presents the final 8 hour version of the play.
15/08/96 17/08/96	Canada and the Nordic Countries in Times of Reorientation University of Aarhus Aarhus, Denmark	Triennial conference of the Nordic Association for Canadian Studies.
16/08/96 25/08/96	The Norwegian International Film Festival Haugesund Haugesund, Norway	Panorama Canada (annual focus on Canadian films).
26/08/96 30/08/96	Festival Mousson d'Été Pont-à-Mousson, France	Présence de 2 auteurs canadiens: Marie-Line Laplante et Dominick Parenteau-Lebeuf.
28/08/96 06/09/96	O Vertigo Danse: "Déluge" Performances in Berlin, Hanover and Hamburg, Germany	Canadian contemporary danse troupe. On 04/09/96, while performing excerpt La Bête/The Beast Within at Shouwberg Arnhem in Arnhem, Netherlands, they will try-out with decor during Performing Arts Market.
09/96	Bernard Lagacé Église St-Gillis, Bruges, Belgique	Le Festival de l'Orgue de Bruges a invité l'organiste canadien Bernard Lagacé à présenter des oeuvres de J.S. Bach.
05/09/96 08/09/96	Tafelmusik as Festival Orchestra (in residence) at the "Klang und Raum" Festival Irsee, Germany	Canada's highly praised Tafelmusik will appear as the Festival Orchestra at the Annual "Klang und Raum" Festival in Irsee (near Munich). The Canadian Ambassador is the patron of the festival.
05/09/96 09/09/96	Participation de la poète Hélène Dorion à la 20ème Biennale Internationale de Poésie Palais des Congrès Liège, Belgique	Thème de la 20ème Biennale "La Poésie et le Rêve". Hélène Dorion fera un exposé à la séance inaugurale (6 sept.) et dirigera un atelier sur "Le Rêve et la poésie de l'inconnu" (8 sept.).
08/09/96 10/11/96	Exposition internationale d'architecture Biennale di Venezia Venise, Italie	6ème exposition internationale d'architecture de la Biennale di Venezia, montée par les architectes de Vancouver Patricia et John Patkau de même que 16 autres architectes canadiens sélectionnés d'après un concours.

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
05/05/96 31/05/96	Exposition chinoise-canadienne Musée national d'histoire Taipei, Taiwan	Montée dans le cadre de Festival Canada, cette exposition retrace les pas de la population chinoise (incluant les taiwanais) au Canada, depuis les cheminots du siècle dernier jusqu'aux immigrants des dernières années, à l'aide de photographies, d'artisanat et d'entrevues vidéo.
22/05/96 13/06/96	Exposition-vente de porcelaines et bronzes Galerie Foodeum de la compagnie Nisshin Tokyo, Japon	Les porcelaines et bronzes des artistes Lisette Savario et François Potvin originaires de Saint-Ours (Québec). Cette exposition fait suite à la rétrospective des oeuvres de ces deux artistes présentée en janvier-février 1995 à Tokyo.
22/05/96 30/06/96	No Exit Galerie d'art de New South Wales Sydney, Australia	L'artiste en multimédia Luc Courchesne présentera ses oeuvres lors d'une exposition qui regroupe 3 artistes.
24/05/96 24/05/96	NEXUS Taipei, Taiwan	This Toronto-based percussion group on the cutting edge of "Global Music" has earned international acclaim for its brilliance and technical skill. NEXUS incorporates the percussions of many cultures, combining instruments from all over the world, and creating and performing repertoire that merges styles from many cultures. Part of the Taipei International Percussion Convention.
24/05/96 14/06/96	David Atamanchuk Ceramic Exhibition The Embassy Gallery Tokyo, Japan	The Winnipeg born Canadian oriental ceramic artist arrived in Japan in 1978. He later became a research scholar at the Ceramics Department of the Tokyo National University of Fine Arts and was the first foreigner to focus on the subject of oriental ceramics. He has held several solo and group shows in Japan over the years.
30/05/96	Spectacle de la chanteuse k.d. lang Sun Plaza Tokyo, Japon	Cette récipiendaire canadienne de nombreux prix sera en spectacle au Festival Hall d'Osaka, Japon le 01/06/96. Elle amorcera ensuite une tournée australienne le 07/06/96.
03/06/96 12/06/96	Canadian Chamber Ensemble Takefu Music Festival Fukui, Japan	Montreal's Canadian Chamber Ensemble participates in the Takefu Music Festival directed by Chosei Komatsu
06/06/96	Concert of Canadian and Japanese Contemporary Music with Lecture by M. Lemay, The Embassy Theatre Tokyo, Japan	Montreal composer M. Lemay speaks at event organized by Ms. Hirota of McGill University, and the Embassy.
07/06/96 22/06/96	Festival du film de Sydney divers endroits Sydney, Australie	43è Festival international du film de Sydney. Le réalisateur du film Live Bait de Vancouver Bruce Sweeney est attendu. De nombreux films canadiens seront présentés: Live Bait, The Champagne Safari, Dike, The End of the World in Four Seasons, Fractures in Light, Use Once and Destroy, Unbound, Standing Still, Reconstruction, Les fleurs magiques et Douglas Coupland: Close Personal Friend.

LONDON RAVES ABOUT JEFF WALL

*Jeff Wall's current photographic exhibition on international tour (U.S.A., Finland, France and the UK) is enjoying very favourable coverage in the UK press. Reviews like "Wonder Wall" and "This unique voice in contemporary art" from top art critics in the UK are bringing a record number of visitors to the Whitechapel Art Gallery in London.*

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
08/06/96 18/06/96	On Shifting Ground - A Four Part Conversation from Saskatchewan Gallery of Hong Kong Arts Centre Hong Kong	A contemporary art exhibition as part of a new series of contemporary art from places which are rarely exhibited in Hong Kong. The exhibition will feature the works of four Saskatchewan visual artists: Margaret Vancerhaeghe, Doris Wall Larson, Grant McConnell (presently teaching at the University of Sask.) and Marie Lanno. These four artists are well established with over ten years of solo and group exhibit experience.
12/06/96	Sam Carter's Lecture on Design The Embassy Theatre Tokyo, Japan	In connection with the opening of the Canada Design Craft Exhibition.
13/06/96 22/06/96	Canada Design Craft Exhibition The Embassy Tokyo, Japan	Curated by Sam Carter and featuring a selection of Canadian applied art from "handmade" to "high tech".
17/06/96 28/06/96	Tournée de l'orchestre symphonique de Montréal dirigé par Charles Dutoit Shinjuku Bunka Center/Orchard Hall/Suntory Hall; Osaka/Tsu/Tokyo/Utsunomiya/Saga/Miyaz aki/Iwate/Maebashi, Japon	Charles Dutoit dirigera entre autres le Boléro et La Valse de Ravel ainsi que Petite pièce de Debussy. Certaines des prestations mettront en vedette le violoniste japonais Tsugio Tokunaga et le pianiste Minoru Nojima.
22/06/96 23/06/96	Hong Kong Dragon Boat Festival - International Races 1996 Shing Mun River, Shatin Hong Kong	Dragon Boat Races with participation of teams from Vancouver and Toronto.
23/06/96 15/09/96	Film exhibition at Cinéma Avenue Tokyo Big Sight Tokyo, Japan	Presentation of the Exhibition by Canadians Rozon and Dentsu. This is a Film Festival featuring world cinema with interactive features.
26/06/96 31/08/96	Exposition de tableaux de l'artiste Wanda Koop, de Winnipeg Au quatrième étage, Galerie de l'ambassade, Ambassade canadienne Tokyo, Japon	En collaboration avec la Winnipeg Art Gallery.
04/07/96 24/08/96	Verdi's "Aida" State Theatre of Victoria Melbourne, Australia	Canadian baritone Richard Margison performs with the Victoria State Opera production of Aida.
07/07/96 14/07/96	4th World Symposium on Choral Music Sydney Opera House and other venues Sydney, Australia	Canada's Elektra Women's Choir is participating.

CANADA WELL REPRESENTED IN SINGAPORE

*For the fourth year in a row, the Canadian High Commission in Singapore supported Canada's presence at the Singapore International Film Festival, from April 4 to 20, 1996. Robert Lepage's internationally acclaimed film The Confessional (Le Confessionnal) was selected to open this year's festival. Five other prominent Canadian films were also screened. The Feature Film Project, begun in 1992 as an initiative of the Canadian Film Centre in Toronto, was awarded special tribute for its efforts in supporting films by talented, first-time film makers.*

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
12/07/96 21/07/96	La La La Human Steps Japan Tour Saitama Arts Theatre Saitama, Japan	LaLaLa performs two shows, "Infante - C'est Destroy" & "2".
25/07/96 09/08/96	Festival international du film de Melbourne divers endroits Melbourne, Australie	Le 45 <sup>e</sup> Festival international du film de Melbourne présentera de nombreuses productions canadiennes.
26/07/96 05/08/96	Japan tour of the National Youth Orchestra of Canada International Youth Music Festival, Kumamoto/Tokyo/Osaka, Japan	Good luck to the NYO's first Japanese experience!
27/07/96 22/09/96	10th Biennale of Sydney Art Gallery of New South Wales, Powerhouse Museum and other venues, Sydney, Australia	International exhibition of contemporary art. Canadian artists represented include Stan Douglas & John Massey.
02/08/96 11/08/96	Brisbane International Film Festival multiple venues Brisbane, Australia	Brisbane's 5th Annual International Film Festival will feature several Canadian films.
27/08/96 01/12/96	Where is Canada? Musée d'art contemporain Sydney, Australie	Expositions des oeuvres des canadiens Stan Douglas, Robert Houle, Ken Lum & Liz Magor.
30/08/96 08/09/96	Brisbane Writers' Festival multiple venues Brisbane, Australia	Canadian writer Karen Connelly (Touch the Dragon) is among the Canadian authors invited to the annual international writers' festival.
12/09/96 25/10/96	Exhibition "White on White" - Group Show of Canadian Ceramists The Embassy Gallery, Tokyo, Japan	Curated by the Canadian Clay and Glass Gallery of Waterloo. After the show in the gallery, this exhibition will tour China and eventually be in Hong Kong.
10/96 12/96	Cirque du Soleil Victoria Park, Île de Hong Kong Hong Kong	Présentation spéciale qui suit les 222 performances d'Alegria au White Theatre de Yoyogi Park, Tokyo, Japon, du 22/03/96 au 08/09/96.

**A TIRELESS TENOR: BENJAMIN BUTTERFIELD**

*Benjamin Butterfield, the young Canadian tenor who has everyone raving about his past recitals, opera performances and recordings, seems to be indefatigable. Upcoming engagements include a performance at the Carmel Bach Festival in California and roles like Alfred in Die Fledermaus with the Edmonton Opera and Don Ottavio in Don Giovanni with Toronto's Opera Atelier. Due for release on CDs are Beethoven's Symphony No. 9 and Haydn's Lord Nelson Mass with The American Classical Soloists (Koch International).*

**CANADIAN RETROSPECTIVE AT THE SLOVAK INTERNATIONAL ART FILM FESTIVAL  
TRENCIANSKE TEPLICE**

*The National Film Board of Canada has been invited to present a major collection of its films, both new productions and classics, at the International Art Film Festival Trencianske Teplice (Bratislava, Slovak Republic) which takes place June 21 to 27, 1996. For one day during this prestigious artistic film festival, three of the festival's theatres will show exclusively NFB productions chosen from the NFB's vast collection of 50 years of Canadian cinema. Canada Day at the festival will also feature a Canadian cultural evening where Canadian artists will be received by their Slovak counterparts.*



**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**AFRICA / MIDDLE-EAST**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
31/05/96 13/06/09	Festival international du film de Kine Salles de cinéma à Kine Harare, Zimbabwe	Un film canadien sera présenté au Festival international du film de Kine.
01/06/96 08/06/96	Sixième Festival international du film étudiant Université de Tel Aviv Tel Aviv, Israël	Projection de six films canadiens d'étudiants de la York University et de l'UQAM.
06/06/96	Le Gala des Étoiles Israel Festival Jerusalem, Israel	A unique ballet showcase, which features dancers from the top companies in the world including the National Ballet of Canada and the Royal Winnipeg Ballet.
24/06/96 14/07/96	Canadian Jazz Giants Cape Town Venues and the Smirnoff Jazz Festival at the Grahamstown Arts Festival Cape Town and Grahamstown, South Africa	6 Canadian Jazz musicians will perform at various venues as well as give workshops with South African artists. The major event is their appearance at the Smirnoff Jazz Festival beginning July 04.
03/07/96	Exhibition of Canadian Artists The Israel Convention Centre Jerusalem, Israel	Participating artists include: G. Axler, L. Bellefleur, R. Bryansky, G. Caiserman-Roth, Y. Chaki, R. Cohen, K. Danby, T. Hopkins, G. Iskovitz, M. Kotonsky, S. Lack, N. Laliberte, R. Levy, B. Morrissot, L. Muhlstock, A. Noeh, M. Reinblatt, J.P. Riopelle, S. Rusk, S. Safdie, T. Scherman, L. Scott, S. Segal, S. Stromberg, T. Tomalty, E. Topaz, Villalonga, E. Wertheimer and R. Wiselberg.
04/07/96 13/07/96	Screening of Canadian films at The Jerusalem Film Festival The Jerusalem Cinematheque Jerusalem, Israel	Robert Lepage's film "Le Confessional" will have its Israel premiere at this event.

**AMERICAS**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
20/05/96 24/05/96	Children Book Fair and Film Festival El Juglar Cultural Centre Mexico City, Mexico	Series of conferences on, and an exhibition of, Canadian books and films for children.
01/04/96 15/06/96	"Tundra & Ice IV: Exceptional Sculpture from Arctic Canada" Orca Art Gallery Chicago, U.S.A.	Stone images of arctic wildlife and the spirit world are featured in a new exhibition of Inuit sculpture from the Canadian arctic.
30/04/96 30/08/96	Exposition internationale de sculpture Jardins Botaniques d'Atlanta Atlanta, É.-U.	Une sculpture intitulée "The Potato Eaters" du sculpteur canadien Noel Harding sera exposée en plein air.

**POETRY IN MOTION**

*In February and March 1996, writers and poets Nicole Brossard and Daphne Marlatt undertook a British Isles tour which included London, Leeds and Durham, England and Dublin, Ireland. At each of the events, several of Brossard's and Marlatt's books were available for the first time in the UK through their Canadian publisher Coach House Press. While on tour and to complement the efforts of the UK Public Relations firm hired by Coach House, Brossard gave press and radio interviews to promote her latest novel in translation, "Mauve Desert".*

AFRICA / MIDDLE-EAST

DATE	EVENT / PLACE	DESCRIPTION
03/05/96 15/06/96	"Command, Shift - CTRL" N.A.M.E. Gallery Chicago, U.S.A.	This international show features the work of several artists, including Canadians Monique Genton and Neil S. MacInnis. The show deals with fear and desire within the context of the public and private spaces of sexuality and the digitized world.
10/05/96 09/06/96	L'art d'Edouard Lachapelle Palisades Art Gallery Washington, D.C., É.-U.	Un artiste canadien des plus talentueux qui présente une exposition individuelle à cette galerie d'art qui a récemment ouvert ses portes et est dirigée par la canadienne Martha Ottolenghi.
10/05/96 15/06/96	"Love and Anger" West Coast Theatre Ensemble Hollywood, U.S.A.	Los Angeles premiere of the new play by Canadian playwright George Walker.
12/05/96 11/08/96	Visions of Light and Air Frick Museum Pittsburgh, U.S.A.	Major tour & exhibit of Canadian Impressionist paintings.
15/05/96	Hot Docs Fearless Filmmakers Festival Directors Guild of America Hollywood, U.S.A.	Festival of international documentary films opening with "Champagne Safari" directed by George Ungar of the National Film Board of Canada.
16/05/96 09/06/96	Canadian feature, short, documentary and children's film series at the Seattle International Film Festival Various theatres Seattle, Washington, U.S.A.	The largest film festival in the U.S. in terms of film number and audience size. The Canadian film series features new releases, often with film maker in attendance.
22/05/96	Publication of Directory of New York Public Relations Firms Specializing in Cultural Promotion New York New York, U.S.A.	Listing of firms working in performing, visual arts or film for use by Canadian artists seeking promotion of events or productions in New York. For your copy, contact any Canadian post in the U.S. or the N.Y. Consulate general's internet web site - <a href="http://Canada-NY.org">http://Canada-NY.org</a>
22/05/96	Concert au consulat Consulat général canadien New York, É.-U.	Concert présenté par des artistes canadiens qui étudient à New York. C'est le dernier d'une série qui présentait un concert le dernier lundi de chaque mois depuis janvier 1996.
22/05/96 31/05/96	Advanced Playwriting University of Cincinnati Cincinnati, U.S.A.	Canadian playwright Sally Clark teaches course.
22/05/96 23/06/96	If We Are Women Théâtre de répertoire de Détroit Détroit, É.-U.	Pièce de la dramaturge canadienne Joanna McClelland Glass. Elle assistera à la pièce pendant une fin de semaine.

THEATRICAL ALLIANCE

*In spring 1995, the Managing Director of Detroit's Attic Theater met the artistic staff of the Stratford Festival. As a result, Stratford Artistic Associate Antoni Cimolino accepted the Attic's invitation to bring Stratford's production of "Twelfth Night" to Detroit in early 1996. The gala opening night was attended by Detroit's mayor, representatives of the Canadian Consulate General in Detroit, and many local dignitaries. The show received glowing reviews, garnering acclaim for Cimolino and increased interest in Ontario's Stratford Festival.*

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
22/05/96	Distribution of the Professional Art Dealers Association of Canada Source Booklet, a listing and description of key Canadian galleries published by the PADAC as an insert to the summer quarterly edition of Canadian Art Magazine. New York, U.S.A.	PADAC booklet will be distributed to 1,000 key galleries throughout the U.S.
22/05/96	Tribute to Barbara Ann Scott Ice Theatre of New York New York, U.S.A.	Dinner and film clips of Canadian figure skating star. Mrs. Scott will attend this event staged to raise funds for the Ice Theatre Company, headed by Canadian Moira North.
22/05/96	Publication of Guide to New York Art World for Canadian Visual Artists New York New York, U.S.A.	Description of commercial art business in New York and how to get work shown and sold in galleries. Designed for Canadian artists seeking entry to this market. For your copy, contact any Canadian post in the U.S. or the N.Y. Consulate general's internet web site - <a href="http://Canada-NY.org">http://Canada-NY.org</a>
24/05/96 09/06/96	Piccolo Spoleto Dock Street Theatre Charleston, South Carolina, U.S.A.	An exhibit of Canadian Roloff Beny's photographic portraits.
24/05/96 08/11/96	Ways of Welcoming: Greeting Rituals from around the World Atlanta International Museum Atlanta, U.S.A.	Inuk Shook display, Inuit Tapestries and Baffin Games video. The Atlanta International Museum is open seven days a week and will offer extended hours July 12- August 4 to accommodate visitors to the Olympic Games.
25/05/96 29/06/96	"The Barber of Seville" starring Canadian Gordon Gietz; "La Clemenze di Tito" conducted by Canadian Mario Bernardi Opera Theatre of St. Louis St. Louis, U.S.A.	Rossini's "Barber of Seville" features tenor Gordon Gietz as Count Almaviva. Mozart's "La Clemenza di Tito" is conducted by Canada's internationally acclaimed conductor, Mario Bernardi.
25/05/96	Concerts Plaza Loreto Mexico City, Mexico	As a follow-up to the Canadian Music Awards in Toronto, March, 1996, rock concerts by young Canadian rock bands at Plaza Loreto. Also featuring Tim Hazell and Ken Basman on 26/05/96.
25/05/96	Communication and the world of Marshall McLuhan, <i>elAtrio</i> , Canadian Embassy Mexico City, Mexico	A series of unconventional conferences focusing on central themes of the McLuhan school.
28/05/96	Les avantages d'étudier au Canada Plaza Loreto Mexico City, Mexique	Session d'information pour les jeunes qui désirent étudier au Canada.

NEVER ENOUGH TAFELMUSIK

"Who could ask more of these Canadians" is how France's *La Montagne* music critic praised Tafelmusik Baroque Orchestra. Canada's world-renowned period instrument orchestra has just returned from a successful European tour which included Warsaw, Prague, Brussels and Seville as well as Amsterdam's famous Concertgebouw. The Berlin *Morgenpost* even asked "Why is the fabulous Tafelmusik Baroque Orchestra so rare a guest in Berlin?". Tafelmusik will be making its debut at Tanglewood, Massachusetts, performing in the Seiji Ozawa Theatre on August 22, 1996.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
31/05/96	Screening of Falling Down Stairs The Theatre of the Canadian Embassy Washington, D.C., U.S.A.	Opening night of the 1996 International Festival of Films on Art, co-sponsored with the National Gallery of Art of Washington, this film is part of the series "Inspired by Bach", and traces a year long collaboration between cellist Yo-Yo Ma and the Mark Morris Dance Group. Support to newly formed Colombian-Canadian alumni association.
06/96	Canadian donation to ACEX CANADA Scholarship Fund Santa Fe de Bogota, Colombia	Support to newly formed Colombian-Canadian alumni association.
01/06/96 15/07/96	"Pacific Currents" Stephen Birch Aquarium-Museum, Scripps Institution of Oceanography San Diego, U.S.A.	Exhibition of underwater photography by photographers from Canada, the US and Mexico covering the coastline from British Columbia to Baja California showing the different sealife and tying in the NAFTA connection.
01/06/96	Canada in New York - Calendar of events for June. New York, U.S.A.	Regular edition of activity calendar with descriptions of cultural activities and conferences happening in this area. For your copy, contact any Canadian post in the U.S. or the N.Y. Consulate general's internet web site - <a href="http://Canada-NY.org">http://Canada-NY.org</a>
01/06/96	Alanis Morissette in concert The Gorge, George Washington University Washington, U.S.A.	The recent Canadian Grammy Award winner will perform in a huge, outdoors, amphitheatre style performance space in a magnificent setting along the Columbia River.
04/06/96 06/06/96	Canadian Art Film Series The Theatre of the Canadian Embassy Washington, D.C., U.S.A.	Screenings of the finest films from the 1996 Festival of Films on Art, presented in association with the National Gallery of Art of Washington.
06/06/96 07/06/96	Concerts du Détroit Symphony Orchestra Orchestra Hall Détroit, É.-U.	Série de concerts dans le cadre des célébrations du centenaire de Arthur Fiedler qui met en vedette le trompettiste canadien Ramon Parcells.
07/06/96 08/06/96	Kalamazoo Jazz Festival Radisson Plaza Hotel Kalamazoo, U.S.A.	Canada's June Harris will sing and emcee.
08/06/96	Vivaldi's Ring of Mystery Orchestra Hall Detroit, U.S.A.	Play presented by Canada's Classical Kids as part of the Detroit Symphony Orchestra's Young People's Concert Series.
11/06/96	L'Opéra français de New York Alice Tully Hall, Lincoln Center New York, É.-U.	Concert. Musique de l'opéra comique "Les mamelles de Tirésias" de Poulenc sous la direction musicale du chef d'orchestre canadien Yves Abel et mettant en vedette des artistes canadiens dans les rôles principaux.
17/06/96	"Mur-Mur", pièce de théâtre du Théâtre DynamO au Power Centre Ann Arbor, É.-U.	DynamO est une troupe de théâtre montréalaise bien connue.

CORPORATE SUPPORT A PRIORITY

*Representatives from the Department of Foreign Affairs and International Trade and the Department of Canadian Heritage met in Ottawa with members of the Cultural Industries National Sector Team in March to launch Canada's updated International Business Strategy for Arts and Cultural Industries. The strategy is one of twenty-two industry specific export promotion plans which brings together federal and provincial governments and private sector players involved in the program.*

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
20/06/96 22/06/96	The opera Madama Butterfly Music Hall, Cincinnati, U.S.A.	Canadian tenor Peter Blanchet will perform in the role of Gordon.
21/06/96 23/06/96	California Traditional Music Society 16th Annual Summer Solstice Festival Soka University Calabasas, U.S.A.	International festival of traditional music, dance and storytelling with workshops and special events for children. Musicians/dancers/teachers from across Canada will take part in the festival.
24/06/96	Cinema Canada Detroit Institute of Arts, Detroit, U.S.A.	Canadian film screening & reception. Part of Detroit-Windsor International Freedom Festival.
25/06/96 04/07/96	Buskers Fair Lower Manhattan New York, U.S.A.	Canadian street performers and buskers from around the world, appear at various public, outdoor spots throughout the Wall Street area. The Fair draws talent from Canadian buskers fairs in Halifax and Edmonton. A special Canada Day event is planned for July 1st.
25/06/96 27/06/96	Banff Centre Concerts Weill Recital Hall, Carnegie Hall New York, U.S.A.	A series of three concerts featuring musicians from Canada and elsewhere who have been associated with the Banff School of the Arts at some point in their career. The concerts are intended to raise awareness about the Centre within the New York music community.
26/06/96 30/06/96	John Ralston Saul speaks at Theatre Communications Group Conference Princeton University Princeton, New Jersey, U.S.A.	Canadian social critic and author addresses conference of representatives of 320 TCG affiliated theatres - actors, directors, playwrights, trustees and administrators. His talk will support upcoming US release of Ralston Saul's most recent book <i>The Unconscious Civilization</i> .
01/07/96 26/07/96	Jon Kimura Parker as featured pianist in the Seattle Chamber Music Festival Campus of Lakeside School Seattle, Washington, U.S.A.	Seattle Chamber Music Festival brings 30 outstanding musicians to Seattle from across North America for concerts on Mondays, Wednesdays and Fridays through July. In addition to his participation in chamber performances, Mr. Parker will play a special program on July 7th.
06/07/96	Blue Rodeo L'estrade en plein-air du New Center Arena, Détroit, É.-U.	Le groupe populaire canadien sera en spectacle dans le cadre du Michigan Tastefest.
09/07/96 05/07/96	Wall Hangings by Inuit Women from Baker Lake, Northwest Territories. The Art Gallery of the Canadian Embassy Washington, D.C., U.S.A.	Curated by Marie Bouchard, Director, Baker Lake Artists' Cooperative, and Judith Varney Burch, Arctic Inuit Art, Richmond, Virginia. Call (202) 682-1740 for further information.

EDITOR'S NOTE: ASIA-PACIFIC UPDATE

*In the cover story of Attaché culture/Cultural Attaché's January 15, 1996 issue concerning the Education Marketing initiative in Asia-Pacific, we quoted 1994 figures which showed that Seoul issued over 900 student visas and Taipei issued nearly 2,000 visas. Shortly after going to press, the full 1995 figures came in. In 1995, a whopping 4,520 visas were issued to Korean students and Taiwan issued 2,610 visas. Our congratulations to Seoul and Taipei for such splendid results!*

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
11/07/96 31/08/96	Canadian Glass Invitational Marx-Saunders Gallery Chicago, U.S.A.	Coinciding with the opening of the Museum of Contemporary Art is an international multi-site show sponsored by the Chicago Art Dealers Association. The Canadian Glass Invitational is part of this show and features glass artists Daniel Crichton, Laura Donefer, Karl Schantz, Renato Foti and Irrena Frolic.
11/07/96 31/08/96	Les artistes Graham Fowler et Catherine Pehudoff Gruen Gallery, Chicago, U.S.A.	Tableaux de paysage exposés par ces artistes de Saskatoon.
13/07/96 03/08/96	Benjamin Butterfield and Catherine Robbin perform at Carmel Bach Festival Carmel, California, U.S.A.	The Canadian tenor Benjamin Butterfield and Canadian mezzo-soprano Catherine Robbin will be performing at the Sunset Center Theatre. Some of their appearances will be together.
19/07/96	Concert avec Louis Lortie, artiste invité Blossom Pavilion Cleveland, É.-U.	Le pianiste canadien Louis Lortie sera en vedette dans le cadre du Cleveland Orchestra's Blossom Festival. Au programme: La Symphonie fantastique de Berlioz.
26/07/96 8/07/96	Members of Le théâtre des Deux mondes in "A Tale of Teeka" at the Portland International Performance Festival Portland Center for the Performing Arts Portland, Oregon, U.S.A.	Under the auspices of Portland State University, the International Performance Festival presents dramatic theatre and performance work from around the world during the last two weeks in July.
27/07/96	Bottine Souriante Lincoln Center's Midsummer Night's Swing New York, É.-U.	Un spectacle du groupe folklorique québécois dans le cadre de la programmation en soirée de groupes musicaux qui se donnent en spectacle sur la place du Lincoln Center.
27/07/96	Concert au Gino Quilico lors des Olympiades culturelles au Symphony Hall Atlanta, É.-U.	Le ténor montréalais Gino Quiloco en concert aux Olympiades culturelles.
37/07/96	Paul Anka Ravinia Festival Highland Park, U.S.A.	Paul Anka, one of Canada's popular singer-songwriters appears at this prestigious outdoor music festival.
02/08/96 04/08/96	O Vertigo Danse presents "Déluge" at O Globo em Movimento, Teatro Carlos Gomes Rio de Janeiro, Argentina	The Canadian contemporary dance troupe performs in Argentina.
16/08/96	Lancement commercial du film Le Confessionnal de Robert Lepage New York, É.-U.	Lancement du premier film du cinéaste et artiste de théâtre québécois Robert Lepage.
18/08/96	Anne Murray Ravinia Festival Highland Park, U.S.A.	Canada's acclaimed singer has been on both pop and country charts for three decades and brings her special style to Ravinia.
20/08/96	Quartetto Gelato Ravinia Festival Highland Park, Chicago, U.S.A.	This eclectic quartet plays Latin, pop and a variety of other styles and will appear in Ravinia's indoor concert hall.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
25/08/96	Canadian Brass, Blossom Pavilion Cleveland, U.S.A.	Performance by The Canadian Brass as part of Cleveland Orchestra's Blossom Festival.
31/08/96	Atlantic Canada Day Lincoln Center Out of Doors Festival New York, U.S.A.	An all day event involving 45-50 musicians from Prince Edward Island: Barachois; from Newfoundland: The Irish Descents, and The Punters; from Nova Scotia: Natalie McMaster, Dave MacIsaac, Mary Jane Lamont and For the Moment; and from New Brunswick: Eagle Feather. It is the first of an annual day of Canadian music to be included in this hugely popular (10,000 spectators per day) free summer program.
09/96	Harvest Pilgrims <i>elAtrio</i> , Canadian Embassy Mexico City, Mexico	A photo exhibit assembled by Canada's Museum of Contemporary Photography; photography of migrant workers.
01/09/96	The Great Canada-US Clambake Lycian Theater Sugar Loaf, New York, U.S.A.	One day event featuring artists from the Lincoln Center's Atlantic Canada Day (three to four groups).
07/09/96 08/09/96	Old Car Festival Henry Ford Museum & Greenfield Village Dearborn, (Detroit), U.S.A.	Featuring the Canadian Model "T" Assembly Team.
07/09/96 15/09/96	Cup As A Metaphor II: works in clay by artists from the U.S. and Canada Sybaris Gallery	Includes works by Canadian artists Susan Low-Ber and Evelyn Grant.

LASTING IMPRESSION IN ISRAEL

*Quoted in the Hebrew press as "The perfect choice for opening night" at the Sixth Haifa Children's Theatre Festival on April 6, 1996, Canada's Theatre Sans Fil performance of "The Crown of Destiny" was attended by some 1,500 people including Mrs. Leah Rabin, a host of Israeli dignitaries and members of the local cultural and business communities. Theatre Sans Fil's seven performances were fully sold-out. Two impresarios have expressed interest in bringing the group back, with a possible tour of the region. The play can be performed with an Arabic sound track just as it performed with Hebrew.*

DATE	EVENT / PLACE	DESCRIPTION
31/05/96	Royal Oak, (Detroit), U.S.A. Deadline for applications to Athens Festival National Tourism Organization Athens, Greece	Applications from artists and performers are being requested for the 1997 Athens Festival and the deadline is 31/05/96. Artists, groups, agents and others are urged to lodge their applications and include: biographical data, photographs, recorded samples of their work, budget information for their performances and suggested dates for performances. Applications must be sent by the deadline to: the National Tourism Organization, 1, Voukourestiou Street, Athens, Greece.
15/06/96 17/06/96	American Book Sellers Association McCormick Place Chicago, É.-U.	La plus grande foire internationale du livre aux États-Unis, elle est entièrement consacrée aux professionnels de l'industrie. Cette foire regroupe plus de 2,000 exposants dont 100 canadiens, et elle reçoit plus de 16,000 visiteurs par année.
04/07/96 07/07/96	ABPA Foire australienne du livre Centre d'exposition de Darling Harbour Sydney, Australie	Le Canada aura un kiosque lors de cet événement des plus importants dans l'industrie du livre en Asie Pacifique.
29/07/96 03/08/96	Zimbabwe International Book Fairs '96 Harare Gardens Harare, Zimbabwe	International Book Exhibition. Concurrent events include the Indaba on Book Development Policies (July 26-27), the Writers Workshop, African Booksellers Convention, Book Development Councils' Meeting, and cultural programme throughout the Fair.
16/08/96 18/08/96	Cologne International Music Fair "PopKomm" with CIRPA (Canadian Independent Record Production Association) Stand featuring Canadian record companies. CIRPA is expecting between 20 and 30 Candian companies. Cologne Messegelaende Cologne, Germany	This is the first time Canada will be represented at PopKomm, a trade fair featuring entertainment music.
24/08/96 28/08/96	Frankfurt International Fall Fair "Tendence" Frankfurt Messegelaende Frankfurt, Germany	Canada will participate for the second time in the Frankfurt Fall Fair with a national stand featuring indigenous arts and crafts.
30/08/96 04/09/96	La foire du livre internationale de Beijing Beijing, Chine	Le Canada participe annuellement à la Foire internationale du livre de Beijing depuis 1986.
04/09/96 08/09/96	Western Alliance of Arts Administrators (WAAA) Annual Conference Lloyd Center and other venues Portland, Oregon, U.S.A.	The WAAA conference is held annually and attracts approximately 1,000 participants, including a large Canadian group of performing artists and others who work in the field of performing arts. The conference brings together performing arts presenters who work at theatres, festivals and various venues in 13 western American states, as well as British Columbia and Alberta. The conference presents roundtable discussions, training sessions, opportunities for independent discussion, performing arts showcases, and a trade show/marketplace. The purpose of the conference is to facilitate the presenting of performing artists and to foster dialogue on issues relevant to the field.



DATE	EVENT / PLACE	DESCRIPTION
06/09/96 08/09/96	Cologne International Music Trade Fair "KlassikKomm" with CIRPA (Canadian Independent Record Production Association) Stand featuring Canadian record companies Cologne Messegelaende Cologne, Germany	This is the first time Canada will be represented at KlassikKomm, a trade fair featuring classical music.
15/10/96 22/10/96	Marché des long-métrages indépendants de New York New York, É.-U.	Nouveaux films qui sont à la recherche d'associés pour la production ou la distribution du produit final dans un effort de mise en marché.

## "TABLE RONDE" ON EDUCATION MARKETING STRATEGIES

Representatives of relevant federal government departments, provincial education officials, heads of education associations, and selected members of the education industry in Canada were brought together in Ottawa on April 18, 1996 to explore global education, marketing opportunities and challenges.

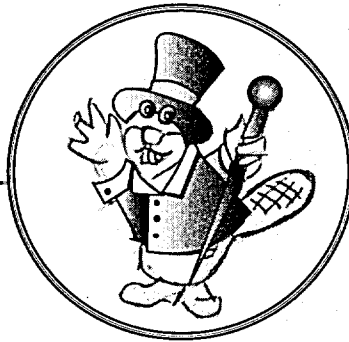
The Minister of Foreign Affairs, Lloyd Axworthy, key-noted the "Table ronde", and major messages were also delivered by the Minister for International Cooperation and Minister for Francophonie, Pierre Pettigrew, and the President of CIDA, Huguette Labelle. The provinces were represented by the A/Director General of the Council of Ministers of Education of Canada (CMEC), George Molloy, and the members of the Federal Provincial Consultative Committee on Education Related International Activities (FPCCERIA).

In his address, Minister Axworthy reaffirmed the government's commitment to the Third Pillar of Foreign Policy, and stressed the importance of education and the role of educators in the formulation and conduct of Canadian foreign policy. The Minister proceeded to quote, as the example to follow, the Prime Minister's approach to promoting Canada business abroad and suggested that an *Education Team Canada* approach to marketing be adopted. Emphasizing the importance of building on the successes of the Canadian Education Centres (CECs) in Asia Pacific, the Minister further underlined the need for developing state-of-the-art information technologies and mechanisms to support all our global marketing efforts.

Throughout the day, some of the issues identified were: the need to develop advanced multi-media tools; the need to bring provincial education representatives into the development of any national education trade strategy; the need to develop a mission statement which would define a national education marketing trade strategy.

In all, a number of issues were discussed, the range and complexity of which strongly suggested the need for a national education marketing strategy and sectoral team approach to effect its implementation.

## BEAVER AWARD FOR CREATIVITY



*M*r. Dominic Scott, the Political, Economic and Public Affairs Officer at the Canadian Trade Office in Taipei, Taiwan has been chosen as Attaché culturel/Cultural Attaché's third winner of the Beaver Award for Creativity. After less than one year at his posting, Dominic succeeded in creating an imaginative week-long Festival Canada which embraced a Canadian Education Fair, a Maple Leaf Ball, a Food Festival, the first annual Terry Fox run in Taipei, a visit by the Mayor of Toronto, and Canadian cultural workshops.

Here are just some of the activities planned for this year's Festival Canada in Taiwan:

- a Canadian Television and Hardware/Software Show;
- Canada-Taiwan Business Association Meeting;
- Cirque Eloize performances;
- Discover Canada at Taipei International Conference Centre (Canada Business Immigration Fair, Canadian Education Fair, Canadian Tourism Fair);
- First Canadian Film Fair in Taiwan;
- First Canadian Studies Conference;
- Canadian Food Fair with Canadian chefs.

*Congratulations to Dominic and to all his colleagues in Taipei.*

## CANADA'S GOVERNOR GENERAL VISITS PRAGUE

On March 14, 1996, on the occasion of the visit of Governor General Roméo LeBlanc, the Canadian Embassy in Prague organized a gala concert and reception in honour of President Havel. Nine hundred guests were captivated by performances from three outstanding Canadian artists: pianist Angela Hewitt and vocalists Suzie Le Blanc and Jasmine Roy. The concert was a highlight of the Governor General's three day State visit to the Czech Republic, and was a prime example of how cultural diplomacy as the third pillar of foreign policy can earn Canada a unique and positive image on the world stage. A number of observers stressed that with this concert Canada set new terms of reference for State events in Prague, one of the leading cultural centres in Europe.

# TRADE FAIRS AROUND THE WORLD

## Telecommunications on Tap at Two U.S. Trade Shows

**ORLANDO/PHILADELPHIA** — Canadian vendors should find it well worth their while to participate in two upcoming telecommunications trade shows being held in the United States.

The **Southeast Telecommunications Association (SETA 96)** trade show, being held August 11-13 in Orlando, Florida,

typically attracts the large end-user, usually the telecommunications manager of a large Southeast U.S. company. About 800 attendees are expected.

Contact Ms. Joyce C. Summers, Exposition Manager, Trade Associates Inc., 11820 Parklawn Drive, Suite 250, Rockville, MD 20852-2529, Tel.: (301) 468-3210; Fax:

(301) 468-3662.

The second show is the **National Association of State Telecom Directors (NASTD)** being held September 24-25 in Philadelphia, Pennsylvania.

This organization's purchasing power in telecommunications products is greater than that of the U.S. federal government.

Contact Ms. Karen Britton, Program Coordinator, National Association of State Telecommunication Directors, P.O. Box 11910, Lexington, KY 40578, Tel.: (606) 244-8187; Fax: (606) 244-8001; url: <http://www.csg.org/nastd.html>

For advice on a company's suitability for either event, contact Steve A. Flamm, Canadian Consulate General, Atlanta, Tel.: (404) 577-6810; Fax: (404) 524-5046; url: <http://www.sesoft.org/directry/members/canadian.html>

## Books Bound for Australia Fair

**SYDNEY, AUSTRALIA** — Recognized as Australasia's premiere book fair and one that has established itself as an essential promotional vehicle in international publishing circles, the **Australian Book Fair** will be held here July 4-7, 1996.

Canada will be represented at the event with a national stand, co-ordinated by the Canadian Consulate General in Sydney.

Last year's fair attracted 5,900 trade visitors and 60,000 public visitors; more than 200 publishing houses exhibited.

For more information on the 1996 **Australian Book Fair**, contact Elizabeth Treweeke, Canadian Consulate General, Sydney, Australia, Tel.: (61 2) 364-3011; Fax: (61 2) 364-3098.

## Africa Forum Explores Oil, Gas, Mining Fields

**ABIDJAN, CÔTE D'IVOIRE** — A forum on the opportunities — and there are many for Canadian suppliers — in Côte d'Ivoire's mining, oil and gas sectors will be held here June 4-6, 1996.

With the recent discovery of oil (potential deposits expected to exceed six billion barrels) and gas fields, Côte d'Ivoire, with a population of 13 million people, is moving from a traditionally-based agricultural economy to a more industrialized one.

With the transformation comes a growing demand in the mining, oil and gas sectors for goods and services. And the government, through privatization

and other means, is encouraging and facilitating foreign investment in these fields.

Among the incentives the government has implemented are: exemption of value-added tax for oil and gas operators; the limiting to 48 hours the customs control of capital goods imports for oil and gas operations; and the setting aside of appropriate finances for offshore operations.

New industrial projects being launched no later than 1997 and that are particularly attractive to foreign investors/partners include: a gas bottle-manufacturing plant; a used gas refining plant; an industrial natural gas

distribution system; a liquified petroleum gas distribution system.

In the mining sector, potential opportunities revolve around the expansion of existing mines, prospecting and explorations projects. The adoption of a more attractive mining code is likely to encourage further exploration and the need to provide geological and mining services.

Contact the Ministry of Mining, Oil and Gas Resources, Tel.: (011-225) 21-50-03; Fax: (011-225) 21-53-20; or the Commercial Division, Canadian Embassy, Abidjan, Tel.: (011-225) 21-20-09; Fax: (011-225) 22-05-30.

# Canada Can Be Part of Venezuela's Oil, Gas Boom

*As the opening of Venezuela's oil and gas sector to foreign investment intensifies, 1996 will be a year of significant change in this country's industry. It is estimated that at least US\$300 million will be invested in exploration activities in 1996 alone.*

## Numbers Back Optimism

Ronald Pantin, Strategic Planning Coordinator for Petroleos de Venezuela (PDVSA), says: "Venezuela is experiencing an oil boom without precedent in our history."

His optimism is supported by the numbers, which forecast growth in the petroleum sector at 7.7 per cent in 1996, a figure equal to 1995's spectacular growth.

## Plans Proliferate

Venezuela has the largest hydrocarbon reserves in the Western hemisphere. PDVSA is putting into action a 10-year plan that will raise crude oil production to 4.6 million barrels per day (bpd) from 3.2 million bpd by the year 2002. This increase will demand private investment of US\$11.3 billion and a total investment of US\$49.3 billion.

This year began with the conclusion of bidding for 10 new exploration areas spread throughout the country. It is estimated that at least US\$300 million will be invested in exploration activities in 1996 alone. Of the 77 foreign companies that pre-qualified for bidding, 10 are Canadian exploration and production companies.

Venezuela is also speeding forward with a series of strategic associations (Corpoven-Arco, Lagoven-Mobil) designed to develop its significant heavy oil deposits in the Orinoco Belt. It is estimated that these heavy oil projects will ultimately produce 260,000 bpd. Government approval of these associations is expected by mid-1996.

Another recent deal between Maraven and Conoco calls for a US\$3 billion, 35-year joint-venture to upgrade 120,000 bpd of extra-heavy crude. Investments will be made in production, pipeline and upgrading facilities. Canadian expertise in heavy oil could be a stepping stone into these large-scale projects as sub-contractors or suppliers.

## Canadians Active

The best vehicle for Canadian companies to enter this market is through business relationships already established with exploration and production companies active in Venezuela.

A highly successful program for Canadian companies has been the reactivation of marginal fields. The 13 fields that have already been contracted out have been producing 75,000 bpd and the production is expected to rise to 140,000 bpd in 1996. The estimated investment to achieve this rise is US\$800 million. Two Canadian exploration and production companies are members of consortia active in this program.

A recent announcement by the Minister of Energy and Mines revealed that 35- to 40 new marginal fields may be put up for bidding or direct contracts in the coming year.

## Opportunities/Challenges

Opportunities should increase as more Canadian companies establish themselves in the market through the ongoing exploration round or through the future marginal fields program.

Best opportunities are seen for drilling equipment/services, oilfield servicing, environmental technologies/services, pumps, geophysical instruments and services, gas compression and processing equipment, telecommunications equipment and safety equipment.

Venezuela remains a challenging market, particularly for the small- and medium- size exporter of goods or services. The competition is fierce from many international companies, particularly American, and there is preference given to local suppliers. Some form of local presence is, therefore, a critical success factor in this market.

Market development activities will likely require substantial investment without immediate payback. Several visits to the market will be necessary during the initial stages of market research in order to establish the necessary contacts.

## EDC Aid

In order to assist Canadian suppliers to PDVSA, the Export Development Corporation (EDC) is putting in place a US\$22 million line of credit with Bariven, PDVSA's overseas procurement subsidiary. Suppliers must formally register with Bariven to access this line of credit.

## Contacts

For more information on this market, contact DFAIT's Latin America and Caribbean Trade Division, Ottawa, Fax: (613) 944-0479; or the trade section of the Canadian Embassy in Caracas, Fax: (011-58-2) 951-4950.

# BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**UNITED STATES** — Pennsylvania's largest builder and developer plans to compile a potential **supplier/bidders list for building/construction products** utilized by the company. Parties should be manufacturers of Canadian products and be able to supply literature on their products for sale. Contact: Manuel M. Ellenbogen, Canadian Embassy,

Washington DC, Fax: (202) 682-7619.

**UNITED STATES** — Companies have an opportunity to supply **specialized new technologies/ databases** to an Orlando, Florida-based firm that numbers among its primarily defence clients the U.S. Army and the U.S. Air Force. The firm, Lockheed-Martin Information Systems, Inc. (L-M.I.S.), provides and manages the infrastructure, architecture, and processes necessary to develop and implement Advanced Distribution Simulation Technology (ADST) and Distributed Interactive Simulation (DIS).

Opportunities are in: **mission rehearsal simulation, with appropriate databases; infrastructure; and simulation software engineering and compatibility.** L-M.I.S. is seeking a

deliverable product — not expertise in a particular area like LAN/WAN.

Companies should forward a "scope" of their work to Colin McArthur, Business Development Manager, L-M Information Systems, Inc., 12506 Lake Underhill Road, Orlando, Florida 32825, Tel.: (407) 356-0421; Fax: (407) 356-0427, with copies to Bradford Kelly, Canadian Consulate General, Atlanta, Fax: (404) 524-5046.

## France-Canada Commission

*Continued from page 4*

technologies, notably multimedia, environmental industries, and the transport sector, notably high-speed train projects.

The ministers recognized the importance of trade shows of all kinds and missions by business people to promote and develop new business partnerships; they also noted the need to mobilize business associations at all levels to explore avenues for developing new business opportunities between Canadian and French companies, and to foster a productive trans-Atlantic dialogue.

The upcoming high-level visits between the two countries will also provide an opportunity to develop and diversify trading relations.

Minister Galland was accompanied by a delegation of French industrialists that visited Ottawa, Toronto and Montréal.

## Corel Corporation

*Continued from page 3*

For more information on Corel or its products, contact Director of Sales and Marketing for Asia-Pacific, Mark Alberdingk-Thijm. Tel.: (613) 728-0826, ext. 1571. Fax: (613) 761-1403.

## Canada, Ecuador Sign Pact

*Continued from page 1*

ment, expropriation, transfers of funds, trade-related investment measures, transparency, investor-to-state and state-to-state dispute settlements.

This agreement is based on Canada's new model, which incorporates key provisions from NAFTA's investment chapter; in it, Ecuador has agreed to significantly higher commitments on investment protection.

Agreements under the new model also have been signed with Ukraine, Latvia, Trinidad and Tobago, the Philippines, South Africa and Romania.

Negotiations, begun in 1994 and based on the new model, are under way with several key economic partners (China, India, Indonesia, Colombia), where existing and potential Canadian investment is substantial.

Canada has several longstanding FIPAs in force with, for example, Hungary, Poland, the Czech Republic, and Argentina.

Contact Diane Harper, Services, Investment and Intellectual Property Division, Foreign Affairs and International Trade, Ottawa, Tel.: (613) 992-0326; Fax: (613) 944-0679.

# BUSINESS AGENDA

**Toronto** — May 24, 1996 — An intensive, one-day seminar on **Export Project Financing**, featuring addresses by senior executives of major firms, will include such topics as: international markets and industry opportunities; techniques for short- and long-term financing; and sources of capital, debt and equity for infrastructure projects; how to address an export opportunity; and how to assess risks and package a project. For registration (\$250.00) information, contact Kate Sutton, Ryerson Polytechnic University, Continuing Education, Tel.: (416) 979-5310; Fax: (416) 979-5277.

**Winnipeg** — May 30-June 1, 1996 — A **Doing Business with India** conference will explore export possibilities and investment opportunities for Manitoba's private and public business sectors in this rapidly emerging market of 250 million people. The conference is sponsored by The National Indo-Canadian Council (Manitoba Chapter), The Asia-Pacific Foundation of Canada (Manitoba), and The State Bank of India. For more information or a registration package, contact Leslie Zegalski, Tel.: (204) 945-2256, Fax: (204) 948-2253; Hemant Shah, Tel.: (204) 694-5505; or Anupam Sharma, Tel.: (204) 949-1144.

**Edmonton** — June 4, 1996;  
**Regina** — June 5; **Mississauga**

— June 13 — Sponsored by the federal government International Trade Centres, **Making Trade Shows Work** is a series of workshops presented by Barry Siskind and designed for show co-ordinators, sales managers and staff who are involved or plan to become involved in trade fairs. For information, contact International Training and Management Company, Tel.: 1-800-358-6079 or (519) 927-9494; Fax: 1-800-358-6084.

**Ottawa** — June 9-12, 1996 — Organized by Natural Resources Canada and the Japan Building Research Institute, the **Third Canada/Japan Advanced Housing R&D Workshop** is designed to further R&D collaboration to improve energy efficiency and environmental performance of Canadian and Japanese housing. The workshop, held in conjunction with the Canada/Japan R2000 Program Annual Meeting, focuses on innovative wall systems for hot, humid climates; ventilation and indoor air quality; integrated HVAC systems; and fire- and seismic-safe wood frame assemblies. Participants will visit some of Canada's best building research laboratories, including the Institute for Research in Construction, Forintek, as well as some of Canada's most innovative housing projects. For information, contact Darinka Tolot, Tel.: (613) 943-2259; Fax: (613) 996-9416; Internet: darinka.tolot@cc2smtp.nrcan.gc.ca

**Montreal** — June 18, 1996;  
**Toronto** — June 19; **Vancouver** — June 21 — An **In-Vitro Diagnostic Device Work Shop Training Seminar** will address U.S. Food and Drug Administration (FDA) requirements, labelling, good manufacturing practices, biological products and medical device reporting. The seminar is organized by the Canadian Embassy in Washington, with the assistance of the U.S. Food and Drug Administration and in collaboration with Industry Canada/International Trade Centres. For more information and registration (\$75.00), contact Manuel M. Ellenbogen, Canadian Embassy, Washington DC, Fax: (202) 682-7619 and/or Mario Perek, Industry Canada, Toronto, Tel.: (416) 973-5033, Fax: (416) 973-5131; Ms. Annie Desgagne, Industry Canada, Vancouver, Tel.: (604) 666-1429, Fax: 604-666-8330; and Serge Hebert, Tel.: (514) 283-8813, Fax: (514) 283-8916.

## Line of Credit Clarification

In our April 15 issue, the *New EDC Financing for Canadian Exports to Latin America* article should have read: the proposed line of credit extends "coverage to Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua, several of which were not previously covered by EDC."



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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JUN 3 1996

# CANADEXPORT

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## Japan Offers Unprecedented Market for Foods, Beverages

*Dramatic changes in Japanese agri-food production, processing and marketing patterns offer unprecedented opportunities for Canadian producers, processors and exporters seeking foreign markets and investment capital.*

Not only is Japan already the largest net food importing country in the world, structural and competitive considerations ensure that foreign foods and beverages will account for an even greater share of Japanese consumption in the foreseeable future.

### Domestic Developments

Structural limitations in Japan's agri-food producing sector include: the small size of Japanese

farms (on average, only 1.3 hectares); high land costs (which seriously limit the potential for land amalgamation); a high proportion of part-time farmers (only 12 per cent of Japanese farmers are full-time); and a rapidly aging farm population (60 per cent of Japanese farmers are over 55 years of age).

Competitive challenges include: a major currency appreciation of

240 per cent during the last decade (Y238 to a U.S. dollar in 1985 versus less than Y100 in 1995); falling protection at the border (tariffs will decrease by more than one-third between 1995 and the end of this decade); changing consumer purchasing habits (increasing acceptance of "western style" foods and "value shopping"); and radically modified distribution systems (growing penetration of large-scale retailers prepared to import directly from overseas suppliers).

Combined with these structural limitations and competitive challenges are decisions by Japa-

*Continued on page 15 — Japan*

## Dubai Airport, Housing Projects Could See Canadians Soar

A novel approach to selecting bidders on a major international airport modernization project in Dubai could see Canadian firms soaring to new markets.

The novelty is the creation of a trade fair — **Airport Build & Technology**, October 27-29, 1996 — at which all potential bidders will be invited to display their capabilities, products and services.

One fact is fairly clear: those who participate in the fair essentially become part of the pre-qualified bidders list; those who do not take part in the fair will be excluded from considera-

tion for any part of the project.

### The Project

And what a project it is!

Phase I, valued at US\$540 million, includes:

- \* an expansion of the airport's capacity to 15.5 million passengers a year.

- \* 28 new gates (with loading bridges) and 22 remote gates.

- \* 160 ticketing/check-in positions and nine baggage claim carousels. Passengers will be moved on high-speed moving walkways.

*Continued on page 11  
Dubai*

## CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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## SHARING TRADE SECRETS

# Quebec Aircraft Engine Manufacturer Takes Off in Russia

*Within less than two years of forming a joint venture in Russia, Pratt & Whitney Canada (P&WC) has delivered its first development engines to aircraft manufacturers in that country.*

It was only in November 1993 that the Longueuil-based aircraft engine manufacturer teamed up with Klimov Corporation of St-Petersburg to supply high-quality aircraft engines to the Commonwealth of Independent States (CIS) market.

Since then, the joint venture has conducted intensive marketing campaigns and has received a very positive response from prospective customers.

Aircraft manufacturers Aerorik and Beriev became the first customers in early 1995, and later that year the Beriev Be32K regional aircraft, powered by a P&W/Klimov engine, was demonstrated in flight at the Moscow Air Show.

Eventually, P&W/Klimov engines will be installed in light-weight helicopters like the Kamov K-115 and the Kazan Ansat.

### How to access the Russian market

"For full participation in Russia's

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*"As for P&WC," says Osborne, "we gain access to a market where a North American company cannot make significant inroads unless it becomes a local partner and together, we intend to become a leading small gas turbine supplier in the CIS."*

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aviation industry," says P&WC Vice President, Communications, Francine Osborne, "a company must obtain four certificates from Russia's Aviation Register: Developer, Engine Type, Producer, and Overhaul and Repair."

P&W/Klimov received its first certificate, Aviation Rights (Developer), last November.

### Mutual benefits

"P&WC and Klimov will benefit equally from this cooperation," says Osborne, "not only by sharing income but by significantly increasing their export potential. What's more," she adds, "it will help Klimov convert from traditional military initiatives to commercial ones."

The joint venture will also help Russia gain access to world class engine technology without investing millions of dollars, as well as leapfrog into the world civil aviation market.

"As for P&WC," says Osborne, "we gain access to a market where a North American company cannot make significant inroads unless it becomes a local partner and together, we intend to become a leading small gas turbine supplier in the CIS."

For more information on the multinational Pratt & Whitney Canada and its Russian operations, contact Vice President, Communications, Francine Osborne. Tel.: (514) 647-4117. Fax: (514) 647-2353.

**CANADEXPORT**

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*Russian Far East*

# Agri-food Trade Mission Reaps Rewards, Sows Seeds for Follow-up

A five-day Canadian agri-food trade mission to the Russian Far East in late March 1996 is likely to be repeated later this year.

Since the mission, there have been modest sales of food products and one Canadian company was to return to the region to pursue discussions on a possible joint venture.

In a further follow-up, the Canadian Embassy in Moscow uncovered a requirement to equip — with booth furnishings and partitions — a new trade fair building (760m<sup>2</sup>) in Vladivostok.

Identified, as well, was an interest in Canadian technology to produce doors and windows and to import other Canadian construction materials.

## Mission Benefits

The Canadian companies gained a better understanding of the market in the Russian Far East.

In addition to being briefed on economic conditions in the region, the delegation met various government officials; officials of the Association for Business Cooperation with the countries of the Asian-Pacific Region in Khabarovsk; and visited the

Primorsk Chamber of Commerce and Industry in Vladivostok.

They toured markets, food stores, several food processing plants and a food industry training institute, and held individual meetings with food processors, distributors, trading houses and importers in Khabarovsk and Vladivostok.

They also made presentations about their products and their interest in partnerships with companies in the Russian Far East.

## Diverse Interests

The seven participating companies in the March mission had a range of sectoral interests.

One firm sought a joint venture in the shrimp fishery. The others promoted sales of combine harvesters, beef products, chicken delicatessen and pork products, table potatoes, seed potatoes, processed potato products and potato-growing technology, mini-bakery equipment, baking technology and flour, and frozen vegetables, french fries and juices.

## Mission Organizers

The mission, which included representatives from the Canadian

Exporters' Association and the Alberta Government Agriculture Department, was organized by the Canadian Embassy in Moscow, with assistance from the Citizens Democracy Corps in Khabarovsk and the USAID Business Support Center in Vladivostok.

The mission to Khabarovsk and Vladivostok took place under the Canadian Government's **New Exporters Overseas (NEXOS)** program, the focus of which is to educate companies about a new market. **NEXOS** missions are not intended to produce sales on the spot, though there have been several shipments to the Russian Far East as a result of the mission.

## Contacts

The Government of Canada is considering a follow-up **NEXOS** mission to the Russian Far East for the agri-food sector later in 1996.

Interested companies seeking additional information should contact Ben Gailor, Department of Foreign Affairs and International Trade, Ottawa, Tel.: (613) 992-8590; Fax: (613) 995-1277; E-mail address: ben.gailor@extott04.x400.gc.ca



## Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

**Romania:****A Difficult Market Well Worth Developing**

*The April 16-17, 1996 visit of Prime Minister Jean Chrétien to Romania was significant for reasons other than the timely and important inauguration of Unit One of the Cernavoda Nuclear Plant — the first Western-designed reactor in operation in Eastern Europe. The visit also provided the Prime Minister with an opportunity to review bilateral relations and to demonstrate his support of Canadian business in Romania.*

**Interest in Romania**

The Canadian business community is increasingly interested in doing business in Romania and taking part in the growing trade and investment opportunities that exist in that country.

Romania has begun to modernize its investment legislation; laws opening up the petroleum, banking and telecommunications industries were passed recently, or are in the final stages of the approval process.

Prime Minister Chrétien's meetings enabled him to extend high-level support for the efforts of Canadian business, arguing for flexibility on the part of the Romanian government in dealing with Canadian business initiatives.

**Commercial Developments**

And there were other developments of a commercial nature.

The Prime Minister witnessed the signing of a **Foreign Investment Promotion and Protection Agreement (FIPA)**, the signing of which sends an important, positive signal that Canadian interest in the region is strong.

The Prime Minister was also present at the ceremonial delivery of the first Bombardier aircraft to Romania's new private

*Continued on page 5 — Difficult*

**Canada, Romania Sign Investment Pact**

Canadian Ambassador Gilles Duguay and Romanian Minister of Finance Florin Georgescu signed a **Foreign Investment Promotion and Protection Agreement (FIPA)** during Prime Minister Chrétien's visit to Bucharest on April 17, 1996.

The agreement, a key part of the visit, fosters increased bilateral investment flows.

Once the **FIPA** is in force, the Canadian business community can pursue with greater confidence investment opportunities in Romania and rely on the **FIPA's** enhanced investment protection.

Next steps include bringing the **FIPA** into force and informing key Canadian companies and investors about its provisions. This agreement should reduce the non-commercial risk of Canadian companies investing in Romania.

**FIPAs** are bilateral, reciprocal agreements to promote and protect foreign investment through legally-binding rights and obligations concerning *inter alia* national treatment, most-favoured-nation treatment, expropriation, transfers of funds, trade-related investment measures, transparency, investor-to-state and state-to-state dispute settlements.

Canada is the twelfth-largest investor in Romania and Cana-

dian direct investment, now an estimated \$42.8 million, is expected to increase considerably as a result of this agreement.

Canadian investors are active in the transportation, energy and telecommunications sectors; among them are Bombardier, Pratt & Whitney and Nortel.

Canada has several long-standing **FIPAs** in force with, for example, Hungary, Poland, the Czech Republic, and Argentina. The Canada-Romania agreement is based on Canada's new model, which incorporates key provisions from NAFTA's investment chapter; in it, Romania has agreed to significantly higher commitments on investment protection.

Agreements under the new model have also been signed with Ukraine, Latvia, Trinidad and Tobago, the Philippines, South Africa and Ecuador.

Negotiations, which began in 1994 based on the new model, are under way with several key economic partners, e.g., China, India, Indonesia and Colombia, where existing and potential Canadian investment is substantial.

For further information on the Canada-Romania **FIPA** (or others), contact Diane Harper, Economic Policy Bureau, DFAIT, Ottawa, Tel.: (613) 992-0326; Fax: (613) 944-0679.

**Romania:****Difficult Market Well Worth Developing***Continued from page 4*

air line, DAC AIR.

The CANDU-6 reactor, built under Atomic Energy of Canada Limited management, underscores the fact that there is a future for safe nuclear power in Eastern Europe, based on western reactor technology.

The kind of cooperation that has resulted in the successful inauguration of Cernavoda's Unit

One could sway other Eastern European nations to seriously consider Canada as a safe, efficient and clean source of energy and as a reliable partner in the development of nuclear power.

**Romania-Canada Trade Relations**

Romania, with a population of 22.8 million people and a land area of 237,500 sq. km., is Canada's third-largest trading partner in Eastern Europe, after Russia and Poland.

Two-way trade between Canada and Romania in 1993 reached \$86 million, increasing significantly in 1994 to \$124 million, but declining in 1995 to \$81.2 million.

In 1995, the Republic of Romania imported \$21.4 million — mostly medicines, ore and nuclear technology — from Canada.

Romanian exports to Canada in 1995 — primarily garments, machinery and fabrics — totalled \$59.8 million, a decrease of 18.0 per cent from the \$72.9

million Romania exported to Canada in 1994.

Significant opportunities exist or are emerging in Romania in energy projects (Cernavoda Unit

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*Prime Minister Chrétien's meetings enabled him to extend high-level support for the efforts of Canadian business, arguing for flexibility on the part of the Romanian government in dealing with Canadian business initiatives.*

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Two, thermal upgrades); oil and gas (restructuring of existing facilities, new exploration); transportation (aircraft, improvements to airports, rail restructuring);

telecommunications and information technologies; construction and building materials; environmental protection and pollution abatement; agricultural equipment; and food processing technology.

Since 1989, Canadian companies have invested in excess of \$60 million in Romania and set up over 400 joint ventures.

**Contacts**

For further information pertaining to Canada-Romania trade, contact Drew McVey, Foreign Affairs and International Trade, Ottawa, Tel.: (613) 992-6902.

**REEP in Romania**

The **Renaissance Eastern Europe Program (REEP)** was created in 1990 to help Canadian companies position themselves in the newly emerging markets of Central and Eastern Europe and the former Soviet Union.

Joint venture investment by Canadian companies, technology transfer and the introduction of western business practices assist these countries in their transition into market economies.

The **REEP** is a cost-sharing program, with a maximum contribution of \$100,000 per project.

To date, the **REEP** in Romania has approved 33 projects totalling \$1,290,833. The main sectors where business has shown interest are in construction (8 projects); oil and gas (4 projects); and high technology (6 projects). The success rate of Romanian projects is about 75 per cent.

For further information on the **Renaissance Eastern Europe Program**, as it relates to Romania, contact Jan Sczaghino, Foreign Affairs and International Trade, Ottawa, Tel.: (613) 996-0101; Fax: (613) 995-8783.

## Take A World View ... Export Your Services

### New Software Gives Services Exporters the Edge

In today's global economy, competing internationally is often the key for a company's growth and success.

But some Canadian businesses, especially small and medium-size enterprises involved in the services industries, do not view themselves as potential exporters or they find the concept of selling their expertise abroad puzzling.

How do you find out whether your skills are needed in another country? How do you sell something that doesn't necessarily have a shape or form? These are questions that have puzzled even the most seasoned services exporter.

Now the answers to these questions are no further away than your computer screen, thanks to a unique new software package called *Take A World View ... Export Your Services*.

A joint effort by the Department of Foreign Affairs and International Trade (DFAIT), Industry Canada and the private sector, this sophisticated, interactive software package pulls together all the information you need to know about exporting and puts it right at your fingertips.

#### Software that serves — regardless of specialty

Who could benefit from purchasing this software? The services industry in Canada covers a wide range of professions, a few being

architects, lawyers, construction specialists, accountants, information technology wizards, environmental or agricultural consultants. They play a vital role in fueling our economy, accounting, in 1994, for 75 per cent of Canada's Gross Domestic Product (GDP) and 80 per cent of all jobs.

Services industries are the second-largest Canadian exporters, after the automotive sector. More than ever, the global opportunities available to those in services industries, no matter their size, are boundless. The world market for services is expanding rapidly — knowledge-intensive services now make up more than 20 per cent of world trade. Yet, despite this burgeoning opportunity, Canada's share of the global services market is less than two per cent.

The interest in exporting is out there. It's just that many small and medium-size services companies don't know how to go about collecting the information they need to select and pursue a new market.

"That's why we developed *Take A World View ... Export Your Services*. This software gives a company all of the information it needs to get started," said Doreen Conrad, Deputy Director of the DFAIT's Services Industry Group.

Les Arany, a senior officer with the Service Industries and Capital Projects Branch of In-

dustry Canada says that two-thirds of the work completed by a successful exporter is done before leaving Canada.

"A common misconception is that you have to get out there right away to find new market opportunities," he said. "In fact, quite the contrary is true — you're better off doing your homework before you travel. This easy-to-use software package will help you do just that."

#### Easy to use

*Take a World View ... Export Your Services* provides a wealth of information in six quick-to-load diskettes. It describes the exporting process, helps a company develop a tailor-made export plan, outlines the 10 common mistakes a neophyte exporter can make and provides information on networking, partnering and relationship selling.

The software features detailed questionnaires that help companies assess whether they're ready to export, helps them develop action plans based on their answers and identifies their exporting strengths and weaknesses and how to improve them.

It provides indepth studies on how a company can do business in eight selected countries with detailed information on cultural considerations, market entry strategies and available resources. It also provides a series of 64

*Continued on page 7*  
**New Software**

# Science Month on Internet Homes In on Austria-Canada Cooperative Research

An Internet homepage, designed to generate joint research ideas among public- and private-sector Canadian and Austrian academics/researchers, has been getting more than 1,000 "hits" a day, beginning with its launch May 15, 1996 in Vienna, Austria.

It's all part of **Science Month on Internet** and Canadians interested in exploring research cooperation opportunities with their Austrian counterparts are encouraged to browse the homepage.

This exercise in cyberspace hopes to generate not only new cooperative research efforts between the two countries but to explore joint approaches to

European Union (EU) projects.

Regarding the EU and in a research context, there is a *Going Global STEP Program*. This is a catalyst that provides funding (including travel support) to researchers to establish new joint collaborative projects with European researchers as well as project submission to the Canada-EU framework program.

On the homepage will be five key subjects: environment; energy; sustainable land use; computer and information technologies; and cultural and social sciences.

Each subject will have a number of sub-themes to attract focused research interest. There will be an "other" section where

non-specified topics can be raised.

Universities, institutions and companies can be introduced, as well as individual researchers and their project interests.

The results of the **Science Month** will be analyzed and published. Depending on the level and quality of interest it generates, a follow-up exercise to boost cooperative research could take place in Canada.

The Internet address for **Canada-Austria Science Month** is: <http://www.bmwf.gv.at>

For information on **STEP** only, contact Emily Adcock, Foreign Affairs and International Trade, Ottawa, E-mail: [emily.adcock@extott04.x400.gc.ca](mailto:emily.adcock@extott04.x400.gc.ca)

## New Software Gives Services Exporters the Edge

*Continued from page 6*

grids that allow a company to quickly pinpoint new markets.

The software highlights interviews with successful services exporters. Here they share their experiences and discuss the lessons they've learned over the years and how other companies can avoid some of the pitfalls along the way. It also houses a comprehensive resource library filled with information on hundreds of current publications, databases, government programs and private-sector initiatives, key contacts and other materials that would be useful for a services exporter.

"As a home-based business specializing in the marketing of educational services and soft-

ware, I continually look for tools and techniques that can help me be more effective," said Diane Girard, a Calgary-based marketing consultant.

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*The interest in exporting is out there. It's just that many small and medium-size services companies don't know how to go about collecting the information they need to select and pursue a new market.*

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"I am delighted with *Take a World View*. It would have taken me months to research the information I now have available with this new tool. I continue to find new contacts, publications and programs I never thought were available."

**NOTE:** The technical requirements for the *Take a World View ... Export Your Services* software are an IBM or compatible PC, 386 or higher, with a minimum of 4MB of RAM, 15MB free disk space, VGA monitor, Windows 3.1 or Windows 95. Macintosh users can access it via Soft-windows.

The cost for this software is \$49.95, plus shipping, handling and GST.

Orders may be placed by calling the Canada Communications Group at (819) 956-4800. Refer to Cat. No. E74-67/1995E-MR1 for the English version or Cat. No. E74-67/1995F-MR1 for the French version.

# TRADE FAIRS AROUND THE WORLD

## SMAU'96 ICT Superhighway Leads to Milan

**MILAN, ITALY** — All roads may lead to Rome, but the superhighway leads to Milan — particularly for companies seeking information and communications technology (ICT) markets in Italy and the Mediterranean.

These in-the-know companies also know that the traffic will be especially heavy between October 18-22, 1996. That's why they're getting on line — now!

The cause of this traffic congestion is **SMAU'96, the 33rd International Exhibition of Information & Communications Technology** — at which Canada will (and has, since 1984) have a National Pavilion capable of accommodating 10-12 Canadian companies.

### Enviably Reputation

Since its inception in 1964, SMAU has earned its reputation as the most innovative place to see — visitors to **SMAU'95** exceeded 300,000 — all the newest advances in information and communications technology for business and personal use.

More importantly, from a participant perspective, **SMAU** offers companies the unequalled opportunity to reach the highly qualified and motivated market — in Italy, the Mediterranean and throughout Europe.

What's more, exhibitors from around the globe — there were 2,200 exhibiting companies at **SMAU'95** (including 11 at the

Canadian Pavilion) — make contact with prospective customers, contacts that result in sales! (Canadian participating companies at **SMAU'95** have, to date, reported sales of between \$3.5 million and \$4 million).

### First-Hand Accounts

*Andyne Computing*, a participant at last year's Canadian Pavilion, reported: "We established contact with existing partners, met new potential partners, and developed possible strategic alliances. These contacts will be invaluable in making our entry into the Italian IT market a success."

Another Canadian Pavilion participant, *Farabi Technology Corp.*, said: "The show was very successful. We were able to sign up two more distributors, as well as provide many contacts for our existing distributors. We were also able to sign one in Spain, and hopefully, one in Portugal, as a result of our participation in Smau."

And this from *Corel Corporation*: "One of the most important things about Smau is the vast amount of networking generated by the growing number of new contacts who are present. I was able to meet one on one with many key publications, editors and journalists from this growing market. Smau also provides a wealth of information about new products, new distributors, and upcoming competition. As a result, every year, we are able to stay on top of industry and mar-

ket trends."

### Exhibit Categories

**SMAU's** exhibition areas — there are also international leading-edge conferences and awards — include three principal ICT sectors: Information Systems Hardware and Software; Telecommunications; and Office Products and Systems.

There are also specialized areas, the names of which pretty much indicate the field of emphasis: Printer Universe; FinancialSmau; Smart Hospital; PubliSmau; Softland; Networking/Internetworking.

### New areas at SMAU'96 are:

*Multimedia Gallery* — dedicated to some of the hottest new multimedia technologies in entertainment and educational products for the rapidly growing consumer marketplace;

*New Media* — dedicated to desktop publishing, document management and multimedia technology production for the commercial marketplace; and

*Internet Planet* — the "Network of Networks", featuring Internet gateways and platforms, access technology and service providers, and such value-added services as consulting, publishing and systems integration.

### Criterion/Contacts

Companies must meet certain new criteria to participate in the

*Continued on page 11 — Smau*

# TRADE FAIRS AROUND THE WORLD

## Dubai's Big 5 Shows Mean Big Business

**DUBAI, UNITED ARAB EMIRATES** — More than 700 companies from as many as 37 countries, including Canada, are expected to participate in what has become known in the trade as **The Big 5 Shows**.

The annual event, which attracts in excess of 17,500 visitors (primarily the contracting industry), is being held September 29-October 3, 1996 at the Dubai World Trade Centre.

Canada, whose pavilion last year featured the best and

biggest (126m<sup>2</sup>) stand from North America, will be back — with double the stand area — to meet the requirements of 1996 participants!

Supported by the Government of Dubai, the **Big 5** events include: Gulf Building Show; Arab Glass and Metal; Arab Water Technology Exhibition; Gulf Cleaning and Maintenance Show; and Gulf Air Conditioning and Refrigeration Exhibition.

**Market Developments**  
The region's soaring population

has given rise to a construction boom that is projected to continue well into the 21st century. Massive investments by the private sector are being made in shopping malls, luxury hotels, apartment blocks, office towers and villas — all of which require cleaning, servicing and maintenance.

Parallel developments in the public sector have seen the opening of new airport terminals, hospitals, schools, universities, telecommunications towers and trade centres — all of whose materials, fixtures and fittings attempt to meet internationally recognized standards.

The **Big 5** also provides a multi-million-dollar sales and marketing platform for manufacturers and suppliers of air conditioning and refrigeration equipment.

And the water industry offers abundant opportunities. The United Arab Emirates alone will spend, over the next 25 years, US\$7 billion to develop its water resources.

### Contact

For more information or details on registration — the deadline is fast approaching — contact Dr. George S. Chrysomilides, Canadian Showhouse Consortium, Vancouver, Tel.: (604) 263-6146; Fax: (604) 263-1652.

## Dubai to Host Agriculture, Farming, Fisheries Show

**DUBAI, UNITED ARAB EMIRATES** — Supported by the Government of Dubai and the United Arab Emirates, **Arab Agri-Business'96** will be held September 28-October 1 at the Dubai World Trade Centre.

This **International Exhibition for Agriculture, Farming and Fisheries** attracts trade people from the United Arab Emirates, Saudi Arabia, Kuwait, Oman, Egypt, Syria, Yemen, India, Iran, Pakistan and countries of the Far East.

**Arab Agri-Business'96**, will focus on agrochemicals, mechanical equipment, greenhouses, irrigation systems, canning and processing, refrigeration and storage, fishing boats and related equipment.

Potential participants seeking more information or wishing to register may contact Dr. George S. Chrysomilides, Cosmos Pacific Investment and Consulting Inc., Vancouver, Tel.: (604) 263-6146; Fax: (604) 263-1652.

# TRADE FAIRS AROUND THE WORLD

## Worldclass Technology Event Scheduled for Philippines

**MANILA, PHILIPPINES** — This country's first **International Information Technology/Computer Expo (COMPEX/Philippines'96)** will be held here August 29-31, 1996. *Deadline for exhibit space reservations and payment is June 30, 1996.*

The exhibition is a venue for foreign companies to exhibit "next step" technology IT/computer and telecommunications products for joint ventures, licensing, assembly, distributorships and dealerships in the Philippines.

The event, being held in what

has been declared "Philippine Information Technology Year", is seen as one step in President Fidel V. Ramos' goal of having the Philippines become a newly industrialized country by the year 2000.

The Philippines, as one of Asia's fastest-growing economies, is poised to become the region's trade and conference centre — one in which information technology is seen as a strategic and vital resource.

Concurrent with the exhibition is a conference that will feature an

introduction to technology solutions, multimedia, desktop publishing, Internet, government regulations and distribution business practices.

Individuals and/or companies interested either in exhibiting or attending **COMPEX/Philippines '96** may contact the Philippine Trade Commission, Toronto, Tel.: (416) 967-1788 or (416) 967-1798.

Inquiries may also be faxed (416-967-6236) to the office to the attention of Mrs. Maria Roseni M. Alvero, Trade Commissioner.

## India Site of Investment Summit

**NEW DELHI, INDIA** — Technology and investment opportunities in India are among the subjects for discussion at the **Global Summit on Investment Opportunities** being held here September 10-11, 1996.

The summit is designed to provide a platform for negotiating investment proposals, be they in manufacturing, infrastructure or services. It will also cover the numerous pragmatic policy changes that have taken place over the past five years and explore the future scope for doing business in India.

Six "thrust sectors" for investment will be focussed: information technology and computer software; energy; transport infrastructure; agri business and food processing; financial services; and environmental technologies.

For further information — *registration formalities must be*

*completed by July 31, 1996* — contact Has Mukh Adhia, Director, Department of Industrial Policy and Promotion, Ministry

of Industry, Government of India, Udyog Bhawan, New Delhi 110011, Tel.: 91-11-3014820; Fax: 91-11-3017223.

## Water, Sanitation Focus of South Africa Show

**JOHANNESBURG, SOUTH AFRICA** — A key trade event for equipment and service suppliers seeking a share of sub-Saharan Africa's rapidly developing water and sanitation industry market will be held here September 2-5, 1996.

The event is **AFRIWATER 96 (International Water, Waste and Environmental Technology Exhibition and Conference)** which is endorsed by the Water Institute of Southern Africa and supported by all the leading technical and trade

associations and institutes in the water and sanitation sectors.

A Canadian Exhibitor Group is being organized to participate in **AFRIWATER 96**. Demand for booth space is expected to be strong, so would-be participants should register early.

For a full brochure or more details, contact the exhibition's Canadian representative, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8, Tel.: (416) 291-6359; Fax: (416) 291-0025.



# Accommodating the Emirates

With a "Team Canada" approach, there exists an opportunity to win a major construction project in the United Arab Emirates.

The urgent project, for which the American firm CRSS is to prepare the master plan, calls for the provision of accommodation for increased staff at a major petrochemicals complex that is being upgraded by the Abu Dhabi National Oil Company (ADNOC).

The upgrade at the Al Ruwais complex entails the supply of 1,700 dwelling units, consisting of 1,000 villas (single-family homes, 3-5 bedrooms); 700 apart-

ments (1-3 bedrooms); schools; a shopping centre; roads; and all related infrastructure.

## Considerations

All housing in the region is reinforced concrete post-and-beam, with slab floors and roofs, and terra cotta or cinder block curtain walls. Windows are single-glazed, aluminum or steel frame. They are energy inefficient, slow to build and labour intensive.

The ADNOC project is ideally suited — with some adaptation to climate and local custom — to Canadian, energy-efficient, factory-built housing, particularly given

the need for rapid completion.

Such adaptations would include the need for: first-rate central air systems; sloped roofing that could accept terra cotta or ceramic tile systems; slab foundations (with basement options); 240V electrical/wiring systems; window systems that are highly reflective to the outside; surrounding walls at least two metres tall.

Contact Robert Farrell, Consul and Senior Trade Commissioner, Canadian Embassy, Dubai, United Arab Emirates, Tel.: (011-971) 4-521717; Fax: (011-971) 4-517722.

## Dubai Airport Modernization Project

*Continued from page 1*

- \* parking for 2,300 cars.
- \* a new 100-room hotel with health spa, swimming pool and restaurant.
- \* 8,000m<sup>2</sup> of retail or duty-free shops.
- \* 2,000m<sup>2</sup> of food and beverage areas;
- \* a 1,000m<sup>2</sup> business and conference centre.
- \* a 400m<sup>2</sup> entertainment centre.
- \* an air traffic control tower.

Phase II will entail the construction of an associated US \$500 million theme park. The whole complex is scheduled to open in 1998.

### Project Managers

International Bechtel Inc. are Project Managers. The contacts there are: Mr. Neil Brownrigg, Vice-President and Program Manager or Mr. Alexander Clayton, Site Design Manager, Tel.: (971) 4-823745; Fax: (971) 4-823296.

### Show Organizers

Parties interested in participating in **Airport Build & Technology** may contact Roger Beare, Africa and Middle East Business Development Division, DFAIT, Ottawa, Tel.: (613) 944-6983; Fax: (613) 944-7431.

### Organizers of **Airport Build & Technology**

are Dubai World Trade Centre. International Project Manager is: Ms. Joanne Evans, Tel.: (971) 4-306-4013 (direct) or (971) 4-314200 (switchboard); Fax: (971) 4-318034 or (971) 4-306-4089.

## SMAU'96 — *Continued from page 8*

Canadian Pavilion; these details or other *information on participating in SMAU'96* may be obtained from Norman Lomow, Consul and Senior Trade Commissioner, Canadian Consulate General, Milan, Tel.: (011-39-2) 6758-1; Fax: (011-39-2) 6758-3900; Web site address: <http://www.agra.stm.it/canada>

Although the Consulate is responsible for recruitment, a Foreign Affairs and International Trade contact in Ottawa

is Paul Connors, Tel.: (613) 996-5555; Fax: (613) 944-1008.

For *information on SMAU, other than on the Canada Pavilion*, contact The Italian Chamber of Commerce in Canada-Montreal, Tel.: 1-800-263-4372 or (514) 844-4249; Fax: (514) 844-4875; E-mail: [camit@magnet.ca](mailto:camit@magnet.ca)

And SMAU is on Internet: <http://www.smau.it/magellano> as well as E-mail: [international.mktg@smau.it](mailto:international.mktg@smau.it)

## Canada's Services Industries — Making Their Export Voice Heard

Training pilots to safely escape an aircraft downed in open water or conducting environmental audits for a mining venture, Canada's services industries are making their mark both at home and abroad.

"Canadian services industries make an enormous contribution to Canada's economy," said Les Arany, a senior officer with the Service Industries and Capital Projects Branch of Industry Canada.

"They account for about 75 per cent of our Gross Domestic Product (GDP), 80 per cent of all employment and approximately 90 per cent of new job creation."

The term "services" covers a wide range of professions, among them: lawyers, architects, accountants, construction consultants, training facilitators, information technology gurus, agricultural and environmental consultants.

### Only a fraction of the global market

Business and professional services make up more than 40 per cent of the total services industry. Though this sector is growing rapidly, with earnings of more than \$12 billion and is Canada's second-largest exporter after the automotive sector, it only corners a minuscule share of the global services market, according to Arany.

"Knowledge-intensive services comprise 20 per cent of total world trade and is its fastest growing component with an average annual growth rate of approximately eight per cent," he said. "Our share of this market is less than two per cent."

Arany predicts this share will grow as Canadian services companies realize the vast potential for growth through exporting.

"The possibilities are endless," he said. "Especially in emerging markets such as Latin America, China, and Eastern Europe."

### Smaller companies may need a helping hand

Small and medium-size enterprises comprise 48 per cent of all services sector revenues and 47 per cent of Canada's services exports. Unlike larger companies, which may often have well-developed business contacts or even offices in foreign countries, smaller services companies often don't have the infrastructure or the marketing skills to conquer new markets.

"Many firms in Canada's services sector are very small, technically-oriented, and unskilled at marketing" said Doreen Conrad, Deputy Director of the Services Industry group of the Department of Foreign Affairs and International Trade (DFAIT). "Selling a service is very different from selling a product. The focus shifts from selling the benefits of a product to a relationship-selling scenario in order to gain the buyers' trust. This is a much more difficult process."

Conrad adds that for services companies to be successful in new export markets, it is extremely important that they build their profile and credibility in order to gain potential buyers' trust. "Marketing and networking skills become even more important to services exporters selling an intangible because they have to come face-to-face with a potential buyer who will be purchasing a promise of performance rather than a tangible product," she said.

Other issues come to the fore as well, says Conrad. "Partnering with a company doing

similar business in the market you wish to enter is often an excellent idea. But many of the smaller companies are fearful of losing their intellectual property.

"Other concerns include how to obtain export financing, how to build your profile and credibility internationally and how to gain access to the most up-to-date market intelligence and information. Once a services company realizes these resources are available and takes advantage of them, they're on their way to achieving their export goals."

### Services industries unsung heroes

Mark Drake, President of the Canadian Exporters' Association, maintains that Canadian services companies will play a vital role in Canada's economic future, especially as the country's manufacturing base continues to decline.

"Services companies are the unsung heroes of the Canadian export scene," he said. "While only fractionally accounted for in Statistics Canada figures, they nevertheless continue to aggressively open up markets, not only in the United States, but increasingly farther afield."

For more information, contact DFAIT's Services Industries and Transportation Division, Ottawa, Tel.: (613) 996-0245; Fax: (613) 996-1225/1267.

*A more detailed version of this article is accessible on Canad-Export On-Line (as per below).*

**CANADEXPORT  
ON-LINE**

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

# BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**AFRICA** — A Canada-based company with interests in Africa seeks Canadian suppliers of: **disposable surgical and examination gloves; disposable syringes; pharmaceutical products** (for manufacturing ASA tablets); **white and coloured Bond copier paper; round iron bars** (for construction and in various thickness); and **steel wire coils** (for manufacturing nails and in various thickness). Contact Noor Jaffer, Impex International Canada, 4349 Jenkins Crescent, Mississauga, Ontario L5A 1V4, Tel.: (905) 507-8458; Fax: (905) 507-9306.

**CHINA (People's Republic)** — A company here seeks to import large quantities of **wood pulp**. Pulp specifications and other details are available from Guogen International Enterprises, Ottawa, Tel.: (613) 824-6198; Fax: (613) 824-6735.

**CHINA (People's Republic)** — A producer of **pharmaceutical raw materials** is looking for a Canadian company to assist in setting up a **joint venture in China for the production of 300 million tablets yearly**. The Canadian firm would supply **investment capital, technology transfer** (tableting and packaging) and **managerial expertise**. The China partner will supply the raw material, land, buildings and access to the huge Chinese market. Contact Vasile Pirvulet, Director, V.P. Rovacan, 7-605 Ave. Ampere, Laval, Quebec H7N 5H4, Tel.: (514) 668-8953; Fax: (514) 668-9453.

**INDIA** — A company here is interested in buying up to 3,000 metric tonnes per year of **zinc metal** that is suitable for conversion to zinc oxide. Smelters may contact Bala Elango, Vision 21 Trade Consultants, Mississauga, Ontario, Tel.: (905) 273-4806; Fax: (905) 276-6085.

**INDIA** — A company wishes to import 25,000 metric tons of **urea** having a nitrogen content of 46 per cent; large quantities of **jet fuel** (AS AP1-34); and 25,000 metric tons per month of **coal** for power projects. Contact Emmanuel Freight, 620 Cathcart Street, Suite 711, Montreal H3B 1M1, Tel./Fax: (514) 874-0116.

**INDIA** — Being sought by a Canada-based representative of foreign clients are **air conditioning and refrigeration equipment and parts and water purification plants, possibly including joint venture and technology transfer arrangements**. Contact P.P. (Perry) Singh, P&S Trading Corporation, 6744 Kneale Place, Burnaby B.C., V5B 2Z2, Tel.: (604) 444-4294; Fax: (604) 444-4716.

**JAPAN** — A leading Japanese retail group wishes to purchase **Canadian maple syrup** for its Japanese customers. Contact Ito-Yokado Seattle Liaison Office, Miyako Takahashi, Marketing and Research, 600 University Street, Suite 2828, Seattle, Washington 98101, Tel.: (206) 521-3807; Fax: (206) 624-6778. E-mail: miy@ix.netcom.com

**MEXICO** — A group of **live-stock producers** is seeking **investors or companies interested in acquiring assets** in their business. The group is involved in the production of meat from Cebu-Indo-Brazil **beef cattle, pigs and poultry**. It owns and operates (in the state of Vera Cruz) ranches, feed mills, farm machinery and equipment, fattening pens, slaughter and cold storage facilities for cattle and poultry and has been in business for 10 years. Its annual production capacity is 6,000 head each of beef cattle and swine, and the capacity for poultry production is unlimited. For further details, contact Gomez Aguayo, Tel.: (924) 30014/30105; or the group's adviser, Armando Aguirre, Tel.: (5) 543-7271 or 523-8171 in Mexico City.

**VIETNAM** — Four separate Vietnamese companies, through their Canadian representative, seek: 1) a **partner to manufacture auto parts**, with the firm preferably involved in parts production for American and Japanese auto industries; 2) **to represent** — through its showroom, sales force and advertising house — **Canadian products or services**; 3) a **joint venture partner to produce telephones** for the consumer market; 4) a **partnership to establish a plant for the production of consumer air conditioners**. Contact DATACOM, 350 Webb Drive, Suite 304, Mississauga, Ontario L5B 3W4, Tel.: (905) 949-1925; Fax: (905) 949-9553/276-8635.



# PUBLICATIONS

## Canada, Turkey and the EU

Canadian exporters familiar with the European Union (EU) system may find it easier to do business in Turkey since that country entered — on January 1, 1996 — into a Customs Union with the EU.

The agreement means that the

customs regime of Turkey and the EU are now, basically, the same, though Turkey has five years to align its tariff schedule with the common customs tariff of the EU.

This initial finding, and others, are contained in *Potential Impact of Turkey-EU Customs*

*Union on Canadian Imports to Turkey*, a document prepared by the Canadian Embassy in Ankara.

The consensus is that there is a general positive impact for Canadian exports, with tariffs (with the exception of a few products where tariffs may be increased) on Canadian and other third country goods being lowered as a result of the Customs Union Agreement.

Readers may consult this document by calling the Department of Foreign Affairs and International Trade's InfoCentre FaxLink or Bulletin Board (see InfoCentre box at bottom of page 16) and quoting code number 84302.

## Promoting Investing in Canada

A new and persuasive tool in selling Canada as a competitive investment destination now is being distributed to potential international investors, investment officers, and trade commissioners at Canada's posts abroad.

*Investing and Doing Business With Canada* provides a broad overview and detailed sector specific data on the investment climate in Canada. It gives potential investors the whole picture and answers their most frequently asked questions.

This comprehensive guide highlights "Canada's competitive advantages as an investment site," says Micheal Kelly, Director of the Investment Promotion and Services Division of Foreign Affairs and International Trade (DFAIT).

The publication, launched in March at CeBit'96 trade show in

Hannover, Germany, is the result of a partnership between DFAIT and the private sector: Stentor Communications, SHL Systemhouse, the cities of Brantford, London, and Mississauga, and Ottawa's Prospectus Inc.

For additional information on the guide, contact Sonya Thissen of DFAIT's Investment Promotion and Services Division, Tel.: (613) 995-7280.

Copies of the publication may be purchased (\$30.00, plus taxes) in Canada from Prospectus Inc., 346 Waverley Street, Ottawa, Ontario K2P 0W5, Tel.: (613) 231-2727; Internet Address: <http://www.prospectus.com/canada>

Municipalities interested in placing advertisements, or corporations interested in sponsoring next year's edition of this publication, should contact Martha Hancock at Prospectus Inc.

## Canada's Internet Window on Japan

Business people pursuing opportunities in Japan and other persons wanting practical information on that country now can access such information on a Web site recently launched by the Department of Foreign Affairs and International Trade (DFAIT).

**Ni-Ka Online: Canada's Internet Window on Japan** offers, among other information pieces, market studies and backgrounders on various issues.

The DFAIT Web site (for information in English) is URL: <http://www.dfait-maeci.gc.ca/english/geo/japan/index.htm>

## International Letters of Credit

*International Letters of Credit* (Resolving Conflict of Law Disputes) covers a variety of issues, a major section being devoted to solving, preventing and analyzing conflicts of law. The 425-pages book, recently released by the Montreal-based Letter of Credit Institute of Canada and costing \$145.00, also deals with Canadian, American and European laws, doctrine and case studies. To order, Tel.: (514) 861-5448; Fax: (514) 861-7026.

# BUSINESS AGENDA

**Montreal** — June 13, 1996 — **Profitable Business Opportunities in the U.S.A. for Exporters and Investors** is a comprehensive full-day conference at Le Centre Sheraton, co-

sponsored by A.N. Deringer Inc., Byers Casgrain and Soare, Lewis & Associates Inc. Leading Canadian and American authorities will offer insight on gaining successful access to the U.S. mar-

ketplace and on the legal, tax and customs implications entailed. Three major trade and investment locations — New York, Vermont and Detroit, Michigan — also will be explored. To register or for more information, contact Dr. Richard Soare, Tel.: (514) 847-8317; Fax: (514) 847-1998.

## Japan Offers Unprecedented Market

*Continued from page 1*

limited raw material supplies and high input and labour costs at home by investing heavily in overseas processing facilities.

### Statistics Tell Story

The cumulative impact of these profound changes is increasingly evident in Japan's food import statistics.

Agri-food, fish and beverage imports, which totalled US\$38.1 billion in 1992 and US\$40.2 billion in 1993, exploded by US\$7.0 billion in 1994 to reach US\$47.1 billion. This was followed by a further US\$4.4 billion expansion to US\$51.5 billion in 1995.

Concurrent with the US\$13.4 billion overall increase in imports during the last three years has been rapidly expanding demand for semi-processed and consumer-ready foods and beverages of all kinds.

### Room for Improvement

Canada's agri-food sector has not taken full advantage of the rapidly growing opportunities which Japan offers.

Japanese imports of agri-food, fish and beverage products from Canada in 1995 amounted to US\$2.7 billion. Canada again ranked sixth as a supplier to the Japanese mar-

ket, accounting for only 5.3 per cent of Japan's total food and beverage imports that year.

The five countries which ranked higher than Canada were the U.S. (28.8 per cent), China (9.5 per cent), Taiwan (6.3 per cent), Australia (6.3 per cent), and Thailand (5.5 per cent).

Japan's 125 million wealthy consumers offer rewarding opportunities for reliable foreign suppliers who are in a position to provide consistently high quality, attractively packaged foods and beverages at internationally-competitive prices.

### Services, Contacts

The Canadian posts in Japan offer a number of services to assist Canadian producers, processors and exporters in taking better advantage of the significant untapped potential which this market represents.

For more information on this market, contact Japan Division, Foreign Affairs and International Trade, Ottawa, Tel.: (613) 995-1281/992-6185; Fax: (613) 943-8286; or Ron Davidson, Commercial Division, Canadian Embassy, Tokyo, Tel.: (011-81-3) 3408-2101; Fax: (G3 System) (011-81-3) 3470-7280/3479-5320.

**Toronto** — June 14, 1996;

**Montreal** — June 17 — With a population of 940 million people, India offers enormous potential for Canadian business. That potential can be explored as a delegation of 40 business leaders from the Confederation of Indian Industry form part of a **Meet Business Leaders from India** seminar that will focus on such sectors as: power and energy; software; electronics; automobile; and engineering (miscellaneous manufacturing). Contact Donna Greer, Program Assistant, Canada-India Institutional Linkage Program, The Conference Board of Canada, 255 Smyth Road, Ottawa K2H 8M7, Tel.: (613) 526-3090, ext. 393; Fax: (613) 526-5385. To facilitate access to general information about India, the High Commission of India in Ottawa has established a Web site: <http://www.docuweb.ca/india>

**Vancouver** — June 20-21, 1996

— **Book Markets in Latin America** provides a unique opportunity for Canadian publishers and others to meet with prominent publishers from Latin America. Guest speakers will discuss the book market environment in their respective countries: Argentina, Brazil, Co-

*Continued on page 16*  
**Business Agenda**

# BUSINESS AGENDA

Continued from page 15

lombia and Mexico. Also to be discussed is the *Guadalajara International Book Fair* at which Canada will be a guest of honour in November. The workshop is being held in conjunction with the Canadian Booksellers Association National Convention and

International Booksellers Federation Conference. **Book Markets in Latin America** is organized by the Association for the Export of Canadian Books (AECB), with the assistance of the Department of Foreign Affairs and International Trade.

Contact Veronica Schami at AECB, Tel.: (613) 562-2324; Fax: (613) 562-2329.

## CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

## Workshop on China Projects

**Toronto** — June 18, 1996 — A presentation on specifications and requirements for upcoming international and environmental infrastructure projects in the People's Republic of China are the subject of a one-day workshop at the Metro Toronto Board

of Trade (Etobicoke).

Included in the 128 projects, in which investments total US\$ 3.3 billion, are those funded by Overseas Economic Cooperation Fund, World Bank and Asian Development Bank.

There are in China tremen-

dous opportunities for Canadian companies to promote and deliver state-of-the-art technologies and expertise in the areas of industrial and municipal solid waste management, hazardous waste management, coal utilization and management, industrial and municipal wastewater treatment, air and water pollution control and management, and acid rain remediation.

The workshop will, among other matters, look at joint efforts/participation of the Canadian environmental industry; establishing links between companies that have the same target markets; team formation techniques for winning projects in this market; consortia formation for the provision of turnkey solutions for projects in China.

Complete program and application registration are available from Millian Business Inc., Toronto, Tel.: (416) 805-5018; Fax: (416) 469-0097.

## ExportVision at Calgary Petroleum Show

The Department of Foreign Affairs and International Trade is organizing **ExportVision'96** in conjunction with the **National Petroleum Show** in Calgary June 11-13.

The show is the largest oil and gas technology showcase in the world. Over 40,000 industry people attend and there is buying and selling representation from 70 oil nations.

**ExportVision** assists Canadian companies in exporting their products or services.

Through discussions with Canada's international trade officers, a firm can gain valuable information and insights on entering markets abroad.

Trade officers will be available June 12 and 13 at the show. To meet with them, contact the International Trade Centre in **Calgary**, Fax: (403) 292-4578; or in **Edmonton**, Fax: (403) 495-4507 to receive more information and a pre-appointment registration form.

## INFOCENTRE

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT



BY TURNER DEPAR DES AFFAIRES EXTÉRIEURES

Vol. 14, No. 11

June 17, 1996

## Canadian Trade Minister's Japan Visit Increases Business Interest in Canada

Canadian companies, particularly small- and medium-size enterprises, were given high visibility and strong support for their business development efforts in Japan during International Trade Minister Art Eggleton's recent bilateral visit to that country.

Also touched upon directly were four of the seven key sectors in Canada's *Action Plan for Japan*: building materials and housing; furniture; tourism and processed food.

The Minister's April 19-24, 1996

visit also reaffirmed Canada's strong interest in seeing Japan's deregulation program move ahead — particularly in the housing and building products sectors.

### Housing

On the housing front, the highlight was Minister Eggleton's official opening in Sendai of *Canadian Place*, a 59-unit Canadian prefabricated housing development (see article page 4).

Here, the Minister took the opportunity to promote the sourcing

by Japan of additional Canadian housing components, including insulated brick panels, aluminum clad windows, and furniture.

Canada — emphasizing that all barriers, including tariffs, be addressed in Japan's regulatory reform and liberalization — expressed its keen interest in assisting Japan in realizing its objective of bringing down the cost of housing construction by one-third.

### Priorities and Promotions

In Tokyo, Minister Eggleton met with Dr. Shoichiro Toyoda (in his capacity as Chairman of the Keidanren) and Koichi Ejiri, Co-chair of the Canada-Japan Business Conference (CJBC).

The Keidanren or Federation of Economic Organizations is a

*Continued on page 3 — Trade*

## Canada's Agri-food Exporters Capitalize on Trade Service

*Canada's agri-food exporters are capitalizing on market opportunities abroad through a year-old service whose primary objective is to help Canada's agri-food sector reach \$20 billion in exports by the year 2000.*

The **Agri-food Trade Service (ATS)** — initially publicized in *CanadExport* July 4 and 17, 1995 issues — is a joint initiative of Agriculture and Agri-Food Canada (AAFC) and the Department of Foreign Affairs and International Trade (DFAIT), in full partnership with the posts and regional delivery points (including the AAFC regional offices, the International Trade Centres, and the Canada Business Services Centres).

The close coordination within

the partnership is aimed at ensuring that clients receive "virtual single window" treatment from the range of international business development service providers that may be their first point of contact.

The collaboration — whose common objective is to improve the export performance of Canada's agri-food industry — recognizes DFAIT's role in delivering the program abroad and AAFC's agri-food expertise and

*Continued on page 6 — Canada's*

### CANADEXPORT ON-LINE

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## SHARING TRADE SECRETS

### Ottawa Company Picks South African Environment As First Venture into World of Exports

*For two-year old Intermark Environmental Solutions Inc., choosing South Africa as its first export destination was not based on pure chance, but on solid market research and a little bit of help.*

Intermark President Ron Riggs was looking for an export market with strong enough environmental regulations as well as a promising economy and good financial backing.

Armed with advice from the Department of Foreign Affairs and International Trade in Ottawa, as well as some company investigation of local conditions, he opted for South Africa.

"When everybody is heading for South East Asia and Australia," recalls Riggs, "we decided that the South African market showed some good promise for our products and services."

Now the small, Ottawa-based company is close to finalizing a US \$10 million deal for a turn-key hazardous waste management plant in South Africa, the first of its kind in the Southern Hemisphere.

#### And that's not all

The young upstart has its irons in

at least two other "fires" in South Africa, one in a major urban centre and the other, a joint venture signed just last month with a local company for technology transfer — with a possibility to pursue further markets in Southern Africa, the Middle East and India.

#### Team Canada approach

As a small, young company entering its first international market, Intermark found this first project surpassed what it could support on its own.

However, with assistance from a combination of Canadian government agencies, diplomatic, and trade officials, Intermark has been able to compete against international players, meet its client's needs, and lay the groundwork for future projects.

"It was back in January," remembers Riggs, "that we met our future client, a large chemical company, through the good offices of the Senior Trade Commissioner

at the Canadian High Commission in Johannesburg."

For a company dealing with governments at all levels in South Africa — municipal, provincial and national — Intermark has found invaluable help in so many other ways from Canadian Trade Commissioners.

"In addition to introducing us to key contacts," says Riggs, "they gave us solid logistical support — both in South Africa and in Ottawa — and good guidance on how to deal with local officials."

Intermark is also quick to give credit to the Canadian Commercial Corporation (CCC) and Export Development Corporation (EDC) which, in addition to financial backing, gave "a lot of advice beyond their strict mandate," confirms Riggs.

"In short," he adds, "all the help we have received has been very much a Team Canada approach."

#### The product

Intermark focuses on eliminating hazardous and toxic materials like PCBs, pesticides, and paint sludges. Its products are specifically designed to meet the needs of emerging markets, using technology which is affordable, flexible, relatively straightforward in terms of operations and training, and robust.

Its system, based on a process — perfected by Intermark — known as pyrolysis, uses extremely high temperatures to break down the molecular structure of

*Continued on page 8 — Intermark*

CANADEXPORT

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## Trade Minister's Japan Visit – Continued from page 1

private non-profit organization that represents all branches of economic activity in Japan.

A strong pitch was made for a senior-level mission to Canada to examine potential business opportunities in three priority sectors: information technologies; processed foods; and manufactured housing and building products.

In a private meeting with Ejiri (in his capacity as Chairman of Mitsui), emphasis was placed on the importance of close personal relationships to the growth of Canada-Japan relations and to Mitsui's own interests in Canada.

On the other hand, Mitsui Canada President, Shinji Teshima, observed that Canadian companies had become markedly more aggressive as exporters – a tendency which seemed to be reflected in rapidly increasing Canadian exports and share of exports in the Canadian Gross Domestic Product.

Third-country cooperation, with China and India being mentioned specifically, was acknowledged as an area of opportunity.

The month-long food and tourism promotion campaign, *Atlantic Canada Lobster Nouveau*, luncheon launch attracted, in addition to high-level Canadian tourism officials, 360 representatives from the Japanese food industry and the tourism travel trade – including 130 food and tourism media.

Major partners in *Atlantic Canada Lobster Nouveau* are: Prince Hotels Inc., Canadian Airlines International, Atlantic Canada Tourism Partnership,

Canadian Tourism Commission, and Canadian Embassy in Tokyo.

### Positive Image

Publicly, Canada's business presence in Japan, which Minister Eggleton's visit helped spotlight, received excellent regional and national media coverage, both in the trade and regular press, and on television.

The Minister's address to the Canadian Chamber of Commerce in Japan, the theme of which was "A Co-operative Agenda for Action", focused on bilateral, regional and global objectives that would lead to more business opportunities, growth and job creation.

Among the objectives cited were: the harnessing of resources "to expand awareness of the immense business opportunities offered by our bilateral relationship"; the elimination of domestic obstacles in both economies to increase company competitiveness; the offering to Japanese investors an investment climate in Canada that is "second to none"; the application of regulations reforms to specific sectors of common concern, such as housing; the use of joint partnerships to take advantage of opportunities in third countries, particularly in the Asia Pacific; the continuing pursuit of free and open trade and investment in APEC (Asia Pacific Economic Co-operation forum); and a deepened bilateral cooperation on the global stage.

In his address, Minister Eggleton noted that, while Canada continues to be an important supplier

to Japan of canola, wheat, wood pulp, lumber, coal and aluminum, "we are also becoming significant exporters of telecommunications equipment, executive jets and helicopters."

Other positive developments: Japanese clients last year purchased more than \$100 million worth of Canadian software; Japanese tourism (670,000 visitors last year) to Canada is booming; the sale (more than \$130 million in 1995) of Canadian building products and prefabricated housing showed the "most significant gain"; and Japanese direct investment in Canada continued to climb – "both Toyota and Honda have announced plans to double production in Canada over the next few years."

Privately, meetings and discussions were equally positive. The Minister exchanged views with a cross-section of business leaders and policy formulators. They discussed such topics as the future direction of the Japanese economy, the prognosis for decentralization and regulatory reform, trends in the Japanese market and prospects for future trade and investment with Canada.

The consensus was that, "clearly, there is interest on the part of the Japanese industry to form stronger partnerships with Canada."

### Contact

Further information on Canada-Japan trade is available from the Japan Division, DFAIT, Ottawa, Tel.: (613) 995-1281; Fax: (613) 943-8286.



## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

## Canadian Homes Build on Success in Japan

*With North American style wood-frame construction rapidly gaining popularity in Japan, Canada has jumped into the lead as the largest supplier of prefabricated housing in that country.*

Canada's preeminence in this field was further brought 'home' in April when Minister for International Trade Art Eggleton officially opened Canadian Place.

Developed by Selco Homes of Sendai, Canadian Place — a new housing development of 59 Canadian homes in northern Japan's city of Sendai — features homes supplied by Nu-Fab (Saskatoon, Sask.), Royal Homes (Wingham, Ont.), and Newton Homes (Newton, Man.).

These three small- and medium-size enterprises were among the five Canadian companies that exported an estimated 400 houses to Selco Homes in 1995. The other two were Viceroy (Scarborough, Ont.) and MMH Prestige (Sussex, N.B.).

Selco — one of the world's top importers of Canadian manufac-

ured homes — plans to purchase and sell over 600 homes from these five Canadian suppliers this year.

The homes, which are manufactured in Canada and shipped in package form, also incorporate finished building products manufactured by Canadian companies such as Loewen Windows (Steinbach, Man.), Gentech (Dalton, Que.), and Madawaska Doors (Bolton, Ont.).

Other high value-added housing components incorporated in the homes include kitchen cabinets, staircases and flooring. All are manufactured by Canadian companies and attest to a real Team Canada achievement.

What has made Canada the largest supplier of prefabricated housing to Japan — surpassing even the U.S.A.?

This can be attributed, to a large extent, to deregulation efforts by the Japanese government, combined with changing tastes and needs of Japanese consumers who come to appreciate the durability, speed and ease of construction of wood-frame housing, as well as its resistance to earthquakes, its high insulation features and western-style design.

Canadian exports of manufactured homes to Japan — they are expected to double again this year — grew from \$54 million in 1994 to more than \$130 million in 1995. More than 120 small- and medium-size Canadian companies are currently active in the Japanese housing market.

For more information, contact Wayne House, Japan Division, DFAIT. Tel. (613) 995-1678. Fax: (613) 943-8286.

## Business Executives Seated at Asia Pacific Roundtable

Enhancing Canadian business presence in Asia Pacific was one of several themes discussed at an April 24, 1996 Tokyo-held Roundtable on Canadian Trade and Investment in Asia Pacific.

The event, chaired by International Trade Minister Art Eggleton during his bilateral visit to that country, included 17 senior business executives from nine Asia Pacific countries, 15 senior trade commissioners, and three Canadian International Development Agency program managers from the

region's major markets.

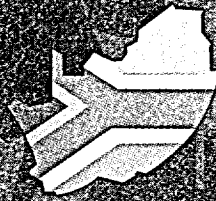
Also discussed were: opportunities in the region; trade and investment barriers; trade and investment challenges (and trends) faced by business and government in the region; and the role of government in supporting (more cost-effective, value-added) international business development in the region.

The common areas of concern that emerged were, among others: the recognition that different regions require different

market approaches; the need for banks and the Export Development Corporation to be more aggressive in support of Canadian business in the region; the development of domestic policies and incentives to encourage Canadian companies to invest in Asia and to attract and mobilize Asian investment to/in Canada; and the necessity of utilizing Canadians of Asian descent — especially to help small and medium-size enterprises to explore and exploit opportunities in Asia.

# CANAD EXPORT

## Focus on South Africa



**Canada-South Africa:**

## The Renaissance Continues

**S**outh Africa, though still in the initial stages of political and economic transition, is experiencing accelerated international attention and investment. Canadian companies, both large and small, are successfully pursuing export, joint venture, and investment opportunities. In only two years, two-way merchandise trade is up nearly 150 per cent, and over 60 Canadian companies have established some kind of South African presence to support their export of products and services. This rapid growth is occurring across a broad range of product and service groups.

*The verdict from Canadian companies? For those that have innovative and competitive products or services, South Africa is an attractive new market to consider, a unique blend of a mature economy and an emerging one.*

*This special supplement is a roadmap to doing business in South Africa. It provides useful market information, answers common questions, and advises on sources of further assistance. It is easy to detach for use as an ongoing reference guide. Additional copies can be obtained by contacting the Department of Foreign Affairs and International Trade (DFAIT) InfoCentre at Tel.: 1-800-267-8376 (in Ottawa 944-4000); or Fax: (613) 996-9709.*

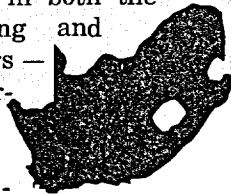
## Transition Fuels Growth and Opportunity

South Africa has and continues to undergo such dramatic transformation that it is difficult to grasp the dimensions of change and progress.

This can present a challenge to foreign business people: perceptions of instability may replace careful analysis of opportunity. However, as far as political and economic transition in South Africa is concerned, the Government of National Unity (GNU) under President Mandela remains committed to creating opportunity for all South Africans, while ensuring the international business community feels welcome.

### Signs of Progress

There are persuasive signs of emerging economic momentum. Economic growth in 1995 surpassed 3 per cent, more than population growth. Growth is being generated mostly by the expansion and development of small, medium, and micro enterprises — in both the manufacturing and service sectors — by the burgeoning tourism and financial services industries, and through infrastructure development. Mining, so long the mainstay of the South African



economy, is still important, but the proportion that sector contributes to overall economic production and to export earnings

*Continued on page IX  
Transition*

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# Canada-South Africa Trade Flourishing

*Two-way trade continues its strong growth since the normalization of Canada's trade relations with South Africa in September 1993 and the "Team Canada" trade mission of early 1994. Across the entire spectrum, from exports to licensing agreements, joint ventures, and direct investment, the renaissance definitely endures.*

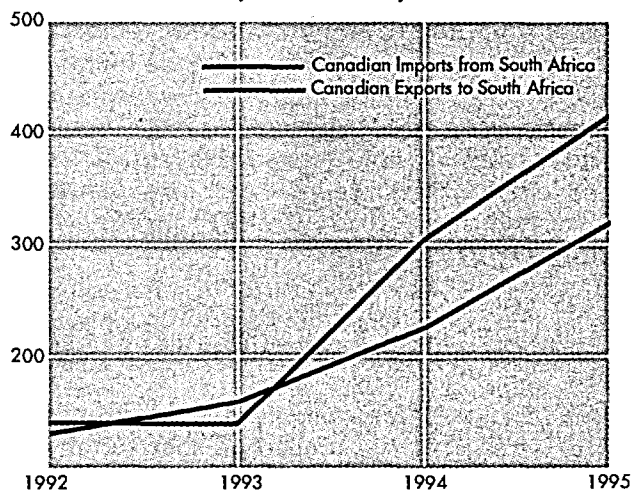
Two-way trade over the 1993-1995 period surged over 145 per cent, from \$299 million to \$738.5 million last year. And those figures do not include services and direct investment initiatives

According to official Canadian figures, Canada's exports to South Africa increased 42 per cent in 1995, to \$321.5 million. This growth level has been consistent over the last two years. Exports to South Africa now rank on the same level as Chile, India, and Malaysia, and well ahead of Russia, Poland, Argentina, and Cuba. Canadians expanded sales of

opened in the months and years ahead as trade-liberalizing measures take effect. The relatively high tariff structure will be reduced appreciably as a result

*Continued on page X – Trade Flourishing*

**Canada/South Africa Trade, 1992-1995**  
(in millions of \$)



Source: Statistics Canada

goods and services across a wide range of categories, with impressive growth in non-traditional fields, including many manufactured products.

Deregulation is also opening up key sectors of economic activity, in some cases ending long-standing monopolies. A number of major long-term contracts are coming to an end, especially in the telecommunications sector. Some of the large conglomerates are beginning to spin off various subsidiaries in an effort to encourage economic development, with a positive effect on more open market dynamics. The prospect of possible privatization of certain public corporations ("parastatals" in South Africa) would contribute to this overall revitalization.

Access to the South African market will be further

## New Bilateral Agreements Support Business Ties

In late November 1995, Canada and South Africa signed two agreements designed to strengthen the commercial relationship between the two countries.

**The Double Taxation Convention** clarifies the tax relationship and responsibilities of Canadian individuals and companies doing business in South Africa. In some cases tax rates are lowered. For instance, the withholding tax on dividends is reduced to 5 per cent for companies owning at least 10 per cent of the company paying the dividends. Other tax rates, on royalties and interest payments, are also reduced and, in some specific cases, eliminated.

**The Foreign Investment (Promotion and) Protection Agreement (FIPA)** is one of a series Canada is negotiating with various emerging countries.

A FIPA is a bilateral reciprocal agreement designed to promote and protect foreign investment, and includes legally-binding rights related to national and Most-Favoured-Nation treatment, expropriation, capital transfers, dispute settlement, and other trade-related investment measures. FIPAs lower political risk, insurance, and related costs, and give companies an added confidence about investing overseas.

**For more information**, contact DFAIT or the South African Consulate-General (see page XVI).

## SHARING TRADE SECRETS

### Small Company Builds on New Canadian Construction Technology in South Africa

*A solid knowledge of local conditions has earned Amakhaya, a small Toronto-based "building technology" company, a place in the South African sun.*

With housing remaining a priority in South Africa, Amakhaya knew that there would be a market for Canadian building technology in that country.

And when that meant adapting technology developed by Cobourg, Ontario-based AAB Building Systems to the South African construction industry, the potential for success looked even better.

Not to mention that the Amakhaya-AAB technology offers immense flexibility, local manufacturing of materials, transfer of technology and training, as well as new concepts in insulation standards.

#### Laying the ground work

So Amakhaya undertook a major feasibility study in South Africa back in 1994, "with valuable assistance from the Canadian Trade Office in Johannesburg," confirms Amakhaya President Jerome Meharchand.

The study concluded that there were no major obstacles to product acceptance — neither regulatory, nor financial, or tax considerations.

Later that year, at the national housing summit hosted by the late Housing Minister Joe Slovo, Amakhaya developed a clear picture of market needs and how its product would have to be adapted to local conditions.

"Given its medium- to long-term outlook," says Meharchand, "we made the necessary adjustments."

Amakhaya has since made alliances with small- and medium-

size developers and contractors in South Africa, creating a roster of associates trained in this new type of construction. A manufacturing site is currently being prepared, with others planned as the technology takes hold in various provinces.

#### Canadian Trade Commissioner assistance

According to Meharchand, the Canadian Trade Office in Johannesburg was helpful in more ways than one — this includes by "being fully accessible."

"Although we were familiar with the country," recalls Meharchand, "Canada's Trade Commissioners provided us with valuable insight into where the South African housing industry was going."

Amakhaya was also provided with a list of Canadian companies already active in the South African housing market, as well as key government contacts.

"A Trade Commissioner also attended our first model home opening last June," says Meharchand, "giving a presentation, meeting with guests and media, all in support of our efforts in South Africa."

#### Novel technology

The main feature of the developed-in-Canada building system — perfected by AAB and adapted by Amakhaya — is its hollow moulded polystyrene forms. Concrete is poured into the forms and these are then linked together

using a patented locking mechanism that ensures a proper vapour barrier and water proofing.

The concrete hardens in an "absolutely optimal environment," and this in effect extends the building season year-round, even in wet climates.

In addition, because the polystyrene stays in place, it acts as a perfect insulator for both cold and warm climates. Insulated buildings are rare in South Africa, despite the fact that more than three quarters of South Africa suffer chilly winters and even the occasional snowfall.

The manufacturing and construction process is environmentally friendly, relatively simple once the small mould factory is operating, and produces a fire retardant structure.

AAB's technology is suitable for a wide range of applications, ranging from low-cost housing and higher-end housing, to schools, clinics, hotels, and other low-to-medium rise buildings.

#### Association with AAB

It was Amakhaya that approached AAB some three years ago after seeing reports on the new technology — it was actually developed years before — being perfected and marketed worldwide by AAB.

As a matter of fact, it was during the signing ceremony of a large contract between AAB and Japan, held in Cobourg in 1994 —

*Continued on page V  
Amakhaya*

## SHARING TRADE SECRETS

# Canadian Drug Company Sees South Africa as Key to Continent

*As one of the world's largest generic drug manufacturers — and with exports to over 100 countries — Apotex Inc. recently added South Africa to its growing list of international business destinations.*

With over 2,000 employees in Canada and 2,600 worldwide, the pharmaceutical giant recently expanded its north Toronto plant, installing new sophisticated manufacturing and packaging facilities to increase production for world markets.

"As a company doing business on every continent, the world market is important for our future growth," says Apotex President Jack Kay.

"We are expanding our facilities in Canada to serve the global needs and," he adds, "South Africa has great potential and is the gateway to the rest of Africa."

### First steps

Apotex started its operations in South Africa last year by acquiring a controlling interest in Acupharm, a local Johannesburg company that distributes generic drugs to South African doctors.

Although this venture came about on Apotex's own initiative, the Toronto giant often relies on the services offered by Canada's Trade Commissioners, especially where there are language or other barriers.

"Trade Commissioners abroad help us with introductions, logistics, finding the right advisors and lawyers," says Apotex

Vice-President — International Development Larry Beare, "and their official Canadian presence at meetings gives our company added credibility."

In addition to the some 40 generic drugs carried by that company, an additional 50 Apotex products are currently being registered with the South African Regulatory Authority, a process very similar to Canadian practice.

These drugs will be manufactured in Apotex's Toronto plant and shipped to South Africa for packaging, warehousing, and distribution, creating jobs for Canadians and South Africans.

### Why South Africa?

"Today, the pharmaceutical business in South Africa is estimated at US\$3.7 billion, says Kay, "with less than 10 per cent going towards the purchase of generic medicines, as compared to about 40 per cent in Canada."

Given that generic drug prices tend to be 40 per cent to 50 per cent lower than their brand name counterparts, the savings can be quite substantial.

At the same time, the South African government is striving to find ways to improve the accessibility and quality of health

care, while at the same time attempting to control costs.

This in turn means that when health coverage becomes more widespread, either through public or private programs, the pharmaceutical industry will see considerable growth.

And, as has happened in Canada and other countries around the world, as the pharmaceutical industry grows, the generic business, as a proportion of that market, also grows.

This will undoubtedly result in increased exports for Apotex, with the added bonus of increased employment in both Canada and South Africa.

As a matter of fact, Apotex expects to formally launch its new products in South Africa when a delegation travels to Johannesburg in early November, 1996.

Once again, Kay firmly believes that "South Africa has great potential and is the gateway to the rest of Africa."

**For more information** on Apotex, contact Vice-President — International Development Larry T. Beare. Tel.: (416) 749-9300; Fax: (416) 749-9578.

# South Africa — The Rainbow Nation

## South Africa's Diversity

South Africa is a country of remarkable diversity and striking disparity. It is situated at the southern-most tip of Africa and encompasses a wide range of climatic regions.

The country is about 1.23 million km<sup>2</sup> in size, or somewhat larger than the province of Ontario. It is bigger than France, Germany and Italy combined.

The estimated population of South Africa in 1994 was 42.5 million, of which 77.4 per cent are Black, 12.2 per cent White, 8 per cent Coloured (mixed race) and 2.4 per cent Asian (ethnic terminology reflects standard South African practice).

There are 11 official languages, including English, and many South Africans can speak two or

more languages. English is commonly used in most parts of the country, especially urban areas.

During 1996, South Africa will

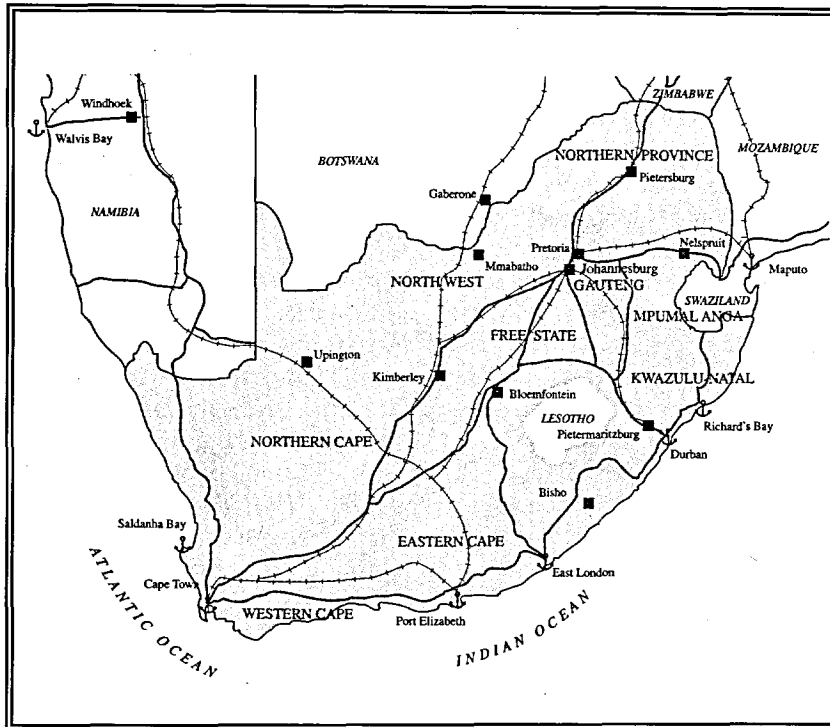
it becomes publicly available.

## Political Transition

South Africa currently operates under a transitional constitution which lasts until 1999. Negotiations were

completed on schedule in May 1996 on a final, permanent constitution under which the next national election will take place. The new constitution is not radically different from the transitional one, especially in terms of the division of powers between the three levels of government. Provincial powers in South Africa will be broadly similar to those in Canada. One

area in which it will be different, however, is in the replacement of an enforced coalition Government of National Unity (GNU) with a standard majority rule system.



undertake a detailed census which should generate the most accurate picture of its population in history. The data will also support better marketing and general business decision-making once

## Amakhaya — Continued from page III

and attended by Meharchand — that the seeds were sown for future collaboration.

“Later that year we concluded an agreement with AAB,” recalls Meharchand, “acquiring the rights from AAB to apply its technology to all of Southern Africa, including South Africa.”

### Good prospects

Amakhaya has already applied to the relevant South African standards organization for quality control certification, and this should be granted in the near future.

“We are also in the process of negotiating small scale contracts,” says Meharchand, “with

a 200 unit project underway and, we hope, many more to be launched.”

**For more information** on Amakhaya, contact Amakhaya International Inc.. Tel.: (416) 466-9709. Fax: (416) 466-5833.

# Gateway to Africa

*"The rebirth that we celebrate in South Africa is indeed a rebirth of the region and the continent."*

— President Nelson Mandela

South Africa is not only the springboard to the African continent, it is also the unrivalled regional economic engine. Most Canadian businesspeople involved in South Africa acknowledge its gateway potential, a result of South Africa's superior infrastructure and well-developed transportation sector.

Growing democratization and trade liberalization throughout much of Sub-Saharan Africa, including South Africa itself, has resulted in South Africa greatly expanding its continental exports over the last two years. In 1994, exports to Africa grew by an estimated 30 per cent, and then took off in the first three quarters of 1995 by a further 60 per cent.

South African banking and other service sector organizations are investing in the region and establishing partnerships with regional institutions. South Africa recently joined the African Development Bank (AfDB) and this will boost the involvement of the country's construction and engineering companies in projects throughout the continent.

Through the Southern African Development Community (SADC) and bilateral relationships, South Africa is taking a direct interest in assisting its neighbours in areas such as infrastructure development. A prime example of this is the Maputo Development Corridor Initiative mega-project, an estimated US\$1 billion public-private-sector project.

A growing number of Canadian enterprises are securing contracts in the region through South African clients or partners. South African organizations are increasingly seeking out Canadian partners with

French-language capabilities and experience in French-speaking Africa for joint projects in those countries, especially in mining and engineering.

*"South African trade with the rest of Africa is booming...[It's] expanding presence is displacing much of the economic and cultural influence long wielded by France and the U.S.."*

— New York Times, July 6, 1995

The Department of Foreign Affairs and International Trade, in co-operation with the Canadian International Development Agency, Agriculture and Agri-food Canada, and other federal agencies and provincial governments is finalizing a *Southern and Eastern Africa Regional Action Plan (SEARAP)* to capitalize on South Africa's emerging role as an African trade hub.

The *SEARAP* initiative will involve enhanced market research, intelligence sharing and dissemination, trade missions and various initiatives to take advantage of regional opportunities.

**For further information** on other Southern African countries, the recent *CANADEXPORT* supplements on Zimbabwe (Vol. 14, No. 2, 1996) and a pending supplement on the Southern African region (Vol. 14 No. 13, 1996) can be ordered from the InfoCentre at 1-800-267-8376 (Ottawa area 944-4000).

## Johannesburg: Emerging Donor Agency Hub

South Africa is increasingly serving as a procurement centre for the relief and development activities of important multilateral donor agencies in Africa. Agencies like the World Bank, AfDB, UNDP and the European Union have established offices in and around Johannesburg. Of particular importance is the recent arrival to South Africa of procurement offices for both the United Nations High Commission for Refugees (UNHCR) and the United Nations Children's Fund (UNICEF).

One of UNICEF's main functions is to assist in the provision of supplies and equipment related to health, nutrition, education, water and sanitation programmes. For example, during the Rwanda crisis alone, the South African-based office purchased South African and foreign supplies valued at US\$150 million.

UNHCR allocates a significant portion of its annual budget to the procurement of supplies and equipment related to shelter, basic provisions and transportation, an increasing amount of which is procur-

ed through its Johannesburg office.

Representatives from UNICEF and UNHCR are willing to meet with Canadian companies that travel to South Africa for information on how to win tenders and market their products.

**For further information**, contact Mr. Rolf Bohlin, Supply Officer - UNICEF, Pretoria, Tel.: (011-27-12) 320-7050; Fax: (011-27-12) 320-4085; or Mr. Lorenzo Witherspoon, Regional Purchasing Officer - UNHCR, Tel.: (011-27-11) 442-4444; Fax: (011-27-11) 442-4117.



## Canadian Trade Office... Johannesburg

Companies new to exporting or wanting to find out more about the services the Canadian government offers all exporters should first contact their local International Trade Centre (ITC). There is an ITC staffed with Trade Commissioners in each province to answer questions concerning international business initiatives.

Companies can also take advantage of DFAIT's InfoCentre by calling 1-800-267-8376 (or 944-4000 in Ottawa) to request publications concerning exporting to South Africa, or use their modem to access the round-the-clock FaxLink service at (613) 944-4500.

To help Canadian companies take full advantage of business opportunities in the new South Africa, DFAIT established a Canadian High Commission Trade Office in Johannesburg in late 1993.

The Trade Office is staffed by Canada-based Trade Commissioners as well as locally engaged trade experts. The Johannesburg office also covers trade relations with Mauritius, Lesotho, Namibia, and Swaziland. It can help firms establish a presence in the South African market by:

- promoting a company to local customers;
- advising on marketing channels;
- recommending appropriate trade fairs;

- identifying suitable South African firms to act as agents;
- interceding to help solve market access problems;
- advising on the country's current trade, business, and financial practices; and
- advising and assisting with joint ventures and licensing matters.

To assist Trade Office staff in their efforts to help, it is wise to provide them with as much information about the company and market interests as possible.

Liaising with the Trade Office should help companies determine their readiness for fieldwork: planning a business trip, or perhaps attending a trade fair in South Africa. It's a good idea for a company to keep the Trade Commissioners informed of its export activities, whether new to the region or having an established presence in the South African market. This can help the company and the Trade Office avoid pitfalls and share information on current market trends.

The Trade Office is located at Craddock Place, 1st Floor, 10 Arnold Street, Rosebank, Johannesburg, South Africa, Tel.: (011-27-11) 442-3130; Fax: (011-27-11) 442-3325. The mailing address is P.O. Box 1394, Parklands 2121, Johannesburg, South Africa.

## CIDA & South Africa

*Canadian businesses have benefited from Canadian International Development Agency (CIDA) programming, part of Canadian government efforts to assist South Africa in its reconstruction and development.*

### CIDA Inc

Designed to promote sustained development, the CIDA Industrial Cooperation Program provides financial mechanisms to help Canadian firms penetrate the South African market. It has several mechanisms which can support Canadian companies in a variety of commercial activities which have a sustainable development impact. These include licensing of technology, establishing co-production agreements or joint ventures, and providing training. Approved CIDA INC support could cover, on a cost-shared basis, viability and feasibility studies, professional servi-

ces, travel costs and per diems, among others.

**For more information**, contact Mr. Paul Skahan, Regional Program Manager, CIDA Industrial Cooperation Program, Tel.: (819) 997-2069; Fax: (819) 953-5024.

### CIDA Bilateral Program

CIDA's bilateral program is currently working directly with the South African government to identify and implement projects in the areas of governance, human resource development, civil society, and economic development.

Current initiatives include

projects related to constitutional development, public service reform and provincial linkages, education management and national qualifications, and migration policy. Planned initiatives include projects targeted on minerals and energy policy and justice sector reform.

In some instances, CIDA will partner with Canadian non-governmental and private-sector groups to implement this important initiative.

**More information** can be obtained by contacting Stephen Hallihan, Country Program Manager, South Africa, Tel.: (819) 994-0252; Fax: (819) 953-6379.

## RDP & Masakhane: Lexicon for Change

*Canadian companies must be aware of the fundamental public policy governing any foreign economy they are investigating. Two key terms need to be understood by those contemplating contemporary South Africa: the RDP (the Reconstruction and Development Programme) and Masakhane ("let's build together").*

### The RDP

The RDP represents a blueprint for fundamental change to many aspects of South African society. Originally the party platform of the African National Congress, the RDP was adopted by the GNU in 1994 and acts as an overriding policy framework for government planning and spending.

Four broad objectives form the heart of the RDP: meeting basic needs; developing human resources; building the economy; and democratization. Some of the key functional areas include electrification, housing, sanitation, telecommunications, education, health care, and small business development.

At one point the RDP had its own ministry, but in early 1996 RDP responsibilities were rolled into the Ministry of Finance. In the GNU budget of March 1996, R7.5 billion was allocated to RDP projects, totalling R15

billion over the last three years.

Capital investments under the RDP framework have created business opportunities for Canadian and other foreign companies. Infrastructure-related companies attuned to the principle of using local supplies wherever possible and placing a strong emphasis on labour-intensive working methods and training, have the best chance of success.

But companies should be careful to separate high RDP objectives from the more sobering realities. While electrification is progressing at a solid pace and primary health care is more widely available, housing was slower out of the gate and is only now picking up momentum. The target for housing (200,000 units a year for five years), remains unattainable, but new subsidies and loan guarantees are beginning to underpin low-cost housing development.

### Masakhane

To assist the attainment of RDP objectives, the GNU launched its massive Masakhane campaign last year. One of the key challenges in the new South Africa is to get previously antagonistic economic groups to work together, and to convince the historically disadvantaged communities that government structures and the rule of law are in place to respond to their needs.

Masakhane aims to bridge this gap between government, business, and local communities by developing cooperative relations and trust where these did not exist before. That way, government can move forward with the provision of housing and basic services to communities that forego the traditional resistance tactics of non-payment (of rent, utilities, etc.) and can entice business to get involved in areas previously considered too risky.

## EDC in South Africa

*Canadians looking to do business in South Africa can benefit from a wide range of risk management services offered by EDC (Export Development Corporation).*

Since the lifting of sanctions, EDC has had lines of credit in place with a number of institutions in South Africa. "It is obvious to us that Canadians are competitive in the South African market, and we are delighted that the lines of credit are being utilized," says June Domokos, Vice-President of EDC's Country Centre of Expertise.

"To date, we have concluded relatively small transactions in the industrial equipment sector but the demand has been across the board in all sectors."

In addition to financing, EDC offers a full range of insurance products including short-term credit insurance, performance security support, and foreign investment

insurance.

**For further information on EDC services in South Africa, contact an EDC relationship manager or the nearest EDC regional office.**

Exporters with annual export sales of \$1 million or less, may contact EDC's Emerging Exporters Team toll-free at 1-800-850-9626.

# Transition Fuels Growth, Opportunity

*Continued from page 1*

shrinks annually.

South Africa remains the dominant economy in Sub-Saharan Africa, and is estimated to account for one-third of all business activity on the African continent. In global terms it is a small- to medium-size economy (slightly smaller than Quebec in terms of GDP) in the "upper-middle-income" category (just behind Brazil, Mexico, and Portugal), and boasts a recently upgraded debt rating.

Inflation, historically running in double digits, finally fell below 10 per cent in 1995 and is currently in the 8 per cent range, the lowest in over 20 years.

Business and consumer confidence are both at high levels, and domestic fixed capital investment — despite lingering high real interest rates — is up by about a quarter over three years ago. Foreign exchange reserves are also up.

South Africa maintains sophisticated financial and industrial sectors, supported by a strong physical infrastructure.

It is generally considered that South Africa can support substantial economic expansion based on existing infrastructure capacity alone. Roads, ports, railways, airports, and power-generation facilities are world-class, but deficiencies remain in extending telecommunications and basic services to large parts of the population.

## Lingering Challenges

The lack of basic amenities for many South Africans, and other fundamental weaknesses, are the primary economic challenges facing the current government.

Historical policies resulted in low levels of productivity, high corporate concentration, dramatic skills shortages, high unemployment — estimated at between 35 per cent to 50 per

cent — and higher than average levels of tariff protection.

Although the Johannesburg Stock Exchange is one of the largest in the world, with a market capitalization comparable to Australia's and larger than Mexico's, liquidity is relatively low and six corporate groups continue to control about 80 per cent of its capitalization.

Another recent economic conundrum facing the GNU is the rand's 19 per cent devaluation during the first few months of 1996. Devaluation is a mixed blessing. For some South African exporters and the tourism industry, it assists global competitiveness. But for companies with imported inputs, and for consumers, foreign investors, and governments paying

interest on foreign debt, devaluation is a cause for concern.

Current pressure on the rand is, in part, related to rumours of impending exchange control deregulation, still in place only for South African residents and businesses. The government has pledged to eliminate all exchange control soon, but gradually.

Most observers, including the International Monetary Fund, argue the extent of this rand correction is unwarranted on the basis of economic fundamentals.

## Fuelling Growth & Opportunity

The GNU has embarked on a bold strategy to improve the competitiveness of the economy, enhance South Africa's attractiveness as an investment location and reduce barriers to trade.

Areas of specific government effort include education and training, investment, export development, preferential market access, research and development, productivity improvement, and small business development and privatization.

*"We think 6 per cent [growth] by the turn of the century. The fundamentals are shaping in a way that you can sustain that."*

— South African Finance Minister  
Trevor Manuel

## Trade Flourishing – Continued from page II

of the country's WTO (World Trade Organization) obligations. In keeping with the new government's commitment to a more open economy, certain trade barriers will be reduced or eliminated unilaterally.

Despite the growing match between Canadian capabilities and South African industrial requirements, Canada still supplies less than 1 per cent of the country's imports. There is confidence that Canada's share of the South African import market can and will grow.

Much will depend on the level of interest among Canadian companies and a willingness to study and visit the market. Many Canadians have done so for the first time over the past two years; a substantial percentage of those companies are undertaking new or expanded trade and investment activities.

There are many market development realities which play in Canada's favour. Canadians, being viewed as straightforward and reliable, have a positive reputation in South Africa. Many South Africans are also quite knowledgeable about Canada, partly traceable to the tens of thousands of expatriate South Africans who emigrated to Canada over the last 20 years. Business styles are generally similar, and there is no major language barrier.

These factors are tempered somewhat, however, by the fact that international competition from all over the globe is aggressively trying to increase market share, and not only from the traditional areas like Europe, the United States, and Japan. Increasingly, companies from countries like Taiwan, Malaysia, India, Brazil, and other parts of Africa are seeking out opportunities in South Africa. Moreover, many foreign companies maintained an active presence in

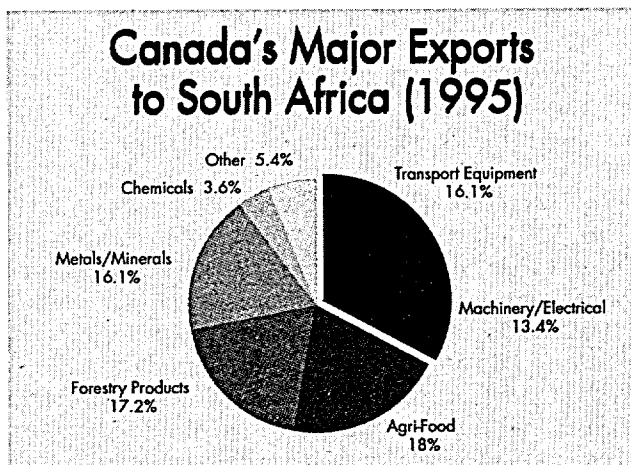
South Africa during the apartheid years and now hold dominant market positions.

Canada has taken a number of official measures to promote trade relations with the new South Africa. A Canadian Trade Office is open in Johannesburg, staffed by a team of Canadian Trade Commissioners and local trade experts (see article page IV). Numerous Canadian trade missions have taken place or are planned, and a series is being published of detailed sector-specific South African Market Opportunity Guides. (Planned activities and reports are listed in the following pages.) The two national governments also signed bilateral agreements to further facilitate trade and investment relations.

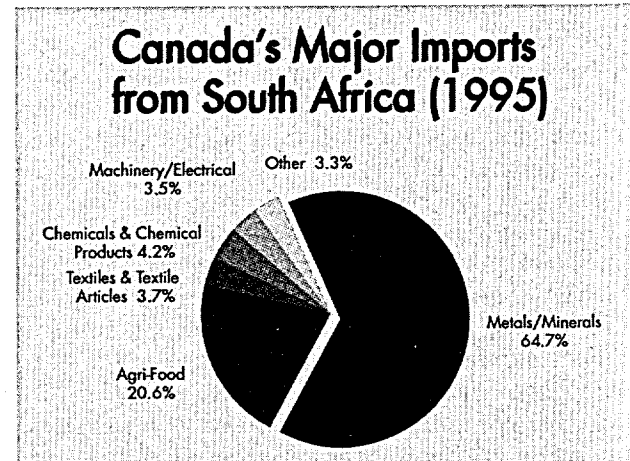
Two-way investment is growing. However, South African external investment activity is restrained by exchange restrictions. Certain measures have recently been taken to begin liberalizing these controls, with South African companies now able to invest in Africa and engage in equity swaps with foreign enterprises.

An increasing number of Canadian firms are establishing a presence through sales and service operations, franchise arrangements and other joint ventures. A small number of larger Canadian investments have also been made.

Noteworthy Canadian companies with South African operations include Cott Beverages, Newbridge Networks, SR Telecom, Apotex (see page IV), and Diversy. And South African Express airlines, partly owned and managed by Canadians, flies 12 regional turboprops built by de Havilland and represents a major Canadian investment in a completely new venture.



Source: Statistics Canada



Source: Statistics Canada

## Practical Tips for Doing Business in South Africa

*With South Africa's history of advanced business dealings, particularly with European companies, and well-organized financial institutions, Canadian business representatives should not be surprised to learn that South African business practices are quite similar to those in Canada. The market is essentially open. South Africa does protect its local industry through tariffs but these are gradually decreasing in light of WTO commitments. In the case of certain agricultural commodities, foodstuffs and pharmaceuticals, there may be stringent import licence and health requirements, similar to Canadian practice.*

Canadian visitors to South Africa should be aware that, while politically motivated violence has declined significantly, other serious crime (robbery, mugging, car-jacking) is a concern. Experienced travellers will know that this is a pattern throughout many parts of the world.

Common sense should be observed when possible, such as avoiding visible signs of wealth, placing valuables in safe-keeping facilities and minimizing travel at night. Travel to or in major centres should be undertaken only after seeking appropriate advice.

Canadians should also be aware that the South African road system involves right-hand drive vehicles, as in the U.K. or Australia. The occurrence of road accidents is higher than in Canada, and driving is generally more hazardous.

### Visas

Visitors to South Africa require valid passports but visas are not necessary for Canadians travelling to South Africa.

### Vaccinations

The average Canadian business traveller does not require any shots before going to South Africa, especially if only major urban centres are on the itinerary. Malaria is not a concern unless travel is planned for certain areas of rural Northern Province, Mpumalanga, KwaZulu-Natal or neighbouring countries. Consult your local public

health office for more details.

### Currency Exchange

South Africa's unit of currency is the Rand. The exchange rate as of May 3, 1996, was CDN\$0.3110 to 1 Rand.

### Price Quotation

US\$ on a FOB or CIF basis are preferred.

### Method of Payment

South African payments for shipments from Canada are usually done by confirmed letter of credit, or cash against documents. Letters of credit can be negotiated for payment on a sight basis, or for extended terms. The major South African banks have extensive international correspondents.

### Documentation

The following are usually required:

— *Commercial Invoice*: It is advisable to send three copies of the commercial invoice giving a breakdown of the FOB or CIF value;

— *Bill of Lading*: There are no regulations specifying the form or number of bills of lading required for any particular shipment;

— *Certificate of Origin*: Exporters to South Africa are required to submit a D.A. 59 form, which is a Declaration of Origin for the export of goods to the Republic of South Africa. These certificates are usually available from customs brokers in Canada;

— *Packing List*: Although not required, this is useful in expe-

ditng customs clearance at the port of entry; and

— *Phytosanitary and Health Certificates*: It is advisable to contact the Food Production and Inspection Branch of Agri-food and Agriculture Canada to determine that the conditions required are met before shipping products to South Africa.

### Local Representation

It is usually preferable and sometimes essential to appoint a local representative to promote a company's product or service.

### South African Customs Union (SACU)

SACU is an agreement between South Africa, Namibia, Botswana, Lesotho and Swaziland which provides for free trade and a common external tariff among its members. However, importers may not use permits issued in one state for importation into another.

### Business Etiquette

For those planning a business trip to South Africa, it is a good idea to book as many appointments as possible before departure. South Africans are very hospitable hosts and will often arrange extra luncheons, working breakfasts or dinners which can only benefit the visiting business person. South Africans enjoy entertaining business acquaintances in their homes, and sometimes include their spouses in dinner meetings.

## Canada-South Africa Chambers of Business

More and more Canadian business people with South African market knowledge and experience are joining forces.

With three independent but linked bilateral Chambers of Business now in place, there is ample opportunity to exchange market ideas, learn through the experience of others and benefit from seminars, market briefings and ready access to visiting South African decision makers.

The Canadian Chambers also maintain a close working relationship with the South Africa-Canada Chamber of Business in Johannesburg.

According to Jean Morin, President of the Southern African Chamber of Commerce of Montreal, "The Chamber acts as a meeting place to exchange information and market intelligence that is not readily available anywhere else. Our members come together because they share an interest in a unique and exciting region, but also because they know that they can help one another develop business links which can lead to new contracts."

**For more information, contact:**

Canada-South Africa Chamber of Business (Toronto/Ottawa), Richard Stern, Executive Director,  
2212 Gladwin Crescent, Unit E-9,  
Ottawa, Ontario K1B 5N1,  
Tel.: (613) 733-8237; Fax: (613) 733-6161;  
Cell: (613) 799-4011.

Canada-South Africa Chamber of Business (Vancouver), Gordon Sim or Tom Viccars,  
Suite 1400-355 Burrard,  
Vancouver, B.C. V6C 2G8,  
Tel.: (604) 669-7720; Fax: (604) 669-1764.

### Interested in Investing in South Africa?

Help is available in Canada to answer basic questions concerning South African investment matters. Information dealing with such issues as investment incentives, taxation and labour law can be obtained free of charge. Individual counselling by South African trade and investment experts can also be arranged.

**For more information, contact** South African Consulate-General, P.O. Box 424, Suite 2515, 2 First Canadian Place, Toronto, Ontario M5X 1E3,  
Tel.: (416) 364-0314; Fax: (416) 364-8761.

Extensive information is also accessible on the new South African High Commission's (in Ottawa) homepage at <http://www.docuweb.ca/southafrica>

Southern African Chamber of Commerce of Montreal,  
Jean Morin, President,  
10,122 Saint-Laurent, Bureau 201,  
Montreal, Quebec H3L 2N7,  
Tel.: (514) 389-5916; Fax: (514) 385-1154.

### Joint Venture Handbook

Case studies, as well as practical investment-related information, can be found in the newly released (June 1996) publication, *Pathways to Success: Canadian Business in the New South Africa* (194AA/AF). Available from the DFAIT InfoCentre or the South African Consulate-General in Toronto.

South Africa - Canada Chamber of Business, John Turpin, Chairman, Johannesburg, South Africa,  
Tel.: (011-27-11) 880-8757; Fax: (011-27-11) 880-8748.

The Canada-South Africa Chamber of Business is planning a major Canada-Southern Africa business conference in Toronto in late 1996 or early 1997.

**For more information, contact:**

Richard Stern  
Tel.: (613) 733-8237; Fax: (613) 733-6161;  
Cell: (613) 799-4011.

### Trade and Investment Support

Canadian companies interested in doing business in Southern Africa or through the African Development Bank (AfDB) can take advantage of support provided by Canadian government offices in the region. Commercial officers are located in several Embassies and High Commissions and can provide counselling on exporting, joint venture and technology transfer issues (see contact section).

In addition, the Alliance of Manufacturers & Exporters Canada (AMEC) (resulting from the merger of the Canadian Manufacturers' Association and the Canadian Exporters' Association), with the support of CIDA, operates offices devoted to promoting sustainable business relationships between Canadian and local companies in the region. AMEC personnel in the field and in Canada provide counselling and support services for joint ventures and other long-term business linkages.

**For further information, contact:**

Paule Charest, Project Consultant,  
Tel.: 514-434-4196, Fax: 514-430-5684,  
E-mail: [paule.charest@sympatico.ca](mailto:paule.charest@sympatico.ca)

# SOUTH AFRICA MARKET OPPORTUNITY GUIDES

## Market Facts at Your Fingertips

The following comprehensive series of professional reports focus on specific sectors and have been prepared by industry experts. They have been made available through financial contributions by the Government of Canada (DFAIT and AAFC) and the Government of Ontario (Ministry of Economic Development and Trade). Summary versions in English or French, and complete original versions (some in English only) can be obtained by calling the DFAIT InfoCentre at 1-800-267-8376 (Ottawa Region: 944-4000). Please refer to the document numbers provided below. The summary reports can also be obtained by calling FaxLink (from a fax machine) at (613) 944-4500. Some of these reports focusing on South Africa will become available over the course of the year and, by checking with the InfoCentre regularly, you can obtain new or updated titles. Most of the full reports are between 25 - 40 pages and include extensive contact lists.

### MARKET OPPORTUNITY GUIDES (1995)

#### Software and Services

Executive Summary 161AB  
Full Text: 170AA  
FaxLink#: 90330

#### Computer Hardware

Executive Summary 162AB  
Full Text: 171AA  
Faxlink#: 90331

#### Telecommunications Equipment

Executive Summary 163AB  
Full Text: 172AA  
Faxlink#: 90332

#### Automotive Components

Executive Summary 164AB  
Full Text: 173AA  
Faxlink#: 90333

#### Medical Devices and Health-Care

Executive Summary 165AB  
Full Text: 174AA  
Faxlink#: 90334

#### Power Distribution Equipment

Executive Summary 166AB  
Full Text: 175AA  
Faxlink#: 90335

#### Environmental Equipment

Executive Summary 167AB  
Full Text: 176AA  
FaxLink#: 90336

#### Mining Equipment and Services

Executive Summary 168AB  
Full Text: 177AA  
FaxLink#: 90337

#### Transport Equipment

Executive Summary 169AB  
Full Text: 178AA  
FaxLink#: 90338

### MARKET OPPORTUNITY GUIDES (1996)

#### Pathways to Success: Canadian Business in the New South Africa

Full Text: 194AA/AF

#### Franchising

Executive Summary 186AB  
Full Text: 186AA/AF  
FaxLink#: 90339

#### Broadcasting

Executive Summary 191AB  
Full Text 191 AA  
FaxLink#: 90344

#### Forestry

Executive Summary 188AB  
Full Text: 188AA  
FaxLink#: 90341

#### Housing

Executive Summary 155AB  
Full Text: 155AA  
FaxLink#: 90340

#### Chemicals & Plastics

Executive Summary 189AB  
Full Text: 189AA  
FaxLink#: 90342

#### Fishing Equipment

Executive Summary 190AB  
Full Text: 190AA  
FaxLink#: 90343

#### Processed Fruits and Vegetables

Executive Summary 187AB  
Full Text: 187AA  
FaxLink#: 90347

#### Processed Cereals

Executive Summary 195AB  
Full Text: 195AA  
FaxLink#: 90348

#### Speciality Foods

Executive Summary 196AB  
Full Text: 196AA  
FaxLink#: 90349

#### Confectionary

Executive Summary 197AB  
Full Text: 197AA  
FaxLink#: 90350

#### Beverages

Executive Summary 198AB  
Full Text: 198AA  
FaxLink#: 90351

#### Food Ingredients

Executive Summary 199AB  
Full Text: 199AA  
FaxLink#: 90352

#### Poultry

Executive Summary 200AB  
Full Text: 200AA  
FaxLink#: 90353

#### Meat (Beef and Pork)

Executive Summary 201AB  
Full Text: 201AA  
FaxLink#: 90354

# Directory of Trade Fairs in South Africa

*An expanded and up-to-date listing of upcoming trade fairs and contact information (document # 154AA and FaxLink #90102) is available from the InfoCentre.*

**THE STAR VIDEO, HI-FI AND PHOTO FAIR:** The 19th consumer electronics, home theatre, photographic, satellite, home computer and multimedia exhibition, **June 26-30.**

Venue: Johannesburg

Organizers: John W. Thomson, Exhibition

Management Services, Tel.: (011-27-11) 783-7250;

Fax: 783-7269.

**COMMUNICATIONS AFRICA '96:** Africa's international electronic communications and information technology exhibition and conference.

Venue: Gallagher Estate, Midrand

Organizers: Specialised Exhibitions

Tel.: (011-27-11) 835-1565; Fax: 496-1161.

**Running Alongside:**

– **BROADCAST AFRICA '96:** International sound,

film and video exhibition and conference.

– **NETWORK AFRICA '96:** International networking exhibition and conference.

– **SATELLITE AFRICA '96:** International satellite technology and services exhibition and conference.

– **MOBILE AND CELLULAR AFRICA '96:**

International mobile and cellular communications technology exhibition and conference.

**JEWELLEX 1996:** Presented by the Jewellery Council of South Africa, **July 20-22.**

Venue: Gallagher Estate, Midrand

Organizers: Jewellery Council of SA.

**THE ARGUS MEDIA AND MARKETING EXHIBITION:** SA's premier promotional services exhibition and 7th annual event, **July 23-25.**

Venue: Cape Town

Organizers: Johnny Malherbe, Exhibition Management Services

Tel.: (011-27-11) 783-7250; Fax: 783-7269.

**INTERBUILD AFRICA '96:** The 15th African international building and construction exhibition, **Aug. 20-26.**

Venue: National Exhibition Centre, Crown Mines, Johannesburg

Organizers: Specialised Exhibitions

Tel.: (022-27-11) 835-1565; Fax: 496-1161

Canadian Agent: Derek Complin, Unilink;

Tel.: (613) 549-0404 or 0397; Fax: 549-2528

Supported by Building Industries Federation of SA, Institute of SA Architects, Association of SA Quantity Surveyors, and SA Institute of Building.

**AFRIWATER '96:** African water technology exhibition, **Sept. 2-5.**

Venue: National Exhibition Centre, Johannesburg

Organizers: Lyne Burger, TML Reed Exhibitions

Tel.: (011-27-11) 789-2144; Fax: 789-6407.

Canadian Agent: Reed Exhibition Co.

Tel.: (416) 491-7565; Fax: (416) 491-5088.

**CHEERS '96:** South Africa's pub, club and leisure show & **FOODBIZ '96:** The food, pub and restaurant franchising show, **Sept. 9-11.**

Venue: Johannesburg

Organizers: Organized in conjunction with Complete Events Management of the UK, organizers of Britain's "National Pub Trade Exhibition". Lineke Eikenboom van der Bruggen, Exhibition Management Services

Tel.: (011-27-11) 783-7250; Fax: 783-7269.

## "Team Canada" Stands at Agri-Food and Mining Fairs

Canadian companies are invited to participate in two Team Canada National Stands at important South African trade fairs.

Up to 12 companies can reserve low-cost counter display space in the Canadian stand at **Food & Hotel Africa** in Johannesburg, November 10-13, 1996.

**Food & Hotel Africa** is rapidly becoming an important regional event for profiling value-added and specialty foods, as well as associated products and services, aimed at the booming South African and regional hotel, restaurant and retail trades.

**For more information,** contact, DFAIT: Tel.: (613) 944-6589; Fax: (613) 944-7437.

Canadian suppliers can also be part of the Canadian presence at **Electra Mining**, Africa's premier mining equipment show (Johannesburg, October 1-4, 1996).

With the support of CAMESE (Canadian Association for Mining Equipment and Services for Export), the Canadian stand will offer a limited number of company poster and info displays, as well as on site marketing support.

**For more information,** contact: CAMESE, Tel.: (905) 513-0046; Fax: (905) 513-1834.



**ELECTRAMINING '96:** 12th International SA mining, electrical engineering, industrial and materials handling exhibition, Sept. 30 - Oct. 4.

Venue: National Exhibition Centre, Johannesburg  
Organizers: John Kaplan, Specialised Exhibitions  
Tel.: (011-27-11) 835-1565; Fax: 496-1161  
Canadian Agent: Unilink (see Interbuild) supported by the SA Inst of Mining and Metallurgy, SA Inst of Mechanical Engineers and Materials Handling Assoc., Conveyor Manufacturing Association of SA, and the SA Inst of Electrical Engineers.

**NETWORK LANDABA 96, Oct 1-4.**

Venue: Gallagher Estate, Midrand; Organizers: Aitec; Tel.: (011-27-11) 886-4033; Fax: 886-4165

**THE ARGUS DIY HOME AND GARDEN EXHIBITION:** A consumer exhibition featuring building and DIY products and equipment, hand & power tools, home improvement products and decor, etc. Oct. 3-6.

Venue: Culemborg Exhibition Centre, Cape Town.

**SAFTEX '96:** The South African International Trade Exhibition, Oct. 22-26.

Venue: National Exhibition Centre, Johannesburg  
Organizers: John Theron, Exhibition Director;  
Tel.: (011-27-11) 494-9236; Fax: 494-1020

**THE AFRICAN HUNTING AND SAFARI SHOW '96 & THE ARGUS LEISURE, PLEASURE AND TRAVEL SHOW,** Oct. 11-13, Cape Town

**INTERNATIONAL CLOTHING & TEXTILE WEEK OF SOUTHERN AFRICA:** Nov. 2-5, Cape Town

**TEXTILES AFRICA '96/ CLOTHING & TEXTILE MACHINERY AFRICA '96/ LEATHER AFRICA '96:** Nov. 3-6. Johannesburg

**FOOD & HOTEL AFRICA '96:** 4th Intl SA food and beverage exhibition, Nov. 10-13, Gallagher Estate, Johannesburg (Conference on "Tomorrows Table" to be held concurrently).

## 1997 TRADE SHOWS:

**Machine Tool '97:** The 8th international machine tools exhibition, Feb. 11-17, TBA.

**MANUFACTURING AFRICA '97:** Feb. 11-15, TBA.

**INSTRUCTA '97:** Feb. 26 - Mar. 1, TBA.

**HOSTEX '97:** Mar. 9-12, National Exhibition Centre, Johannesburg

**TELCOM '97:** Mar. 24-26, Gallagher Estate, Midrand

**MINING AFRICA '97:** April 23-25, Johannesburg

**PLANT AND CONSTRUCTION AFRICA '97:** April 23-25, Johannesburg

**ELECTRICS AFRICA '97:** Sept. 4-7, Johannesburg

**TRANSPORT EXPO '97:** Sept. 15-19, TBA.

**PRINT EXPO '97:** Sept. 15-19, TBA.

**FISH AFRICA '97:** Cape Town, TBA.

## Relevant Publications and Online Information

Companies always want the best and most up-to-date information about their foreign markets. A number of publicly available publications and internet sources should be on the reading list of anyone thinking about, or doing, business in Africa.

### Magazines

Standard international business publications such as *The Economist*, *World Trade*, *Trade & Culture*, *Financial Times*, and the *Wall Street Journal* regularly cover Africa. *The Economist Intelligence Unit* publishes specific reports on most African countries.

There are a whole range of African publications that should not be overlooked. *African Business* and *Africa Today* are published in London and cover business and investment. Also from the U.K. are the *Africa Research Bulletins*, one on political and one on economic issues. And the new *AfriCan Access Magazine*, published in Canada but aimed at a North American audience, concentrates on practical issues important to business.

South Africa publishes many magazines, from the venerable *Financial Mail*, to *African Connection*, *Enterprise*, and the annual *Portfolio of Black Business in Southern Africa*.

### World Wide Web (WWW) Sources

Businesses should be aware of the potential for research on the WWW. South Africa is well-represented, with lots of well-developed and regularly updated sites.

To keep up with political aspects of the transition in South Africa, both the ANC and the GNU have extensive offerings, covering policy positions, white papers, political personalities and organization, press releases, etc.:

ANC: <http://www.anc.org.za>

GNU: <http://www.polity.org.za/gnu>

A number of private, business-oriented sites offer lots of information, contacts, and links to other relevant sites:

<http://www.mainstreet.t5.com>

<http://www.is.co.za>

<http://www.Africa.com>

<http://www.docuweb.ca/southafrica>

From these sites you can also link to the many South African newspapers and magazines which maintain electronic versions.

# CONTACTS, SOURCES OF ASSISTANCE

## CANADA-BASED

### Department of Foreign Affairs and International Trade (DFAIT),

Lester B. Pearson Building, 125 Sussex Drive, Ottawa, Ontario K1A 0G2

— *InfoCentre*, Tel.: (613) 944-4000, or 1-800-267-8376

— *FaxLink* — Using telephone on fax machine, dial (613) 944-4500

— *International Bulletin Board* — Using PC and modem, dial (613) 944-1581, or 1-800-628-1581

— *Africa and Middle East Trade Development Division*, South Africa Trade Program

Tel.: (613) 944-6589; Fax (613) 944-7437

**Agriculture and Agri-Food Canada**, Mr. John Smiley, International Markets Bureau, 10th Floor, Sir John Carling Building, 930 Carling Avenue, Ottawa, Ontario K1A 0C5

Tel.: (613) 759-7632; Fax: (613) 759-7506

**High Commission for the Republic of South Africa**, 15 Sussex Drive, Ottawa, Ontario K1M 1M8, Tel.: (613) 744-0330; Fax: (613) 741-1639

**South African Consulate-General**, P.O. Box 424, Exchange Tower, 2 First Canadian Place, Suite 2515, Toronto, Ontario, M5X 1E3

Tel.: (416) 364-0314; Fax: (416) 364-8761

**South African Consulate**, 1 Place Ville-Marie, Suite 2615, Montreal, Quebec H3B 4S3

Tel.: (514) 878-9217; Fax: (514) 878-4751

**Honorary Consul of South Africa**, Three Bentall Centre, Suite 3023, P.O. Box 49096, Vancouver, British Columbia V7X 1G4, Mr. J. Christopher Meyer, Tel.: (604) 688-1301; Fax: (604) 688-8193

**Canada-South Africa Chambers of Business:**  
*Montreal*, Tel.: (613) 733-8237; Fax: (613) 733-6161  
*Toronto/Ottawa*, Tel.: (613) 733-8237

Fax: (613) 733-6161

*Vancouver*, Tel.: (604) 669-7720; Fax: (604) 669-1764 (see page XII for details).

**Canadian International Development Agency** (see page VII for details).

**Export Development Corporation**, *Emerging Exporters Team*, Tel.: 1-800-850-9626 (see page VIII for details).

**Alliance of Manufacturers & Exporters Canada**, Paule Charest, Project Consultant  
Tel.: (514) 434-4196 Fax: (514) 430-5684

E-mail: paule.charest@sympatico.ca

(see page XII for details).

(For a detailed directory of Canadian trade personnel in Canada and Africa, including Honorary Consuls, obtain a *Directory of the Canadian Trade*

*Commissioner Service* from the DFAIT InfoCentre).

## SOUTH AFRICA-BASED

When dialling to South Africa from Canada, add 011-27 before the first number. When making calls within South Africa, drop the first zero from the area codes listed below. Unless indicated, addresses provided are mailing addresses only; should you go to South Africa, be sure to obtain the appropriate street addresses. South Africa, depending on the time of year, is six or seven hours ahead of EST.

### — Canadian High Commission Trade Office

*Street Address:* Craddock Place, 1st Floor, 10 Arnold St., Rosebank, Johannesburg, South Africa

Tel.: (011) 442-3130; Fax: (011) 442-3325

*Mailing Address:* P.O. Box 1394, Parklands 2121, Johannesburg, South Africa

— **South African Bureau of Standards (SABS)**, Dr. J. P. du Plessis, President, Private Bag 191, Pretoria 0001, South Africa

Tel.: (012) 428-7911; Fax: (012) 344-1568

Sets product standards and conducts tests to verify confirmation to agreed-upon requirements.

— **South Africa-Canada Chamber of Business**, John Turpin, Chairman, Johannesburg, South Africa, Tel.: (011) 880-8757; Fax: (011) 880-8748.

## SELECTED CANADIAN GOVERNMENT OFFICES IN AFRICA

— **Côte d'Ivoire:** *African Development Bank Liaison, Canadian Embassy*, 01 B.P. 4104, Abidjan 01, République de Côte d'Ivoire

Tel.: (011-225) 21-20-09; Fax: (011-225) 22-05-30

— **Ethiopia:** *Canadian Embassy*, P.O. Box 1130, Addis Ababa, Ethiopia

Tel.: (011-251-1) 713022; Fax: (011-251-1) 713033

— **Kenya:** *Canadian High Commission*, P.O. Box 30481, Nairobi, Republic of Kenya

Tel.: (011-254-2) 214-804; Fax: (011-254-2) 226-987

— **Tanzania:** *Canadian High Commission*, P.O. Box 1022, Dar-es-Salaam,

United Republic of Tanzania,

Tel./Fax: (011-255-51) 46000

— **Zambia:** *Canadian High Commission*, P.O. Box 31313, 10101 Lusaka, Republic of Zambia

Tel.: (011-260-1) 250-833; Fax: (011-260-1) 254-176

— **Zimbabwe:** *Canadian High Commission*, P.O. Box 1430, Harare, Zimbabwe

Tel.: (011-263-4) 733-881; Fax: (011-263-4) 732-917.

# TRADE FAIRS AROUND THE WORLD

## Securing Markets in Saudi Arabia

**RIYADH, SAUDI ARABIA** — As in previous years, Canadian companies have an opportunity to successfully secure a share of a Saudi Arabian market estimated to be worth US\$16 billion annually.

A step in the right direction is to attend **ASTEX 96**, October 27-31.

The **4th Arabian Security Equipment and Technology Exhibition for the Police and Security Forces** has firmly established its position as the premier event for Saudi Arabia's security equipment and technology market. It is the only international specialized exhibition dedicated to the Kingdom's internal security needs.

Canadian participation at last year's **ASTEX** resulted in new business exceeding US\$20 million and the signing of a number of distribution agreements.

This year, the Canadian Embassy in Riyadh again is recruiting Canadian firms interested in participating in seminar presentations to senior officials and business people and arranging appointments with potential distributors and government officials. (Embassy program contacts at end).

Security is a key issue in the Kingdom's current and future Five-Year Development Plans — providing enormous export trade opportunities for the international security industry.

The opportunities are huge:

- \* In the past two decades, over US\$200 billion worth of security equipment has been purchased by the countries in the region;

- \* The Middle East has the world's highest rate of security growth — 350 per cent in the past 20 years;

- \* The Middle East imports 37 per cent of total world security exports;

- \* Saudi Arabia accounts for 12 per cent of global security equipment and sales; and

- \* The regional annual security budget exceeds US\$60 billion, making it the world's largest purchaser of security equipment.

**ASTEX 96** is aimed at planning and purchasing officials from public- and private-sector organi-

zations responsible for all aspects of Saudi Arabia's security.

These include: civil defence; border security; perimeter control; emergency planning; VIP protection; law enforcement; criminal investigation; and public buildings and utility installations security.

Exhibits range from airspace surveillance, communications security, helmets and memory cards to protective clothing, screening

*Continued on page 6 — Saudi*

### Middle East

## Franchise Expo Reaps Rewards

**DUBAI, UNITED ARAB EMIRATES** — Over 100 new business opportunities were launched in the Middle East as a result of the second **Franchise Expo** held November 1995 in Dubai.

Representing over 30 Canadian businesses at the Expo, Les Lumber, President of Dean Business Consultants (now Lumber and Associates), stressed that Canadian enterprises must act now if they want to capitalize on the tremendous opportunities in the region.

Leading franchising authorities from the U.S., U.K. and Middle East presented papers at the event. All emphasized the need for a well-organized, aggressive yet flexible marketing approach as well as professional support at the start-up phase.

### Franchising Mecca

In a report prepared by then Dean Consultants, it was noted that the market for franchising in the Middle East is expected to

grow from \$1 billion to \$7 billion in two years. The number of franchises in the region should grow from 300 to over 2,000 by the end of 1996, making the Middle East the most attractive franchise market in the world.

Major U.S. operations, including Sears, Toys "R" Us, Burger King, McDonalds, Pizza Hut, Avis, Hertz, Hilton and Holiday Inn, are already well established in the Middle East.

However, there is still considerable demand for franchises in restaurants and fast food outlets as well as in quick printing, dry cleaning, and traditional retail and convenience stores.

### Contact

For more information on **Franchise Expo** and franchising in the Middle East, contact Lumber and Associates, 350 Burnhamthorpe Road West, PHH Centre, Suite 202, Mississauga, Ontario L5B 3J1, Tel.: (905) 273-3326; Fax: (905) 273-3881.

# Canada's Agri-food Exporters — *Continued from page 1*

increased trade development resources.

A key ATS principle is the enhanced DFAIT-AAFC partnership, providing the agri-food exporter a seamless, continuous service from the client's first enquiry right through to success in a foreign market. The delivery is free of departmental borders — a Team Canada service characterized by effective coordination of all the federal players.

## The ATS Service

The ATS provides a prominent focal point for Canadian agri-food exporters, offering simplified access to international market information and intelligence, opportunities in foreign markets, export trade counselling, and export support programs.

A telephone call is all it takes to reach ATS. There's no need to search through a maze of numbers at Foreign Affairs and Agri-Food Canada — both departments are partners in this service! A phone call to ATS means access to:

\* **Market Information and Intelligence** — customized to meet user needs, provided by the Agri-Food Trade Network, a Canada-wide operator-assisted computer information system, and by agri-food specialists stationed in key markets around the world. Hundreds of experts, libraries and data banks are ready to provide enhanced information and advice to industry on trade opportunities. ATS can provide a wealth of market reports arranged by country and commodity.

\* **Post-Initiated Agri-Food Fund** — can be drawn upon by Agri-food trade officers abroad to

pay for initiatives beneficial to exports from Canada; it provides a flexible, rapid response funding mechanism for projects that don't fit into existing programs and enables trade officers to undertake projects based on local knowledge that will contribute to agri-food exporters' success in their markets.

\* **Agri-Food Trade 2000** — is a vital component of the ATS, amalgamating previous contribution programs for trade and market development; the major portion of its budget is channelled to market development initiatives through industry associations or alliances.

\* **New Look Materials** tell international customers that Canadian foods and beverages are made in the spirit of the land — natural, wholesome and pure — and meet their highest expectations for quality, purity and safety. The new look provides a uniform and enhanced presence for Canadian agri-food products in export markets. The new look was integrated into the design of the Canadian pavilion at ANUGA'95, one of Europe's largest food and beverages trade fairs.

\* **Industry Trade Shows/Food Promotions** — Foreign Affairs and Agriculture Agri-food Canada have joined forces to mount sophisticated international trade show exhibits and food promotions; training is also provided to ensure that Canadian agri-food firms are properly prepared for these events.

\* **Export Training** — is aimed at increasing the number of Canadian firms that are export capable and export ready.

Agriculture and Agri-food Canada, in cooperation with the provinces, is developing teaching materials to form the basis of an agri-food specific export training system.

\* **A Team Canada Approach** — with a proven track record to ensure that Canada reaches its goal of \$20 billion in exports by the year 2000, the international business strategy means better coordination of federal and provincial activities tailored to industry needs, including the design of the new image to market Canadian food products abroad.

## Contacts

Contacts for information on ATS are: Rod Johnson (AAFC), Tel.: (613) 759-7687, Fax: (613) 759-7506; and Gordon Parsons (DFAIT), Tel.: (613) 995-1773, Fax: (613) 943-1103.

## Saudi Security

*Continued from page 5*

equipment, transmitters/receivers/transceivers, and x-ray detection equipment.

A Canadian exhibitor group to **ASTEX 96** is being organized by the show management's Canadian agent, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8, Tel.: (416) 291-6359; Fax: (416) 291-0025.

For further information on the program being planned by the Canadian Embassy in Riyadh, contact Rick Clynick, DFAIT, Ottawa, Tel.: (613) 944-5984; Fax: (613) 944-7431; or John Clapp, Canadian Embassy, Riyadh, Tel.: (011-966-1) 488-2288; Fax: (011-966-1) 488-0137.

# BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**EGYPT** — An Egyptian-based firm, through its Canadian representative, is tendering for the supply of **2,900 metric tons of steel beams and channels**. Prequalification documents may be submitted to Magdi Kaldas, President, Egy-Can Trading & Agencies, 16 Falstaff Place, Victoria, BC, V9A 7A5, Tel./Fax: (604) 480-5144.

**LEBANON** — In the process of getting ISO 9002 certification, a **pharmaceutical company** here manufactures I.V. solutions, I.V. administration sets, blood lines for dialysis and injectables. The firm has identified existing export potential in France and neighbouring Mid-East countries. It is **interested in representing a Canadian pharmaceutical company** that produces disposable equipment and/or injectables. A future **joint venture/technical assistance** arrangement is possible. Contact Mr. N.T. Tabet, Alfa Laboratories S.A.L., Sehaileh-Keserwan, Lebanon, Tel.: (961-3) 345-062/345-068; Fax: (961-1) 601-965 or (961-9) 939-389.

**MEXICO** — A Canadian supplier of **Hot Break Tomato Paste** is being sought by a Mexico-based company. Product specifications are: Concentration, 30/32 degrees Brix; Packaging, aseptic bag inside steel drum; New weight, 240 kgs. per drum; Gross weight, 252 kgs. per drum; Shipment, in 20-foot containers of 80 drums each; Approximate quantity, 200 metric tons. Interested suppliers may contact J. Antonio Pahnke, Com-

mercial Officer, Canadian Embassy, Mexico City, Tel.: (5) 724-7900; Fax: (5) 724-7982.

**NEW ZEALAND** — A local company that is successfully representing the products of two Canadian firms in New Zealand is expanding into new areas and wishes to import products of Canadian companies that are not represented in New Zealand. Being sought are **engineering or forestry-related products, equipment or systems** — as well as **low capital investment**

required for product representation. With an established business base, the company can offer experience in importing goods/systems from Canada; a good knowledge of New Zealand's engineering and forestry sectors; a strong network of contacts in these industries; business development and technical expertise; and an entrepreneurial flair and proven track record. Contact Trevor Butler, Frame Group Limited, P.O. Box 6963, Auckland, New Zealand, Tel.: 64-9-307-6887; Fax: 64-9-366-4440.

## Laws to Liberalize Philippine Economy

Four bills recently signed into law by Philippine President Fidel Ramos should achieve deregulation and liberalization of the Philippine economy and make, among other improvements, investment in that country more attractive.

Basically, the new laws mean that:

- \* tariff equivalents will replace import quota restrictions on agricultural products (except rice);

- \* the minimum paid-in equity of foreign-owned companies serving domestic and foreign markets will be reduced from US\$500,000 to US\$200,000 and a further reduction to US\$100,000 of the paid-up requirement for enterprises involving advanced technology and those with at least 50 di-

rect employees;

- \* the negative C list (which included insurance, licensing distributorship and trading) will be deleted from the Foreign Investment Act of 1991;

- \* oil importation and the entry of new refineries will be liberalized and, downstream, regulations on oil price setting will be eliminated; and

- \* consumers will be protected through the assurance that the cost of goods purchased have been paid for with the correct taxes by importers.

Details on these new laws may be obtained from the Philippine Trade Commission, 60 Bloor Street West, Suite 409, Toronto M4W 3B8, Tel.: (416) 967-1788; Fax: (416) 967-6236.

# Intermark has First Venture into World of Exports

Continued from page 2

the waste materials, leaving only a simple gas or inert slag.

Despite the higher initial capital costs of plasma pyrolysis-based systems (burning in the presence of an ionized gas and in the absence of oxygen to create the hottest heat source there is) over traditional incinerators, operating costs are lower and the resale of by-products can be a significant revenue generator.

"I think it's our ability to recapture by-products from the process that made the project both larger than intended as well as beat the competition — including U.S., Swiss and Spanish," Riggs explains.

## The market

At least five million tons of waste are generated every year in South Africa, and the standards for hazardous waste disposal are inadequate and expensive.

With local partners the company intends to construct more plants throughout South Africa — its first plant, a mobile one, should be ready by October — and eventually expand into other areas in the region.

Each operating plant generates employment for about 30 people, in addition to jobs in Ontario and Quebec — subcontractors include Hydro Quebec.

"Since there is a dearth of skilled workers in this field," says Riggs, "training is a key component of our activities. Initially, our training

was in support of our own projects, but has expanded to encompass other industrial training needs."

Consequently, Intermark has recently signed a Letter of Intent with a New Brunswick firm, Applied Courseware Technologies — one of the largest suppliers of courseware development tools — to jointly address the Southern African market.

"Human resource development," Riggs admits, "is absolutely essential for South Africa's economic future, as well as the future of mine and other companies' activities in the country.

"My partner is currently in

South Africa," says Riggs, "to set up training programs. And as each plant is highly automated and computer-based, this will create skilled jobs in their economy."

Intermark has also established a local office to support its South African projects.

Based on this young company's experience, partnering, patience, and presence are three important themes Canadian companies should live by when trying to break into the South African market for the first time.

For details, contact President Ron Riggs. Tel.: (613) 821-0188. Fax: (613) 821-4833.

## PUBLICATIONS

### Norway's Oil, Gas Environment

Information on the main environmental challenges in Norway's oil and gas sector — with a special focus on expected future development — is contained in *Market Report, Environmental Technology for the Oil and Gas Sector, Norway*.

The study, which segments the market for environmental technology in Norway into the three primary areas of monitoring, effluent treatment and oil pollution control equipment,

also provides an overview of the oil and gas sector and the environment, and discusses future market trends and driving forces in the industry.

The report is available on FaxLink (#84507) and in hard copy (273EA) through the DFAIT InfoCentre, Ottawa (see box bottom of this page).

For information, contact Gilles Potvin, DFAIT, Ottawa, Tel.: (613) 996-1431; Fax: (613) 943-8820; E-mail: gilles.potvin@extott16.x400.gc.ca

**INFOCENTRE**

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT

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Market Worth \$Billions

## Canada-Saudi Arabia Strengthen Trade Ties

*Saudi Arabia is Canada's largest trading partner in the Middle East and Africa. The Kingdom also is Canada's 24th largest world export market. On a strong growth curve, two-way trade already exceeds \$1.2 billion annually. The economic relationship has strengthened notably over the past several years. And this May, the Saudi Arabia-Canada Joint Economic Commission (JEC) met in Ottawa.*

**Canada-Saudi Trade Relations** is the largest market for foreign goods and services in the Middle East. An increasing number of Canadian companies are taking advantage of the fact that Saudi Arabia

the top 15 importers in the world, imported US\$23.5 billion worth of goods and US\$19 billion in services.

In 1995, Canadian exports of goods and commodities to Saudi Arabia reached \$520 million. Additional exports in Canadian services totalled an estimated \$250 million. Saudi Arabia's exports to Canada in 1995 stood at \$510 million.

### Canadian Presence

More than 200 Canadian firms, some 20 of which have opened offices, are active in the Kingdom, where there are at least a dozen Canada-Saudi joint ventures.

*Continued on page 6 – Canada*

## Consulate in Boston a Boost to Atlantic Canada's Exporters

*Encouraging Atlantic Canadian companies to use New England as a "gateway" to the United States and other international markets and reinforcing and expanding natural and historic ties between the regions are pivotal functions of the Canadian Consulate General in Boston – ones to which it dedicates about 70 per cent of its resources.*

*That these functions are undertaken with great gusto – and results – is evident in the Consulate's 1995 achievements, with the highlights here focusing primarily on trade and tourism.*

### Trade Development

The diverse interests of Canadian companies in New England are promoted under the

*Trade and Investment Development Program, activities of which include:*

*Continued on page 3 – Consulate*

## Government Announces Measures to Oppose U.S. Helms-Burton Act

Legislation amending the Foreign Extraterritorial Measures Act (FEMA) will be introduced by the government to help protect Canadian companies against foreign measures such as the U.S. Helms-Burton Act, Foreign Affairs Minister Lloyd Axworthy and Minister for International Trade Art Eggleton have announced.

"The Helms-Burton law flies in the face of international legal

principles," said Mr. Eggleton. "The FEMA changes will give Canadian companies more legal tools to protect themselves against U.S. court claims under Helms-Burton. We will continue to defend Canadian interests strongly, including through the NAFTA process."

"Canada shares the U.S. objec-

*Continued on page 3 – Measures*

## CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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## SHARING TRADE SECRETS



# Montreal Company Plugs into Lucrative South African Telecom Market

*It was only two years ago that SR Telecom Inc. (SRT) rose to the challenge of putting a telecom system in place in rural areas of the old Transvaal region, to support South Africa's historic elections. Now, South Africa is a growing export market for SRT — a two-time Canada Export Award Winner.*

The St. Laurent-based (near Montreal) manufacturer of voice and data subscriber wireless communications equipment is a relatively small company (about 1,000 employees) in the global telecommunications sector.

### Government support

As such, SRT did not initially have sufficient resources to target the South African market on its own. However, with assistance from CIDA's Industrial Cooperation Program (CIDA INC), SRT was able to send a technical specialist to South Africa to lay the foundations for this and other projects.

"CIDA also helped us undertake a feasibility study and set up training programs in the area," says SRT Vice-President Mike Morris, back from a recent business trip to South Africa.

In addition to assistance from

CIDA, SRT's Director of Government Relations, Mark Lusignan, also acknowledges that the support from Canadian Trade Commissioners in both Ottawa and South Africa made a significant contribution to their efforts in that country.

"We are quite pleased with the support we received from them," says Lusignan, "in introducing us to the right people and helping raise our profile and that of Canadian capabilities in general."

"Canadian trade officials," adds Morris, "bent over backwards to be of assistance and were solidly behind us and very supportive of our efforts."

### Market conditions

Such support is all the more relevant in a market where customers are very demanding technically.

"South African telecom companies are very rigorous in their

technical requirements," says Morris, "and require extensive testing programs before granting 'type acceptance' of your products."

According to Morris, this process can take a while, so Canadian companies should fully understand the requirements before entering the market.

"Be prepared to take it very seriously," he advises.

### First steps in South Africa

Although SRT had investigated the South African market before the embargo, it was in late 1993 the company heard that the Independent Electoral Commission — responsible for organizing South Africa's 1994 election — wanted phone lines to all of the anticipated 9,000 polling booths.

SRT approached the national telecom provider, Telkom SA, with a proposal to supply its Point-to-Multipoint Time Division Multiple Access systems.

As a result, in the months leading up to the elections, SRT worked closely with two South African partners, Telkom SA and Plessey Tellumat.

Despite the tight time-frame and the remoteness of some of the polling booths, SRT's contribution to the historic elections was, by all accounts, a tremendous achievement.

After the elections the equipment was converted to much-

*Continued on page 4  
S.R. Telecom Inc.*

CANADEXPORT

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a card four to six weeks.

(BCT), Department of Foreign Affairs and International Trade,  
Ottawa, Ottawa K1A 0G2.





## Consulate in Boston a Boost to Atlantic Canada's Exporters

*Continued from page 1*

- \* partnering and business missions to introduce potential buyers and strategic partners to Canadian firms;

- \* New Exporters to Border States (NEBS) missions, designed to increase a company's export readiness;

- \* participation in trade shows;
- \* gathering and disseminating sector specific market information and intelligence;

- \* encouragement of strategic alliances, joint research, technology transfer and investment in high technology sectors; and

- \* individual market assistance and counselling.

### Opportune Sectors

Specific sectors in New England

offering potential for Atlantic Canadian companies include software, telecommunications, geomatics, health care and medical, biotechnology, environmental products and services, ocean technology, and various services sub-sectors.

Also given priority are tradition sectors such as consumer goods, forest products, and fish and seafood products.

Utilizing the program and through continuous networking by Consulate staff with the New England trade and economic development community resulted in such 1995 highlights as: 38 Atlantic Canadian companies participating in four strategic partnering initiatives and 274

companies participating in 10 NEBS missions. As well, the Consulate undertook 10 outreach visits to Atlantic Canada (covering each province at least twice) and, of the 1,056 business visitors to the Consulate, one half were from Atlantic Canada.

### Tourism

On the tourism side, highlights in 1995 included:

- \* 21 travel trade initiatives with over 160 Canadian partners reaching an audience of more than 6,000 travel influencers;

- \* visits of 14 journalists/photographers to Atlantic Canada. To date, 40-plus articles have been generated with an editorial value exceeding \$500,000 and a publicity value exceeding \$2 million;

- \* there were 100 Atlantic Canadian exhibitors in five major consumer shows reaching an audience of over 133,000 consumers; and

- \* New England was the source of more than one million visitors to Canada in 1995 (more than 10 per cent of all U.S. visitors to Canada), generating \$300 million in tourism revenue.

### Contact

Further information on these and other initiatives pertaining to Canada-New England trade are available from Canadian Consulate General, Three Copley Place, Suite 400, Boston, MA 02116, Tel.: (617) 262-3760; Fax: (617) 262-3415.

## Measures to Oppose U.S. Helms-Burton Act

*Continued from page 1*

tives of improving human rights standards and moving to more representative government in Cuba," Mr. Axworthy said. "But we are concerned that the Helms-Burton Act takes the wrong approach. That is why we have been working with other countries to uphold the principles of international law."

The Helms-Burton Act permits lawsuits to be launched in U.S. courts against Canadian and other foreign firms allegedly "trafficking" in property expropriated by Cuba from

American nationals. It also provides for restrictions on temporary entry into the United States of corporate officers and controlling shareholders of these companies, along with their spouses and minor children.

Canada has objected strongly to both the claims provisions and those relating to the denial of entry under the Act. In addition to the NAFTA consultations, Canada has been working with other countries in opposing the U.S. law in regional and multilateral organizations.



## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

# BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**COMMONWEALTH OF INDEPENDENT STATES** — A company is interested in locating a **joint venture partner** in Canada to **implement and market a system to protect documents from forgeries**. The protection technology is based on the coding of the individual characteristics of the micro structure of the material of the protected documents — passports, banknotes, credit cards. Contact Aaron Zak, President, Norex International, P.O. Box 503, Thornhill, Ontario L3T 4A2, Fax: (905) 889-2514.

**CZECH REPUBLIC** — A wholesale company seeks Canadian **manufacturers, wholesalers or jobbers in the clothing industry**. Contact the Canadian representative Olda Skoloudik, Zlitor Enterprises, 43 Thornbeck Drive, Scarborough, Ontario M1G 2J7, Tel.: (416) 439-9700; Fax: (416) 439-3649; or contact directly Petr Hanus, HP TRONIC Zlin s.r.o., Prstne-Kutiky, 760 01 Zlin, Czech Republic, Fax: 011-42-67-37616.

**INDIA** — A well-established company engaged in the manufacture and export of diesel engines, agricultural equipment and building/construction materials among other items, wishes to enter into a **joint venture arrangement** for the manufacture in (and then export from) India of a variety of products. These include: **automobile spare parts, textile spare parts, optical cases, building/construction materials, electronic weighing scales**. While the company, which can supply most infrastructure, would prefer

100 per cent payback, equity participation with collaborators will be considered. Complete details are available from Mahendra Vora, Chief Executive, Jinal Exports, 10-A, Harisadan Bldg., Mamlatdarwadi Main Road, Malad (W), Mumbai-400 064, Tel.: 91-22-881; Fax: 91-22-881-1947. The residence coordinates are, Tel.: 91-22-881-8651/8652; Fax: 91-22-882-7791.

**PAKISTAN** — Being sought by a company here are **logs** (pine, red oak, white oak) and **ribbed Kraft paper**. More details can be provided on hearing from potential exporters and only suppliers with a proven record are requested to forward offers on C&F Karachi terms, US\$/mt (1,000kg). Contact B.S. Cowasji, Exporters' Representative, F-2-A Block 8, Kehkashan Clifton, Karachi-75600, Pakistan, Tel.: (92-21) 583-2066/587-1546; Fax: (92-21) 572-231.

**TUNISIA** — A private-sector company in business since 1994 and specializing in the sale and maintenance of **electronics and teaching equipment** wishes to make **representation, distribution and licence agreements** with Canadian companies in the same sector. Contact Mr. Ali Allaya, Manager, AELEC Company, route de Béja, KM 5, Box 24, Séjourni 2052 Tunis, Tunisia, Tel.: 216-1-508 062; Fax: 216-1-507 666.

**URUGUAY** — A fishing cooperative (CO.TRA.PES.) is seeking **joint venture partners that can supply two tunny ships** (for fishing big eye, yellow fin,

albacore, and tuna) with freezer and "long-stay" system. Contact Julio Ramirez, President, CO.TRA.PES., Tel.: (598-2) 32 82 76; Fax: (598-2) 47 54 32; or contact the Embassy of Uruguay, 130 Albert Street, Suite 1905, Ottawa K1P 5G4, Tel.: (613) 234-2727; Fax: (613) 233-4670.

## SR Telecom Inc.

*Continued from page 2*

needed pay phones, and remains in place.

### Promising future

SRT and Plessey have since established a joint venture company in Pretoria — SRC South Africa Pty Ltd — to support public- and private-sector marketing and service efforts for clients such as Eskom, the national electrical utility.

Owned 75 per cent by SRT, SRC is working to assist South Africa's drive to improve its telecommunications infrastructure and improve SRT's export growth.

This includes tendering for the Megaline project, in collaboration with some of the world's largest telecom suppliers, who are all eyeing the huge opportunities afforded by that emerging telecommunications market.

For more information on SR Telecom, contact Director of Government Liaison Mark Lusignan, in Ottawa. Tel.: (613) 236-4554. Fax: (613) 567-3165.

# Upcoming U.S. Federal Contracts

The U.S. General Services Administration (GSA) contracts for almost US\$10 billion in goods and services each fiscal year through schedule contracts. GSA schedule contracts are similar to Canada's Master Standing Offer. The following contracts are expected to have open solicitations issued during September, October, and November 1996. Interested bidders should call, as soon as possible, the appropriate Vendor Contact, listed below.

To receive an information package or other assistance regarding the U.S. federal procurement market, contact Judith Bradt, Commercial Officer, Canadian Embassy, Washington, DC, Tel.: (202) 682-7746.

Schedule Contract Title	Schedule I.D.	Next Solicitation Expected
Total Quality Management Implementation	874	September 11, 1996
Chemicals and Chemical Products	68 VI A	September 15, 1996
Visible Record Equipment	74 IV	October 28, 1996
Warewashing Compounds & Laundry Detergent	79 II A	November 6, 1996
Household & Commercial Furnishings	72 I A	November 7, 1996

## Description of Each Schedule

### Title: Total Quality Management Implementation

Schedule ID: 874	Period: 10/1/93 to 9/30/97
Description: Consulting services, conducted formal training and training aids and material for agency training purposes	Approx. Value: US\$158 million # of Vendors: 67 Contact: Mike Bielski, Tel.: (703) 305-5649

### Title: Chemicals and Chemical Products

Schedule ID: 68 VI A	# of Vendors: 7
Description: Disinfectants	Contact: Susan Paschall, Tel.: (206) 931-7890
Period: 3/1/93 to 2/28/98	
Approx. Value: US\$5.9 million	

### Title: Visible Record Equipment

Schedule ID: 74 IV	Approx. Value: US\$97.1 million
Description: Frames for pockets and cards, posting and ledger trays, cabinets and tub files	# of Vendors: 32 Contact: Rick Walton, Tel.: (703) 305-6200
Period: 4/1/94 to 3/31/98	

### Title: Warewashing Compounds & Laundry Detergent

Schedule ID: 79 II A	Approx. Value: US\$62.1 million
Description: Liquid and powdered dishwashing compounds	# of Vendors: 14 Contact: Susan Paschall, Tel.: (206) 931-7890
Period: To be determined	

### Title: Household and Commercial Furnishings

Schedule ID: 72 I A	Approx. Value: US\$101.4 million
Description: Carpet, rugs, carpet tiles, and carpet cushions	# of Vendors: 48 Contact: Rick Walton, Tel.: (703) 305-6200
Period: 8/1/95 to 7/31/00	

# Canada-Saudi Arabia Strengthen Trade Ties

*Continued from page 1*

An estimated 7,000 Canadians are resident in the country, working primarily in health care, aviation, geomatics and engineering.

## Other Binding Developments

About 300 Saudi students are studying in Canada in fields such as medicine and engineering.

In 1992, the two countries signed a *Memorandum of Understanding on Defence Industry Production*. Under preparation is a *Foreign Investment Protection Agreement*, with a possible *Double Taxation Agreement* to follow.

An active **Saudi Arabia-Canada Joint Economic Commission (JEC)** also meets every two years to review priorities and seek ways to further strengthen the relationship (see boxed article, page 7).

## Positive Signals

Many of the public infrastructure projects that were shelved during Saudi Arabia's severe budget restraints of 1994-95 are beginning to move ahead.

By late 1995, approval of a series of large public sector projects was announced, including power generation projects, mining developments, refineries, and petrochemicals projects, a major telecommunications expansion program and a major aircraft acquisition program for Saudi Airlines. The multi-billion dollar petrochemical giant, SABIC, has also moved into an expansionary phase.

## Opportunities Abound

There are abundant opportunities for Canadian companies in Saudi Arabia over the next several years. Industrial diversification is on the upswing, the private sector is expanding rapidly to meet the many demands of the domestic

market and, over the next several years, an additional 10,000 MW of power will be built. While some Canadian firms are aggressively pursuing equipment contracts under this expansion plan, many excellent opportunities have opened up for Canada in planning, training, and engineering services.

Opportunities for Canadian security technology are particularly ripe for a new phase of commercial follow up activity. Geomatics, aerospace, education and health care offer significant windows of opportunity.

Canadian engineering and technical companies in the electricity sector also have been very successful in securing contract work in the Kingdom.

## Canada Highly Visible

Increasing Canada's visibility in Saudi Arabia has been a primary objective of the Canadian Government and the Embassy. As well, Canada's new trade strategy for Saudi Arabia — building stronger linkages with the private sector — is beginning to deliver significant dividends.

Success has been reflected in the steady rise in exports to the Kingdom — an 81 per cent increase over the past three years. During this same time period, 18 business missions visited Saudi Arabia, two of these at the Ministerial level (business members accompanied the Minister for International Trade and the Minister of National Defence, as well as the Parliamentary Secretary for International Trade and the Canada-Arab Business Council).

In the past two years, Canada participated in eight major trade shows in Saudi Arabia. In the same time period, 10 Saudi delegations were put together to visit

Canada, including two highly successful seminars in Calgary and Toronto on "Doing Business in Saudi Arabia", a 30-member High-Level Cross-Canada Business Mission in October 1995, delegations to the National Petroleum show in Calgary, and Tourism Promotional tours for senior travel agents.

## New Dates for ASTEX

The Saudi ASTEX show, promoted in the June 17 issue of *CanadExport*, now will run alongside SaudiCom 98, being held February 8-12 in Riyadh.

For Canadian exporters that have been reluctant to try out the Saudi market, creative ways have been found to bring the market to them, by targeting major trade shows in Europe in sectors such as Machinery and Equipment, Food Products, and Telecommunications, where Canada has a major presence and equipment on display. Saudi buyers have been recruited by Embassy officers and accompanied to Europe to meet Canadian exhibitors with a view to convincing these companies to visit Saudi Arabia. This approach has shown some notable success.

## Outlook Optimistic

The outlook for 1996 and beyond is highly optimistic, with growth in Canadian exports in 1996 estimated at 25 per cent.

Major contracts in the supply of aviation sector equipment, additional light armoured vehicles, geomatics and security sector equipment and services are ex-

*Continued on page 7 — Trade Ties*

## Trade Ties Strengthened — *Continued from page 6*

pected in 1996 and 1997. Word has also just been received of a major barley procurement contract for \$60 million for 1996.

While these are positive developments, there are real prospects for significantly greater expansion, primarily because there is a steady rise in the numbers of Saudis prepared to do business with Canadian companies.

A willingness to approach

the market is the starting point. DFAIT and the Embassy can help.

### Contacts

For more information on Canada-Saudi Arabia trade matters, contact Rick Clynick, DFAIT, 125 Sussex Drive, Ottawa K1A 0G2, Tel.: (613) 944-5984; Fax: (613) 944-7431; or the Canadian Embassy, P.O. Box 94321, Riyadh 11693, Kingdom of Saudi Arabia,

Tel.: (011-966-1) 488-2288; Fax: (011-966-1) 488-0137.

*Continued on page 11*  
Canadian Successes

## Canada-Saudi Arabia Joint Economic Commission

Meeting every two years, the eighth **Canada-Saudi Arabia Joint Economic Commission (JEC)** was held in Ottawa, May 14-15, 1996. The meeting was co-chaired by His Excellency Mohammed Ma'moun Kurdi, Deputy Minister for Economic and Cultural Affairs, Ministry of Foreign Affairs, Kingdom of Saudi Arabia and Mr. Robert Wright, Deputy Minister for International Trade, DFAIT, Ottawa.

A strong delegation of 54 Saudi officials and businessmen attended. As tribute to the close economic relationship, Canada was requested by Saudi Arabia to chair the committee that is reviewing Saudi Arabia's request for accession to the World Trade Organization in Geneva.

The JEC was established in January 1976 to exchange information and views towards expanding economic and commercial relations between Canada and Saudi Arabia.

Under the JEC, sector committees meet to identify specific projects for implementation by Canadian and Saudi Arabian agencies and businesses. These meetings include the active participation, through the Business Advisory Group, of senior representatives from a broad range of private-sector corporations from both countries.

## Opportunities in Saudi Arabia's Oil and Gas Sector

The petroleum sector has been identified as an area of high potential growth for Canadian exporters, and Canadian companies are seeing very significant and excellent opportunities emerging with SAUDI ARAMCO, the national petroleum company.

SAUDI ARAMCO, the largest oil company in the world, controls oil exploration, production and refining in Saudi Arabia and downstream activity overseas.

Procuring over Cdn\$5 billion in goods and services each year, ARAMCO wants to maximize its income by doing more value-added work in-country, by finding and developing reservoirs of lighter crude and additional gas deposits.

Refineries are being upgraded and new wells developed — all of which present excellent opportunities for foreign suppliers.

One of many examples, Shaybah, a massive new field development near the border with the United Arab Emirates, will require procurement of equipment and services worth about Cdn\$1 billion annually until the end of the century.

The Saudi private sector serving ARAMCO frequently seeks

the assistance of the Embassy in Riyadh in identifying strong and reliable Canadian suppliers to introduce to the emerging opportunities in this market. Many of these companies are well placed to assist in securing contract work with ARAMCO and other buyers.

Canadian companies that have qualified with ARAMCO and whose products offer a demonstrable advantage over existing suppliers frequently find their efforts well rewarded.

While ARAMCO has an enormous annual procurement program (for everything from health services to airport equipment to food to traditional oilfield products), its areas of concern that are of most interest to Canadian oilfield-related exporters are: pipeline expertise and equipment; instrumentation; natural gas and sour gas production expertise and equipment; and cathodic protection expertise and equipment.

For further information on how to get involved in this market, contact Rick Clynick, DFAIT, Ottawa, Fax: (613) 944-7431; or David McGregor, Canadian Embassy, Riyadh, Fax: (011-966-1) 488-0137.

## TRADE FAIRS AROUND THE WORLD

### SaudiAgriculture 96 A Growing Concern

**RIYADH, SAUDI ARABIA** — The fifteenth in the series of specialist exhibitions for Saudi Arabia's agricultural sector, **SaudiAgriculture 96**, will be held here October 6-10.

This Agriculture, Water and

**Agri-Industry Show** affords exporters and would-be exporters an excellent opportunity to explore or expand into this burgeoning and vitally important market — the Saudi government, under its current Five-Year Devel-

opment Plan, is pumping US\$1 billion into its agri-food sector!

**SaudiAgriculture 96** concentrates on exhibitions of machinery, equipment, products, technology and services for:

- \* crop production (new policies have been introduced to encourage diversification from wheat to barley):

- \* livestock, dairy farming, and poultry production (meat and vegetable production will be expanded under the Five-Year Plan);

- \* horticultural and greenhouse farming;

- \* irrigation and water management (from the construction of wells and dams to aquaculture and fish farming, water is vital to the Kingdom's well being); and primary food processing and packaging (international suppliers should position themselves now to take advantage of this rapidly expanding sector — targeted growth is projected at 10 per cent annually).

The 1995 edition of **SaudiAgriculture** attracted 16,369 key industry visitors from throughout Saudi Arabia's agriculture industry. As well, there were 350 exhibiting companies from 20 countries.

A special joint Canadian exhibitor group to **SaudiAgriculture 96** is being organized by the show organizer's Canadian representative.

The contact for further information is UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8, Tel.: (416) 291-6359; Fax: (416) 291-0025.

### All's Fair at Farnborough

**LONDON, ENGLAND** — An information booth at which Canadian companies may display their products/services literature will be set up at **Farnborough International (FI) '96** being held here September 2-8.

**Farnborough International**, a trade exhibition and air show, alternates biannually with the Paris Air Show as the premiere marketing event for the aerospace industry.

The exhibition brings together companies, national or multinational consortia that design, manufacture or sell aerospace products; and government departments or official bodies concerned with aerospace.

The Canada information booth will promote the Canadian aerospace industry, in general, and will also act as a distribution point for Canadian firms wishing to provide copies of their company brochure.

Participating companies will receive a report on the show, and be alerted to any enquiries or feedback received.

Companies wanting to take advantage of this opportunity

may forward their literature (minimum 80 brochures) by mail or courier to M. Ransom, Canadian High Commission, 1 Grosvenor Square, London UK W1X 0AB

The packages — *to arrive no later than August 20, 1996* — must be marked "no commercial value". If using a courier service, obtain a "delivered price" quote, including customs clearance, and door-to-door delivery.

As well, such packages — *to arrive no later than August 1, 1996* — may be forwarded to Air Defence Section-FP96, Canadian Defence Liaison Staff (London), P.O. Box 5051, Station Forces, Belleville, Ontario K8N 5W6.

The Canada information booth participation is through the Department of Foreign Affairs and International Trade (DFAIT), with industry participation being coordinated by the Aerospace Industries Association of Canada.

For further information on Canada's participation at **FI '96**, contact Gayle McCallum, DFAIT, Ottawa, Tel.: (613) 996-1530; Fax: (613) 944-1008.

# TRADE FAIRS AROUND THE WORLD

## Healthy Markets Abound in Middle East

**DUBAI, UNITED ARAB EMIRATES** — Visiting or exhibiting at the largest professional forum of its kind in the Arab world could be a healthy business move for Canadian companies considering exporting, or already exporting, to this region.

**Arab Health 96, The International Hospital, Medical Equipment & Services Exhibition**, will be held December 10-13 at the Dubai World Trade Centre.

The event, which also includes a series of conferences, consists of seven key sectors — all of them experiencing rapid growth and major expansion:

- \* Health (this sector is booming, from the building of hospitals and polyclinics to cancer treatment centres and the installation of radio therapy units; in Saudi Arabia alone, government figures show the private healthcare sector at worth more than US\$2 billion annually);

- \* Dentistry (additional financial resources funding major growth, even for cosmetic dentistry);

- \* Eyecare & Optical (eyecare is being given greater prominence than ever; Saudi Arabia will invest US\$41 million in seven new specialist eye clinics; high demand for designer-wear sunglasses);

- \* Medlab (medical laboratories, mobile units with built-in laboratory facilities, mobile blood banks);

- \* Arab Pharmaceutical (Middle East market worth US\$5.6 billion by 1997; the region is one of the top 10 pharmaceutical markets in the world);

- \* Hospital Management (demand for the latest designs and technology in state-of-the-art, low-cost maintenance systems; advanced medical waste disposal methods; medical training of nationals); and

- \* Rehabilitation, Physiotherapy and Fitness (special needs units, sports medicine, health education).

The governments freeing of restrictions and the encouragement of privatization is resulting in expansion in each and every healthcare field. Increasing investments are designed to meet the demands of a surging population base.

Considerable investments also are being made for projects in the United Arab Emirates, in Bahrain, Oman, and Kuwait. As well, Saudi Arabia has allocated US\$ 20 million to help set up

healthcare and social facilities in the self-governing territories of Palestine.

As is evident, those companies attending **Arab Health 96** are displaying their products and services to a very broad marketplace, one that includes the Gulf States, the wider Middle and Near East, North Africa and the Indian Subcontinent.

For registration details or other information on **Arab Health 96**, contact IIR Exhibitions Limited, Market Towers, 1 Nine Elms Lane, London SW8 5NQ, UK, Tel.: 44-171-344-3888; Fax: 44-171-344-3829.

Parties may also contact IIR Holdings Limited, Al Seddiqi Building, P.O. Box 21743, Dubai, UAE, Tel.: 971-4-512-777; Fax: 971-4-522-834.

## Environment Expo in Mexico

**MEXICO CITY** — Recruitment is underway for Canadian companies interested in participating in a Canada group stand at the fourth annual **ENVIRO-PRO EXPO MEXICO** being held at the World Trade Centre here September 11-13, 1996.

A leading international environmental exhibition and conference, **ENVIRO-PRO** is an ideal venue at which to:

- \* explore sales opportunities;
- \* meet potential representatives and distributors;

- \* establish strategic partnerships; and

- \* gain direct access to decision makers and government officials.

Companies interested in being a part of the group stand may contact Bill Heslop, Heslop Trade Show Management Services, Ottawa, Tel.: (613) 596-3083; Fax: (613) 596-5348; or David Woods, Alphaform Exhibit Systems, Toronto, Tel.: (416) 253-9403; Fax: (416) 253-5164.

## CEA/CMA

## Merger Creates Canada's Leading Business Network

The **Alliance of Manufacturers & Exporters Canada (AMEC)** — has been formed following the recent merger of The Canadian Manufacturers' Association (CMA) and the Canadian Exporters' Association (CEA).

President of the new Alliance, headquartered in Toronto, is Stephen Van Houten (CMA President). The new Alliance Senior Vice-President, located in Ottawa, is Mark Drake (CEA President).

Drake, who says the Ottawa facility will be the centre for government relations and international trade policy work, notes that AMEC's mission will be "to continuously improve the competitiveness of Canadian industry and to expand innovation and export business."

The merger of the two associations, whose activities are complementary, is seen as a logical and practical development. It is also a recognition of the importance of both the manufacturing and exporting sectors to Canada's success in international trade.

"With more than 55 per cent of our Gross National Product dependent on international trade, Canada's economic success depends on our ability to sell our goods in global markets," says Lorne D. James, CMA Chairman and President and CEO of Continental Marble of Canada.

"The coming together of these two great associations into the **Alliance of Manufacturers & Exporters Canada** brings a dynamic new organization into play to ensure that success is achieved. That's what the Alliance is all about — Canadian value for world markets."

The CMA, founded in 1871 to "promote Canadian industries and to further the interests of Canadian manufacturers and exporters", is Canada's senior association and leading business network with some 2,500 members, representing 75 per cent of all manufacturing output.

The CEA, founded in 1943 to promote Canadian international business and to advance the interests of exporters, has grown

rapidly in recent years, and now has some 1,000 members.

Further information on the Alliance is available from the National Office, Alliance of Manufacturers & Exporters Canada, 75 International Boulevard, Suite 400, Toronto M9W 6L9, Tel.: (416) 798-8000; Fax: (416) 798-8050; E-mail: [national@the-alliance.com](mailto:national@the-alliance.com)

## Business Councils Support Exporters to Asia Pacific

Canadian exporters to the Asia Pacific are being actively supported by four business councils in partnership with the Canadian Chamber of Commerce.

The four councils — to which former trade commissioner and Director of the Canadian Trade Office in Taipei, Ron Berlet, has been named Executive Director — are Canada-Taiwan Business Association, Canada-Korea Business Council, ASEAN-Canada Business Council and Canada-India Business Council.

Through seminars, breakfast sessions, general meetings and newsletters, the councils offer members opportunities to meet prospective customers or business partners in their respective regions.

To learn more about the councils and how they can be of assistance, contact Ron Berlet, Canadian Chamber of Commerce, 55 Metcalfe Street, Ottawa K1P 6N4, Tel.: (613) 238-4000, ext. 238; Fax: (613) 238-7643.

## Updates

The coordinates for the Canadian High Commission in Brunei Darussalam are, *Street Address*: Canadian High Commission, Suite 51-52, Britannia House, Jalan Cator, Bandar Seri Begawan 2085, Brunei Darussalam, Tel.: 673-2-220043 or 225727; Fax: 673-2-220040. The *mailing address* is: P.O. Box 2808, Ban-

dar Seri Begawan 1928, Brunei Darussalam.

The coordinates for the new mission in Sarajevo are: Canadian Embassy, Logavina 3B, 71000 Sarajevo, Bosnia-Herzegovina, Tel.: 011-387-71-447-900; Fax: 011-387-71-447-901.



# PUBLICATIONS

## The Exporter's Guide

Small- and medium-size enterprises (SMEs) that are considering entering the export arena, will find a valuable tool in *The Exporter's Guide*, just released by the Department of Foreign Affairs and International Trade (DFAIT).

Following 10 basic steps of exporting, the Guide gives SMEs an understanding of the realities of international business, particularly exporting, and provides them with solid, straightforward information on how to assess their export capabilities. In addition,

it guides them through the planning and execution of their first export venture.

*The Exporter's Guide* includes an extensive list of government and private organizations that provide assistance and support to exporters, as well as a comprehensive glossary of international trade and investment terminology.

*The Exporter's Guide* is available in English and French in hard copy, by facsimile or on diskette, as well as through DFAIT's Web site.

For information, contact the DFAIT InfoCentre at 1-800-267-8376 or (613) 944-4000 (Ottawa-Hull), quoting the InfoCentre Document Access Code: 6TA(E).

## Canada-India Focus of Quarterly

Canadian companies considering India as a market will find a useful resource guide in the Indo-American *Business Times*, the latest issue (108 pages) of which is dedicated to Canada-India business relations.

Focusing on the successful "Team Canada" visit to India in January of this year, *Business Times* provides a detailed look at Canada's expertise and capabilities vis-a-vis business opportunities India offers.

The publication, which includes messages by Prime Minister Jean Chrétien and seven premiers as well as insightful comments and articles by senior executives of Canadian and Indian companies, is viewed as an excellent sales promotion tool for Canadian firms — enabling them to enter or expand into the potentially huge Indian market for technology transfers and joint ventures or to export their products, equipment, technology and services.

Since 1983, the quarterly *Business Times*, the annual subscription for which is US\$90, has been promoting Canadian (and U.S.) exports to south Asia, particularly India. Cost of the special Canadian issue is US\$34.50 (inclusive of postage and handling).

For subscription details or other information, contact Indo-American Business Times, P.O. Box 33364, Farragut Station, Washington DC, 20033, USA, Tel.: (301) 572-6067; Fax: (301) 572-7233.

## Canadian Successes in Saudi Arabia

*Continued from page 7*

*A string of new contracts has been awarded to Canadian firms over the past eight months, with deliveries scheduled during 1996. Included are:*

a) Bombardier/Canadair for three de Havilland Dash 8 Series 200 aircraft to Saudi Aramco.

b) SNC/Lavalin won a \$70 million contract with Saudi Aramco for instrumentation and control upgrades at Eastern Province refineries.

c) Canac/Microtel won a US \$ 8 million contract with Saudi Aramco to provide an integrated digital network for an oil and gas dispatch and emergency communication system.

d) Western Star Trucks of Kelowna, B.C. was awarded a contract for \$7 million to supply trucks to SCECO EAST electrical utility.

e) Monenco/AGRA won a contract with SCECO WEST electrical utility for design and engineering work on the Shoiba combined cycle power plant and transmission lines.

f) Delta Catalytic, in a joint venture with Al-Zamil Group, won a \$3 million contract with Saudi Aramco for front end engineering and design work for the Shedgum Natural Gas Plant.

g) Polypus International Construction signed a partnership agreement with Al-Khoziam Construction of Riyadh. The agreement is expected to generate over \$15 million of business for the company over the next three years.

Over \$2 billion in additional major contracts, targeted specifically by Canada, are expected to be awarded in 1996 and 1997 and Canadian companies are well positioned for these. Business collaborations with the Saudi private sector are also on the increase, in the security sector, engineering, plastic moulding machinery and informatics.

# BUSINESS AGENDA

## Russian Market Focus of Course in Moscow

Business persons, traders and financiers have an opportunity to gain hands-on knowledge of the Russian market through participation in a two-week course being offered in Moscow by the International Academy of Entrepreneurship.

The course, which runs August 15-31, 1996, consists of seminars, study groups and round tables that deal with topics ranging from procedures for the establishment of a joint venture to regional characteristics of entrepreneurship in Russia.

In addition to meeting with

Canadian trade personnel at the Canadian Embassy in Moscow and with representatives of Canadian firms active in Russia, participants will also visit Moscow enterprises, government ministries and institutions.

Russian business persons and representatives of economic institutions in Russia will deliver some of the lectures and be available to meet individually with course participants.

The course, costing \$3,500 plus group airfare of approximately \$1,300, is organized and led by Professor Fred Eidlin,

Department of Political Studies, University of Guelph, Director of the Waterloo-Laurier-Guelph Centre for East European and Russian Studies.

Course application forms or more details are available from Professor Eidlin, Tel.: (519) 824-4120, ext. 3469; Fax: (519) 837-9561; E-mail: feidlin@css.uoguelph.ca

## Venezuelan Electric Power Mission

Toronto, Winnipeg — Representatives of two private- and two public-sector Venezuelan utilities will be among the participants in an **Electric Power Trade Mission** that will visit equipment and service suppliers in these two cities the week of July 22, 1996. The mission is focusing on the distribution and commercialization areas of the electric power industry.

For additional information, contact Juan Pinedo, Commercial Officer, Canadian Embassy, Caracas, Venezuela, Tel.: (582) 951-6166; Fax: (582) 951-4950.

## Biotechnology Opportunities on Agenda at Mexico Seminars

Mexico City — Companies engaged in the biotechnology, agri-food and environmental industries are invited to participate in two events taking place here July 10-11, 1996.

*Canada-Mexico Biotechnology Partnership Meetings and Biotechnology and International Business* will bring together selected Mexican firms with potential Canadian partners; explore business opportunities in biological pest control, soil bioremediation and veterinary vaccines; and look at ways to improve innova-

tion management practices in Mexican firms.

For more information on these presentations, at which there will be simultaneous Spanish-English translation, contact Javier Verastegui, Coordinator, CamBio Tec-Focal Point Canada, Canadian Institute of Biotechnology, 130 Albert Street, Suite 420, Ottawa K1P 5G4, Tel.: (613) 563-8849; Fax: (613) 563-8850; E-Mail: javier@biotech.ca; Home Page: <http://www.biotech.ca/>



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT

Vol.14, No. 13

July 22, 1996

**Australia:**

## Infrastructure Projects of Olympian Proportions

As the Summer Olympic Games end in Atlanta this year, global attention will focus on Australia as the country prepares to host the Games in the Year 2000. These Games provide a unique opportunity for Canadian companies to develop imaginative and innovative partnerships in infrastructure development with Australian organizations.

The Sydney Olympic Plan centres on the construction of world-class sporting and residential

### Summer Break

**CanadExport will return  
September 3, 1996**

*The On-Line edition will  
be updated regularly*

facilities, including the Sydney Olympic Park at Homebush Bay. Cost of the Games facilities and support community infrastructure is estimated at A\$1.7 billion.

The Australian Stadium 2000

consortium has been selected by the New South Wales (NSW) Government as the preferred proponent to design, construct and operate Sydney's Olympic Stadium. Construction began in June 1996; completion date is 1999. The consortium is headed by Multiplex Constructions and Hambros Australia.

Bids have been short-listed for the Olympic Village, with construction expected to begin in mid-1997, for handover early in 2000.

### Partnerships Best Bet

The NSW State Government is

committed to maximizing local industry participation in the Games. Proponents bidding for work on Sydney Olympic facilities are being requested to submit a Local Industry Participation Plan (LIPP) to the Olympic Co-Ordination Authority. The plan must describe how bidders intend to maximize opportunities for participation by Australian industry.

Canadian companies will, therefore, be more successful in winning contracts if their product/technology is innovative and not already available in Australia and if Canadians are willing to enter into joint venture arrange-

*Continued on page 9 — Australia*

## Portugal Tenders Environmental Projects

Various national and municipal water, river basin, residual and waste water treatment programs — totalling Cdn\$5.25 billion to the year 2000 — approved by Portuguese authorities are creating opportunities for Canadian environmental expertise.

Portugal's environmental areas, say trade officials, are "buoyant and very much open to Canadian technology." What's more, gaining entry to the Portuguese market can open doors to further opportunities in Europe and in the

former Portuguese colonies in Africa.

One way to potentially penetrate this market is to bid on international tenders being issued for two projects.

### Project A

IPE-Águas de Portugal (IPE-AP) will launch tenders worth Cdn \$700 million that are part of a larger program of tenders for multi-municipal water and sewage

*Continued on page 8 — Portugal*

### CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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# SHARING TRADE SECRETS

## NORTHSTAR Shines for Small- and Medium-Size Exporters

*In less than two years since NORTHSTAR Trade Finance Inc. was launched to support small- and medium-size exporters (SME) in Canada (see CanadExport articles in the June 16, 1995 and October 17, 1994 issues), some \$28.9 million of the company's original \$30-million funding has already been committed.*

"But what's even more significant," NORTHSTAR President Scott Shepherd says proudly, "is that the \$30 million was original-ly to last for five years."

In fact, it was just learned the Richmond, B.C.-based company has been so successful in helping Canadian exporters finance their sales abroad it has been allocated an extra \$50 million.

### The company

NORTHSTAR was formed in partnership with the Federal Government through the Export Development Corporation (EDC) and Western Economic Diversification, the Provincial governments of British Columbia and Ontario, and the private sector through Dalhousie Financial Corporation and the Bank of Montreal.

"As a young and small company of 10 employees," says Shepherd, "we are very much attuned to the needs of other Canadian SMEs. That's why NORTHSTAR was created, to fill a gap in the marketplace by financing export sales of between US\$100,000 and US\$3 million, with repayment terms of one to five years."

Support is available in two distinctive products: term finance; and floor plan finance. However, a financing package can be tailored to complement most export sales of capital goods.

### Term finance

NORTHSTAR provides fixed-rate medium-term loans to a Canadian company's foreign buyer — the loans are secured by a registered lien over the exported goods and are insured by the EDC.

"This provides the buyers with a predictable repayment stream," Shepherd adds, "and does not disrupt their banking arrangements."

Transactions can be offered on a "one off" basis or as bundled sales and are tailored to meet the needs of clients worldwide. "

Goods and services being exported must of course have Canadian content (material, labour, etc.) of at least 50 per cent of the value.

### Floor plan finance

Many Canadian exporters sell their products through distributors abroad. In order to facilitate these sales, they carry accounts receivable with these distributors for long periods.

"The floor plan finance option," Shepherd explains, "is straight forward. It provides a direct loan to the foreign distributor."

Here's how it works.

NORTHSTAR pays the exporter upon shipment of the goods to the distributor who repays NORTHSTAR when the goods are sold, or in 360 days, whichever occurs first.

Interest is payable monthly on

*Continued on page 4  
NORTHSTAR*

CANADEXPORT

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# ASK A TRADE COMMISSIONER...

Canada's Trade Commissioner Service is comprised of a dedicated group of experts deployed throughout the globe, ready to help Canadian companies sell their products and services to foreign clients, or set up investment and strategic alliances with international partners. As such, Canada's Trade Commissioners have accumulated a wealth of information in their respective territory. This new *CanadExport* column — to be featured from time to time — offers a vehicle for Canada's "salespeople" *par excellence* to share some of the insights they have gained after having served for a number of years in their respective territories. Readers' comments or queries are welcome.

## Japan Leads Asia-Pacific in Trade Opportunities

*During his four-year assignment as Minister-Counsellor (Commercial) at the Canadian Embassy in Tokyo, Mark Romoff has seen Canada-Japan trade really take off, with a 65 per cent increase in Canadian exports — from \$7.5 billion in 1992 to \$12.1 billion in 1995. What has led to this spectacular rise in Canadian exports to Japan? CanadExport caught up with Romoff in his busy schedule — preparing to take up a new assignment — and files the following brief interview.*

Japan takes the lion's share — 50 per cent — of Canada's trade in the Asia-Pacific.

"And what is even more significant," Romoff says, "is that it represents virtually balanced trade."

But that wasn't always the case.

### Changes in Japan's economy

Only four years ago, Canada's trade with Japan was over \$3.5 billion in favour of that Far-Eastern powerhouse — shrinking to a mere \$100 million — a near balance — out of a total bilateral trade of \$24 billion in 1995.

How did Canada manage this turnaround in such a short time?

Some of the major changes include shifts in the Japanese market which created greater opportunities for Canadian companies. This in turn spurred greater Canadian interest in the Japanese marketplace.

"With the high cost of Japanese labour," says Romoff, "the Japa-

nese can no longer afford the massive import of raw materials, and it is no longer as cost-effective to manufacture in Japan as offshore. As a result," he adds, "the Japanese are importing more semi-transformed products, giving Canadian exporters opportunities to sell value-added products."

This new reality is evidenced by the Japanese moving offshore in such sectors as automobile and consumer products.

"As an example," says Romoff, "they are no longer manufacturing their own TVs but importing them from places such as Malaysia."

He adds, "as a matter of fact, 62 per cent of Japanese imports are made up of value-added products."

How can Canada take advantage of these new opportunities?

### Action Plan for Japan

The Department of Foreign Affairs and International Trade (DFAIT),

in partnership with industry, other federal departments and provincial governments, has produced an **Action Plan for Japan** designed to: raise consciousness about existing opportunities; describe the need to adapt products to the Japanese market; and discuss different marketing strategies.

The **Plan** identifies seven priority sectors — in addition to the two (auto parts and aerospace) that were "graduated" last year:

1. **Processed food:** a US \$52 billion market, with Canada's share being \$2.5 billion;

2. **Fish and seafood:** the Japanese are the biggest consumers in the world — 1995 exports from Canada exceeded \$1 billion, with sales of over 25 tonnes of lobster in one month alone;

3. **Building products and housing:** with 1.5 million housing starts last year, Japan has become

*Continued on page 10 — Japan*



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

# NORTHSTAR Shines

 — Continued from page 2

the outstanding balance. The loan is secured by a promissory note and the security interest in the inventory that is being financed.

## Benefits to Canadian exporters

"Any Canadian exporter, regardless of location in Canada, can use our facilities," says Shepherd, "provided they meet NORTHSTAR's requirements for export performance coupled with a creditworthy foreign buyer insurable by EDC."

The main beneficiaries are of course small- and medium-size exporters who now have a mechanism enabling them to offer buyer's financing in support of their bids, comparable to the in-house financing packages offered to the buyer by larger competitors.

"And the key element," adds Shepherd, "is that exporters are able to offer buyer financing even for sales of relatively low dollar value."

NORTHSTAR's quick turnaround of exporters' applications for buyer financing — within seven business days of submitting a complete application — is much appreciated by exporters.

## A real winner

"The numbers provide an interesting insight into our activities," says Shepherd. "Since its inception, NORTHSTAR has fielded over 8,500 calls from Canadian exporters and from buyers worldwide."

"We are particularly active in Latin America," Shepherd adds, "where the booming economies of Argentina, Brazil, and Chile represent significant new opportunities for Canadian exporters of capital goods and equipment."

The entrepreneurial agility of NORTHSTAR, combined with the financial support of the other strategic partners, has ensured that the company delivers a unique product for the unique demands of small- and medium-size (SME) Canadian companies.

"Since its launch," Shepherd enthuses, "NORTHSTAR has established a new level of service for exporters — speed and ease of financing — and has successfully reshaped the delivery of SME export finance through a series of accomplishments in Canadian export finance."

For help with export transactions for capital goods and equipment, con-

tact NORTHSTAR Trade Finance Inc.

Tel.: (604) 664-5828.

Fax: (604) 664-5838.

E-Mail: s.shepherd@northstar.ca.

Internet: <http://www.northstar.ca/northstar>

## Happy customers

Comments from exporters say it all:

*"This type of financing has helped us obtain many projects over the last several years."*

Sweeney Kirkbright, **FIN-KON** (plastic packaging machines), Mississauga, Ont.

*"I can't emphasize enough how important NORTHSTAR financing is for companies like ours to win deals."*

Robert Kelley, **Pro-Eco Ltd.** (strip metal processing machinery), Oakville, Ont.

*"NORTHSTAR's floor plan finance program significantly improved our working capital position."*

Rodger Heatherington, **Everest Equipment** (snow clearing equipment), Ayer's Cliff, Que.

*"NORTHSTAR's floor plan financing has allowed us to carry more equipment with our dealers."*

Ward Krywolt, **New Noble Distributors** (air seeders), Nobleford, Alb.

*"The NORTHSTAR product ensured that a small company like mine could successfully deal with the client's request."*

Sven Kuhr, **Kisco Manufacturing** (bulk flour silo), Surrey, B.C.

Multiple loans have been successfully underwritten and booked in Argentina, Mexico, Chile, the United States, Finland, the United Kingdom, Australia, New Zealand, Peru, Singapore, Abu Dhabi, the Philippines, and the People's Republic of China.

# Private Brand Foods Find Favour in Japan

Among this decade's most notable developments in Japanese food and beverage retailing is the rapid growth of private brands, the market for which currently hovers around \$7 billion.

**The Market for Private Brand Processed Food in Japan**, a just-completed study commissioned by the Canadian Embassy in Tokyo, also found that, while imported products still account for less than 5 per cent of the demand, it is projected that the private brand market will expand by a factor of four in the coming years to reach \$27.5 billion.

The trend is toward snacks, confectionaries, sauces, stews, soups, meat and dairy products — goods that are tailored to meet Japanese taste and packaging specifications.

## Market Entry Conditions

Canadian processed food and beverage manufacturers seeking expansion opportunities, the study suggests, should consider the Japanese market — provided they can:

- \* supply off-the-shelf products for which there exists a limited, but still growing demand, such as mineral water, beer, cola, canned corn, frozen vegetables, jam and pasta;

- \* supply developmental imports for which demand is just beginning and which have enormous potential for growth.

There is strong interest in developing beverages, including sport drinks, vegetable juices, and coffee as well as snacks and confectionaries, sauces, stews,

soups, meat, dairy products and frozen foods;

- \* be completely prepared to meet the specifications of the Japanese private brand market and supply products that satisfy the taste and quality specifications of Japanese consumers, in addition to packaging, labelling and other regulatory requirements; and

- \* demonstrate to potential Japanese buyers their advanced food-processing technology, reliable quality control, strict concern for food safety and dependable supply capabilities.

## Market Assessment/Entry Options

A number of options are available for Canadian companies wishing to enter the Japanese market as suppliers of private brand processed foods and beverages. According to the study, these include:

- \* participation in Canadian Private Brand Solo Shows which are being organized by the Canadian Embassy in Tokyo and the Canadian Consulate General in Osaka;

- \* participation in the January 1997 trade show, *The World of Private Label in Asia*. This event is organized by the Tokyo office of the U.S.-based Private Label Manufacturers Association. Companies from 35 foreign countries

welcomed 2,000 business visitors during the January, 1996 edition of the show;

- \* participation in the Canadian pavilion at *Foodex*, Asia's largest food and beverage trade show, March 11-14, 1997. *Foodex* includes over 1,000 exhibitors from some 40 foreign countries and receives in excess of 80,000 trade visitors annually; or

- \* visit Japan for one-on-one meetings with potential importers.

In addition to providing contacts, the study also looks at the competition, profit brand profit margins, distribution channels, and the four basic private brand market segments: daily foods, frozen foods, other processed foods and beverages.

## Contact for Copies

Copies of *The Market for Private Brand Processed Food in Japan* or more information on this particular market may be obtained from Japan Division, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2, Fax: (613) 943-8286; or Canadian Embassy, 7-3-38 Akasaka, Minato-ku, Tokyo 107, Japan, Fax: (011-81-3) 3470-7280.

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## Interview

# Canadian Business Association in Russia

*John Gillan, Chairman of the recently formed Canadian Business Association in Russia (CBAR), came to Russia in 1991 with Petro Canada and has since worked with another international oil company. The interview was conducted by Geoffrey Jones, Counsellor (Commercial), Canadian Embassy, Moscow.*

### What is the Canadian Business Association in Russia?

The Canadian Business Association in Russia is a Moscow-based grouping of Canadian companies with offices in Russia. The Canadian community in Russia has a unique role to play. We are not European, we are not American or South American — we are Canadian, uniquely Canadian, and we are recognized as Canadians. This is an advantage in Russia.

### Who are the members of the CBAR?

Our members are a broad cross section of Canadian companies here. They include companies in environmental engineering, high technology, aerospace, construction, oil and gas, medical services (including a Canadian clinic), security services, mining, legal services, and consumer goods.

### What is it like to run a business in Moscow?

It is difficult to find a Canadian analogy. You never know what is going to happen next. Running a business in Toronto is also full of challenges, but here the environment is totally different, and you need different people. They have to approach business with a sense of humour (because things do go wrong here) and a longer term perspective than the next quarter.

### How has life changed for the expatriate businessperson in Moscow since the fall of the USSR?

This is an easy question and a difficult question at the same time.

One thing is that instead of watching out for a sluggish Russian Lada on the street, now you have to dodge a Mercedes or BMW — and they move a lot faster. On a more meaningful level, in myriad ways, life in Moscow is now much more like life in other international cities.

For instance, there are now supermarkets in Moscow and you can shop like any resident of London or Paris would do. The food shops are expensive, yes, but there are line-ups of Russians in them just like at Loblaw's back home in Canada.

All Russians have got used to the availability of quality goods on the shelves. It is inconceivable that this people will voluntarily turn the clock back in time. Things like this make all of us confident Western goods and Western companies will continue to be welcome in Russia for a long time.

### Do your members have operations across Russia?

Most of our members are in Moscow and St. Petersburg, but some members are using Vladivostok on the Pacific coast as a base, especially companies in the food business. Gold miners are active in Eastern Siberia and the Russian Far East. Oil and gas companies predominate in Western Siberia. Alberta House hotel is located in Western Siberia and the Vlad Motor Inn is in Vladivostok.

### Is criminality a problem in Russia?

Criminality is raised in yellow tabloids from London to Vancou-

ver. I personally am not convinced it is worse here than in many other European countries.

### How do you see Russia today, and where do you see it in 5 years?

There has been astounding, indeed staggering progress within this economic system, which is often unrecognized by the world press. Although there are now some holes in the social safety nets, the Russians will solve this, and we shouldn't let that obscure the very real achievements of the last five years. Within another five years, Russia will have developed a system of government and the economy which will be uniquely Russian yet meet international norms. Russia will continue to be a powerful and rich country.

### What is it like to open an office here in Russia?

Compared to five years ago, the infrastructure for operating a business in Moscow today is surprisingly similar to what you find in other major international centres. Good services are available: Western lawyers, accountants, software consultants, hardware suppliers, photocopying and printing services. Even the phones now work.

### Is Russia a place where Canadian companies can make money?

Absolutely. Russia is a place where many Canadian companies can and have made money, in many key sectors. Remember that

*Continued on page 10  
Canadian Business*



# BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**BELGIUM** — An importer for the Benelux countries and France seeks Canadian suppliers of Western and Indian-style fashions and accessories, including **clothing, Indian arts and crafts, belts, buckles, hats, key chains and sculptures.** The company has a showroom at the Brussels International Trade Mart where it introduces its products to retail stores. Contact Bettina Meeus, Managing Director, NV Asrio's-Rio Grande, Dorpstraat 1, 3020 Herent, Belgium, Tel./Fax: 32.16.49.02.12.

**INDIA** — The representative of a multi-purpose business group in India is seeking **fertilizer (urea), brass scrap, aluminum scrap (offset printing plates) and kerosine oil.** Contact S.M. Beig, S & D Enterprises, 85 Bleecker Street, No. 423, Toronto M4X 1X1, Fax: (416) 967-4778.

**INDIA/MIDDLE EAST** — A Canada-based firm with associates in India and the Middle East indicates there is need in those areas for **companies that specialize in designing, testing and commissioning of central effluent treatment plants of leather tanneries.** Envisaged is the transfer of technology, including the training of key staff in environmental engineering. Contact Philbert J. Suresh, Project Coordinator, EDEX International Education Consulting, 3400 Eglinton Avenue East, Suite 707, Scarborough, Ontario M1J 2H8, Tel./Fax: (416) 261-0144; E-Mail: edexintl@idirect.com

**NEW ZEALAND** — Surplus **consumer goods, including confectionary products** (for sale in department, hardware and convenience stores), are being sought by a company here. The Canadian representative is Ron Lutka, A-1 Sourcing & Exporting Co., 4190 Dundas Street West, Suite 212, Etobicoke, Ontario M8X 1X3, Tel.: (416) 232-2589; Fax: (416) 234-2128.

**URUGUAY** — A company is seeking **joint venture partners to help establish a mineral and chemical industry that**

would produce marine refractory magnesium (20,000 tons/year), sodium chloride (100,000 tons/year), calcium, gypsum, potassium salts, and metal magnesium. Total amount of investment is US\$50 million. Contact Arturo Correa, Montevideo, Tel./Fax: (011-598-2) 56 40 55; or Martin Giglio, Montevideo, Tel.: (011-598-2) 60 72 21. Interested parties may also contact Embassy of Uruguay, 130 Albert Street, Suite 1905, Ottawa K1P 5G4, Tel.: (613) 234-2727; Fax: (613) 233-4670.

## Improved EDC Coverage Benefits Exporters

The Export Development Corporation (EDC), helping Canadian exporters to compete in emerging markets, has expanded its short-term credit insurance coverage in more than 30 countries.

The increased support — which includes expanded discretionary limits in some markets and reduced or eliminated restrictions in others — comes just months after EDC improved coverage for 23 other countries last fall.

Noteworthy too, especially for smaller exporters, is EDC's elimination of the extended waiting periods for claims made on exports to emerging markets. This move helps exporters enhance their working capital, since they have less time to wait before a claim is paid.

Discretionary limit coverage gives exporters the flexibility to make shipments based on their own credit assessments, without having to refer requests to EDC.

Exporters will benefit from the reinstatement of discretionary limit coverage in Argentina, Brazil, Czech Republic, Dominican Republic, Ecuador, Egypt, Guatemala, Honduras, Morocco, Panama, Peru and Slovenia.

Furthermore, EDC has upgraded its rating and removed all restrictions in Poland and will consider insuring buyer risks in Latvia, Lithuania, Paraguay, Romania, and Vietnam.

Further information is available from EDC offices in Ottawa, Halifax, Montreal, Toronto, London, Winnipeg, Calgary and Vancouver.

# Saudi Arabia Joint Venture Opportunities

*Potential qualified supplier(s) of plants and technology who are interested in establishing joint ventures in Saudi Arabia are being sought by a Toronto-based company for 12 different projects, a summary of which appears here.*

Project #	Summary
S9601	Setting up a manufacturing plant for the production of flexing tubing for heating and cold water.
S9602	Manufacturing of many sizes of packaging and printing curtains.
S9603	Setting up of a manufacturing plant to manufacture children's toys, mechanical, battery-operated and remote-controlled.
S9604	Establish a manufacturing facility for urea and ammonia.
S9605	Establish a manufacturing plant for polyethylene products.
S9606	Establish a plant for manufacturing of dry batteries, Models R65 and R20.
S9607	Establish a joint venture plant for sodium cyanide.
S9608	Establish a joint venture manufacturing plant for gas and liquid chlorine.
S9609	Establish a joint venture manufacturing plant for recycling motor oil.
S9610	Establish a joint venture to set up floppy storage disk manufacturing plant.
S9611	Establish a joint venture to set up (1) tomato paste, (2) salsa, (3) catchup, (4) hot sauce and (5) juice manufacturing plant.
S9612	Establish a joint venture to set up plastic bottling plant for spring water, soda water, tonic, other flavours.

More detailed information, which will be delivered directly to interested parties, is available from Tahir I. Qureshi, Chief Executive Officer, Tiqsons Technologies Inc., 235 Dixon Road, P.O. Box 39228, Toronto M9P 3V2, Tel.: (416) 249-8101; Fax: (416) 249-4505; Internet E-Mail: tahir@tiqsons.com

## Portugal Tenders Environmental Projects

*Continued from page 1*

systems that will total Cdn\$1.4 billion through to 1999.

The four-year program, for which corresponding tender announcements will be posted in official EU journals, are for five multi-municipal water systems and two sewage systems.

### Project B

This project — for which interested parties should apply immediately for documents — includes the construction, exploitation, sealing of existing waste deposit, the environmental recuperation of the surroundings, landfill and plant management of the Cova

da Beira Solid Waste Treatment Station.

The deadline is September 30, 1996 for the submission of tender documents (which cost Cdn \$3,050, plus 17 per cent VAT) and which may be obtained from COPISPORT, Ltd., Av. Combatentes da Grande Guerra, 56, Algés, 1495 Lisboa, Tel.: (351.1) 411 2349.

The awarding authority is Associacao de Municipios da Cova da Beira, Rua dos Combatentes da Grande Guerra, 62-1, 6200, Covilha, Tel.: (011-351-075) 32-3116; Fax: (011-351-075) 25-699.

Bids are to be written in Portuguese or, if written in a foreign language, be accompanied by a legalized translation.

*Parties seeking further information and/or assistance may contact Carlos Lindo da Silva, Commercial Officer, Canadian Embassy, Av. da Liberdade, 144-4 Floor, 1250 Lisbon, Portugal, Tel.: (011-51.1) 347-4892; Fax: (011-51-1) 342-5628.*

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# CANADEXPORT

## Focus on SADC

## AFRICA'S SADC COUNTRIES PARTIAL TO REGIONAL APPROACH TO DOING BUSINESS

*The Southern African Development Community (SADC) countries offer Canadian companies an interesting mix of market and investment possibilities, particularly for those companies considering a regional approach to doing business in Africa. This supplement introduces readers to the SADC region and its environs.*

### SADC: Origins, Overview, Opportunities

In an ironic twist of fate, the origins of the Southern African Development Community (SADC - pronounced "sad-ek") lie in an organization directed against apartheid-era South Africa. Its predecessor, the Southern African Development Co-ordination Conference (SADCC), was created in 1980 by nine countries committed to reducing their dependence on South Africa.

Renamed and rejuvenated in 1992, SADC now encompasses 12 countries, including South Africa, working on a regional basis to increase economic integration and regional security.

SADC includes all the countries of Southern Africa (Angola, Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia, and Zimbabwe) plus the Indian Ocean island nation of Mauritius. South Africa and Zimbabwe, are covered in greater detail in *CanadExport* supplements Vol. 14, No. 11 and Vol. 14, No. 2, respectively. (See InfoCentre contact numbers p. VIII).

The addition of South Africa and Mauritius to SADC over the last two years brought Africa's eco-

nomie powerhouse and a dynamic island economy into what is now the most vibrant economic organization in Africa, one with a combined Gross Domestic Product (GDP) of nearly \$200 billion.

SADC's regional market of 150 million people is part of an expanding cluster of liberalizing African economies welcoming foreign investment and enjoying improved economic growth.

From Eritrea and Ethiopia in the northeast, south through Kenya, Uganda, Madagascar and the 12 SADC countries themselves, this large chunk of Africa totals over 250 million people, belying the prevailing view that Africa hosts few exciting economies outside South Africa.

A few of these countries are emerging -- some more quickly than others -- from severe internal conflict, while others still suffer very low per capita incomes where subsistence agriculture remains the main economic activity.

However, the drive to rebuild shattered and shackled economies, to revitalize crucial agricultural and mining sectors, and to reduce poverty and unem-

ployment creates new opportunities for Canadian business on a scale never seen before in Africa.

Many of these "ground floor" opportunities will be gone in a few short years, taken up by European, Asian, American, South African, and aggressive Canadian companies.

#### Regional Dynamics

Considered individually, SADC countries (aside from South Africa) barely possess the market characteristics to attract significant international interest. Six members are landlocked. Two are recovering from civil war. Five have populations of fewer than two million people.

*Continued on page III - Regional*

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# CANADIAN PARTNERSHIP FUELS GAS-TO-ELECTRICITY PROJECT IN TANZANIA

*A solid reputation and a long history of working together have helped two Calgary-based companies — TransCanada PipeLines Limited (TCPL) and Ocelot Energy Inc. — win a multi-million dollar gas-to-electricity project in Tanzania, which in turn, won them a Canadian Award for International Development earlier this year.*

## The project

The first step in the two-tiered Songo Songo project is to develop the existing gas field, followed by the construction of gas processing facilities — both Ocelot specialties.

The next step calls for natural gas to be transported via pipeline to Dar es Salaam where it will be used as the principal fuel supply for five gas turbine power generators — trademarks of TCPL.

## The process

"We started working in the Songo Songo gas to electricity project five years ago," says Ocelot Vice-President, Marketing, Mike Heule. TCPL Project Manager John Cashin says, "Thanks to our long working relationship here in Canada, Ocelot asked us to be part of this project in Tanzania."

Ocelot became aware of previous Canadian International Development Agency (CIDA)- and World Bank-funded studies on this project, and decided to work with the Tanzanian government to assess the feasibility of the project.

After two years of evaluation and discussions, Ocelot and TCPL competed in an international bid and were awarded the opportunity to negotiate an agreement with the government of Tanzania.

Each has created its own Tanzanian subsidiaries and together they signed an Agreement of Intent with the Tanzanian authorities last October for the US\$300

million project, slated for completion in 1998.

## Financial commitment

The October signing was preceded by two years of negotiations involving the World Bank, the European Investment Bank, various multilateral institutions and the government of Tanzania and its advisors.

Financing arrangements are complex, with TCPL and Ocelot together investing US\$50 million, and the World Bank and the European Investment Bank contributing US\$240 million through loans to the government of Tanzania.

## Patience, Pointers

Patience is of the essence when submitting proposals for contracts involving many players, the company executives admit.

"Things take time, especially when it comes to financing such a large project," says Cashin. "A long-term commitment is essential to succeed."

TCPL and Ocelot have committed to a 20-year involvement and are guaranteed a rate of return on their investment.

"You can't just go overseas and pick up contracts and run with them," adds Heule who suggests companies ask four basic questions when assessing investing in a prospective offshore market:

— is there a definite market for the end product? (Ocelot shelved a Cameroon project because this criterion was simply not there; in Tanzania, the mar-

ket was ripe.)

— is there a solid reserve (in this case, gas) for the end product (electricity)?

— is the local government prepared to support the project?

— is there solid financial backing?

## You are not alone

"Canadian Trade Commissioners provided valuable assistance in the early days," says Cashin, "offering space, arranging meetings with local government officials and generally advising us on how the Tanzanian government works."

Heule says, "The Canadian High Commission had a higher profile and was much more attuned to the situation in Tanzania than the embassies of some more prominent countries, providing us with a good listening post."

Both executives found the good credentials offered by Canadian diplomats very helpful in pursuing their contract. This has encouraged each company to open an office in Dar es Salaam "to maintain an all-important local presence."

## Contacts

For more information on TransCanada PipeLines, contact John Cashin, Tel.: (403) 267-1923, Fax: (403) 267-1920. For more information on Ocelot, contact Mike Heule, Tel.: (403) 299-5773, Fax: (403) 299-5673.

Consult *CanadExport On-Line* for a full version of this article.

# Regional Approach to Doing Business

*Continued from page 1*

These apparent drawbacks, however, need to be understood in context: for instance, two of the small population countries (Namibia and Botswana) are richly endowed with natural resources and developing tourism sectors, and another (Mauritius) is a light industry and tourism mecca with practically no unemployment and rising personal incomes.

Concentrating on the overall regional picture, SADC includes areas of vast and varied agri-food potential (including fisheries), tremendous reserves of oil and minerals, increasingly developed transportation links — both within the region and internationally — and infrastructure, sophisticated industrial capabilities, expanding tourism options, a growing middle class, and, in many countries, an educated but under-utilized work-

force. After trending downwards during the 1980s, economic growth and per capita incomes in most countries are on the rise. As well, the majority of countries either have a tradition of political stability (e.g., Botswana and Mauritius) or are developing one (e.g., South Africa and Namibia). They are also committed to macroeconomic policies to reduce trade barriers, promote foreign investment, and encourage private-sector growth.

A major aim of SADC is to develop trade within the region. Historically, only about 5 per cent of export trade was transacted between SADC members, but with the addition of South Africa to the organization and improved communication and transportation links, intra-regional trade levels are already going up. There is

considerable membership overlap between SADC and the Common Market for Eastern and Southern Africa (COMESA), and discussions are continuing about the relationship between these two regional associations.

## South Africa: Regional Partner & Gateway

With a GDP of approximately \$160 billion, the South African economy currently dominates SADC. Some worry that this giant economy may overwhelm those of its neighbours as tariff barriers are reduced.

South Africa's leadership is keenly aware of these concerns and is positioning the country as a partner in regional development. For example, the key SADC finance and investment portfolio is South Africa's responsibility, and South Africa is also involved in a number of major international projects, including the Maputo Corridor and Lesotho Highlands Water Scheme.

For many Canadian companies, South Africa is proving a gateway to the region and the continent.

*"The South African government is committed to co-operating with Mozambique in its reconstruction as outlined in the Economic Recovery Programme. The Maputo Development Corridor Initiative represents one of the major undertakings in this regard."*

*President Nelson Mandela  
(May 1996)*

## Reconstruction: Angola & Mozambique

Decades-long civil wars from which both Angola and Mozambique are slowly recovering has resulted in their lagging behind other SADC members.

Unexploded landmines, estimated in the millions, remain one of the biggest obstacles to development in the rural areas of both countries. On a per capita basis, Mozambique remains one of the very poorest countries in the world.

Of the two, however, Mozambique is further along the road to recovery, with tourism and infrastructure investments by international companies and organizations leading the way. Exploration for oil and minerals is gaining momentum, and port and rail rejuvenation at Beira and Maputo will speed the flow of goods in the country and within the region.

Angola, from all accounts, could be one of the richest countries on the continent due to its agricultural potential, diamonds, oil, and significant mineral deposits.

Once peace is firmly in place, the obvious opportunities presented by Angola will be eagerly pursued by the international business community, and initial infrastructure investments, including port modernization, are currently being arranged.

Both Angola and Mozambique require additional international efforts to ensure peace and to help their respective economies sustain populations tired of war.

Opportunities abound, but careful analysis is required before making significant investments in these countries.

*Continued on page IV — Regional*

# Regional Approach to Doing Business

Continued from page III

## Infrastructure Improving

From the rebuilding economies of Angola, Mozambique, and Uganda, to the expanding economies of South Africa, Namibia, Botswana, Zimbabwe, and Tanzania, major infrastructure developments (including upgrading telecommunications and financial services) are seen as essential for economic growth.

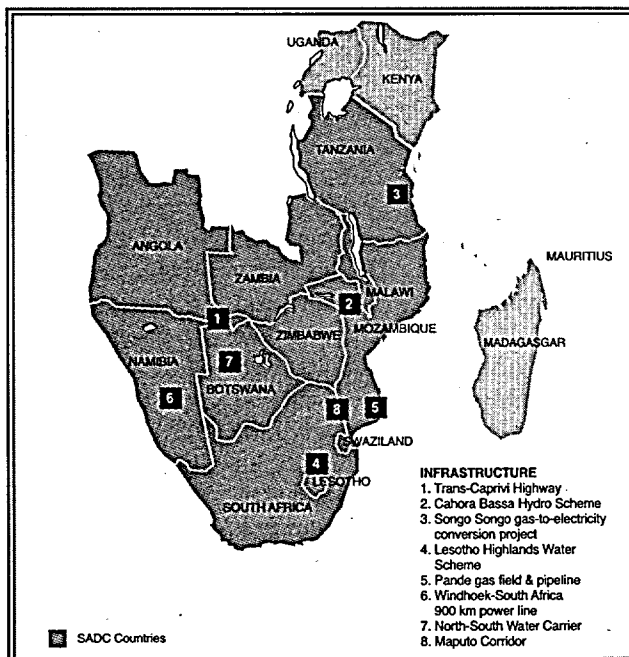
There are tremendous opportunities here for Canadian companies.

Improving regional transportation links, increasing energy output and distribution, and managing important water resources more effectively are key to the long-term prosperity of the region.

Many of these and other significant projects are financed in part by International Financial Institutions like the World Bank and the African Development Bank (AfDB), as well as foreign aid contributions from a number of donor countries including Canada.

To help Canadian business interests to follow up more closely on new World Bank and AfDB-funded infrastructure projects, programs, and funding, Canada has representatives who can provide

details on proposals in the pipeline. See World Bank and AfDB contacts below and on page VI.



## EXPORT FINANCING, SUPPORT SERVICES

Following are some of the many financing and support services available from government and private-sector organizations to Canadian enterprises looking to pursue business opportunities in Southern and Eastern Africa.

### Export Development Corporation (EDC)

In addition to financing, EDC offers a full range of insurance products, including short-term credit insurance, performance security support, and foreign investment insurance to help Canadian businesses succeed in the global marketplace.

Exporters to Southern and Eastern Africa may benefit from a wide range of risk management services offered by EDC. A number of lines of credit are in place in South Africa.

Exports to Botswana, Kenya, Lesotho, Namibia, Swaziland, and Zimbabwe may qualify on a case-

by-case basis for EDC support. Ethiopia, Tanzania, and Uganda may be added to this list. **Contact** the nearest EDC regional office.

Firms with annual export sales of \$1 million or less may contact EDC's Emerging Exporters Team toll-free at 1-800-850-9626.

### CIDA Industrial Co-operation Program (CIDA-INC)

It provides financial assistance leading to long-term collaborations resulting in the transfer of technology and job creation in the host country. **Contact** (see p. VIII).

### The World Bank

The World Bank is a multilateral

lending agency financing projects in sectors such as agriculture, education, energy, transportation, power, and telecommunications.

Its Africa operation, the International Development Association (IDA), provides concessionary terms to governments which allow the borrowing country to buy goods and services in the international marketplace. **Contact** Office of Liaison with International Financial Institutions (OLIFI), Canadian Embassy, 501 Pennsylvania Avenue N.W., Washington, D.C. 20001, Tel.: (202) 682-7788; Fax: (202) 682-7789.

Continued on page VII — Export

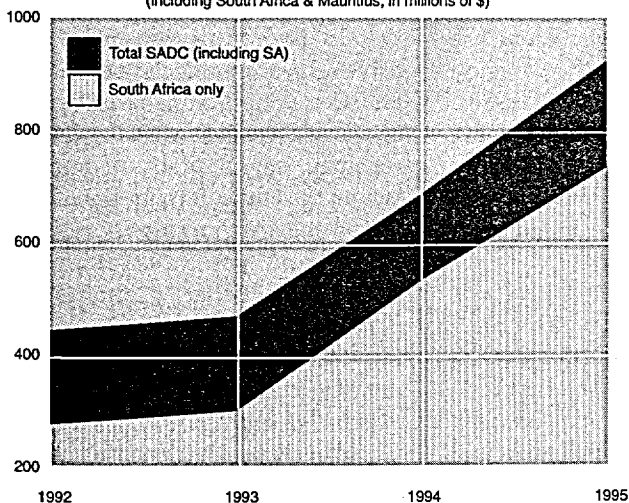
# Canada's SADC Connections

During the 1980s and early 1990s, SADC countries were a relatively major recipient of Canadian foreign aid. Regionally focused aid programming preceded the current regional emphasis on trade and investment for economic relations with contemporary SADC.

Eleven of 12 SADC countries are Commonwealth members (all except Angola), and most have close political and cultural ties to Canada. In 10 countries — excluding only Angola and Mozambique — English is a common business language, and often there are similarities in legal and business traditions. French is actually more common than English in Mauritius, but business can be done in either language.

This somewhat shared cultural heritage means doing business in Southern Africa is often easier than Latin America or Asia. And the Commonwealth affiliation usually negates the necessity of acquiring visas before travel to most SADC states.

Canada-SADC Two Way Trade, 1992-1995  
(including South Africa & Mauritius; in millions of \$)



## Growing Trade Relations

Canada's two-way trade with SADC is fast approaching \$1 billion. In fact, if the trade figures for Uganda, Kenya, Ethiopia, and Madagascar are included, this figure was surpassed last year.

During 1995, Canada-SADC two-way trade, according to official Canadian statistics, totalled \$920.7 million. This is a substantial 35 per cent increase over 1994.

Since 1992 — including the figures for South Africa and Mauritius before they were SADC members — there has been a whopping 110 per cent increase in two-way trade. These statistics exclude the extensive array of services exported, as well as direct investment.

These increases are mostly attributable to the expansion of trade with post-apartheid South Africa (see graph), but the figures hide the changing nature of exports to many SADC nations. As well, some items exported to South Africa end up in neighbouring countries.

Traditional aid-related flows, including wheat or project specific equipment, still make up a portion of overall trade, but more and more trade is accomplished without an aid component.

Across a growing list of categories, Canadian exporters are finding a market niche for their products and services beyond South Africa.

## Opportunities for Canadians... In SADC

Wheat and other primary products continue to be important exports to many countries, but significant during 1995 were exports of aviation and transportation equipment and parts, prefabricated buildings, telecommunications and other high-tech equipment, medical supplies, mining equipment and services, and other machinery.

Key areas of opportunity for Canadian business in SADC are mining, telecommunications, transportation, energy, health, and agri-food.

Mining and telecom, in particular, are areas of tremendous current interest and potential.

Africa has experienced a tremendous boom in mining exploration and development in the last three years. According to *The Economist*, international spending on exploration in Africa is up 60 per cent since 1994, while in places like Zambia, Namibia, and Zimbabwe, established mining operations are being refurbished or expanded.

A growing number of Canadian companies, like Trillion, Antares, Southern Era, and Golden Star, are at the forefront of investing in Africa.

The Department of Foreign Affairs and International Trade (DFAIT) recently organized a mission of Canadian mining equipment and services companies that visited Tanzania, Zimbabwe, and Zambia. DFAIT will support a Canadian stand at the upcoming **Electra Mining Show** in Johannesburg this October. A number of country-specific *Market Opportunity Guides* on mining are available or being prepared.

Africa lags far behind the rest of the world in providing telephone access to its people, let alone

*Continued on page VI — Opportunities*

# Opportunities for Canadians... In SADC

*Continued from page V*

advanced telecommunications services.

Many countries, realizing adequate telecom is a precondition for growth, are focusing attention on this sector, creating opportunities for Canadian exporters and technology companies.

A number of countries are privatizing or deregulating their telecom sectors, generating interesting opportunities for sales, services, engineering, and invest-

ment. Newbridge, Intelcan, SR Telecom, and NorTel are just some of the companies already involved in the region.

DFAIT is preparing a number of country-specific telecom *Market Opportunity Guides* which can

be obtained from the InfoCentre.

Announcements will be made in future issues of *CanadExport* as new sector reports for mining, telecom, and other sectors become available.

## ... And Beyond SADC

*Just beyond SADC are Uganda, Kenya, Madagascar, Ethiopia, and Eritrea, countries which possess similar emerging characteristics and are attracting increasing international interest.*

**Uganda** — a small Commonwealth country of nearly 20 million people, is quickly re-establishing itself as the "Pearl of Africa." It has pulled itself out of an economic quagmire (caused by despotic leadership and civil war), and has enjoyed economic growth averaging 7-8 per cent since the late 1980s. Uganda's GDP is fast approaching \$7.5 billion, with privatization opening up many new opportunities (including the telecom sector).

**Kenya** — another Commonwealth country of 27 million inhabitants, continues to attract international attention despite an economy weakened by slow political and economic reforms. Recently, the World Bank agreed to release a previously blocked multi-million dollar loan after receiving reassurances that promised reforms would proceed. Despite declines in tourism and aid flows, Kenya approached 5 per cent economic growth in 1995. Significant opportunities include telecom, energy, and oil and gas.

Kenya, Uganda, and SADC member Tanzania signed a new treaty in March 1996 to enhance the prospects of East African economic cooperation.

Off the east coast of Africa lies the large island nation of **Madagascar**, plus the tiny island states of Comoros and Seychelles. These countries stride the sea lanes between Asia and Africa, and have ties in both directions. Tourism drives the economies of Seychelles and Comoros. Madagascar, which operates Export Processing Zones, recently began 'debt-for-nature' swaps to reduce foreign debt. The island boasts unique flora and fauna, and possesses extensive agricultural, fisheries, and mineral resources. Communications has also been identified as a potential investment area.

**Ethiopia and Eritrea**, to the far north, have shaken off the effects of civil war and drought and have established relatively open economies and privatized parastatals, seeking to attract foreign investment. Mining potential is underdeveloped, but is viewed as an important growth sector. Canadian firms are already at the forefront: five of seven foreign mining concessions in Ethiopia have been granted to Canadian firms, with Golden Star Resources receiving the first foreign mining concession. Infrastructure redevelopment is also a priority.

### "Team Canada" Stands at Agri-Food and Mining Fairs

Canadian companies are invited to participate in two Team Canada National Stands at important South African regional trade fairs.

These companies can reserve low-cost counter display space in the Canadian Stand at **Food & Hotel Africa** in Johannesburg, November 10-13, 1996.

**For more information contact:** Tel.: (613) 944-6589; Fax: (613) 944-7437.

Canadian suppliers can also be part of the Canadian presence at **Electra Mining**, Africa's premier mining equipment show being held in Johannesburg, October 1-4, 1996.

**Contact** the Canadian Association for Mining Equipment and Services for Export. Tel.: (905) 513-0046; Fax: (905) 513-1834.



# Market Opportunity Guides

The following professional reports, focusing on specific sectors in individual countries, have been prepared or are in preparation by industry experts. Those marked (\*) are available now, and many others will become available in the fall. Summary versions in English or French, and complete original versions (some in English only) can be obtained by calling the DFAIT InfoCentre at 1-800-267-8376 (Ottawa Region: 944-4000). Please refer to the document numbers provided below. The summary reports can also be obtained by calling FaxLink (from a fax machine) at (613) 944-4500. Some of these reports will become available later this year; check with the InfoCentre regularly to obtain new or updated titles.

**TELECOMM:****Namibia:****Telecommunications \***

Executive Summary 184AA-AF

Full Text: 181AA

FaxLink#: 90403

**Zimbabwe:****Telecommunications \***

Executive Summary 35AB

Full Text: 35AA

FaxLink#: 90412

**Tanzania: Telecommunications**

Executive Summary 24AB

Full Text: 24AA / 24AF

FaxLink#: 90417

**In Preparation:**

Kenya: Telecommunications

Uganda: Telecommunications

**MINING:****Namibia: Mining \***

Executive Summary 180AA-AF

Full Text: 183AA

FaxLink#: 90402

**Tanzania: Mining**

Executive Summary 29AB

Full Text: 29AA / 29AF

FaxLink#: 90418

**Zambia: Mining**

Executive Summary 43AB

Full Text: 43AA

FaxLink#: TBA

**Kenya: Oil and Gas**

Executive Summary 13AB

Full Text: 13AA / 13AF

FaxLink#: 90413

**Uganda: Power and Energy**

Executive Summary 18AB

Full Text: 18AA / 18AF

FaxLink#: 90414

**Uganda: Oil and Gas**

Executive Summary 22AB

Full Text: 22AA / 22AF

FaxLink#: 90415

**MISCELLANEOUS:****Namibia: Fishing Sector \***

Executive Summary 182AA-AF

Full Text: 179AA

FaxLink#: 90401

**OIL & ENERGY:****Kenya: Power and Energy \***

Executive Summary 12AB

Full Text: 12AA / 12AF

FaxLink#: 90419

An expanded and up-to-date list of upcoming trade fairs in Southern and Eastern Africa (including extensive South African listings and contact information) is available from the InfoCentre (document # 154AA and FaxLink #90102). To reach the InfoCentre, see Market Guides item above.

## EXPORT FINANCING, SUPPORT SERVICES – Continued from page IV

**African Development Bank**

The AfDB finances investment projects and programs in member states, either unilaterally or in co-operation with other development institutions.

Recently restructured, with consulting support provided by EDUPLUS of Montreal and the appointment of a Canadian Vice President (Corporate Management), the AfDB should quickly return to its normal level of lending activity. AfDB is re-registering all consulting firms that were in its files plus new firms wanting to be added to the list.

Canadian companies should better use the AfDB. **Contact** (see p. VIII).

**Alliance of Manufacturers & Exporters Canada**

The Alliance of Manufacturers & Exporters Canada (AMEC) (resulting from the merger of the Canadian Manufacturers' Association and the Canadian Exporters' Association), with the support of CIDA, promotes sustainable business relationships between Canadian and local companies in the region. AMEC personnel in the field and in Canada provide counselling and support services for joint ventures and other long-term business linkages. **Contact** (see p. VIII).

**SEARAP**

DFAIT, in co-operation with CIDA,

Agriculture and Agri-Food Canada, and other federal agencies and provincial governments, is finalizing a Southern and Eastern Africa Regional Action Plan (SEARAP). The SEARAP initiative will involve enhanced market research, intelligence sharing and dissemination, trade missions, and various activities to take advantage of regional opportunities. **Contact** (see p. VIII).

**DFAIT Commercial Officers**

Commercial officers are located in several Embassies and High Commissions and can provide counselling on exporting, joint venture and technology transfer issues. **Contact** (see p. VIII).

## Key Contacts

### CANADA

**Department of Foreign Affairs and International Trade**, 125 Sussex Drive, Ottawa, Ontario K1A 0G2  
Africa and Middle East Business Development Division (GBTA), Tel.: (613) 944-6589; Fax: (613) 944-7437

**Canadian International Development Agency**  
Industrial Co-operation Program (CIDA-INC)  
200, Promenade du Portage, Hull, Quebec K1A 0G4  
Bureau for Africa and Middle East (SEL)  
Paul Hunt, Director, Tel.: (819) 944-6586; Fax: (819) 953-5024

**Agriculture and Agri-Food Canada**  
Sir John Carling Building, 930 Carling Avenue  
10th Floor, Ottawa, Ontario K1A 0C5  
John Smiley, International Markets Bureau  
Tel.: (613) 759-7632; Fax: (613) 759-7506

**Alliance of Manufacturers & Exporters Canada**  
Paule Charest, Project Consultant  
Tel.: (514) 434-4196; Fax: (514) 430-5684  
E-mail: paule.charest@sympatico

*(Many Southern and Eastern African countries maintain High Commissions or Embassies in Ottawa which may be able to answer trade, business, and travel inquiries).*

### SOUTHERN AND EASTERN AFRICA

**Canadian Association for the Private Sector in Southern Africa**: P.O. Box 5694, Harare, Zimbabwe,  
Tel.: (011-263-4) 752011/2  
Fax: (011-263-4) 752013

### CANADIAN GOVERNMENT OFFICES

**African Development Bank Liaison**:  
Canadian Embassy, 01 B.P. 4104, Abidjan 01,  
République de Côte d'Ivoire,  
Tel.: (011-225) 21-20-09; Fax: (011-225) 22-05-30

**Ethiopia**: Canadian Embassy, P.O. Box 1130, Addis

Ababa, Ethiopia, Tel.: (011-251-1) 713022;  
Fax: (011-251-1) 713033

**Kenya**: Canadian High Commission, P.O. Box 30481,  
Nairobi, Republic of Kenya, Tel.: (011-254-2) 214-804;  
Fax: (011-254-2) 226-987

**South Africa**: Canadian High Commission Trade Office, P.O. Box 1394, Parklands 2121, Johannesburg, South Africa, Tel.: (011-27-11) 442-3130;  
Fax: (011-27-11) 442-3325

**Tanzania**: Canadian High Commission, P.O. Box 1022,  
Dar-es-Salaam, United Republic of Tanzania, Tel.: (011-255-51) 112832; Fax: (011-255-51) 116896

**Zambia**: Canadian High Commission, P.O. Box 31313,  
0101 Lusaka, Republic of Zambia,  
Tel.: (011-260-1) 250-833; Fax: (011-260-1) 254-176

**Zimbabwe**: Canadian High Commission, P.O. Box 1430, Harare, Zimbabwe, Tel.: (011-263-4) 733-881;  
Fax: (011-263-4) 732-917

### HONORARY CONSULS

**Angola**: Mr. Allan Cain, Consulate of Canada, 113 Rei Katyavala Street, Luanda, Angola,  
Tel.: (011-244-2) 34-83-71; Fax: (011-244-2) 39-34-45

**Botswana**: Ms. Debra Leonard, Consulate of Canada, P.O. Box 1009, Gaborone, Botswana,  
Tel.: (011-267) 30-44-11; Fax: (011-267) 30-44-11

**Lesotho**: Zalisiwonda Mini Bam, Consulate of Canada, P.O. Box 1165, Maseru, Lesotho, Tel.: (011-266) 325632;  
Fax: (011-266) 316462

**Madagascar**: Mr. Serge Pierre Lachapelle, Consulate of Canada, c/o QIT-Madagascar Minerals Lte, P.O. Box 4003, Anatanarivo, Madagascar,  
Tel.: (011-261-2) 425-59; Fax: (011-261-2) 425-06

**Malawi**: Mr. Kassam Okhai, Consulate of Canada, P.O. Box 51146, Blantyre-Limbe, Malawi, Tel.: (011-265) 645-441/645-269/644-822; Fax: (011-265) 645-004/652-298

**Mauritius**: Mr. Philippe Marc Birger, Consulate of Canada, c/o Blanche Birger Co. Ltd., P.O. Box 209,  
Tel.: (011-230) 208-0821; Fax: (011-230) 208-3391

**Uganda**: Mr. Donald Campbell, Consulate of Canada, c/o Uganda Bata, P.O. Box 20115, Kampala, Uganda  
Tel.: (011-256-041) 258-141; Fax: (011-256-041) 234-518

## Online Information

Considerable information about many SADC and other African countries can be located on the World Wide Web (WWW). The following is a sample of the most relevant websites for international business. Those listed have many links to other useful WWW resources.

### General sites:

<http://mbendi.co.za/mbendi>

<http://www.AfriCanAccess.com>

### Country-specific sites:

Angola: <http://home.imc.net/angola>

South Africa: <http://www.DocuWeb.ca/SouthAfrica>

Uganda: <http://cte->

[nt.acu.edu/webtest/uganda/Crane.html](http://nt.acu.edu/webtest/uganda/Crane.html)

Zambia: <http://www.zamnet.zm>

Zimbabwe: <http://www.zimweb.com>

# Australia Games Mean Business – *Continued from page 1*

ments with an Australian company. More information may be obtained on Sydney's preparations for the Games by accessing Internet: [www.sydney.olympic.org](http://www.sydney.olympic.org)

Infrastructure projects, as the

table below indicates, are not just related to the Olympics. They cover many industry sectors (e.g. energy production, transport and non-residential construction) where local content

restrictions will not apply.

Independent suppliers can benefit from these 'other' projects, but operating on the basis of arrangements with a local firm can often prove a key to successful bidding.

## Infrastructure Projects

*Australia, like many of its Asia Pacific neighbours, is experiencing a boom in private-sector investment in infrastructure, with many projects underway or in the advanced planning stages. These include several related to the Year 2000 Olympics, plus many in the transport and energy production / transmission area. What follows is a snapshot of the main projects, their dollar value, and the current status of each.*

### a) A\$500 million and over

#### New South Wales

Sydney Olympic Village (*Bids Short Listed*)

Sydney to Canberra Very High Speed Train (*Under Review*)

Sydney West Airport (*Under Review*)

#### Victoria

Melbourne Docklands Redevelopment (*Under Review*)

La Trobe Valley Hospital (*Tender Issued*)

#### Northern Territories

Alice - Darwin Rail Link (*Under Review*)

### b) A\$100-\$500 million

#### New South Wales

Eastern Distributor Tollroad, Sydney (*Bids Lodged*)

M5 Eastern Tollway, Sydney (*Under Review*)

#### Queensland

Brisbane Airport/City Rail Link (*Bidder Selected*)

Power Generation (200-300MW) (*Tender Being Called*)

#### Western Australia

Pilbara Gas Power Station (*Under Review*)

Sewerage Infill Projects (*Under Review*)

#### South Australia

North-South Link Route (*Under Review*)

Southern Expressway, Adelaide (*Under Review*)

### c) Under A\$100 million

#### New South Wales

Sydney Olympics Broadcast Centre (*Bids Lodged*)

Sydney Olympic Park Infrastructure (*Under Review*)

Sydney Olympics Velodrome (*Bids Lodged*)

Sydney Light Rail (*Under Review*)

Sydney Equestrian Centre (*Bids Lodged*)

#### Victoria

Carisbrook to Horsham Natural Gas Pipeline

(*Request for Proposal Issued*)

PTC Tram Depot (*Tender Issued*)

Port Lillius Chemical Storage Facility

(*Negotiations Underway*)

Laverton Prison (*Under Review*)

#### Queensland

Eungella Water Pipeline (*Underway*)

N.W. Queensland Natural Gas Pipeline (*Tender Being Called*)

Various Hydroelectric Projects (*Tender Being Called*)

#### Western Australia

Jervoise Bay (*Under Review*)

Ord River Dam (*Under Review*)

BP Generation Power Station (*Under Review*)

Mt Ferrum Power Station (*Under Review*)

WMC Power Station (*Under Review*)

Rockingham Wool Processing Facility (*Under Review*)

Extension to Roe Highway (*Under Review*)

Perth Northern Bypass (*Under Review*)

#### South Australia

Bolivar-Virginia Natural Gas Pipeline (*Under Review*)

### Contacts

Companies whose interests relate to **energy projects** may obtain additional information from Trade Section, Canadian High Commission, Commonwealth Avenue, ACT 2600, Canberra, Australia, Fax: (0011-61-6) 270-4069.

Companies whose interests relate to **any of the other projects, including those associated with the Year 2000 Sydney Olympics**, may obtain additional information from Trade Section, Canadian Consulate General, Level 5, Quay West, 111 Harrington Street, Sydney, N.S.W., Australia 2000, Fax: (011-61-2) 364-3097.

## Japan Leads Asia-Pacific in Trade Opportunities

*Continued from page 3*

an excellent market for quality products, at competitive prices, offered by small- and medium-size Canadian companies; in 1995, Canada was the number one supplier of manufactured housing;

4. **Tourism:** it offers a huge market to the Japanese who are the world's biggest spenders per capita — the *Plan* calls for a 2 million two-way tourist flow by the year 2005 (currently up to 670,000 Japanese tourists visit Canada per year);

5. **Information technology:** all major Canadian software and telecommunications equipment companies are active in that market, with sales of over US \$100 million (a conservative estimate) in 1995;

6. **Consumer products:** including health care related products and services, furniture and sporting goods;

7. **Medical products:** hospital equipment, including wheel chairs for a rapidly aging Japanese population — 25 per cent of the population will soon be over 65.

### How-to tips

Although numerous opportunities exist in Japan, Canadian companies, Romoff advises, must do their homework and prepare themselves before entering that market.

"They must also realize that all roads do not lead to Tokyo," he points out, "and that there are huge and very lucrative regional markets, whether for building products, housing or food."

Romoff reminds Canadian companies that in addition to the Canadian Embassy in Tokyo and the Canadian Consulate General in Osaka, there are Canadian

Consulates in Fukuoka and Nagoya, as well as Honourary Commercial Representatives in Sapporo, Hiroshima and Sendai. In other words, there are seven points of service for Canadian companies in Japan.

Canada's Senior Trade Envoy in Japan also has some very practical advice to Canadian exporters: build solid interpersonal relationships with prospective clients; ensure high quality products — the Japanese are very demanding; ensure consistency of supply; and make sure the price is competitive.

"Once they have taken to your products," Romoff explains, "the Japanese are very loyal customers. So cultivating good relations with your clients is important."

For Canadian companies new to that market, Romoff strongly advises tapping into the vast knowledge of Canadian Trade

Commissioners, both at home and in the field. And there are sector specialists both at the Embassy and Consulates.

"They can introduce you to a solid network of contacts," he says, "add credibility to your marketing efforts and generally help you overcome cultural differences."

But exports are not the only way to get in on the \$24 billion Canada-Japan trade. Joint partnerships can also be very lucrative.

"Our two countries can join forces in other parts of the world," Romoff says, "by pooling their respective strengths — complementary technologies — and sharing their vast experience in markets throughout the world."

For more information on Japan trade opportunities, contact Rod Bilodeau, Japan Division, DFAIT. Tel.: (613) 996-2458. Fax: (613) 943-8286.

## Canadian Business Association

*Continued from page 6*

Canada and Russia have many similarities, except that often Russian methods are similar to those we had in the '60s. So we have a lot to offer.

### What kind of corporate expectations should a small- and medium-size Canadian company have?

This is not a place to make money quickly. If you are going to do things legally and in a solid manner, there is some development time before payout begins.

The most important single

element is to find a partner who is a reliable and credible legal entity. McDonald's partnership with the city of Moscow is a classic case. A less than savory partner is sometimes the road to disaster.

Gradual investment is better than coming in with a lot of money at the beginning. You learn about Russia and can then fit it into your corporate strategy. Getting the right strategy and then implementing it systematically is the key to success.

# TRADE FAIRS AROUND THE WORLD

## Portugal Puts Environment in Perspective

**PORTO, PORTUGAL** — Canadian firms are being encouraged to participate in the **3rd International Exhibition of Services and Equipment for the Protection of the Environment (AMBIENTE 96)** which will be held here November 27-29, 1996.

This international trade fair covers a broad range of environmental areas. They include: agriculture, energy (conservation, alternative), computer systems, air purification, noise reduction, sanitation and soil protection, water supply and treatment, waste treatment and recycling, and con-

trol and analytical techniques.

Participating in this event can help a company locate or appoint a local representative or agent, an approach that is deemed most effective in garnering sales in this market — and in markets elsewhere in Europe and the former Portuguese colonies in Africa.

**AMBIENTE 96** is organized by Associacao Industrial Portuense, Departamento de Feiras, Exponor-Feira Internacional do Porto, 4450 Leca da Palmeira, Portugal; Tel.: (351.2) 998 1462. Contact José Oliveira.

For further information, contact Louis Gaetan, Commercial

Counsellor, Canadian Embassy, Av. da Liberdade, 144-4 Floor, 1250, Lisbon, Portugal, Tel.: (351 1) 347 4892; Fax: (351.1) 342-5628; E-mail: Gaetanlx\* Louis\$\$ LSBON.01\$GC+EC\$CPCSL-TL\$ GOVMT.CANADA\$CA

## Agents, Distributors Show Set for Toronto

**TORONTO** — More than 200 exhibitors from some 60 countries are expected to participate in **World Trade '96**, North America's largest **Agents/Distributors Locator & Recruiter Show**, being held here October 24, 1996.

A trade only event, **World Trade '96** attracts Canadian and international manufacturers interested or involved in exporting and in developing markets through agents and distributors. It is also an ideal venue at which to explore numerous product lines — more than 1,000 of which will be represented from Canada and around the world.

A unique opportunity this year is that out-of-town Cana-

dian manufacturers and exporters do not have to travel to Toronto to participate in **World Trade '96**.

Instead, they can submit — with a covering letter and a \$100 cheque payable to Canadian International Trade Association — two product catalogues for display in the international product catalogue showcase. Leads generated will be forwarded to clients immediately after the show.

Details on **World Trade '96** are available from the organizers, Canadian International Trade Association, 2 Carlton Street, Suite 611, Toronto M5B 1J3, Tel.: (416) 351-9728; Fax: (416) 351-9911. E-mail: lpm@istar.ca

## Sub-Contracting Fair in Morocco

**CASABLANCA, MOROCCO** — From September 25 to 28, 1996 this city will host the *Salon international de sous-traitance, d'approvisionnement et de partenariat* (International Sub-Contracting, Supply and Partnership Fair) or **SISTEP 96**.

The aim of this fair is to encourage partnership and co-operation agreements in the following areas: metal fabrication; electricity and electronics; automobile, cycle and motorcycle parts; plastics, rubber and composites; industrial capital goods; and industrial services.

According to the organizers, 250 participants from 11 countries will participate in this event.

For information on how to apply, contact the organizers, the Bourse nationale de sous-traitance et de partenariat (National Sub-Contracting and Partnership Exchange), 26, rue d'Avesnes, B.P. 10844. 20002 Casablanca; Tel.: (212) 2-40-28-41, 40-28-42, 40-28-43; Fax: (212) 2-40-47-85.

# TRADE FAIRS AROUND THE WORLD

## SIAL Sets Table in Paris for World Food Industry

PARIS, FRANCE — A unique springboard for promoting export sales, **SIAL**, the world's largest food show, will be held here October 20-24, 1996.

The 17th International Food Products Exhibition (**SIAL 96**) is a trade-only exhibition for specialists, decision makers and representatives from the food industry.

It is the venue at which participants can make contacts, compare products and display innovations. But, above all, **SIAL** is the place to secure business — either now or in the future.

### Team Canada Pavilion A Pantry to Behold

As part of Team Canada, The Department of Foreign Affairs and International Trade (DFAIT) and Agriculture and Agri-Food Canada (AAFC) are sponsoring a Canadian Pavilion — *limited space is still available for companies wishing to participate* — at which 28 Canadian exhibitors are expected to market their products.

Product categories at **SIAL 96** include: food ingredients; dairy products and eggs; fresh meat and tripe; fresh poultry and game; fresh and semi-preserved fish, mollusc and shellfish; fresh fruit and vegetables; dried fruit; horticulture; confectionery, biscuits and pastry; charcuterie; delicatessen; preserved products and other types of preserving; pet foods; deep frozen products; organic and dietetic products; grocery goods (including dried vegetables and pasta); alcoholic bev-

erages; and alcohol-free drinks.

In 1994, of the 3,940 companies occupying almost 100,000 square metres of exhibition space, 60 per cent were international exhibitors from 80 countries. Visitors numbered over 108,000 including 71,500 from France and 36,500 foreign visitors from 156 countries.

For more information on **SIAL 96** and the full range of services offered to Canadian food, seafood and beverage firms, contact Gayle McCallum, (DFAIT), Ottawa, Tel.: (613) 996-1530; Fax: (613) 944-1008.

### Self-Funded Mission

*A self-funded mission to **SIAL 96** will be organized for interested companies that do not plan to exhibit. The mission will inform Canadian firms interested in learning about the European food and beverage market. The program will include briefings on the state of the local industry, the business culture and market opportunities.*

*For information on participating in the mission, contact Jo Anne Roy-Foster, (AAFC), Ottawa, Tel.: (613) 759-7536; Fax: (613) 759-7480.*

## Networking Business in Africa

JOHANNESBURG, SOUTH AFRICA — Leading networking manufacturers and suppliers have the opportunity to exhibit the latest in information products and services at **Net-World-LANdaba '96**, the **Information Technologies and Networking Trade Fair** running here from October 1 to 4.

The South African market for networking products and services is expected to more than double from now to 1998.

Leading Canadian companies in LAN operating systems, network interface cards, bridges, routers, hubs and switches, are encouraged to investigate potential opportunities.

Running alongside the **Net-World Exhibition**, the **LANdaba Conference** features local and international speakers addressing topics ranging from network management to applications issues, with hands-on workshops and labs.

For more information, contact the show organizers, AITEC, Tel.: (011-27-11) 886-4033; Fax: (011-27-11) 886-4165; E-mail: aitecsa@wn.apc.org.

**South Africa Market Opportunity Guides**, focussing on the software and services, computer hardware and telecommunications sectors, are available from the DFAIT InfoCentre (see box bottom page 16).

# TRADE FAIRS AROUND THE WORLD

## Montreal World Exhibition Means Business

MONTREAL — Considered the largest and most important business fair in Canada, the **12th Business World Exhibition** will be held here October 1-3, 1996.

Among other benefits, this event affords participants the opportunity to increase sales, network with other exhibitors, explore new markets and recruit distributors.

Attracting more than 500 exhibitors and 30,000 visitors from around the globe, **Business World Exhibition** is really nine trade shows under one roof.

Here is a thumbnail sketch of what participants and visitors can expect to find at the various trade shows:

\* *International Showcase* — Recruitment of distributors/manufacturing agents, subcontracting, investment opportunities, import-export services, customs and cargo information;

\* *Call for Tenders & Procurement* — In sectors ranging from agriculture, construction and health and education to environment, transportation, telecommunications and urban development;

\* *Technology Show* — Industrial design, automated manufacturing, technology transfers, energy efficiency, ISO 9000 and 14000, and advanced materials;

\* *Economic Development* — Regional markets, products for distribution, strategic partnering, business opportunities and networks, franchises;

\* *Training & Consulting* — Foreign trade, intellectual property, technology, engineering consulting, environment and corporate law;

\* *Information Technologies* — Multimedia, CD-ROM and CD-1, Internet and Intranets, on-line services, electronic commerce, telecommunications, wireless computing and file management;

\* *Finance & Accounting* — Financial software and banking services;

\* *Sales & Advertising* — Sales tools/courses, telemarketing, exhibits and displays, corporate videos, media and specialty advertising;

\* *Meetings & Conventions* — Fairs and trade shows, transport companies, audio-visual equipment, convention centres, tourist offices and airlines.

For more information on the **12th Business World Exhibition**, contact Marc Baudard, Commercial Director, Martin International, 500, Place d'Armes, Suite 2910, Montreal H2Y 2W2, Tel.: (514) 288-3931; Fax: (514) 288-0641.

## L.A. Hosts Education Tech Expo

LOS ANGELES, CALIFORNIA — Five companies can share information booth space and distribute literature at the **Government, Business and Education Tech Expo** being held here October 16-18, 1996.

The Exposition and Conference is the premier event in the Southwestern United States for products and services for public-sector purchasing communities.

The cost of participating in the information booth, organized by the Canadian Consulate General in Los Angeles, is US\$750.

For details, contact Jeffrey Gray at the Consulate General, Tel.: (213) 346-2752; Fax: (213) 346-2767; E-mail: jeffrey.gray@lngls02.x400.gc.ca

## Security Show Central to Canada

TORONTO — One of the largest industry trade shows in Canada, for which exhibitors now are being solicited, will be held here October 22-24, 1996.

**Security Canada Central'96 International Conference and Exposition**, which last year attracted more than 2,000 industry professionals, features a pre-show (Oct. 22) technical education program, a trade show (Oct. 23-24), and a conference.

The trade show will feature

more than 150 manufacturers and distributors in the electric security industry, including a number of firms in the home automation field.

For information on exhibiting or attending, contact the show organizers, Canadian Alarm and Security Association, National Office, 610 Alden Road, Suite 201, Markham, Ontario L3R 9Z1, Tel.: (905) 513-0622 or 1-800-538-9919; Fax: (905) 513-0624.

# TRADE FAIRS AROUND THE WORLD

## International Trade in Theatre Arts in Montreal

MONTREAL — December 4-7, 1996 — Organized by the Commerce international des arts de la scène (CINARS) (International Trade in Theatre Arts), the *Mondial des arts de la scène* (Theatre Arts Festival) gives Canadian artists an opportunity to display their talents before artists, agents and representatives from all over the world.

Since 1984, the year of the first *Mondial* or festival, participation has grown constantly, attracting distributors, agents and artists from Europe, Asia, Africa, Latin America, the United States and, naturally, Canada.

The *Mondial*, which is open to artists from the fields of dance (traditional and contemporary), music (classical and contemporary), theatre (for adults, young people), variety (popular, rock,

folk, jazz, new age, humour), multimedia and the interdisciplinary field, also provides a contact room, equipped with displays. This is an ideal meeting place for raising one's visibility among theatre arts representatives from the four corners of the world.

The *Mondial* also provides, in a single location, direct access to the world-wide theatre arts market, without any need to leave Canada.

Workshops and lectures at the festival will present a wealth of practical information on the development of new markets: scouting, communication, international distribution and the common problems facing theatre arts professionals throughout the world.

This year the workshops in the program will be divided into three broad segments: Japan;

Australia; and Germany, Austria, Switzerland, presented by each country's leaders in the field.

Among other things, CINARS seeks to encourage domestic and international trade among enterprises producing and distributing cultural goods. Consequently, the *Mondial* is supported by the Department of Foreign Affairs and International Trade, the Federal Office of Regional Development — Quebec, Heritage Canada and the Quebec Department of Culture and Communications.

To rent stands or to register, in any discipline, contact CINARS in Montreal as early as possible, Tel.: (514) 842-5866; Fax: (514) 843-3168; E-mail: cinars@vir.com

## Philippines Hosts Home Furnishings Fair

MANILA, PHILIPPINES — A major international event devoted exclusively to home furnishings will be held here November 5-11, 1996.

The 6th Asia Pacific International Trade Fair (ASPAT'96) features, among other elements, a trade exhibit and a design and business opportunities forum.

In addition to attracting representatives of trading enterprises in the Asia-Pacific

region, ASPAT is undertaking an intensive international campaign to attract representatives from major markets in North America, Europe and Japan.

Companies interested in exhibiting products and/or services at ASPAT'96 may contact the Philippine Trade Commission, 60 Bloor Street West, Suite 409, Toronto M4W 3B8, Tel.: (416) 967-1788/1798; Fax: (416) 967-6236.

## Transfreight 96 Transported to Montreal

MONTREAL — From September 10 to 12, 1996 Place Bonaventure will be the site of the International Freight Transportation and Logistics Show (TRANSFREIGHT 96).

According to the organizers, with more than 250 exhibitors and 5,000 visitors, this will be the largest show of its type in Canada.

For information on TRANSFREIGHT 96, contact the GROUPE BOMART, Tel.: (514) 337-9043; Fax: (514) 337-1862; Internet: <http://www.bomart-group.com/>



# PUBLICATIONS

## Egypt's Forest Products Market

Proposed Egyptian projects to produce paper products from sugar cane and cotton waste could offer opportunities for up to US\$80 million in Canadian engineering, training and management services, as well as for process technology, equipment and parts.

That's one item of note in *The Egyptian Market for Forest Products*, a June, 1996 report prepared by the Canadian Embassy in Cairo.

Among other noteworthy findings:

- \* Canadian exports to Egypt of forestry products (primarily pulp and paper) reached US\$72 million this year, a remarkable increase from the US\$32 million recorded in 1993.

- \* The current US\$1 billion Egyptian market for lumber, plywood, pulp, newsprint and fine papers should grow by 10 per cent annually through the coming years.

- \* Supplying products in the metric system and expanding

beyond the whitewood market into other types of woods will give Canadian exporters a greater shot at the US\$360 million market.

To do well here, says the report, Canadian suppliers need to emphasize — and follow through in action as well as in words — their long-term commitment to the Egyptian market.

There are also distinct advantages in appointing a local agent to identify and follow-up on business opportunities, whether in the public or private sector.

Indeed, for sales to the public sector, Egyptian law stipulates that foreign suppliers must appoint and register an Egyptian agent or representative — who must be identified when submitting any pro forma invoice, quotation or project proposal to a Government of Egypt Ministry or public company.

In the forestry sector, imports are divided between the international tenders issued by the government-owned Société Com-

merciale du Bois (FABAS), which absorbs about 20 per cent, and private importers who individually contract for the other 80 per cent of the imports.

For copies of the report (which also looks at the foreign competition in Egypt and lists Egyptian agents and importers of forest products) or further information on this market, contact Canadian Embassy, Cairo, Fax: (011-20-2) 354-7659.

## Korean Environmental Newsletter

Currently a bimonthly, *Korean Environmental Newsletter*, is prepared by the Canadian Embassy in Seoul and is available through the Department of Foreign Affairs and International Trade's InfoCentre FaxLink system (see InfoCentre box at bottom of page 16, and quote document #76650).

Canadian exports of environmental goods and services to Korea have grown rapidly in the past 10 years but the perception persists that Canadian companies have not been as successful as their Japanese, European and even U.S. and Australian counterparts.

The newsletter is designed primarily to increase Canadian environmental industry interest in Korea and to assist Canadian companies and organizations interested in the Korean market in general.

## Francophone Information at Your Fingertips

The 1996 edition of the yearbook, *L'année francophone internationale*, is now available.

This 320-page volume is divided into three parts: highlights of 1995 in the political, social, economic, cultural and other realms, in over 50 francophone countries and regions worldwide; the 6th Summit of Heads of State and Government held in Cotonou last December, and the 9th International Francophone Publicity Forum,

held in Quebec City last October; and, among other things, the activities of a dozen or so government and non-government organizations, and includes a list of coordinates for the main Francophone associations.

To order a copy (the cost is \$23, including postage and handling), contact Laval University, Tel.: (418) 656-5772; Fax: (418) 656-7017; Electronic mail: AFI@fl.u.laval.ca.

# PUBLICATIONS

## Selling to the Maryland State Government

An overview of state procurement opportunities in Maryland, which has a strong and growing economy — and a public sector market open to Canadian goods and services — now is available for Canadian firms.

The Maryland government spends 85 per cent of its budget

on these top six sectors: health and mental hygiene; public education; transportation; higher education; human resources; and public safety.

The report focuses on state procurement, with some federal, county and city level analysis, and outlines ways for Canadian

firms to increase their visibility and success rate for bidding on Maryland government contracts. Users will learn whom to contact, what the Maryland state government looks for, and how to effectively market their goods or services.

To order a hard copy of the report (#61UA), fax to the DFAIT's InfoCentre at (613) 996-9709. To obtain a FaxLink (#70290) summary or a Bulletin Board full version, see InfoCentre box at bottom of this page.

For more information, contact Judy Bradt, Canadian Embassy, Washington DC, Tel.: (202) 682-7746; Fax: (202) 682-7619.

## Calling All ISO 9000 Companies!

*ISO 9000 Universe*, a definitive directory of all ISO 9000-registered companies in North America, has been published by Globus Information Services of Aurora, Ontario.

The directory, produced from a comprehensive database of over 11,000 ISO 9000 companies, is complemented by a series of training tools, guidebooks and checklists that are updated twice a year and distributed at no charge to all ISO 9000 companies. Exporters looking to register for ISO 9000 certification or to maintain their existing status can use these practical tools to set up quality systems and conduct in-house employee training.

Globus also has established *ISO 9000 Connect*, a unique business-to-business service that allows companies to promote their products and services directly to all other ISO 9000-registered com-

panies in North America.

For more information, contact Globus directly at: Tel.: (905) 713-6950; Fax: (905) 713-2156; E-mail: [globus@io.org](mailto:globus@io.org) or Internet: <http://www.io.org/~globus>

## Health Canada Web Entices Exporters

Public- and private-sector communities engaged in health, international trade and export activities now have immediate access to a service that could better their business.

It's the new Web site of the International Affairs Directorate (IAD) of Health Canada: <http://hpb1.hwc.ca/datapcb/iad/iadtitle.htm>

Exporters of health care products and services will be interested particularly in the services provided by the Coordinator for Health Exports Promotion and Assistance.

Also on the Web are links to other health-related sites, trade-related sites, and a listing of international conferences on health.

Updates are regular and Internet users can provide comments and ask questions through e-mail forms.

For further information, contact Luc C. Pamerleau, Tel.: (613) 941-3136; Fax: (613) 952-7417; Internet: [luc-pamerleau@isdtcp3.hwc.ca](mailto:luc-pamerleau@isdtcp3.hwc.ca)



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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## Shanghai: Major Canadian Trade Destination also Gateway to Markets in China

Canada's trade relations with China date back to 1908, with the opening of the first Canadian trade office in Shanghai. Since then, Canadian businesses have discovered that, not only is Shanghai (population 16 million) a major market in itself, its financial acumen, educated labour force and strategic location at the mouth of the Yangtze river make it an excellent base from which to start and expand their businesses into other regions, especially East China – and its market of 200 million consumers.

**An Economy on the Move**  
Economic indicators show that, during the first five months of 1996, foreign investment in Shang-

hai totalled US\$4.78 billion, an increase of 26.8 per cent over the first five months of 1995. And according to early 1996 figures,

Shanghai's gross domestic product during the first five months of 1996 increased 11.6 per cent over the previous year.

### Extra, Extra! CanadExport Now on E-mail

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Continued on page 16 – *CanadExport*

For the first five months of 1996, industrial output was valued at US\$5.4 billion, an increase of 17.5 per cent over the first five months of 1995; during the same period, retail sales reached US\$5.7 billion, a 23.6-per cent increase. Consumer demands for various brand name goods and the ability to pay for such items are growing rapidly,

Continued on page 3 – *Shanghai*

## Canada, Israel Sign Free Trade Agreement

On July 31, 1996, in Toronto, the Honourable Art Eggleton, Minister for International Trade, and the Minister of Industry and Trade of the State of Israel, Natan Sharansky, signed the **Canada-Israel Free Trade Agreement**.

jobs for Canadians," said Minister Eggleton.

"It will put Canadian exporters on an equal footing with their U.S. and European counterparts, who have had the benefit of free trade agreements with Israel."

Beginning January 1, 1997,

Continued on page 4 – *Canada*

"This agreement symbolizes the direction Canada is taking to further liberalize trade to stimulate exports and, in turn, create

### CANADEXPORT ON-LINE

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# SHARING TRADE SECRETS

## Canadian Team Contracted for Trend-Setting U.S. Sustainable Development Project

*The team that was awarded the job to help develop sustainable development guidelines for all new construction and major retrofits in the City of Santa Monica, California, is being led by a Vancouver company, Sheltair Scientific Limited, which beat out some 30 other competitors, including the largest architectural firm in the United States.*

### Reputation and experience

The Canadian team — which includes Eva Matsuzaki (Matsuzaki Wright Architects, Vancouver), Professor Raymond Cole (University of British Columbia), David Rousseau (Archemy Consulting, Vancouver), and Larry Wilson (Davidson Yuen Simpson Architects, Vancouver) — has lots of experience in environmentally responsive building designs in B.C. and some in the U.S.

“As a matter of fact,” says Sheltair Project Manager Ian Theaker, “it is this experience which was the clincher for us in beating out the competition.”

### How it all started

It was during a November conference in Toronto that Theaker first heard of the U.S. project from none other than the Busi-

ness Development Officer working with the Trade Commissioner at the Canadian Consulate General in Los Angeles.

“She was instrumental in flagging the project to us,” Theaker admits, “and thanks to the promotional work done by the Trade Section of the Canadian Consulate General in Los Angeles, there was already a local awareness of and respect for the work being done in Canada in sustainability.”

Canada’s proven track record goes back to the energy crises of the 1970s when this country started supporting research and development in the field of sustainable development.

So it was not surprising to find Canadians on several of the teams that responded to the Santa Mo-

nica call for qualifications. “After submitting a proposal in December,” Theaker recalls, “the Canadian team was short-listed as one of four contenders, followed by an interview in January and the subsequent awarding of the consulting contract.”

### Significance of the contract

While Santa Monica (near Los Angeles) is a small geographic area, it is a trend-setter for the U.S., so it is particularly significant that a Canadian team was hired to assist them in “green” building development guidelines.

“Green” buildings are designed and built to allow operation that is responsive to the local microclimate, reduce their environmental impacts in their material selections, and save energy. They pay particular attention to occupant health, productivity and construction quality, and typically cost no more to build than conventional constructions.

This will be one of the first municipal “green” construction directives anywhere, and a precedent-setting opportunity for the Canadian professionals involved.

For many professional service providers, the term “sustainability” will have no resonance, but in the world of design and construction...

*Continued on page 15 — Sheltair*

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# Shanghai: A Canadian Trade Destination and Gateway to China

*Continued from page 1*

prompting observers to state that Shanghai's purchasing power is rapidly approaching that of the more prosperous economies of Southeast Asia.

## Six Pillars: Investment and Opportunity

Recent economic reforms have ensured that Shanghai, whose economy is already growing at a rate which is 2 per cent above the national average, will continue to be an attractive market for foreign investment.

The focus of Shanghai's investment policy is to attract large-scale overseas investment that will be used to upgrade its six pillar industries — automotive, telecommunications, home electrical appliances, petrochemicals, power station equipment and steel.

Shanghai, the most technologically advanced city in China, offers Canadian exporters great opportunities for advanced technology products, particularly as they apply to transportation and telecommunications — both national priorities in China. Many of these required products have to be purchased abroad because of China's limited domestic capabilities.

Moreover, since Shanghai is currently upgrading its transportation network to meet the needs of its population, and to

enhance the growth of its industrial and commercial base, it offers many opportunities for Canadian exporters in construction and transportation projects.

Shanghai's growing middle class and the consequent formation of a consumer market also promise many opportunities for Canadian consumer goods and service companies. Canadian exporters should keep in mind, however, that the service industry, still in its infancy, requires long-term commitment and patience. International competition is strong on projects that are open to foreign bidding.

## Canadian Presence

To commemorate Canada's presence in Shanghai the Honourable Raymond Chan, Secretary of State for Asia Pacific, during a visit to Shanghai in May 1996, unveiled a plaque bearing the names of all the Canadian officers who have served in Shanghai since the beginning of the century.

Also very much present are Canadian companies that are doing well in this market. These include The Royal Bank of Canada, Manulife Financial, National Bank of Canada, Nortel, Sun-Rype, Canadian International Builders, Royal Homes, Davey International, and Seagram.

## Upcoming Events

Canada plans to hold a number

of major events this year in Shanghai.

In November, Shanghai will host the **Canada-China Business Council (CCBC) Annual General Meeting (AGM)**. During the AGM, Shanghai will also host a series of special Canadian events to introduce Canadian food and beverages to consumers, chefs and purchasing agents through a variety of activities, including a food fair, trade show, and chefs seminars.

Also in November, the Canadian Consulate General will participate in the **Shanghai Television Festival** to promote Canadian broadcasting equipment and hardware, and Canadian-produced programming and entertainment software.

## Contacts

For further information on Canada-China trade, contact Neil Clegg, China Desk Officer, DFAIT, Ottawa, Tel.: (613) 995-6962; Fax: (613) 943-1068.

Interested parties may also contact directly, Terry Greenberg, Senior Trade Commissioner and Consul, Canadian Consulate General, West Tower, Suite 604, American International Centre at Shanghai Centre, 1376 Nanjing Xi Lu, Shanghai 200040, Tel.: (011-86-21) 6-279-8400; Fax: (011-86-21) 6-279-8401.

## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.



# Canada, Israel Sign Free Trade Agreement

*Continued from page 1*

the agreement will remove tariffs from industrial products of Canadian or Israeli origin. The only exceptions are women's swim wear and certain cotton fabric.

Duty-free access or low duties will be applied to a variety of agricultural and fisheries products exported by both countries.

For Canada, such items include grains and grain products, beef, maple sugar, alcoholic beverages,

and various processed foods. Both sides have excluded dairy, poultry and egg products.

The two countries have agreed to be governed by a binding dispute-settlement process.

In support of the agreement, both ministers announced the formation of a business advisory group to function within the **Canada-Israel Joint Economic Commission**.

The mandate of the new group is to produce innovative approaches to stimulate business and to advise the two governments on trade issues.

Additional information on the **Canada-Israel Free Trade Agreement** is available through the Department of Foreign Affairs and International Trade Internet home page under "International Business Development" (See Info-Centre box at bottom of page 16).

## Israel

# New Trade Agreement Opens Doors to Diverse Opportunities for Canada

*About two-thirds the size of Vancouver Island and with a population of 5.3 million people, Israel has one of the fastest-growing economies in the region.*

The country has a thriving private sector, a well-educated work force, a modern banking industry, an important stock exchange, and an excellent communications system.

Its main industries are financial services, consumer goods, tourism and construction. Israel also has a strong base in advanced technology.

The state has a mixed economy and the government exercises strict control over key sectors. There are large agricultural cooperatives and a labour federation that owns many large firms. The government has begun to sell off state-owned companies, reform restrictive labour practices, and reduce regulation.

The Israeli market offers good opportunities for Canadians, es-

pecially in the fields of telecommunications, advanced technology, environment, transportation and power generation. These are growing sectors and ones in which Canada has proven capabilities and expertise.

Canadian exports to Israel totalled \$216.1 million in 1995 and consisted primarily of sulphur, aluminum, lumber, manufactured goods and aircraft engines. In the same year, Canadian imports from Israel were valued at \$240.9 million, primarily industrial diamonds, appliances and agricultural products.

Established in 1993, the **Canada-Israel Research and Development Foundation** is a not-for-profit private organization intended to promote industrial cooperation between the two countries. To date, the Foundation has

approved 11 projects, worth over \$9 million, in collaborative R&D. It also provides repayable grants for promising joint ventures.

EDC (Export Development Corporation) also offers four lines of credit for buyer credit financing in Israel.

EDC has offices in Vancouver, Calgary, Winnipeg, Toronto, London, Ottawa, Montreal and Halifax.

### Contacts

Further information on Canada-Israel trade matters is available from Africa and Middle East Business Development Division, DFAIT, 125 Sussex Drive, Ottawa K1A 0G2, Tel.: (613) 944-6994; Fax: (613) 944-7431; or Canadian Embassy, P.O. Box 6410, Tel Aviv 61063, Israel, Tel.: (011-972-3) 527-2929; Fax: (011-972-3) 527-2231.

## Russian Accession to the WTO

# Companies' Input Requested for Canadian Market Access Negotiations with Russia

As part of Russia's accession to the World Trade Organization (WTO), Canada and other interested WTO Members are preparing to engage in a series of bilateral market access negotiations.

In this connection, the Canadian Government is compiling a list of priority products and services for which Russian concessions and commitments on tariff levels and/or other market access measures will be sought.

Negotiations with countries seeking membership in the WTO involve close examination of the applicant's trade regime.

Special attention is given to measures that block or impair market access for both goods and services.

The negotiations with Russia will provide Canada an excellent opportunity to seek improved access for priority Canadian exports to that market.

Foreign Affairs and International Trade Canada — Tariffs and Market Access Division (EAT) — is looking for Canadian company input to help EAT take full advantage of this opportunity.

It is important that Canadian negotiators include requests for improved market access which cover not only the goods and services which are most prominent in Canada's current trade with

Russia, but also those that are likely to be significant in the future.

Canadian firms can also help EAT identify barriers which may exist in certain cases.

Examples could include: prohibitive tariffs; discriminatory treatment; standards/customs inspection requirements that act as barriers to trade; and import quota and licensing systems that are not transparent.

EAT would also like to hear from Canadian companies as to the type of problems they may be encountering in supplying services.

For example, foreign investment restrictions, temporary entry requirements, licensing or approval procedures, and policies of existing government monopolies are issues that Canada may wish to raise with Russia.

Canadian companies are therefore invited to provide suggestions for products and services to be included in the Canadian request list.

In the case of goods, this input should include a full description of the product, including the harmonized system (HS) classification if possible.

For both goods and services, please provide a description of any market access barriers that affect exports to Russia.

Bilateral market access negotiations within the overall context of Russia's WTO accession could commence in early 1997.

EAT would appreciate receiving this input by October 30, 1996.

Submissions should be sent to: Russian Accession to the WTO Tariffs and Market Access Division (EAT)

Department of Foreign Affairs and International Trade

125 Sussex Drive  
Ottawa, Ontario

K1A 0G2

Tel: (613) 992-6177

Fax: (613) 992-6002

X400 Address: extott\*eat\$\$  
extott.14\$gc+eaitc.aecec\$\$tele-  
com.canada\$ca

## Numbers to Note

New numbers for the Commercial Division, Canadian High Commission in Islamabad, Pakistan, are Tel.: (011-92-51) 279100; Fax: (011-92-51) 279111.

## CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

# TRADE FAIRS AROUND THE WORLD

## Environment Focus of Fair in France

LYONS, FRANCE — One of the most important European trade fairs will, for the first time, be held in France October 22-25, 1996. And Canada will be present with an information booth.

Under one roof, **Pollutec 96** brings together all professional environmental stakeholders in the fields of water, air, noise, waste, recycling, energy, industrial cleaning and landscaping. About 1,700 exhibiting firms, 4,000 delegates and 42,000 professional visitors are expected at this 12th international trade fair.

### Market Success

Several Canadian firms in the

environmental sector have made inroads in the French market. In some instances, this is the result of sustained participation in the **Pollutec** trade fair.

The environmental market offers significant potential for expansion in France. With a sales volume in 1995 of about 127 billion francs (\$33 billion), the eco-industrial market has grown considerably in 10 years. The structure of this industrial fabric varies, however, depending on the area of activity.

The fields of water and waste account for the largest share of national spending on environmen-

tal protection (46 per cent and 28 per cent respectively), which totalled FF118 billion (\$31 billion) in 1994, or 1.6 per cent of the Gross Domestic Product.

### Canadian Presence

At the Canada information booth, companies can make their technical brochures and documentation available to the European and international community. Canadian firms interested in exhibiting independently may group themselves around this booth.

As part of the **Pollutec 96**, and in order to form strategic alliances with French firms, a *Prospecting Partnerships Program* will be organized with the cooperation of Enviro-Accès, Industry Canada, the Department of Industry, Commerce, Science and Technology of Quebec, the Canadian Embassy and the Quebec Delegation in Paris.

### Contact

For information on **Pollutec 96**, contact Gayle McCallum, Department of Foreign Affairs and International Trade, Ottawa, Tel.: (613) 996-1530; Fax: (613) 995-6319.

## Munich's SYSTEMS 96 All About Innovation

MUNICH, GERMANY — **SYSTEMS 96**, the 15th International Trade Fair and Congress for Information Technology and Telecommunications is already on the horizon, taking place at Munich's Fairgrounds from October 21 to 25.

**SYSTEMS** is acknowledged as one of the leading trade fairs of its kind in Europe, aimed exclusively at industry specialists and decision makers and bringing together potential business partners from around the world.

**SYSTEMS** is about advan-

ced information — on the latest technologies and emerging trends — and about commercial opportunity. But most of all it is about innovation, providing a forum for equipment, networking, software, peripherals, corporate telecommunications, industrial solutions and multimedia applications.

For information on Canadian group participation, contact the show's representative in Canada, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario, Tel.: (416) 291-6359; Fax: (416) 291-0025.

### CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>



## TRADE FAIRS AROUND THE WORLD

### Mission Members, Exhibitors Being Recruited for Zagreb Fair

**ZAGREB, CROATIA** — Canadian construction industry firms are being recruited to participate in a mission to, as well as to exhibit at, the **72nd Zagreb International Autumn Fair** being held here September 16-22, 1996.

The objective of the mission, a CIDA-funded Renaissance East-

ern Europe program initiative, is to provide export-ready companies with an insight and an introduction to the construction sector in Croatia.

One of the most important events in the region, the Zagreb Fair affords participants the opportunity to study the struc-

ture of the market; to determine the business potential (either independently or with a local partner firm), in Croatia; and to gain an awareness of how contracts are developed and managed in the construction sector.

Canadian information booth exhibitors may be eligible to receive a portion of their exhibiting costs under the Program for Export Market Development.

### Constructing Markets in Czech Republic

**PRAGUE, CZECH REPUBLIC** — Canadian companies wanting to "build" a market here or in other Central European countries might find it well worth their while to participate in a two-in-one event being held here September 24-28, 1996.

The event, **FOR ARCH'96** (7th International Building Fair) / **FOR TECH'96** (2nd International Exhibition of Building Equipment and Mechanization), is expected to attract 1,100 exhibitors and 92,000 trade visitors.

One of the largest construction shows in Central Europe, the

event gives participants an opportunity to introduce and promote their products and services to this new and booming market.

Products and services on display cover the building/construction gamut, from scaffolding, cranes and lifting devices to glass facades, floor coverings, and the design, construction and reconstruction of commercial and institutional buildings.

For more information, contact, immediately, Mirjana Sebek, Canada-Czech Republic Chamber of Commerce, Toronto, Tel.: (416) 367-3432; Fax: (416) 367-3492.

Companies wishing to exhibit may contact fair officials at Zagreb Fair, 10020 ZAGREB, Avenija Dubrovnik 15, Tel.: 011 385-1-6123-111; Fax: 011 385 1 520-643.

As well, a Mississauga, Ontario-based company, Croatia International, has reserved bulk space where all Canadian exhibitors may be grouped. Contact Branka Biondic, Director of Marketing, Tel./Fax: (905) 602-8508.

For more information on the Renaissance mission applications, contact Hans J. Himmelsbach, Trade Commissioner and Mission Coordinator, Eastern Europe Division, DFAIT, Ottawa, Tel.: (613) 996-6652; Fax: (613) 995-1277.

### Mini-Trade Show is "Canada Week" in Dominican Republic

**SANTO DOMINGO, DOMINICAN REPUBLIC** — A mini-trade show, **Canada Expo '96**, organized by the Canadian Embassy in conjunction with the Dominican Canadian Chamber of Commerce, will be held here October 24-27. This four-day event features appointments for Canadian participants with local Dominican businesses and an Embas-

sy/Chamber-sponsored reception. The Canadian Embassy will provide logistical support and will make appointments on behalf of Canadian participants.

For information, contact Louis Guay or Nancy Collado, Tel.: (809) 685-1136; Fax: (809) 682-2691.

## TRADE FAIRS AROUND THE WORLD

### Canada at Swiss Medical, Hospital Equipment Show

ZURICH, SWITZERLAND — The Department of Foreign Affairs and International Trade (DFAIT), through the Canadian Embassy in Berne, will participate with an information booth cum catalogue show in **IFAS '96**, to be held October 29 to November 1, 1996.

This **International Trade Fair for Medical and Hospital Equipment and Supplies** covers a range of products, including medical technology, electro-medical and laboratory equipment, diagnostics, rehabilitation, therapy, patient care, orthopaedics, dental equipment and supplies, pharmaceuticals, commodities/bandages/nursing,

installations/furniture/administration and communications technology.

Canadian companies active in these sectors and interested in the Swiss and European markets are invited to participate by sending — immediately — 10 copies of their product literature for display at the Canadian stand to: Graziella Piffaretti, Commercial Officer, Canadian Embassy, Commercial Division, P.O. Box 234, CH-3000 Berne 6, Switzerland.

Canadian participants will be advised of any contacts made.

### Canada in Orbit at Swiss Info Tech Show

BASEL, SWITZERLAND — The Department of Foreign Affairs and International Trade Canada (DFAIT), through the Canadian Embassy in Berne, will participate with an information stand at **Orbit '96**, being held here October 8 - 12, 1996.

**Orbit** is an international exhibition for communication, office organization and information technology and is the largest national information technology show in the Germanic part of Switzerland.

Canadian companies active in information technologies (telecommunications, computer networks, computer software and peripherals) are invited to participate by sending — *for receipt by September 25, 1996* — five (5) sets of their product literature for display at the stand to: John Schwartzburg, Commercial Counsellor, Canadian Embassy, P.O. Box 234, CH-3000 Berne 6, Switzerland.

After the show, Canadian participants will be advised of any contacts made.

### Montreal's Expoplast'96 Gains Momentum

MONTREAL, QUEBEC — **Expoplast'96**, October 8-9, 1996, is a unique opportunity for processors to explore supplier products right on their own doorstep and for suppliers to meet thousands of prospective customers.

A new feature this year is a 20,000-square-foot conference centre on the show floor. This will be the venue for a comprehensive composites program and symposium, and the Advanced Oriented Polymer Conference organized by the Industrial Materials Institute of Boucherville, Quebec.

**Expoplast'96** is operated by the Society of the Plastics Industry of Canada (SPI), a trade association representing processors, mould makers, machinery, equipment and raw materials suppliers.

For more information, contact SPI, 5925 Airport Road, Suite 500, Mississauga, Ontario L4V 1W1, Tel.: (905) 678-7748; Fax: (905) 678-0774.

### CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

## TRADE FAIRS AROUND THE WORLD

# El Salvador Show Stepping-Stone to Surrounding Markets

**EL SALVADOR** — This country's premiere commercial exhibition, **Feria Internacional de El Salvador**, will be held here November 8-17, 1996.

The biannual **Feria Internacional**, at which the Canadian Government will again sponsor a Canadian Pavilion, features a broad range of horizontal sectors including industrial machinery, transportation, informatics, food and beverage, chemicals, automotive, construction, hardware, furniture, home appliances and finance.

### Past Successes

At the 1994 event, all companies that participated through the Canadian Pavilion reported some measure of success. Some concluded on site sales, others signed representation or distribution agreements, and others uncovered short- and medium-term prospects that were followed up on ensuing visits.

Canada was one of 19 countries represented at **Feria Internacional** in 1994 — at which there were 583 exhibitors and 400,000 visitors. Forty per-cent of participating companies found concrete short- and medium-term business opportunities and concluded representation, agency, or distribution agreements. Medium-term sales were estimated at U.S. \$17 million.

### Embassy Commitment

Canada's official participation

demonstrates its commitment to this growing and strategic marketplace, which is attracting the interest of Canadian manufacturers, investors and financial institutions, including the Export Development Corporation.

Embassy involvement also includes programs of one-on-one visits outside the fair grounds to allow companies to fully take advantage of their time and to gain some market experience. The Embassy urges potential exhibitors to consider extending their program to include Guatemala.

It also points out that El Salvador and Central American markets are becoming increasingly receptive to Canadian prod-

ucts and services. Many Canadian companies active in the NAFTA agreement are looking further south to the Central American market as an extension of their export and joint venture activities. El Salvador's dynamic economy and thriving industrial and commercial sectors offer particularly exciting opportunities in this regard.

### Contacts

Companies wishing to participate or requiring further information on **Feria Internacional de El Salvador** may contact Céline Boies, DFAIT, Ottawa, Tel.: (613) 996-6129; Fax: (613) 943-8806; or Hugo Cerezo, Commercial Officer, Canadian Embassy, Guatemala, Fax: (502-2) 33-6189.

## Tooling, Machining Customers Converge on Detroit

**DETROIT, MICHIGAN** — The 1996 **Contract Tooling & Machining Purchasing Fair**, September 19, 1996, features some 300 top-quality tooling and machining companies from the United States and Canada. Organized by the U.S. National Tooling & Machining Association (NTMA) and jointly sponsored by the Canadian Tooling & Machining Association (CTMA), this one-day fair is an opportunity to meet and talk with NTMA/CTMA member companies about their needs and requirements.

fee, and their one-night accommodation at the Westin Renaissance Hotel will be paid for by NTMA/CTMA. There is a fee for NTMA/CTMA member companies that participate as vendors.

For more information, contact Canadian Tooling & Machining Association, 140 McGovern Drive, #3, Cambridge, Ontario N3H 4R7, Tel.: (519) 653-7265; Fax: (519) 653-6764.

### CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Exhibitors (end users) are not required to pay a registration

# TRADE FAIRS AROUND THE WORLD

## Australia Mining Expo Always Strikes Gold

**KALGOORIE, AUSTRALIA** — Canadian mining equipment companies that act promptly have an opportunity to promote their capabilities at a Canadian Consulate-operated information booth at **Goldfields Mining Expo** being held October 23-25, 1996.

As well, the Canadian Association of Mining Equipment and Services for Export (CAMESE) is operating an adjoining booth at **Goldfields** to promote Canadian companies that are active or interested in this market.

**Goldfields** will be the largest

mining equipment show in Australia this year. With a long and successful history — always a sell-out — **Goldfields** attracts buyers from throughout the nation.

The Consulate booth will display Canadian mining equipment and services brochures, directories, databases and technical literature. This is a free service to help interested companies gauge market potential or to locate distributors.

Contact Bob Gow, Canadian Consulate General, Level 5, Quay West, 111 Harrington Street, Syd-

ney, NSW, 2000 Australia, Tel.: 612-9364-3045; Fax: 612-9364-3097.

At a cost of less than \$500, companies can purchase "poster" areas at the CAMESE booth. It will be staffed by CAMESE representatives who will hand out company literature to trade visitors, qualify sales leads and, at the end of the show, prepare reports for the participating companies.

Contact Jon Baird or Francis Bourqui, CAMESE, Suite 101, 345 Renfrew Drive, Markham, Ontario L3R 9S9, Tel.: (905) 513-0046; Fax: (905) 513-1834.

## Egypt's Home Decoration Show Has Designs on Market

**CAIRO, EGYPT** — This city's largest international fair for the furniture market will be held November 15-19, 1996.

**Home Interiors and Decoration Exhibition (HIDEX'96)**, a meeting point for business persons, industrialists and investors in the industry, is expected to feature over 350 local and international exhibitors and to attract some 40,000 visitors from Egypt, the Gulf, Africa and the Middle East.

Exhibitors will display a range of machinery equipment, accessories, materials and end products in the fields of furniture, home interiors and decoration.

In the past two years, in Egypt alone, expenditures on home interiors projects have totalled almost

\$100 million — clear evidence that a market exists in this sector.

For more details on **HIDEX'96**, contact Magdy Ghazal, Senior Commercial Officer, Canadian Embassy, Cairo, Fax: (001-20-2) 354-7659.

The show organizer contact is Shahira Nashaat, International Sales Manager, O.K. Trust, 3 Al Obour Bld., Salah Salem St., Nasr City, Cairo, Tel.: (011-20-2) 262-4759; Fax: (011-20-2) 262-4759 or 417-0834; Telex: 23181 AOG UN.

## India Shows Interest Investors

**CHANDIGARH, INDIA** — Two trade shows that could interest Canadian investors in India are being held here November 27-December 1, 1996.

**Agro-Tech'96** covers agro technology, equipment, products and services; **Sugar Expo'96** runs the gamut from turnkey sugar plants and machinery and equipment to packaging, harvesting and pollution control.

Details on both shows are available from Regional Director, Confederation of Indian Industry (CII), Northern Region, Block No. 3, Dakshin Marg, Sector 31-A, Chandigarh 160 047, India, Tel.: 0091-172-605868/607228/607264; Fax: 0091-172-606259.

# BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.

**CHINA (PEOPLE'S REPUBLIC)** — A Canada-based firm, in coordination with the municipal government of the City of Wuhan, is looking for manufacturers and exporters for **joint ventures or partnerships** in which they would provide key equipment, advanced technologies and/or capital. Being sought for various projects are: **auto torsion bars; auto audio and compact disc systems; testing meters for optical communication; PVC and ID cards;**

**fire- and safe-guarding systems; detergent (147,000 tons/year); high-strength packing paper (200,000 tons/year); and 600,000 sets of sanitary utensils.** Contact Mr. Shabai Huang, Dweight & Eric International Co., 25 Sandcliffe Terrace, Nepean, Ontario, K2G 5Y2, Tel.: (613) 723-8564; Fax: (613) 723-2520.

**MIDDLE EAST** — An Ontario-based agency representing interests in the Middle East and

Gulf region seeks Canadian suppliers of: **medical/pharmaceutical products; tiers for all sizes of cars and trucks; small home electrical appliances (220-240 Volt AC/ 50-60 Hz); fabrics; and new brand cigarettes.** Contact Farid Bunni, General Manager, FEB International, 1441 St. Lawrence Avenue East, Suite 913, Toronto M4A 1W3, Tel.: (416) 757-6972; Fax: (416) 757-0215.

## OMAN

# Canadian Sub-Contract Opportunities on Liquefied Natural Gas (LNG) Project

Canadian companies have an opportunity to pursue sub-contract work on the gas liquefaction plant to be built in Al-Ghalilah, Oman.

It has just been learned that the consortium of Chiyoda (Japan) and Foster Wheeler (USA), Suhail Bahwan Establishment (Oman) and Zubair Enterprises (Oman) has won the EPC (engineering, procurement and construction) contract from the Oman LNG Company for this project (first announced in the *Canada Export* issue of December 4, 1995).

The project, due for completion in the year 2000, will produce 6.6 million tons per year of LNG.

### Financing

The Oman LNG company, which is 51 per cent owned by the Omani government and 49 per cent by

Shell, Total, Partex, Mitsubishi, Mitsui and Itochu, anticipates that 80 per cent of the financing will come from commercial banks and the rest from equity. The company has already signed an agreement with Korea Gas for the sale of four million tons/year of LNG for 25 years.

### Contacts

Sub-contracting companies interested in this project should contact:

Joint Venture for Oman - LNG Project, Chiyoda/Foster Wheeler Energy Ltd., Foster Wheeler House, Station Road, Reading, Berks RG1 1LX, U.K. Tel.: 44-1734- 585211; Fax: 44-1734-396333. Attention: Mr. R. Tarry - Contracts Engineer.

### Additional Contacts:

Mr. Barrie Fitton, General Mana-

ger, Foster Wheeler (Emirates Corp), Abu Dhabi, United Arab Emirates. Tel.: (9712) 726 362; Fax:

### Partner of Foster Wheeler in Oman:

Zubair Enterprises, Muscat, Oman. Tel.: (968) 707 147; Fax: (968)796 921.

### Companies may also wish to contact:

(1) Ranjan Banerjee, Commercial Section, Canadian Embassy, P.O. Box 25281, Safat, Kuwait 13113, Kuwait City, telephone 011-965-256-3025, fax 011-965-265-4167

(2) Roger Beare, Africa and Middle East Trade Development Division (GBTE), DFAIT, 125 Sussex Dr., Ottawa K1A 0G2, Tel.: (613) 944-6983, Fax: (613) 944-7431.

# Upcoming U.S. Federal Contracts

The U.S. General Services Administration (GSA) contracts for almost US\$10 billion in goods and services each fiscal year through schedule contracts. GSA schedule contracts are similar to Canada's Master Standing Offer. The following contracts are expected to have open solicitations issued during December, 1996, January, February, or March, 1997. Interested bidders should call, as soon as possible, the appropriate Vendor Contact, listed below.

To receive an information package or assistance regarding the US federal procurement market, contact Judith Bradt, Commercial Officer, at the Canadian Embassy in Washington, DC, Tel.: (202) 682-7746.

Schedule Contract Title	Schedule I.D.	Next Solicitation Expected
Instruments and Laboratory Equipment	66 II H	December 1, 1996
Instruments and Laboratory Equipment	66 II L	December 10, 1996
Road Maintenance Equipment	38 I A	March 1, 1997
Executive Furniture	71 II D	March 3, 1997
Miscellaneous Tables	71 X	March 28, 1997

## Description of Each Schedule

### Title: Instruments and Laboratory Equipment

Schedule ID:	66 II H	Approx. Value:	US\$151.7 million
Description:	electrical and electronic components and test equipment.	# of Vendors:	71
Period:	8/1/95 to 7/31/00	Contact:	Jeanne Deck
		Tel.:	(703) 305-3376

### Title: Instruments and Laboratory Equipment

Schedule ID:	66 II L	Period:	8/1/92 to 7/31/97
Description:	transducers; transducer amplifiers and panel meters; temperature/heat instruments; materials and machine (vibration) testing equipment; cable/pipe locators.	Approx. Value:	US\$54 million
		# of Vendors:	70
		Contact:	Jeanne Deck
		Tel.:	(703) 305-3376

### Title: Road Maintenance Equipment

Schedule ID:	38 I A	# of Vendors:	28
Description:	clearing and cleaning equipment	Contact:	Frank Horton
Period:	10/1/95 to 9/30/00	Tel.:	(703) 308-4572
Approx. Value:	US\$135.3 million		

### Title: Executive Furniture

Schedule ID:	71 II D	Approx. Value:	US\$25 million
Description:	mahogany furniture, cherrywood furniture, etc.	# of Vendors:	23
Period:	11/1/95 to 10/30/00	Contact:	Rick Walton
		Tel.:	(703) 305-6200

### Title: Miscellaneous Tables

Schedule ID:	71 X	# of Vendors:	82
Description:	conference room and multi-purpose	Contact:	Rick Walton
Period:	11/1/94 to 10/31/99	Tel.:	(703) 305-6200
Approx. Value:	US\$66 million		

## EDC Finances Major Projects in Pakistan and Colombia

EDC (Export Development Corporation) is playing a lead role in the financing of two important international projects.

In Pakistan, it is participating as a senior lender for US\$35 million of a private power project, supporting the sale of Canadian goods and services including two gas turbines by Westinghouse Canada.

The Pakistan project involves the establishment of a 151MW indigenous gas-fired power station in the province of Punjab. Construction is expected to begin soon with a completion date set

for mid-1998. The sale of the turbines should generate nearly 1,000 person-years of employment in Canada.

EDC is also providing \$65 million in financing support of Northern Telecom Canada Limited's sale of telecommunications equipment in Colombia. The project will provide basic telecommunications services to more than 200,000 homes in 11 regions, and is expected to create up to 800 person-years of employment in Canada.

Further information is available through EDC offices in

Vancouver, Calgary, Winnipeg, Toronto, London, Ottawa, Montreal or Halifax.

### Canada Supports Lebanon Reconstruction Efforts

Foreign Affairs Minister Lloyd Axworthy recently announced the creation of a liaison and advisory group to assist Canada's efforts in the reconstruction of Lebanon, and the appointment of Member of Parliament Mac Harb as chairman of the group.

The group, which reports to the Minister, includes representatives from the public and private sectors. It will seek input to develop an action plan to mobilize Canadian business participation in the reconstruction effort.

In addition, the Department of Foreign Affairs and International Trade (DFAIT) will establish a project database for Lebanon and provide a mechanism to match Canadian industrial capabilities with Lebanon's needs. A bulletin board and an Internet home page will be used to provide access to information on Canada-Lebanon business opportunities.

For information on trade opportunities in Lebanon, contact Josh Hodgson, DFAIT, Ottawa, Tel.: (613) 944-5996; Fax: (613) 944-7431.

## Quebec Boosts Bio-food Exports

Quebec exports in the bio-food sector underwent an unprecedented 16.1 per cent growth in 1995.

Since the creation of their Agri-Food Export Club barely six years ago, Quebec exporters have seen their export sales climb from some \$900 million in 1990 to \$1.6 billion in 1995, an increase of 78 per cent.

But the Club is aiming even higher. Convinced that they can exceed the objective announced by the Government—namely \$2 billion in exports in 2000 — the members unanimously approved an ambitious development plan for 1996-97 which will take them to many countries, including the United States, Japan, South Korea, France, the Scandinavian countries, Brazil, Argentina and Colombia.

Thus, this action-oriented Club

seeks to raise the profile of its members abroad by participating in the major food shows throughout the world.

Moreover, the Club does not lack for high-level support at various levels of government. Thus, Fernand Robichaud, the Canadian Government's Secretary of State (Agriculture and Agri-Food, Fisheries and Oceans), announced a contribution of nearly \$400,000 to support the Club's market development initiatives over the next 12 months.

The Club, according to Mr. Robichaud, is a winning formula. Other regions of Canada should adopt this model.

For further information, contact its executive director, Paul-Arthur Huot, Tel.: (514) 349-1521; Fax: (514) 349-6923.



# BUSINESS AGENDA

## International Trade Practices Course

**MONTREAL** — September 17 - December 4, 1996 — The **Practice of International Trade** is a certified 63-hour evening course on the terms and techniques used in import and export transactions. Organized by the Quebec Association of Export Trading Houses, it is one of the most comprehensive and complete international trading courses offered in Canada. For information, contact Lilly Nguyen, Tel.: 1-800-465-9615; Fax: (514) 848-9986; E-mail: amceq@amceq.org

## Cross-Canada Seminars on Taiwan

**CANADA** — A series of information seminars on business opportunities, challenges and strategies for succeeding in Taiwan will be held in four Canadian cities beginning in late September.

Hugh Stephens, Director of the Canadian Trade Office in Taipei, will give an update on this dynamic market in a series format that includes breakfast, followed by a question period and one-on-one meetings.

Stephens will address such areas as market trends, joint ventures with Taiwan partners, global investment opportunities, trade, tourism, educational services and other matters relevant to the Canada-Taiwan bilateral relationship. He will also explain the services available through the Canadian Trade Office in Taipei to help Canadian businesses capture some of this market.

Individual appointments with Stephens are on a first-come, first-serve basis.

Cities and dates for the information seminars are: **Calgary** (September 26); **Winnipeg** (September 27); **Toronto** (September 30); and **Montreal** (October 2).

For a complete program outline or for more information on the seminars, contact Elsie Lee, Canada-Taiwan Business Association, Ottawa, Tel.: (613) 238-4000 ext. 240; Fax: (613) 238-7643.

## Doing Business with the UN

**MONTREAL** — October 1, 1996 — Canadian exporters, especially small- and medium-size firms, are invited to attend a one-day seminar **How To Do Business With The UN**. Representatives from key United Nations procurement agencies will be present.

In addition to briefings — all speakers are bilingual — there will be afternoon workshops to allow for focused discussions between suppliers and buyers.

The \$150 (including lunch and a business guide) event is organized by the United Nations Association in Canada (UNAC), in collaboration with the Department of Foreign Affairs and International Trade, the Canadian Commercial Corporation, the Canadian International Development Agency, and the Quebec Ministry of Industry, Commerce, Science and Technology.

To register, contact Mrs. Sylvie Thibault, World Trade Centre, Montreal, Tel.: (514) 849-1999; Fax: (514) 847-8343.

## Cross-Canada Seminars Planned for Canada Expo'96 in Chile

**CANADA** — A series of seminars across Canada will be held in October 1996 to assist exhibitors prepare for the **Canada Expo'96** trade fair in Santiago, Chile, December 3-6, 1996.

Following the success of Canada Expo'94 in Mexico City, **Expo'96** promises to provide significant potential for new business opportunities, partnerships and contacts in a variety of sectors. These include industrial machinery, power and energy, advanced technologies, environmental equipment, health care, construction, infrastructure and building materials, packaging, education, agri-food, consumer products and professional services.

Canadian companies interested in learning more about **Canada Expo '96** and the seminar series should contact the **Canada Expo'96** Co-ordinator, Latin America and Caribbean Trade Division (LGT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2, or by facsimile at (613) 944-0479.



# PUBLICATIONS

## U.S. Federal Electronic Commerce Has The Edge

How to use new electronic systems to gain valuable competitive advantages in the U.S. government's procurement system can be found in the recent report *Electronic Commerce with the U.S. Federal Government*.

The U.S. federal government buys over \$200 billion worth of goods and services each year — and they've started to do it via electronic commerce.

The Federal Acquisition Computer Network — FACNET — provides a unique opportunity for Canadian companies to win new business with U.S. federal clients. Opportunities are made available to the public through the Value

Added Networks (VANs), the Internet, and other bulletin boards.

To order a hard copy of the full report (#63UA), fax the Department of Foreign Affairs and International Trade's InfoCentre at (613) 996-9709. To obtain a FaxLink (#70306) summary or a Bulletin Board full version, see the InfoCentre box at bottom of page 16).

For more information, contact Judy Bradt, Canadian Embassy, Washington DC, Tel.: (202) 682-7746; Fax: (202) 682-7619.

**Launching of the New Edition of *Gourmet Export***  
The Quebec Agri-Food Export Club has just published the 1996-97 edition of its *Gourmet Export* directory.

A veritable catalogue of Quebec agri-food exports, the directory's essential purpose is to promote the products of Club members throughout the world.

The directory's distribution will be mainly at the international level, using the Club's foreign buyers' lists, through government offices in Canada and abroad, and at trade missions and fairs.

And now, for the first time, potential buyers will be able to consult the directory's 750 pages in French and English hypertext on the Internet network.

Under an agreement concluded last year with the Department of Foreign Affairs and International Trade (DFAIT), Club members' *Continued on page 16— Gourmet*

## Sheltair Scientific Limited — *Continued from page 2*

struction, expertise in this field means special skills in an emerging market.

"These are skills we have developed here in Canada," Theaker emphasizes, "that we can market south of the border, and around the world."

The concept of sustainability is basically to design and build in such a way that the potential of future generations to thrive is not jeopardized by the actions of the current generation, as well as a reevaluation of current construction methods, materials, and design ideas in order to have the least impact on the environment.

### An emerging market in North America and Europe

The rapid environmental degradation of urban settings — such as air and water pollution, waste

disposal problems — has led a number of U.S. municipalities and other government agencies to investigate procedural changes to improve the environment.

Several U.S. cities (Seattle, Portland, San Jose and Santa Monica) now have written sustainable city policies that set broad environmental goals. Other municipalities (Austin) have developed "green" builder certification programs, and still others (New York, Los Angeles) are investigating how the "green" agenda would affect city policies.

"Canadians have the expertise to go after these markets," advises Theaker, who already has completed three-quarters of the first phase of this project, with the draft Guidelines and "Best Design Practices" to fulfil them, slated for delivery at the end of the month.

His small, 15-year old firm of 11 engineers and building scientists is managing the contract, and focusing on energy and water conservation, and integrating renewable energy generation into the guidelines. Two local architects from the Los Angeles area complete the Canadian team, helping with the extensive public consultation component.

"We hope that this, our first contract in the U.S.A.," says Theaker, "will lead to many other opportunities."

For more information on Sheltair Scientific Limited — it has also done research for the Canadian Housing and Mortgage Corporation and Natural Resources Canada — contact Ian Theaker. Tel.: (604) 732-9106. Fax: (604) 732-9238.

## Gourmet Export Directory – Continued from page 15

names were entered in the Department's WIN Exports directory, which ensures that they receive regular information on potential markets uncovered by Canada's trade commissioners abroad.

Publication of the directory, in

print and electronic format, was made possible thanks to the support, in particular, of DFAIT; Agriculture and Agri-Food Canada; the Quebec Department of Agriculture, Fisheries and Food; the Quebec Department of Industry,

Science and Technology; and the law firm of Lapointe Rosenstein.

For further information, contact Marie Beaudry, Tel.: (514) 349-0419; Fax: (514) 349-6923; E-mail: ampaqce@cam.org.; Internet: <http://profil-cdi.qc.ca>

## CanadExport Now on E-mail – Continued from page 1

(<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>) or send an Internet e-mail message to [canadexport-request@lists.dfait-maeci.gc.ca](mailto:canadexport-request@lists.dfait-maeci.gc.ca) with the single word **subscribe** in the body of the message. The Subject: is ignored. The e-mail subscription will be posted to the From: address of the message, so it should be sent from the subscriber's normal e-mail station.

Subscribers to the e-mail edition will receive *CanadExport* articles at the rate of one or two every day, the moment they are posted to our web site. In other words, readers will have direct, immediate and timely access to trade information provided by Canadian Trade Commissioners from our missions around the world.

In addition to the time factor advantage, there is the potential for significant financial savings (in printing and mailing costs) — particularly as more readers make the move to the e-mail and WWW editions. The switch enables us to put tax payers' money to more valuable use.

We request that the adjacent subscription update form be *mailed* or *faxed* to us by **November 1, 1996**. Readers who do not want to maintain their print edition subscription do not need to respond; however, their reply would be helpful for statistical purposes.

Our thanks in advance.

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DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT

pt. of Foreign Affairs  
Ministère des Affaires extérieures

Vol.14, No. 15

SEP 12 1996

September 16, 1996

**Poland, Russia, Ukraine**

## DFAIT Ministers Lead Business Delegations

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Minister of Foreign Affairs, Lloyd Axworthy, will lead a senior business development mission to Ukraine the week of October 14, 1996. The Minister for International Trade, Art Eggleton, will be heading missions to Poland and Russia during the same week.

### Ukraine

The visit in Ukraine will focus on developing business opportunities for Canadian firms, particularly in oil and gas, agri-food, and construction and building materials.

This mission is most timely as Ukraine has made considerable

progress in its economic reform process and in its transition to a full-fledged market economy — despite real hardship.

According to trade officials, Ukraine is poised to enter a period of economic growth, creating considerable business opportunities for Canadian companies

positioning themselves in that market.

While in Kiev, Minister Axworthy will also preside over sessions of the inaugural meeting of the Canada-Ukraine Intergovernmental Economic Commission (IEC).

Although participation in the mission — organized in cooperation with the Canada-Ukraine Chamber of Commerce — has

*CanadExport*

*Subscription Form, Page 8*

been finalized, Canadian companies interested in business opportunities in Ukraine can contact Roman Hruby, at DFAIT's Eastern Europe Division (REE). Tel.: (613) 944-1437. Fax: (613) 995-1277.

*Continued on page 6  
Delegations*

## Tours Promote Exports, Jobs

Job creation and economic growth through thinking — and acting — globally were emphasized themes on International Trade Minister Art Eggleton's recent trip through southern Ontario and Quebec.

Eggleton met business leaders, spoke to Chambers of Com-

merce and visited local industries in London, Kitchener-Waterloo, Guelph, Mississauga, Montreal and Quebec City.

Similar tours are planned this month for Manitoba, Saskatchewan, Alberta and British Columbia.

*Continued on page 3 — Exports*

## Canadian Program Creates Informed Business Culture

A new 26-part television series that will stimulate awareness and increase understanding of the global marketplace is sure to find an avid audience among business persons and consumers.

Already, TRADE-WINDS has found strong support — and sponsorship — from Industry Canada, the Federal Office of Regional Development (Quebec), the Canadian Commercial Corporation, and the Department of Foreign Affairs and International Trade.

The TRADE-WINDS series, a brilliantly conceived "marriage" of the two buzzwords of the nineties — globalization of international trade and multimedia — is the brainchild of Idéacom international inc., a Canadian television production company that is dedicated

*Continued on page 7 — Trade*

### CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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# SHARING TRADE SECRETS

## Smart International Education Marketing Produces Results

*Does international education marketing produce results? Just ask Paul Keefe, Chairman and CEO of Multi-Langues Services (MLS), in Montreal.*

It was two years ago that Keefe and MLS President and Partner Birgitte Scheel assumed ownership of the language school — the international student component is operating under the name Centre Linguista — founded in 1979.

Their clientele has been drawn mostly from domestic sources, including government public servants, Canadian-based international executives, and recently arrived immigrants.

### Going international

"After establishing a highly successful domestic operation," Keefe and Scheel explain, "we decided in January of this year to expand our operations and go 'international'."

They looked before they leaped. As smart marketers, they studied the education marketing landscape before embarking on their international efforts.

### A solid marketing strategy

"We spent the first two months of 1996," they say, "determining market conditions."

These include: where the education opportunities existed; what MLS education service they could sell in what particular market; where and in what city that service could best be marketed; what vehicles existed to assist MLS in its marketing efforts; what impediments MLS needed to address in developing its marketing plans; and what federal and provincial programmes existed to help small- and medium-size enterprises of the education industry in going global.

"Once we had answers to those questions," they add, "we went into action quickly."

### Acting on the action plan

By March, they had subscribed to the Canadian Education Centre Network (CEC) in Taiwan and Korea to participate in two trade fairs in Seoul and Taipei, in March.

As well, they made plans to participate in Expo-Langue in Paris, Canadian Embassy-sponsored education fairs in Mexico City and Monterey, as well as in Sao Paulo and Rio de Janeiro.

Keefe personally participated in the March 1996 NEXUS fairs in Sao Paulo and Rio. How he prepared himself is quite revealing.

"Before attending the fairs," Keefe admits, "I took a six-week crash course in Portuguese from one of the graduates of MLS and established a local agent in Brazil — another graduate of my own school."

He then devised a marketing "come-on" by instituting a contest (concurso in Portuguese) which he used with much effectiveness at the fair to draw attention to MLS.

The first prize for the contest was free tuition at MLS for the student's first semester.

### Action gets results

"The concurso proved to be a great draw to the MLS booth," Keefe says proudly.

MLS is well satisfied with its first foray into the international education market: Brazil netted 40 English and French language students (21 per cent FSL students), Taipei and South Korea 15 students, and Expo-Langue in Paris 5.

### You are not alone

How did MLS get such international results, and in such a short time?

"We received good advice — as well as some financial help — from the Departments of Foreign Affairs and International Trade (DFAIT), Citizenship and Immigration, as well as on-the-spot marketing assistance from officials at the Canadian Embassy in Brasilia and Canadian Consulate

*Continued on page 6 — MLS*

**CANADEXPORT**

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Mail to: **CANADEXPORT** (BCT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

# Exports, Jobs Growth

— Continued from page 1

Eggleton's tour is making more visible the government's **Jobs Strategy** to double by the year 2000 the number of Canadian firms that export — a thrust that also will bolster economic growth and job creation.

Eggleton said that every billion dollars of exports creates or maintains 11,000 jobs in Canada. The export sector, representing 37 per cent of the country's gross domestic product, is responsible for maintaining one out of every three jobs in Canada.

"There are a lot of companies out there still that don't know that they have export potential. What we're doing is re-tooling and re-engineering our department and the government overall so as to give them the kind of information they need," Eggleton said during a tour of London-based Diamond Aircraft, which exports 93 per cent of its production.

## Re-tooling Strategies

Part of that "re-tooling" is evident in the **Team Canada** partnership; **Canada's International Business Strategy (CIBS)**; and the government's **Jobs Strategy**.

The **Team Canada** partnership with the provinces, municipalities and the private sector is a co-operative approach — designed to provide more strategic and effective international business development programs and services — that will help Canadians compete globally.

The focus of the federal government's commitment to the **Team Canada** partnership — in

which industry directly and fully participates — is **Canada's International Business Strategy (CIBS)** which concentrates on the development of winning strategies in 23 key industry sectors.

**National Sector Teams**, linking public and private partners within a specific sector, focus on international trade issues and other matters that reflect the international priorities of Canadian business. They develop strategies and action plans for a particular sector and determine and match Canadian supply with identified foreign opportunities.

**Regional Trade Networks** link federal and provincial governments and agencies across Canada in answer to requests from business for more efficient service from all levels of government. Now firms can obtain immediate access to extended networks by contacting the **Canada Business Service Centres** which are located in all major Canadian cities.

The **International Business Opportunities Centre** (a joint venture of Industry Canada and the Department of Foreign Affairs and International Trade) matches current business leads — provided by Canadian missions abroad — with Canadian firms, particularly small- and medium-size companies. Interested companies are assisted in making contact with foreign buyers directly or through Trade Commissioners.

The **Jobs Strategy** — in which expanding trade and creating more and better jobs are paramount — focuses on four key areas

where government involvement in partnerships with the private sector can make a difference:

**Youth** — A new *Youth Employment Strategy* is to be announced this fall. Currently, 14 young Canadians are participating in a Junior Team Canada trade mission to Chile, organized by the non-profit *Global Vision*.

**Trade** — The **Team Canada** trade missions (China, Asia-Pacific, Latin America), that already have brought home \$20 billion in business and the promise of thousands of new jobs, will continue to be a critical link in the **Jobs Strategy**, with a fourth mission being planned for January 1997.

**Technology** — The acceptance of leading-edge technologies makes possible the introduction of new products and services that allow business to capitalize on opportunities and remain competitive in the global marketplace.

(A Montreal-based **Team Canada** company, LanSer, has signed a letter of intent for an Indonesian project that could generate \$50 million worth of equipment exports and \$250 million in services revenues over the next five years.

"Companies like LanSer show that Montreal's high-technology community is ready to take on the world," Eggleton said of the manufacturer of wireless data services for credit card, automated teller and other transactions.

"We're counting on LanSer and other hi-tech pioneers to create jobs and economic growth by

*Continued on page 7 — Jobs*



## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

# TRADE FAIRS AROUND THE WORLD

## India to Host World Infrastructure Forum-ASIA 1996

**NEW DELHI, INDIA** — This city will be the host, October 30-31, of **World Infrastructure Forum - Asia 1996 (WIF-ASIA '96)**, an event that will coincide with the UN-ESCAP Ministerial Conference on Infrastructure, October 28-29.

The two conferences will be inaugurated jointly on October 28 by the Prime Minister of India.

By holding these two events simultaneously, the government, public and private sectors will have the opportunity to discuss extensively issues concerning infrastructure development in the region.

*The sectors under consideration are of particular relevance for Canadian companies whose expertise in power, telecommunications, transportation, and the environment are ideally suited to supply the current infrastructure demands in India.*

For companies interested in pursuing these markets in India, the Forum may be a valuable opportunity to deepen their involvement in the Indian market.

**WIF-ASIA '96**, considered one of the most influential meetings on infrastructure development in Asia, is a private initiative to promote private investment in this field. It brings together governments, multilateral and international organizations and multinational companies engaged in infrastructure development.

The Forum will review developments since 1990 and look particularly at any disparities between public- and private-sector expectations across the four main areas of development: power, telecommunications, transport, and water

and waste water. It will attempt to identify practical solutions which can lessen the differences between the public and private sector to ensure acceleration of private investment in infrastructure.

Particular emphasis will be on the successful structuring of projects and improving the legislative frameworks to ensure that the rules of play are easily determined and dispute resolution settled through structured channels.

The UN-ESCAP Ministerial

Conference will address policy issues pertaining to infrastructure development in Asia-Pacific, with particular emphasis on the need to improve the delivery of infrastructure facilities and services, modalities for implementation of infrastructure projects and strategies for resource mobilization.

Organizers for **WIF-ASIA '96** (Development Forum Administrators) can be reached in Singapore by telephone at 65-323-2623 or by fax at 65-323-2557.

## Mexico Event Eyes Electronics

**GUADALAJARA, MEXICO** — Companies interested in investigating the Mexican electronics market should find it well worth their while to attend an event being held October 15-17, 1996.

Now in its second year, **Mexic-trónica** brings together the various sectors of the electronics industry, including manufacturers, suppliers, technical societies and industry associations.

Electronics is Mexico's second-largest manufacturing sector. Computer-related manufacturing is particularly significant in the Guadalajara area, home to over 60 per cent of Mexico's output in this sub-sector.

Many of the major manufacturers of computers and peripherals, and consumer electronics, including IBM, Hewlett-Packard, Motorola, Lucent Technologies (former AT&T), Kodak and NEC, have substantial assembly operations in the Guadalajara region. Moreover, a number of these companies recently committed to additional

investment to expand and further modernize their Guadalajara-based plants.

Despite this concentration of multinational companies, the domestic supplier base for the electronics industry is extremely underdeveloped. In fact, estimates are that over 90 per cent of all inputs purchased by the Mexican electronics industry are imported.

*The demand for quality suppliers to this industry — especially those willing to establish a local presence — is growing dramatically.*

In addition to components, there are also opportunities for companies involved in the supply of other materials used by this industry, for example molds or packaging.

For more information, contact Canadian Consulate, Hotel Fiesta Americana, Local 31, Aurelio Aceves 225, Sector Juárez, 44100 Guadalajara, Jalisco, Mexico, Tel.: (011 52 3) 615-6270/6266/6215; Fax: (011 52 3) 615-8665.

# CULTURAL

# Attaché

September 16, 1996 – No. 4



Readers will agree that Canada's cultural activities are varied and occupy an important place in the world, as is shown in the Calendar of Events in this volume of Cultural Attaché.

Our two priorities, the development of international markets for our cultural sector and the promotion of our accomplishments abroad, require close cooperation between Foreign Affairs, International Trade, the provinces, numerous cultural organizations and the private sector.

This fall the official opening of the refurbished and modernized Paris Cultural Centre will take place, re-confirming our traditional ties with Europe along with the importance we give to maintaining a showcase for Canada's cultural diversity in Paris.

The events calendar in this volume lists activities to the end of 1996 and already we have some very interesting ideas for next year.

These will include Canada's Year of Asia Pacific, celebrating within Canada our cultural and business ties with that region, and Canada's participation in the European Union's "Cultural Capital" initiative in Thessalonika, Greece.

The Acadian project aimed at promoting Acadian tourism, crafts music, theatre, dance and regional cuisine next September and October is an example of the close cooperation between the Maritime provinces and the federal government. We wish them every success in their endeavour.

Sincerely,

Lloyd Axworthy

## CANADIAN STUDIES ON THE WEB

The International Council for Canadian Studies (ICCS) has established a new forum for the study of Canada with its revamped World Wide Web site (<http://www.iccs-ciec.ca>).

With the assistance of a \$40,000 grant from the *Academic Relations Division of the Department of Foreign Affairs and International Trade*, the ICCS has established a web site which will be among the key places

to visit for information on Canadian Studies worldwide and for hot links to other sources of information on Canada.

The site, currently under development and scheduled for completion in September 1996, features attractive new "toolbars", "clickable maps" and Java scripts for great visual appeal. It is best viewed with Netscape 2.0, but is also accessible to those without a graphic interface.

*Continued on page 2— on the web*

## BEAVER AWARD FOR CREATIVITY



The recipient of Cultural Attaché/Attaché culturel's fourth Beaver Award for Creativity is Mr. Walter Domingus, the Public Affairs and Tourism Manager at the Canadian Consulate in Sao Paulo, Brazil. His outstanding work in organizing Canadian participation in the Salão do Estudante in Sao Paulo and Rio de Janeiro in March 1996 and his work in planning the OH!! Canada Festival in Belo Horizonte earned him the award for this issue.

Brazil's International Education Fair is Latin America's largest education trade show, and this year Canada had the largest delegation. Walter's efforts had a great impact on the success of the Canadian exhibitors, most of whom were appearing in Brazil for the first time. Some of the highlights of his works include advance publicity, a briefing session for participants, classes about Canada, a special dinner for key players in the education sector and one-on-one meetings between international institutions and Brazilian officials.

Walter Domingus received "more than generous praises" from the participants to both events and we wish to congratulate him for promoting the third pillar of our foreign policy.

### on the web — Continued from page 1

The real value, however, is the content, which will include information on and/or hotlinks to:

- ICCS member associations;
- some 290 Canadian Studies centres and programmes worldwide;
- Canadian Studies conferences, both national and international;
- ICCS publications and programs;
- Canadian Studies programs and the various scholarships the ICCS administers for DFAIT, including on-line application forms for the benefit of students;
- Canadian Studies listserves, plus a new listserve "The

- Canadianist" for members of ICCS member associations;
- other important sites for researchers interested in Canada and Canadian Studies.

The ICCS has a commitment to maintaining the site. A "What's New" button will be updated weekly with information on new WWW sites of interest, references to new conferences, and recent developments on the Canadian Studies scene. All changes will be incorporated into the site on a regular basis. The site will also feature its own research engine to enable browsers to zero in on the information they need quickly and easily.

### EDITOR'S NOTE

*The original intention of Attaché culturel/Cultural Attaché was to list those international cultural activities receiving direct support from The Department of Foreign Affairs and International Trade. However, the response of the cultural community to a directory of Canadian artists performing abroad has been so enthusiastic that we are delighted now to include all information on activities sent to us by Canadian missions about Canadian artists abroad, regardless of the origin of their support.*

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EUROPE

DATE	EVENT / PLACE	DESCRIPTION
00/09/96	Documentary on Canada TVI (private TVchannel) Throughout, Portugal	Series of documentaries on Canada.
00/09/96	Auteurs canadiens Abbey Bookshop Paris, France	Lancement de <i>Instruments des Ténèbres</i> de Nancy Huston, publié aux Actes-Sud. Nancy Huston effectuera également des lectures de son nouveau roman en octobre 1996 au même endroit. Isabelle Huggan lira des extraits de son roman <i>On ne sait jamais</i> publié aux Editions l'Instant Même, Québec. Lancement de la première édition d'un recueil de poésie de George Ellenbogen aux Éditions de L'Harmattan.
00/09/96	Sortie de films canadiens Quartier latin Paris, France	Sortie commerciale de <i>Harry and Verlin</i> de Gary Ledbetter et de deux films de Guy Maddin (Winnipeg Film group), <i>Archangel</i> et <i>Tales from the Gimli Hospital</i> .
01/09/96 31/09/96	Jan Wade exhibits her installation <i>Jazz Slave Ships: Witness Eye Burn</i> White Haven, UK	This work has been commissioned by Locus Plus for the Year of Visual Arts 1996 in the UK.
02/09/96 09/10/96	Marcel Marois participates in the <i>Revelation</i> exhibition Maidstone Library Gallery, Kent, UK	This exhibition highlights the work of artists who have consciously chosen the expressive medium of textiles to develop their concepts and express their ideas. Marcel Marois is one of Canada's leading tapestry designers.
04/09/96	O'Vertigo Danse Excerpt <i>La Bête/The Beast Within</i> Schouwburg, Arnhem, The Netherlands	Try-Out without Decor during performing arts market.
05/09/96 15/09/96	International Film Festival Figueira da Foz, Portugal	Participation of 9 canadian films.
06/09/96 30/10/96	<i>Cumetrele (Les Belles Soeurs)</i> Teatrul National "Mihai Eminescu" Chisinaum, Roumanie	Version roumaine de la pièce du dramaturge et écrivain canadien Michel Tremblay, dont la direction et la régie seront effectuées par Pierre Bokor.
07/09/96 03/10/96	Chuck Samuels Galerie Barbara Farber Amsterdam, The Netherlands	Fine art photography exhibition <i>Before the Camera</i> .
13/09/96 29/09/96	Canada Seen Through the Eyes of A Romanian Institute of Architecture Bucharest, Romania	Drawings by architect Dan Corneliu. Those drawings were used by Canadian Consulate General and Tourism Canada for MEDIA MARKETPLACE - DATELINE CANADA at the Plaza Hotel in New York last March.
14/09/96 31/10/96	<i>Two Impossible Films: Das Kapital and The Story of Psychoanalysis</i> by Mark Lewis The Tramway, Glasgow, UK	This film by a Canadian director evokes two other never completed film projects: one by American Samuel Goldwyn on Freud and psychoanalysis, the other by Russian Sergei Eisenstein on Marx's <i>Das Kapital</i> .

DIPLOMACY WITHOUT WORDS?

Although already well established on the international scene, Canadian classical guitarist *Liona Boyd* won new converts to classical guitar in Athens, Greece on June 29 and July 1, 1996. Ms. Boyd delighted audiences when she performed at the prestigious *Athens Concert Hall*, a first for a Canadian performer. In support of the *Canadian Archeological Institute in Athens*, she gave a second benefit concert staged at a private museum which raised over \$12,000 for the Institute. Ms. Boyd has been invited to return to Greece to perform during festivities related to *Thessaloniki, Cultural Capital of Europe*, next year.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
14/09/96 03/11/96	Tony Brown <i>Witte de With</i> , at Center for contemporary art Rotterdam, The Netherlands	First full retrospective one man exhibit of Canadian artist Tony Brown in The Netherlands.
15/09/96 16/11/96	Sixth International Exhibition of Architecture at the Venice Biennial Venice, Italy	Exhibition of the work of 18 Canadian architects at the Canada Pavilion at this major international event.
16/09/96	Lancement de <i>Sans bord, sans bout du Monde</i> de Hélène Dorion Librairie du Québec Paris, France	Recueil de poésie publié aux Éditions de la Différence, France.
16/09/96	Spectacle de Céline Dion Madrid, Espagne	Céline Dion sera en tournée dans les villes allemandes suivantes: 15/10 -Cologne, Sporthalle; 16/10 - Frankfurt, Festhalle; 21/10 - Hamburg, Sporthalle; 28/10 - Berlin, ICC; 07/11 - Nürnberg, Frankenhalle. Elle sera aux Pays-Bas (Ahoy Rotterdam) les 18/10/96 et 19/10/96 pour deux concerts à guichets fermés.
17/09/96	Displays by Canadian artists Dutch Electronic Art Festival 1996, V2-exhibition centre Rotterdam, The Netherlands	Luc Courchesne ( <i>Salon des Ombres</i> ), Stacey Spiegel ( <i>Safe Haven</i> ), Catherine Richards ( <i>Curiosity Cabinet</i> ), Bill Vorn in co-operation with Louis Phillippe Demers ( <i>Espace Vectoriel</i> ), a presentation by Nina Czegledy. Derrick de Kerckhove writes a general introduction to the catalogue. At the Rotterdam Harbour Simulator, Rodney Hoinkes presents <i>Safe Haven</i> .
18/09/96 27/09/96	Margaret Atwood's <i>Alias Grace</i> Almeida Theatre & Royal Festival Hall London, UK	To launch her latest novel, Margaret Atwood will give several readings throughout the UK and Eire before going to Germany (Bonn, Frankfurt and other cities in Germany) from 01/10/96 to 10/10/96. She will be guest of honour of her publishing house "Berlin Verlag" at the Frankfurt Book Fair and give a reading on German National Day at the leading book store in Bonn.
18/09/96	Concert by pianist Angela Hewitt Wigmore Hall London, UK	Canadian pianist Angela Hewitt has been living in London since 1985.
19/09/96	Grimskunk Le Botanique Bruxelles, Belgique	Ce groupe canadien de Hard Rock joue dans le cadre du Festival des Nuits du Botanique.
19/09/96	Lancement de <i>Un sourire incertain</i> de Bernard Lévy Librairie du Québec Paris, France	Livre publié aux Éditions Triptyque, de Montréal.
20/09/96	Concert given by pianist Marc-André Hamelin Wigmore Hall London, UK	The Canadian pianist has been invited as part of the Sunday Morning Coffee Series.

UNESCO PRIZE AWARDED TO INUIT BROADCASTING CORPORATION

At the conclusion of the Prix Jeunesse International 1996 in Munich, Germany, the UNESCO Prize was awarded to "Secret Stories", a program submitted by the Inuit Broadcasting Corporation. "Secret Stories", which was also one of the three finalists in the 12-17 non fiction age category, was produced for UNICEF by the International Centre of Films and Television for Children and Young People, and Ole Gjerstad.

**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**EUROPE**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
20/09/96	Conference on the Publication of Diplomatic Documents Istituto Diplomatico, Villa Madama Rome, Italy	Conference on the publication of diplomatic documents organized by the Italian Ministry of Foreign Affairs with the participation of Greg Donaghy of the Historical section of Foreign Affairs Canada.
21/09/96 25/10/96	Les Ballets Jazz de Montréal tour various cities in Germany.	The Montreal ensemble will also perform, on 17/12/96 and 18/12/96, at Teatro Mancinelli in Orvieto, Italy as part of the Umbria Jazz Winter Festival. They will also present a ballet comprising three choreographies on 15/10/96 at the Palais des Beaux-Arts, Brussels, Belgium.
21/09/96	<i>Goldfish</i> International Children's Animation Festival Cinemas in Moscow, Tver, Yaroslav, and Kostroma Moscow, Russia	Seven Canadian short animated films will be presented.
21/09/96	<i>The Seven Streams of the River Ota</i> by Robert Lepage, Royal National Theatre London, UK	The play will also run from 21/10/96 to 27/10/96 at the Stadsteatern in Stockholm, Sweden.
22/09/96 28/09/96	3rd Autumn Summer School of the New Literatures in English Osnabruck, Germany	The summer school is organized by students of the Language/Literature Department of Osnabrück University. Canadian writers Aritha van Herk, Claire Harris and Greg Young-Ing will participate.
26/09/96 09/11/96	Exposition de Ian Carr-Harris Galerie Carles Poy Barcelone, Espagne	Cet artiste de Toronto exposera ses plus récentes installations.
26/09/96 06/10/96	Festival des Francophonies en Limousin Limoges, France	Auteurs et pièces canadiennes.
26/09/96 03/11/96	Exposition <i>Champs d'absence</i> Centre d'art Santa Mónica Barcelone, Espagne	Exposition des oeuvres de cinq photographes du Québec (Pierre Blache, Marcel Blouin, Michel Lamothe, Marie-Jeanne Musiol et Élène Tremblay).
26/09/96	Lancement de <i>Lunes de Miel</i> de Mona Latif-Ghattas, Librairie du Québec Paris, France	Mona Latif-Ghattas publie ce livre aux Éditions Leméac, du Québec.
26/09/96 28/09/96	<i>Elsinore</i> by Robert Lepage Schouwburg Rotterdam Rotterdam, The Netherlands	Dutch premiere of the play. It will also be playing at Nottingham Playhouse in the UK from 19/11/96 to 23/11/96. Also at Cambridge Arts Theatre, Cambridge, UK from 10/12/96 to 14/10/96, at Teatro Biondo in Palermo, Italy from 10/10/96 to 13/10/96.
28/09/96	Concert du groupe Tuyo Marché de la musique Vic (Barcelone), Espagne	Concert promotionnel dans le cadre d'un marché spécialisé. En tournée à Paris, Creil, Arras, France du 02/10/96 au 21/10/96.
28/09/96	Chris Gestrin Trio Hoeilaart, Belgique	Ce groupe canadien de jazz participe au <i>Europe Jazz Contest</i> .
30/09/96 10/10/96	Mozart Opera <i>The Escape from the Seraglio</i> Vienna State Opera Vienna, Austria	The Canadian tenor Michael Schade sings the part of Belmonte on 30/09/96, 03/10/96, and 10/10/96.
00/10/96 12/96	<i>Maîtres Anciens</i> par le Théâtre Ubu Tournée France	Pièce de la troupe de théâtre montréalaise qui a connu un énorme succès au Festival d'Avignon au printemps avec <i>Le Passage de l'Indiana</i> , de Normand Chaurette.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
00/10/96 00/10/97	Une année entière d'art contemporain canadien Centre d'art contemporain de Basse-Normandie Hérouville St-Clair, France	Exposition organisée en collaboration avec Vu, centre de diffusion et de production de la photographie (Québec) et avec V-Tape (Toronto).
00/10/96	Lectures by Dennys Cooley Universidade de Coimbra Coimbra and Lisbon, Portugal	Lectures by Professor and Poet Dennys Cooley, who is also making a video on Canadian Contemporary Poetry.
01/10/96 31/10/96	<i>Brèves d'ailleurs</i> Maison du Geste et de l'Image Paris, France	Résidence d'auteurs, dont le canadien Normand Charette.
02/10/96	Lecture by Modris Eksteins Foundation for Literary Activities Amsterdam, The Netherlands	Canadian Modris Eksteins is the author of "The Rites of Spring: The Great War and the Birth of the Modern Age". His book is considered a classic examination of the psychology of war and the cultural factors which unleash and sustain it.
02/10/96 05/10/96	<i>Océan</i> , de Pol Pelletier Liège, Arlon, Huy, Belgique	La pièce de théâtre de l'écrivain canadien sera présentée à Liège 02/10/96, à Arlon 04/10/96 et Huy 05/10/96 dans le cadre du Festival des Rencontres d'Octobre.
03/10/96 06/10/96	Festival de St-Dié-des-Vosges St-Dié-des-Vosges, France	Une délégation officielle du réseau des universités du Québec participera à l'ensemble du festival de géographie qui cette année a le thème "Le Québec".
04/10/96	Baritone Gerald Finley Wigmore Hall London, UK	This performance by Canadian baritone Gerald Finley is part of the Song Recital Series at Wigmore Hall.
04/10/96 19/10/96	<i>Les âmes mortes</i> , de la compagnie Carbone 14 Théâtre de la Place (Liège) et Théâtre National (Bruxelles) Liège, Bruxelles, Belgique	Carbone 14 donne huit représentations dans le cadre du Festival des Rencontres d'Octobre, à Liège 04 et 05/10/96 et à Bruxelles du 16/10/96 au 19/10/96.
04/10/96	Claude Vivier: pièce pour clarinette et violon De IJsbreker Amsterdam, The Netherlands	Piece composed by the Canadian Claude Vivier and performed by Derek Bermel and Heleen Hulst.
05/10/96	<i>For Lack of Evidence</i> Château de la Roche-Guyon La Roche-Guyon, France	Exposition collective d'artistes du Canada, de la France et des Pays-Bas. Artistes canadiens: Brian Scott (Toronto), Micah Lexier (originaire de Winnipeg, vit à Toronto), Louise Noguchi (Toronto).
05/10/96 02/11/96	Contemporary Prints from Nova Scotia Seagate Gallery Dundee, Scotland, UK	The exhibition consists of 42 prints by 27 Nova Scotian artists, curated by Edward Porter, Associate Professor of Printmaking at Nova Scotia College of Art & Design.

A FEW WORDS ON THE VENICE BIENNIALS

*This year, the Sixth International Architecture Exhibition of the Venice Biennial will be held from September 15 to November 17. The Canadian exhibition will be twofold, featuring the work of the Patkau architectural team of Vancouver, and 16 projects by the new generation of architects, done in conjunction with representatives from other disciplines. Next year, artist Rodney Graham of Vancouver will represent Canada at the 1997 Venice Biennial of the Visual Arts. The exhibition will take place in the Canadian pavilion, opened on the site of the Venice Biennial of 1958.*

CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
05/10/96 11/12/96	<i>Le Petit Navire</i> de Normand Charette par le Théâtre du Carrousel En tournée, France	
08/10/96 11/10/96	Colloque international Avignon, France	Thème: <i>Les Français d'Amérique du Nord en situation minoritaire.</i> Des professeurs de différentes universités canadiennes feront une communication.
09/10/96 13/10/96	Mozart Opera <i>Don Giovanni</i> Vienna State Opera Vienna, Austria	The Canadian soprano Adrienne Pieczonka sings the part of Donna Anna on 09/10/96 and 13/10/96.
10/10/96 31/10/96	<i>L'homme, Chopin et le Petit Tas de Bois</i> Théâtre du Gros Mécano En tournée, France	Théâtre enfance jeunesse.
12/10/96	Spectacle de Renée Claude et Philippe Noireault Festival de Marne Marne, France	Ces deux artistes canadiens participent au festival en banlieue parisienne.
15/10/96 30/10/96	Jivewires Dover Street Wine Bar London, UK	Part of the UK tour of this emerging Canadian band. Other venues to be confirmed.
15/10/96	Concert Claude Vivier Cité de la Musique Paris, France	Dans le cadre du Festival d'Automne.
15/10/96 30/11/96	A photographic exhibition by Larry Towell Zelda Cheatle Gallery London, UK	Larry Towell is Canada's only photographer with the agency Magnum. This is his first commercial exhibition in London.
16/10/96 17/10/96	Visual arts exhibition <i>Home is where the heart is</i> Westergasfabriek Amsterdam, The Netherlands	Canadian artists Wanda Koop, Aganetha Dyck, William Eakin and Lynda Gammon and four Dutch artists present works in this exhibition.
16/10/96 23/11/96	<i>Si je peux le dire ainsi: Père ambigu</i> Aquarium, Ecole des Beaux-Arts de Valenciennes Valenciennes, France	Troisième partie de l'exposition en trois temps du sculpteur canadien Stephen Schofield.
17/10/96	Trio Gryphon Conservatoire Royal de Musique Bruxelles, Belgique	Ce trio canadien de musique classique offre une prestation dans le cadre de la série des Concerts Offley.

CANADA A SURE TOPIC IN THE UNITED KINGDOM

*Celebrating their 21st anniversary this year, the British Association for Canadian Studies (BACS) published, in January of 1996, "Canadian Studies in the UK: A Directory of Canadianists, Courses and Research". The launch of the directory was held on June 10 in London in presence of British education and government officials, the Foundation for Canadian Studies among other corporate sponsors, the Canadian and British press, and UK research councils. The directory reveals the full extent of Canadian studies in British universities: 211 Canadian Studies courses are taught at 95 Universities and Colleges; over 5,500 undergraduates and 600 postgraduate students are enrolled in Canadian courses or conducting doctorate research; and 337 British academics are involved actively in teaching and/or research about Canada.*

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
17/10/96	Booklaunch of <i>Fall on your Knees</i> by Ann-Marie MacDonald Canadian High Commission London, UK	Canadian Ann-Marie MacDonald is an award-winning playwright and actress. <i>Fall on your Knees</i> is her first novel.
18/10/96 08/11/96	La La La Human Steps presents "2" UK tour UK	Canada's modern dance company returns for a UK tour including Theatre Royal, Newcastle; Birmingham; King's Theatre, Glasgow; Grand Theatre, Leeds and Royalty Theatre, London.
18/10/96 19/10/96	Annual Canadian Studies Symposium Queen's University of Belfast Belfast, Ireland	Lectures and discussions related to Canada.
19/10/96 30/11/96	Exposition éphémère de Gilbert Boyer dans la ville de Lille, organisé par l'Association Art Connexion Lille, France	Ce projet s'ajoute aux deux autres interventions réalisées par l'artiste en 1996 dans la région Nord-Pas-de-Calais, soit une oeuvre publique à Auby et une autre à Aulnoy-les-Valenciennes.
20/10/96	Atom Egoyan presents his film <i>Speaking Parts</i> VPRO Television, Hilversum, The Netherlands	National Broadcast. Egoyan also presents the film <i>Family Viewing</i> on the 13/10/96, and <i>Exotica</i> on 27/10/96.
21/10/96 22/10/96	Séminaire sur l'environnement Centre d'études canadiennes de Cáceres Cáceres, Espagne	Organisé en collaboration avec l'Association espagnole d'études canadiennes.
21/10/96	Sheffield International Documentary Film Festival Sheffield, UK	This is the third year of the Festival. <i>Re-construction</i> by Lawrence Green and <i>Champagne Safari</i> by George Ungar will be presented
23/10/96 25/10/96	Hommage à Norman Bethune Casa de América Madrid, Espagne	Série d'activités incluant conférences et projection de films à l'occasion des soixante ans de la présence du canadien Norman Bethune en Espagne pendant la Guerre Civile espagnole.
24/10/96	<i>The Book of Secrets</i> , by Moyez G. Vassanji Gothenburg Book Fair Gothenburg, Sweden	M.G. Vassanji will give a lecture on his writing. Multiculture is an overlapping theme at this year's Gothenburg Book Fair. <i>The Book of Secrets</i> was awarded the Canadian Giller Prize.
25/10/96 30/11/96	Hugh Fraser Quintet Ronnie Scotts London, UK	The Canadian quintet performs at the UK's most famous jazz club.
25/10/96	Concert by Kate & Anna McGarrigle Barbican Centre London, UK	These Canadian folk-singers are gaining more and more international exposure.
26/10/96	Screening culture: constructing image and identity University College of Ripon and York St John York, UK	Two day conference to examine relationship between image, identity and film-making during 20th century, focusing on the portrayal of indigenous peoples, particularly Canada's First Nations.

CANADIAN SUCCESSES AT BRUSSELS FESTIVAL

Two Canadian plays were featured in the first edition of the Festival, *Les Francophonies Théâtrales de Bruxelles* in early April. Franco-Ontarian Jean-Marc Dalpé's "Lucky Lady" and Michel-Marc Bouchard's "les Muses orphelines" were both crowned with success. French journalists and professionals travelled to Brussels to attend the performances.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
29/10/96 30/11/96	<i>Matière grise, les synecdoques de Louis Lussier</i> Galerie Véronique Smagghé Paris, France	Exposition personnelle du photographe Louis Lussier dans le cadre officiel du Mois de la Photo à Paris.
30/10/96	<i>The Sources of the Self</i> , de Charles Taylor Ediciones Paidós Ibérica Barcelone, Espagne	Publication en espagnol du livre de l'auteur canadien sous le titre espagnol <i>Las fuentes del yo</i> .
30/10/96 31/01/97	<i>L'immatériel photographique</i> Centre culturel canadien Paris, France	Dans le cadre du Mois de la Photo à Paris, les artistes Dyan Marie, Christiane Gauthier, Sophie Bellissent et Ann Mandelbaum exposent leurs oeuvres.
31/10/96	<i>Egalité-Parité-Altérité. La photographie à deux des années 50 à aujourd'hui</i> Galerie Bouqueret + Lebon Paris, France	Exposition collective incluant participation des artistes canadiens Carole Condé et Karl Béveridge. Dans le cadre officiel du Mois de la photo à Paris.
00/11/96	Exposition collective de réouverture Centre d'art contemporain Pougues-les-eaux (près de Nevers), France	Artiste canadien invité: Carter Kustera.
00/11/96	Linda Cardinal Séminaire sur l'Amérique du Nord Paris, France	Linda Cardinal, professeur de science politique à l'Université d'Ottawa, sera professeur invité à l'EHESP dans le cadre du séminaire sur l'Amérique du Nord.
00/11/96	Dans le cadre du "Mois du Québec", deux expositions collectives Chapelle du Méjean, Arles et Galerie 13, Arles Arles, France	Une exposition de photographies organisée par la galerie Dazibao de Montréal et présentée sous le patronage des Rencontres internationales de la photographie. Une exposition des professeurs-artistes de l'Université Laval à Québec organisée par le commissaire canadien Ginette Bouchard et présentée à la Galerie 13 Arles.
01/11/96 31/11/96	Lecture by Cameron Bailey Various venues in Nottingham Nottingham, UK	Bailey is one of the main programmers for the Toronto Film Festival and Film critic for NOW Magazine. His lecture is about art and new technology at NOW Ninety-6.
01/11/96	Pianist Janina Fiakowska performs at Wigmore Hall London, UK	Canadian pianist makes an appearance in London, at the Pianoforte Series.
01/11/96 09/11/96	<i>The tale of Teeka</i> , du théâtre Les Deux Mondes Schouwburg Arnhem Arnhem, The Netherlands	Cette pièce de théâtre sera jouée par la compagnie théâtrale canadienne dans le cadre du Festival Images.
01/11/96	Cirque du Soleil Frankfurt, Germany	Cirque du Soleil continues to perform its production <i>Saltimbanco</i> in Germany. In 1997, the Cirque will present its new production <i>Alegría</i> . <i>Quidam</i> is scheduled for 1999. In the year 2000, the Cirque du Soleil will have a permanent theatre hall in Berlin.

ON EDGE AND NOT WORRIED

For a three week period in October, artist-run centres *On Edge* in Vancouver and *Locus +* in Newcastle, UK will present Vancouver artist Jan Wade and her on-site installation in Whitebaven, UK. Whitebaven, the last English port involved with the slave trade will be the site of the project which will focus on African/New World spirituality, ancestral worship and redemption. "Jazz slave ships" will open with a performance poetry event dedicating an altar in a mercantile warehouse. The text is co-written by Wade and Vanessa Richards, a Canadian artist currently living in London.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
02/11/96	Louis Lortie Grote Zaal Vredenburg Utrecht, The Netherlands	Piano concert with Radio Chamber Orchestra under the direction of Arnold Ostman.
06/11/96 08/11/96	<i>The Water fait mal</i> de Benoit Lachambre Louvain, Belgique	Trois représentations de danse dans le cadre du Festival KlapstucDanse.
06/11/96 09/11/96	XI Biennial Conference of the Italian Association for Canadian Studies University of Siena Siena, Italy	International Conference organized by the IACS with the theme: <i>Water in Canadian Culture - Reality and Metaphor</i> .
06/11/96 11/11/96	Hommage au cinéaste Pierre Perrault Scène Nationale, Carré St-Vincent Orléans, France	Le cinéaste canadien recevra cet hommage dans le cadre des journées cinématographiques d'Orléans.
07/11/96	Lancement de <i>Témoign de L'Ombre</i> de Bertrand Carrière Librairie du Québec Paris, France	Lancement du livre de photographies et inauguration de l'exposition d'accompagnement.
07/11/96	Yann Martel booklaunch of <i>Self</i> Canadian High Commission London, UK	Book published by Faber & Faber Publishers.
07/11/96 24/11/96	London Film Festival Various London cinemas London, UK	Of the 6 Canadian titles invited to-date two are Canada/UK co-productions: <i>Swann</i> directed by Anna Benson Gyles, starring Miranda Richardson; <i>Crash</i> directed by David Cronenberg, stars James Spader and Holly Hunter. This is the 40th anniversary of this International Film Festival.
08/11/96 24/11/96	<i>Chez Willy</i> Auditorium 44 Bruxelles, Belgique	Reprise de l'adaptation belge de la pièce québécoise <i>Broue</i> .
08/11/96 10/11/96	VI <sup>e</sup> Congrès de l'Association espagnole d'études canadiennes Palacio de Maricel Sitges, Espagne	Congrès bi-annuel de l'AECC sous le titre <i>Identité et différence la création des identités et la gestion des différences</i> avec la participation de nombreux conférenciers canadiens.
09/11/96 17/11/96	<i>Les Sept Branches de la Rivière Ota</i> Festival d'Automne Maison des Arts de Créteil, Créteil, France	Conception et mise en scène de Robert Lepage.
09/11/96	<i>Projekt Unity-Einheit</i> City of Vienna, Judenplatz Vienna, Austria	An educational outreach programme to combat the dangers of prejudice and discrimination. Project of the Montreal Holocaust Memorial Centre, the Anne Frank Centre of the Netherlands and the Austrian Projekt Gedenkdienst, including a variety of teaching tools and pedagogical guides, an educational video, travelling exhibits, and witness testimonies. It will be launched in Vienna, together with the unveiling of a holocaust memorial of the City of Vienna, and then proceed to other Austrian cities.

ANTONI CIMOLINO: THIRTEENTH KNIGHT

In its annual Theatre Award Competition, Michigan's largest newspaper, *The Detroit Free Press*, awarded the Best Director Award to Canadian Antoni Cimolino. *The Stratford Festival Artistic Associate* directed "Twelfth Night" for Detroit's Attic Theatre in February-March 1996.



CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
12/11/96	Rencontre organisée par Université Lyon III et France-Canada Lyon Université de Lyon III Lyon 7e, France	Exposé de Guy Lavore, professeur à Lyon III sur l'écrivain canadien Gabrielle Roy.
15/11/96	Annual Conference London Conference for Canadian Studies London, UK	Lectures and discussion related to Canadian environment.
15/11/96 17/11/96	Sara Diamond gives a presentation at <i>Digital Dreams</i> Newcastle, UK	This Canadian artist, who works in the Media Arts at the Banff Centre for the Arts will participate in a three day conference exploring electronic art.
17/11/96 29/12/96	<i>Instants photographiques</i> Couvent des Cordeliers Paris, France	Dans le cadre du Mois de la Photo à Paris
22/11/96 24/11/96	Canada/UK co-production presentation <i>Sharing Stories</i> Co-production Conference Edinburgh, UK	Many Canadian co-productions have been made as a result of this conference.
22/11/96	Marc Couroux Conservatoire Royal de Musique Bruxelles, Belgique	Concert de musique classique du pianiste canadien.
24/11/96 26/11/96	Danse moderne avec Shawna Dempsey et Lorri Millan, Culturgest Lisbonne, Portugal	Cette manifestation met en vedette la danseuse canadienne Shawna Dempsey et le photographe canadien Lorri Millan dans le spectacle <i>Mary Medusa</i> qui allie la danse, les paroles et la vidéo.
25/11/96 29/11/96	UK Drama Industry Immersion Groucho Club and Granada Television Studios London & Manchester, UK	A chance for 25 top Canadian drama producers to meet key people in the UK Film and Television industries with the aim of fostering contacts and collaboration between the two countries. Sponsors to-date include Maclean Hunter, PACT and Banff Television Festival.
26/11/96 21/12/96	<i>La minute anacoustique</i> de Gill Champagne Théâtre de l'Atelier Sainte-Anne Bruxelles, Belgique	Présentation de la pièce de théâtre de cet auteur canadien.
28/11/96 14/01/97	Betty Goodwin exhibition Stephen Freidman Gallery London, UK	Betty Goodwin is one of Canada's leading contemporary artists.
29/11/96 30/11/96	<i>Opera Totale 1996</i> Teatro Toniolo in Mestre Venice, Italy	The work of Professor Arthur Kroker will be featured at this annual multimedia event. Mr. Kroker will give the opening lecture on <i>Multimedia: Sound/Image/Music</i> .
00/12/96	<i>Expositions canadiennes</i> Galerie d'art contemporain, l'Espace l'Orient Bretagne, France	<i>Quinze x Quinze</i> (15 artistes membres de la Galerie Sans Nom de Moncton, oeuvres de 15 x 15 pouces), <i>Itinéraire 12</i> (12 artistes acadiens, 12 valises), <i>Tous azimuts Common Ground</i> (6 artistes).

MOZART ON THE RUN

Canadian pianist Angela Hewitt's debut with the English Chamber Orchestra on July 20, 1996 was quite an unusual one. Three hours before the ECO was to perform for Sir Edward Heath's 80th birthday at Kenwood, the soloist that was going to accompany them had not shown up. At 4:55 pm, Hewitt got a call from the organizers of the concert asking if she could come immediately to play Mozart. She hopped in a taxi, rehearsed for 15 minutes with the Orchestra and then on with the show! It was a great success: 10,000 people attended the event "conducted" by Sir Edward Heath himself. The Orchestra now wants to book Hewitt in a proper form.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
08/12/96 11/12/96	Wagner Opera <i>The Mastersingers of Nuremberg</i> Vienna State Opera Vienna, Austria	The Canadian soprano Adrienne Pieczonka sings the part of Eva on 08/12/96 and 11/12/96.
09/12/96 13/12/96	Canadian Film Festival Institut Franco-Portugais Lisboa, Coimbra, Évora, Portugal	Showing of Canadian films in collaboration with the Institut Franco-Portugais during a Week of Canadian Films.
15/12/96	International Advent Sing Vienna City Hall (Rathaus) Vienna, Austria	The Ensemble Calixa Lavallée from Ottawa University participates in the Advent Sing as one of many international choirs.
16/12/96	David Cronenberg's <i>Crash</i> Several Movie Theatres Amsterdam, Rotterdam, The Hague, The Netherlands	This film was awarded the "most special prize" for "originality, courage and dare" by the jury of the 1996 Cannes festival.
17/12/96 18/12/96	Paul Brodie in concert Moscow Conservatory Moscow, Russia	The Canadian saxophonist performs and records at the Moscow Conservatory.
17/12/96 31/01/97	Exposition personnelle de Michel Madore Galerie du WEB Paris, France	Né à Montréal, ce peintre vit et travaille maintenant à Paris.
21/12/96 29/12/96	Richard Strauss opera <i>Die schweigsame Frau</i> Vienna State Opera Vienna, Austria	The Canadian tenor Michael Schade sings the part of Henry Morosus on 21/12/96, 26/12/96, and 29/12/96.

**THE CANADIAN WAY TO THESSALONIKI, EUROPEAN CULTURAL CAPITAL 1997**

*Two representatives of Thessaloniki, European Cultural Capital 1997, visited Canada last May to contact performing artists who may be interested in participating during the festivities next year. During their stay in Canada, Rodolfo Maslias, International Relations Manager for the event and Georgios Houliaras, Artistic Director, were very impressed by the high quality of talent they encountered when they visited Montreal, Toronto and, Winnipeg. They have submitted specific proposals which include more than twenty Canadian performing groups.*

**PHOTOGRAPHY STUDENTS CREATE A GOOD IMAGE**

*As part of a novel exchange organized by the École Nationale de la photographie in France, the Rencontres internationales de la photographie de Arles inaugurated an exhibition of student artists from Winnipeg last July 5. This exhibition echoed the one staged first by French students in Manitoba, in circulation since October 1995 among the Alliances françaises du Canada. The École has taken advantage of the exhibition and invited Canadian photographic artists to give courses in Arles; other activities are planned to promote academic interchange between Canada and France.*

**SPOTLIGHT ON CANADA IN GUADALAJARA**

*Canada will be the feature country at the Guadalajara International Book Fair in Mexico from November 29 to December 8, 1996. Over its five-day span, the fair will attract some 20 Canadian publishers, an audience of over 250,000 and 8,000 book trade professionals from Mexico, Canada, the USA, Central America, Spain, Europe and Asia. Additional activities organized by Canada, such as the exhibition, "The Origin of Things," by the Montreal Museum of Contemporary Art, are planned for the Fair site and for different venues in the city. During the Fair, the leading Mexican daily La Jornada will publish a supplement on Canada's literature and literary industry.*

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
31/08/96 03/11/96	<i>Transformers: A Moving Experience</i> Dunedin Public Art Gallery Dunedin, New Zealand	Dutch-born Canadian artist Juan Geuer exhibits in an international multimedia exhibition of self-transforming sculptures and installations. The exhibit will be shown at the City Gallery of Wellington, Wellington, from 14/12/96 to 02/03/97.
02/09/96 01/12/96	<i>Fact or Fiction? Four Canadian Artists</i> Museum of Contemporary Art Sydney, Australia	Sydney's Museum of Contemporary Art will exhibit the first show of contemporary Canadian art to be seen in Australia since an exhibition at the Art Gallery of Western Australia in 1936. <i>Fact or Fiction? Four Canadian Artists</i> will present works by Stan Douglas, Robert Houle, Ken Lum and Liz Magor.
04/09/96 07/09/96	Dance Performances: <i>A Season of Classical Bravuras</i> Victoria Memorial Hall Singapore	Performances by two principal dancers of the National Ballet of Canada, Ms. Chan, Hon Goh and Mr. Johan Persson, with the Singapore Dance Theatre. Singapore Dance Theatre is one of the country's leading dance companies, performing classical, neo-classical and contemporary works. This will be their first international collaboration with a Canadian dance company.
12/09/96 25/10/96	<i>White on White</i> Exhibition The Embassy Gallery Tokyo, Japan	Curated by the Canadian Clay and Glass Gallery. This group exhibition features 35 works by 17 outstanding Canadian ceramists who are exploring the colour white. Also at the Yi Hu Kuan Gallery in Shanghai from 25/11/96 to 01/12/96.
25/09/96	Quartango Debut Recital The Embassy Theatre Tokyo, Japan	In cooperation with the impresario Barbara Scales, the presence of this Canadian group in Asia will launch them on the Japanese market.
26/09/96 25/10/96	Art Exhibition: <i>To Live With Knives in the Gut at the Gates of Mercy</i> Notices - The Gallery, Four Seasons Hotel Singapore	A catalogued art exhibition by Canadian painter, Ms. Dorrit Yacoby, in collaboration with the Israeli Embassy. Ms. Yacoby now lives in Israel. This exhibition is travelling throughout Asia.
27/09/96 06/10/96	Tokyo International film festival International Women's Film Week Tokyo, Japan	Retrospective of Canadian Anne Claire Poirier will be shown during the International Women's Film week.
28/09/96	Susan Hoepfner Flute Recital Sesion Hall Tokyo, Japan	Canadian Susan Hoepfner is an award-winning flutist and a graduate of The Julliard School who has become a musician of international renown.
29/09/96 10/10/96	Japan tour of Canadian Brass Urawa-shi Bunka Center Tokyo and 8 cities in Japan	The Canadian Brass are frequent visitors to Japan.
01/10/96 25/10/96	<i>Alegria</i> du Cirque du Soleil Fukuoka Dome Fukuoka, Japan	After the very successful performances in Tokyo during 6 months, <i>Alegria</i> will be presented in Fukuoka for almost a month before going to Hong Kong. Supported by Dai-Ei and Fuji Television.

CANADIAN SHORELINE EXTENDS BEYOND BORDERS

Last December, the Canadian Embassy in Mexico organized a book launch for "Healing Waters, The Mayan Series", a book of paintings and stories of the Yucatec Maya recorded and drawn by Anna Woods, an artist who lives in Chelsea, Quebec and published by Canadian publisher Shoreline. With sixty people attending the event and coverage by the two educational TV channels and the local English language paper, *The News*, the launch was a modest success... until the next day, when one of Mexico's main publishers marched into the Canadian Embassy to sign a contract with the author for the rights to distribute "Healing Waters" in Mexico... and until the next month, when a laudatory review of the book published in English, Spanish and Maya was written and printed on the Sightings page of *TIME Magazine's* International Edition.

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
01/10/96	Canadian Studies Research Forum Centre for Canadian Studies, University of Western Sydney Sydney, Australia	Topics to be discussed at the Canadian Studies Research Forum include: communications, ethnicity, health, literature and education.
06/10/96 19/10/96	Steve Barakatt Debut Tour Miyagi Kenmin Kaikan Hall Tokyo and 9 cities in Japan	This young performer from Quebec city made his debut recital in Japan in the theatre of the Canadian Embassy. His tour of Japan is linked with a record promotion.
11/10/96 20/10/96	<i>Recent Works</i> by Canadian sculptor Chong Fah Cheong Arts-2 Art Gallery of the Substation Singapore	A sculpture exhibition of selected works in Canadian wood, in marble and bronze. Chong Fah Cheong is a Singapore-born sculptor, now a Canadian, living and working in Merrit, British Columbia. Several of his works are found in the collection of the National Museum of Singapore. This latest exhibition, is a celebration of his fiftieth birthday.
14/10/96 20/10/96	Melbourne Writers' Festival multiple venues Melbourne, Australia	Following her participation in Brisbane Writers' Festival author Karen Connelly ( <i>Touch the Dragon</i> and <i>One Room in a Castle</i> ) will participate in the Sydney Spring Writers Weekend and the Melbourne Writer's Festival. Author Gayla Reid ( <i>To Be There With You</i> ) will also participate in the Festival.
20/10/96 23/10/96	Famous People Players Kobe Asahi Hall Kobe, Japan	This black light theatre group is visiting Japan for the first time.
06/11/96 31/12/96	<i>Modus Operandi</i> Exhibition The Embassy Gallery Tokyo, Japan	Exhibition of Ginette Légaré and Louise Noguchi: Two Toronto artists introduced for the first time to the Tokyo public.
11/11/96 19/11/96	Alanis Morissette Japan Tour Akasaka Blitz and Nihon Hoso Kyokai Hall, Osaka Kosei Nenkin Hall, Fukuoka Shimin Hall, Nagoya Century Hall Tokyo, Osaka, Fukuoka, Nagoya, Japan	The young Emmy and Juno Awards winner is visiting Japan for the second time. Tickets for the whole tour were sold out in 24 hours. She will tour Australia at Melbourne Park on 04/12/96, Adelaide Entertainment Centre on 05/12/96 and Sydney Entertainment Centre on 06/12/96. Her album <i>Jagged Little Pill</i> has sold 300,000 copies in Australia.

KING UBU OF AVIGNON

*Fifteen years after the most recent invitation received by a Canadian theatre company to perform at the Festival d'Avignon, Montreal's Théâtre Ubu registered a tremendous theatrical and commercial success this year with Normand Chaurrette's "Le passage de l'Indiana", produced by Denis Marleau. Following the first performance at the Charteuse of Villeneuve-les-Avignon, the Canadian Embassy commended the Montreal company and its partners for the quality and professionalism they have displayed since the Montreal company was formed 10 years ago.*

*The reputation of producer Denis Marleau, of his Théâtre Ubu company and of Quebec theatre in general prevailed over the strong competition presented by over 50 performances at the "IN" Festival and some 480 in the "OFF" Festival, the two branches of the Avignon Festival. The Canadian representatives at the Festival attracted about 40 members of the print and radio media for the premiere. The subsequent editions of the major Paris dailies were full of critical acclaim.*

CANADIANS ON THE MOVE

*Canadian dance made a notable incursion into France last June and July. The Rencontres chorégraphiques de Seine-St-Denis, formerly called Les Rencontres de Bagnolet, in which Canadian José Navas and the Canadian dance companies Louise Bédard and William Douglas were participating. The Bédard and Douglas companies were awarded the author's prize for independent choreographers. José Navas returned to Lille from July 2 to 12 for a residency designed for the choreographers of the Repérages event. Greek-born Canadian choreographer Irene Stamou was also invited to participate. In addition, Canadian Margie Gillis enjoyed tremendous success at the Festival de St-Florent-le-Vieil in Nantes on June 26.*

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
11/11/96 24/11/96	Tafelmusik Tour of Japan Kyoto Fumin Hall, Saitama Kaikan, Niigata City Ongaku Bunka Kaikan, Casals Hall, Miyazaki Kenritsu Geijutsu Gekijo, Nango Hearful Centre Tokyo and 5 cities in Japan	Concerts of ancient music by Toronto's Tafelmusik directed by Jeanne Lamon. Among the sponsors, Sony Records.
27/11/96 29/11/96	André Gagnon Concert Tour Art Sphere Tokyo, Japan	Canadian popular and classical pianist André Gagnon is returning to Japan following the success of one of his recent tunes selected by Fuji Television as the theme of a very popular TV drama.
05/12/96 06/12/96	NHK Symphony Orchestra Subscription Concert Nihon Hosokyo Hall Tokyo, Japan	NHK Symphony Orchestra presents Arthur Honegger's Oratorio with Charles Dutoit and Canadians Julie Vincent, Guy Provost, Raymond Bouchard, Hélène Perraguin, and John Aler. (NHK is the equivalent of Canada's CBC).
04/01/97 26/01/97	Sydney Festival multiple venues Sydney, Australia	Jerry Alfred, a First Nations musician, will attend this annual international arts festival.
15/11/96 24/11/96	Experimenta Media Arts Festival 'Old' Lonsdale Power Station Melbourne, Australia	A retrospective of the work of Canadian film maker Guy Maddin (Winnipeg Film Group) will be presented in this program of multimedia and digital art exhibitions, film video screenings, forums and workshops through various other locations in the city.

TAKING UP THE CHALLENGE

Last May 28 to 30, Milan's prestigious Teatro Litta hosted Canada's acrobatic theatre troupe *DynamO Théâtre*. "Déséquilibre-Le Défi" played to full houses every evening and received good reviews, among them that of the *Corriere della Sera*, the main national daily. Numerous awards in Canada over the years for his poetry, gave a reading and, through his reflections, also made an important contribution to the colloquium.

V STANDS FOR V-TAPE AND VU

Two Canadian visual arts centres will exhibit the works of several Canadian artists as part of the *Rencontres Vidéo Art Plastique de Basse-Normandie* to be held in November and December 1996 at the *Centre d'art contemporain de Basse-Normandie* in Hérouville-Saint-Clair. Toronto's V-Tape Centre will feature a selection of videographic projects and installations during the first stage in November and December 1996, while from January to June 1997, Quebec City's VU centre will stage individual and group exhibitions featuring a selection of Canadian photographic artists.

CANADIAN BUZZ GROWING IN HONG KONG

Cultural relations between Hong Kong and Canada have become increasingly active in recent months. This increased activity is coincident with rapidly expanding commercial relations (Canadian exports up 140% over the past 2 years) and people to people ties (recently, about two thirds of all emigrants go to Canada). Canadian events to date this year in Hong Kong include a performance by the *Canadian Opera Company* from Toronto and directed by Robert Lepage, games involving the *CanAm Hockey Fives*, a well reviewed performance by the *Vancouver Shib Sisters'* music trio, a successful exchange between the Hong Kong government and the *Canadian Foundation for the Preservation of Chinese cultural and Historical Treasures*, a contemporary art exhibition called "On Shifting Ground" featuring the works of four Saskatchewan visual artists, and a special performance by Juno-nominated child entertainer Rick Scott.

**AFRICA / MIDDLE-EAST**

DATE	EVENT / PLACE	DESCRIPTION
13/11/96 21/11/96	La La La Human Steps' 2 Tel Aviv Performing Arts Centre, Sherover Theatre Tel Aviv and Jerusalem, Israel	Canada's modern dance company is touring Israel as a return engagement by popular demand.
24/12/96 30/12/96	Festival International des Films pour les enfants et la jeunesse L'ensemble des salles de cinéma de Sousse Sousse, Tunisie	Lors de sa deuxième session, ce festival a rendu un hommage au film québécois et Rock Demers qui a obtenu le premier Prix de la Fédération Tunisienne des Ciné-Clubs (FTCC).
01/03/97 30/05/97	Séjour de travail avec Michelle Drouin Centre International de Hammamet Hammamet, Tunisie	Mme Drouin, peintre canadienne, fera un séjour de travail dans le Centre International d'Hammamet, en collaboration avec les autorités culturelles de la Tunisie.

**AMERICAS**

DATE	EVENT / PLACE	DESCRIPTION
24/05/96 08/02/97	<i>Ways of Welcoming: Greeting Rituals from around the World</i> Atlanta International Museum of Art and Design Atlanta, U.S.A.	Objects and artifacts from around the world, including Inuit sculpture and tapestries, illustrate the variety of international welcoming traditions.
04/07/96 29/09/96	Rings: Five Passions in World Art High Museum of Art Atlanta, U.S.A.	An Inuit sculpture, <i>Mother and Child</i> , is featured in this exhibition of over 125 masterpieces, spanning 7500 years.
05/09/96 28/10/96	<i>Shopping</i> by Ken Lum Soho Art Festival New York, U.S.A.	Vancouver artist included in store-front exhibitions throughout Soho.
07/09/96 12/10/96	<i>Cup As A Metaphor II</i> Sybaris Gallery Royal Oak, U.S.A.	Works in clay by Susan Low-Ber (Toronto), and Evelyn Grant (Calgary).
07/09/96 28/09/96	<i>The Wild Guys</i> by Rebecca Shaw and Andrew Wreggit Miranda Theatre - 30th Street New York, U.S.A.	Comic play by Calgary playwrights and produced widely in Canada comes for showcase presentation.
07/09/96 05/10/96	<i>Grey Matter</i> by Louis Lussier Jack Shainman Gallery New York, U.S.A.	Montreal photographer shows in Soho gallery.
13/09/96 25/10/96	<i>Out of the Mists: Native Art of British Columbia</i> Orca Aart Gallery Chicago, U.S.A.	Expressive images from the Pacific North coast are represented in masks, small totem poles and jewelry. Featured artists include Beau Dick, Denny Dixon, Norman Russ, Stan Greene and Barry Scou.

**ACADIANS OVERSEAS**

*A delegation consisting of some 60 artists and craftspeople from various Acadian communities in the four Atlantic provinces will promote Acadian culture in Andrézieux-Bouthéon, a town in the Rhône-Alpes region of France. The event, which will take place September 30 to October 6, 1996, will feature artists such as le Groupe Barachois (Prince Edward Island); the duo of Bernard Félix and Normand Formanger (Newfoundland and Labrador); La Baie en Joie dance company and Monique Leblanc (Nova-Scotia); Les Méchants maquereaux, the Barbara Ann Quigley ensemble and the duo of Roland Gauvin and Johnny Comeau (New-Brunswick); and Le Théâtre de l'Escaouette and Henri Lafitte (Saint-Pierre and Miquelon). Representatives of federal and provincial government departments will also showcase the food (including seafood and maple products) and tourist attractions of Acadia.*

CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
15/09/96	Kate Johnson Music in Chelsea New York, U.S.A.	Canadian soprano featured in concert series.
17/09/96 29/09/96	Robert Bateman at the Pacific Rim Wildlife Art Show Seattle Center Seattle, Washington, U.S.A.	Canadian wildlife artist is special guest artist at this show. Works by 110 of the world's finest wildlife artists will be featured in this ninth annual wildlife art show, where Mr. Bateman will talk and accept an award for 1996 PRWAS Art Industry Person of the Year.
17/09/96 12/10/96	<i>Glare</i> by Taras Polataiko Caelum Gallery New York, U.S.A.	Ukrainian/Canadian artist from Saskatoon, named by ARTnews Magazine as "One of the Ten Artists to Watch World-wide" brings unusual painting series to commercial gallery.
19/09/96 21/09/96	Midwest Arts Conference St. Louis, U.S.A.	This annual performing arts education and booking conference serves 15 states in the Midwest region. This year's conference will be supported by the Canadian Consulates General of Chicago, Dallas, Detroit and Minneapolis and will provide an opportunity for Canadian artists and artist managers to promote and book performances throughout the Midwest region.
19/09/96 10/10/96	Exposition de Luc Archambault et Gabriel Lalonde Anthony Ardavin Gallery Atlanta, U.S.A.	Des oeuvres de ces deux artistes-peintres québécois seront exposées dans le contexte d'une exposition d'art.
19/09/96 22/09/96	<i>Calendar</i> , directed by Atom Egoyan Film Center of the Art Institute Chicago, U.S.A.	Directed by Toronto-based Atom Egoyan and starring Arsinee Khanjian, this work will be shown in the Film Center's <i>Husbands and Wives</i> series.
20/09/96 21/09/96	Les Grands Ballets Canadiens Dance St. Louis, Fox Theatre St. Louis, U.S.A.	Les Grands Ballets Canadiens returns to St. Louis with a program that showcases the works of ballet choreographers - Jiri Kylián, Ohad Naharin and Canadian Edouard Lock.
20/09/96 21/09/96	The Nylons Edison Theatre, Washington University St. Louis, U.S.A.	Canada's most famous <i>a capella</i> group creates a unique combination of soul, style and synchronized rhythm in sophisticated arrangements of rock and roll, country, original tunes and swing.

LANGUAGE NOT A BARRIER IN JAPAN

*In May, the Canadian Embassy in Tokyo held an exhibition of works by Canadian illustrator Jobny Wales, who specializes in children's books. Wales is known to the Japanese people since he has been living in Japan for many years and speaks and writes the language fluently. Following this very successful exhibition, Wales was offered contracts by several publishers and design specialists.*

THE CLAY TO SUCCESS IN ASIA PACIFIC

*As part of the Canadian Year of Asia Pacific in 1997, an exchange will be taking place between Taiwan and the Canadian Clay and Glass Gallery. The exhibition "Six Interpretations of Clay: Handmade in Taiwan" will be at the Canadian venue from March 11 to June 1, 1997, while "White on White: Contemporary Canadian Ceramics" will be presented in July and August, 1997 at the Taipei County Art Centre. "White on White" will present works from twenty Canadian artists from across the country and will tour the Asia Pacific region from the fall of 1996 to the summer of 1997 with venues in Tokyo, Hong Kong, Singapore and China.*

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
23/09/96	Canadian jazz clarinetist François Houle Earshot Jazz Seattle, Washington, U.S.A.	Earshot Jazz brings in jazz artists from around the world to promote the art of jazz.
25/09/96 00/12/96	Cirque du Soleil Santa Monica Pier Santa Monica, U.S.A.	Lancement aux États-Unis de <i>Quidam</i> , la nouvelle production du Cirque du Soleil.
27/09/96 30/10/96	Maurice Opolictic, Inuit artist Arctic Artistry Gallery Hastings-on-Hudson, New York, U.S.A.	Canadian sculptor shown in principal gallery displaying Inuit art in New York area.
30/09/96	Karen Jamieson and Green Thumb Theatre for Young People Seattle Center Seattle, Washington, U.S.A.	These Canadians will participate in this one-day international conference which will bring together 500 participants from around the world active in urban arts.
00/10/96 00/10/96	Alanis Morissette Sao Paulo and Rio de Janeiro Sao Paolo, Brazil	Also performing at the Coca-Cola Starplex in Dallas, U.S.A. on 27/09/96.
03/10/96 31/10/96	<i>Carvers of the Arctic Wind</i> Suite 103 Gallery Jackson, MS, U.S.A.	Over 100 Inuit carvings, prints and tapestries including some from the Canadian North are on display in this gallery setting.
07/10/96	Consulate Concert Canadian Consulate General New York, U.S.A.	First in monthly program featuring Canadian musicians studying in New York. The second in year long series of concerts will be held on 04/11/96.
07/10/96	<i>Diary of a Madman</i> Steppenwolf Theatre Chicago, U.S.A.	Stratford Festival's Stephen Ouimette stars in this Gogol story, which combines realism with the absurd. Richard Monette, Artistic Director of the Stratford Festival, directs the production.

IT ONLY TAKES ONE

*Gang Fen Wang, who received his Canadian citizenship in 1989, has since then received awards at several international photo exhibitions around the world. His January 17 to February 23 exhibition, "Gang of One" was held at The Gallery in the Canadian Embassy in Tokyo. Its originality and human interest generated more than 35 articles in major and local newspapers all over the country. The television coverage drew a constant flow of visitors, including members of the imperial family and several political and economical leaders. Mr Wang sold over two thirds of his photographs to the public, art critics and curators and also found a major agency to represent him in Japan.*

LA LA LA HUMAN STEPS ALWAYS "2" STEPS AHEAD

*The Canadian dance troupe's latest show, "2", has audiences around the world reacting out of character - and it's a good thing. Opening night in Copenhagen on April 18 had the usually reserved Danes cry "OH" and "EH" and applaud after particularly flamboyant cadences. In Saitama, Japan on July 21, the final curtain brought on at least 12 standing ovations, with spectators refusing to leave the premises. Performances in both venues received extended coverage and superlative reviews by the media.*

JETLAG NOT A PROBLEM FOR CANADIANS IN AUSTRALIA

*The 10th Biennale of Sydney, held from July 27 to September 22, 1996 welcomed three Canadians: artists Stan Douglas and John Massey and the Art Gallery of Ontario's Chief Curator, Matthew Teitelbaum, Canadian Commissioner for the event. This year's theme was "Jurassic Technologies Revenant". The theme is "devoted to the older technologies which are currently the source of vital artistic expression, including film, photography, printing, slides, textiles and X-ray", says Biennale director Lynne Cooke.*



AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
09/10/96	Michelle Proulx Trinity Church noon recital series New York, U.S.A.	Canadian vocal performance in prestigious Lower Manhattan series.
11/10/96 13/10/96	Midwest Association for Canadian Studies University of Wisconsin-Madison Madison, U.S.A.	Seventh biennial meeting of the Midwest Association for Canadian Studies, attended by participants from both the U.S. and Canada, will include topics on Canadian literature, history, government, education, and the arts. Featured speaker will be Dr. J.M. Bumsted, professor of history and director of the Institute for the Humanities at the University of Manitoba.
11/10/96	La Bottine Souriante Cedar Cultural Center Minneapolis, U.S.A.	In addition to this concert, La Bottine Souriante will guest star on Minnesota Public Radio's nationally-syndicated <i>Prairie Home Companion</i> Show.
11/10/96 13/10/96	Columbus Symphony Ohio Theatre Columbus, U.S.A.	André Laplante, Canadian pianist, in a program of Brahms.
12/10/96 18/10/96	Canada Week various venues New York, U.S.A.	Special screenings of works by Toronto video artists from 12/10/96 to 15/10/96 at Museum of Modern Art; l'Alliance Française Cine Club series presents the screening of two Quebec films (to be decided) on 15/10/96; l'Alliance Française Theatre presents the screening of Canadian TV documentaries or feature in English on 16/10/96. On 18/10/96, a concert by Quebec singer Jean Brassard is featured in a cabaret presentation by l'Alliance Française.
15/10/96 04/12/96	<i>A Promise is a Promise</i> , Geordie Theatre Productions US Tour New York State & other venues, U.S.A.	This Montreal-based children's theatre troupe, now entering its 16th season, is embarking on its first international tour with a story based on an Inuit legend and now adapted for the stage. The play by Robert Munsch and Michael Kusugak will also be presented in Pennsylvania, Connecticut, New Jersey, Michigan and Ohio.
18/10/96	Annual Cape Dorset Print Collection Exhibition Ancient Traditions Gallery Minneapolis, U.S.A.	Issued each October since 1960 by Canada's West Baffin Eskimo Cooperative, the Cape Dorset graphics include very limited edition stonecut prints and lithographs. This popular annual exhibition/sale will include a special exhibition of etchings by eight Cape Dorset women artists. It will also run from 26/10/96 to 30/11/96 at the Orca Aart Gallery in Chicago.
18/10/96 08/11/96	Exhibition: Richard Durand and Suzanne Grise Anthony Ardavin Gallery Atlanta, U.S.A.	The works of these two Québec visual artists are featured, alongside works of two Americans.

"PERFECT LIGHT" AT THE END OF THE TUNNEL

*The final resting place of Canadian painter James Wilson Morrice (1865-1924) was recently restored by the Embassy of Canada in Tunis. A recognized member of the "milieu des arts" in Paris with his works exposed alongside those of Degas, Manet, Matisse and Renoir; Morrice travelled constantly throughout Europe, North Africa, the Caribbean and Quebec in search of "the perfect light". Morrice's life-long voyage ended in Tunis where he died in anonymity and solitude in a French military hospital. His remains are now in the Borjel cemetery located near the Embassy. A local Tunisian craftsman did the restoration work which was made possible by a number of Canadian benefactors. A large marble plaque with an epitaph written by Ambassador Michel Roy as well as a plaque honouring the generosity of the benefactors were added to the original monument.*

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
20/10/96	Stan Persky Overlook Press book tour New York, U.S.A.	Interviews and special events for the Canadian author.
20/10/96	Norma Foote Old Town School of Folk Music Chicago, U.S.A.	Canadian songwriter/singer who specializes in children's programs will present two performances for young audiences.
22/10/96 15/01/97	Corot Exhibition Metropolitan Museum of Art New York, U.S.A.	Michael Pantazzi, Curator for European Art at the National Gallery of Canada in Ottawa spear-headed the assembly of the Corot exhibition which groups the Corot collections of the National Gallery, the Louvre and the Metropolitan.
23/10/96	Bara McNeills Various performances New York, U.S.A.	Group from Nova Scotia with contemporary and traditional music, comes to New York to promote bookings and record sales.
26/10/96	The Vancouver Wind Trio Water Music Festival Ilwaco, WA, U.S.A.	The Trio from Vancouver was chosen as featured ensemble for the festival.
27/10/96	Canadian Recital Pierpoint Morgan Library New York, U.S.A.	Singers Russel Braun and Tracy Dahl will perform a recital in the George London Foundation concert series with special interview guest Canadian Met star Teresa Stratus.
31/10/96 08/11/96	<i>Grand Hotel of Strangers</i> Southern Methodist University's McFarlin Auditorium Dallas, U.S.A.	Virtual reality multimedia show by Canadians Victor Pilan and Michel Lemieux. Also at Wortham Center, Cullen Theater in Houston, Texas on 08/11/96.
01/11/96 03/11/96	SOFA Exposition Navy Pier Chicago, U.S.A.	SOFA is an annual international exposition focusing primarily on three-dimensional works in all media. Presenting works in a wide spectrum, ranging from large-scale outdoor works to art created for interior spaces and for personal adornment. Artists from Canada will be represented, including a special exhibit representing artisans from the Province of Quebec.

STANDING ON THE FAULT LINE

*Canadian writer and poet George Bowering recently participated in "At the Fault Line: An International Reading Event", a programme which took place at the University of Cape Town, South Africa. This event comprised a major art exhibition in the Castle in Cape Town, a Film Festival, a Seminar Series, a national radio event and a poetry reading programme. It was planned to coincide with the beginning of the Truth and Reconciliation Commission hearings. Bowering, who has received numerous awards in Canada over the years for his poetry, gave a reading and, through his reflections, also made an important contribution to the colloquium.*

CREATIVE INSPIRATION FROM THE QUEBEC STAGE

*In view of promoting Canadian theatre in the Northern United States, the Canadian Consulate in New York invited American theatre critic Karen Fricker, who is presently working on a book about Robert Lepage, and American editor Stephanie Coen to attend the Carrefour Theatre Festival in Quebec City. Held from May 8 to 21, 1996, this small but expanding festival offered a broad range of works. "The Seven Streams of the River Ota", Quebecois Robert Lepage's latest megaspectacle was unveiled during this event, helping to draw international interest to the 15 day-long program. Lepage's play will premiere in the U.S. at the Brooklyn Academy of Music in New York on December 1st, 1996 and it will run until December 8th. In the Carrefour Theatre Festival, other works caught the public and the critics' eye including young director Serge Denoncourt's production of "Mephisto". The American guests took this opportunity to expand their knowledge of current trends and issues facing Canadian theatre and the national cultural identity.*

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
01/11/96 15/01/97	Milly Chen exhibition Art in General New York, U.S.A.	Exhibition at important not-for-profit gallery by Toronto artist.
01/11/96 09/11/96	<i>Carmen</i> State Fair Music Hall Dallas, U.S.A.	Canadian tenor Gino Quilico interprets Escamillo.
01/11/96 04/01/97	Inuit Life Exhibition Minnesota Children's Museum St-Paul, Minnesota, U.S.A.	An interactive exhibit from the Canadian Museum of Civilization in Hull, Quebec on tour to North American Museums.
05/11/96 10/11/96	Desrosiers Dance Company Joyce Theatre New York, U.S.A.	One-week run by Toronto company in prime dance theatre season.
07/11/96 31/12/96	<i>The Stillborn Lover</i> Detroit Repertory Theatre Detroit, U.S.A.	The play by Canadian author Timothy Finley will cast U.S. actors. Stratford Festival performances brought <i>The Stillborn Lover</i> to The Detroit Repertory Theatre's attention in 1995.
09/11/96	Nexus Performance with Huntsville Symphony Orchestra Von Braun Concert Hall Huntsville, Alabama, U.S.A.	The Canadian percussion ensemble will also perform a variety of favourites from its extensive repertoire on 10/11/96 at East Tennessee State University in Johnson City, Tennessee.
10/11/96 13/01/96	Canadian Association of Mexican Studies, 2nd Congress Mexico City Mexico	A series of conferences and round tables on issues of bilateral interest to Mexican and Canadian societies.
12/11/96 17/11/96	Festival International VideoBrasil Sesc Pompeia Sao Paulo, Brésil	Isabelle Choiniere présente <i>Le Partage des Peaux</i> lors de ce festival des arts électroniques.
16/11/96	Jazz pianist Diana Krall Western Washington University Bellingham, WA, U.S.A.	Performance and symposium by the Canadian artist presented by the Pacific Northwest Jazz Alliance in cooperation with the Center for Canadian American Studies at WWU to commemorate an endowment for a Canadian Cultural Chair at the University.

JUST A LITTLE "T.L.C."

*May was Canada Month at Mexico's Plaza Loreto. Under the title "T.L.C. = Trazando Lazos con Canada" (Creating links with Canada), more than 100,000 people enjoyed Canadian dance, rock, jazz, photographic and visual arts, a series of conferences including those on Marshall McLuhan and a seminar on Canadian animation. Participation by Mexican artists was noteworthy, thus highlighting the benefits of cooperation between Canadian and Mexican artists and artistic institutions. Media coverage was steady and full, some with television, radio and print covering many events.*

AN AWESOME FOURSOME: QUARTETTO GELATO

*Canadian Chamber Ensemble Quartetto Gelato was named as U.S. national public radio's "Performance Today" Best debut artists of the year. On May 17, Quartetto Gelato appeared live as featured guests on the "Performance Today" national radio show, which was broadcast across the United States by 180 public radio stations. A recording by Canadian pianist Angela Hewitt was also broadcast in this show entirely devoted to Canada and Canadian performances.*

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
20/11/96	Quartetto Gelato Madison Civic Center Madison, U.S.A.	This eclectic quartet plays Latin, pop and a variety of other styles. They will also perform at the Lincoln Center - Walter Read Theatre in New York on 08/12/96 in music for young people series, at Van Wezel Center for the Performing Arts in Sarasota, Florida on the 09/12/96 and at Spivey Hall at Clayton State College Morrow, Georgia on 13/12/96.
20/11/96 01/12/97	Opening of Canadian Theatre Festival La Mama Theatre New York, U.S.A.	Primus Theatre of Winnipeg opens two week event which will feature readings of other plays by Canadian authors. Festival features celebrity reading of play by Carol Shields on 25/11/96.
23/11/96	Cellist Dorothy Lawson in concert Metropolitan Museum music series New York, U.S.A.	Canadian musician resident in New York to appear in prestigious series at the Metropolitan Gallery.
26/11/96 27/01/97	<i>Karsh: Sixty Year Retrospective</i> Detroit Institute of Arts Detroit, U.S.A.	Retrospective of world-famous Canadian portrait photographer Joseph Karsh.
30/12/96	<i>General Idea</i> AIDS exhibition: <i>One Year of AZT</i> Museum of Modern Art New York, U.S.A.	This trio of Canadian artists working under the name <i>General Idea</i> will present the installation of three works on the AIDS theme in the central gallery of the Museum.
27/11/96	Fred Eaglesmith Old Town School of Folk Music Chicago, U.S.A.	Canadian singer/songwriter Eaglesmith opens an evening of folk music.
30/11/96	Concert of Canadian choral compositions CAMI Theatre New York, U.S.A.	Canadian musician and music teacher Warren Nicholson to stage choir concert of Canadian compositions sung by local musicians.
01/12/96	Robert Lepage's <i>The Seven Streams of the River</i> 08/12/96 <i>Ota</i> Brooklyn Academy of Music New York, U.S.A.	Major event in prestigious BAM schedule.
01/12/96	Théâtre-Sans-Fil Upper Montclair New Jersey, U.S.A.	Cette compagnie de théâtre de marionnettes montréalaise donnera également des spectacles au New Victory Theatre à New York du 14/12/96 au 31/12/96.
03/12/96	Wendy Nielsen debut at Metropolitan Opera - <i>Così fan Tutte</i> Metropolitan Opera New York, U.S.A.	Important career achievement for Canadian soprano.
07/12/96	Keri Lynn Wilson conducts Cosmopolitan Orchestra Town Hall New York, U.S.A.	Canadian conductor performs annual concert with orchestra of graduates from the Julliard School of Music.
07/12/96 08/12/96	<i>Moving Pictures</i> Program L'Alliance Française New York, U.S.A.	Program of special screenings of Canadian feature films.
09/12/96	Margaret Atwood 92nd Street Y New York, U.S.A.	World renowned Canadian author gives readings in prestige literature program.

**CULTURAL INDUSTRIES ABROAD -  
CALENDAR OF EVENTS**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
02/10/96 07/10/96	Foire internationale d'art contemporain 96 Quai Branly Paris, France	Foire internationale d'art contemporain, Galerie canadienne: Yves Le Roux.
02/10/96 07/10/96	International Frankfurt Book Fair Frankfurt, Germany	Canada has a national stand at the International Frankfurt Book Fair, which is the world's largest trade fair for literature and the publishing industry and related media software. 44,000 international publishers participated in the 1995 fair which was visited by 2.34 million people. The 1995 fair had a total turnover of DM 420 million.
27/10/96 01/11/96	Participation of Canadian cinema producers MIFED Trade Fair Milan, Italy	Participation of Canadian film producers in the Indian Summer Cinema and Television International Multimedia Market Trade Fair with possibility of organization of a meeting between Canadian and Italian producers.
03/12/96 06/12/96	EDUCATEC 96 CNIT-La Défense Paris, France	Salon professionnel des équipements, systèmes et services pour l'éducation et la formation avec une participation canadienne.
06/12/96 08/12/96	Trade Fair stand ESPOLINGUA ROMA and EUROINFORM Trade Fairs Rome, Italy	The Canadian stand will be operated by the Public Affairs and Culture Section of the Canadian Embassy. The trade fair promotes language and other studies abroad.
12/12/96	Book rights exhibition Embassy Chancery Copenhagen, Denmark	A one-day fair to sell Canadian book rights to foreign publishers.
08/10/96 13/10/96	Canadian Education Fairs Tokyo, Osaka, Nagoya, Japan	Organised in cooperation with the International Council for Canadian Studies (ICCS), the fair brings together more than 50 Canadian Educational organizations and Japanese students interested in studying in Canada.
11/10/96 20/10/96	Journées Cinématographiques de Carthage (JCC) L'ensemble des salles de cinéma de Tunis Tunis, Tunisie	Festival et marché international du film. R. Daudelin de la Cinémathèque Québécoise participera comme membre du Jury.
31/10/96 10/11/96	Salon Lire en Français et en Musique 1996 Beirut Hall Beyrouth, Liban	Salon annuel organisé par le Service Culturel de l'Ambassade de France présentant la littérature et la musique d'expression française (francophone). L'événement inclut des prestations "live" de signatures de livres et de spectacles musicaux. Cette année la France, le Maroc, la Belgique, la Suisse, le Liban et le Canada seront représentés. L'événement sera suivi par TV5.
15/09/96 22/09/96	Canadian feature films Independent Feature Film Market New York, U.S.A.	A showcase for new films seeking US distributors or partnership investment.
30/11/96 10/12/96	Guadalajara Book Fair: Cultural Extravaganza and Canadian Rock Music Festival (Groups to be selected) Assorted Venues, Guadalajara, Mexico	One Yellow Rabbit (Theatre), DynamO (Dance) - T.B.C., Théâtre sans Fils (Theatre) T.B.C., Vic Vogel (Jazz) - T.B.C., Margie Gillies (Dance) - T.B.C.
15/12/96 18/12/96	Association of Performing Arts Presenters New York, U.S.A.	Many Canadians usually participate in this convention for performance bookers with showcases of talent throughout the city.

## **CANADA ENJOYS SUCCESS AT MIDEM-ASIA**

The spectacular development of the music industry in Asia has provided a promising market for Canadian producers. With its conferences focused on current issues, such as distribution and copyright, MIDEM-Asia enables the participants to keep abreast of the latest international trends.

Hong Kong hosted from May 14 to 16, 1996, the second MIDEM-Asia attended by 2,388 professionals representing 1,123 companies from 46 countries, 44% of them in Asia-Pacific. These professionals represented the whole spectrum of the sound recording industry, from performers to marketing experts. In the last ten years, the internationalization of markets generated a significant increase in the number of major international trade shows. For the music industry, the growing importance of independent producers and distributors generated a multiplication of the number of companies which increased the need for professionals to take part in international fairs, where they can interact with potential business partners.

This first instance of participation by the Canadian Independent Record Producers Association (CIRPA) was a resounding success. Fifteen Canadian companies participated in the Canada booth, organized by CIRPA. This is expected to lead to significant sales in the medium-term. CIRPA received a contribution from DFAIT's Fairs and Missions Program.

With the support of SODEC (Société pour le développement des entreprises culturelles), the Association québécoise de l'industrie du disque du spectacle et de la vidéo (ADISQ) took part in MIDEM-Asia for the second year in a row. Eleven companies participated in the stand "Music from Quebec".

Canadian entrepreneurs in all types of music did well, cultivating contacts and developing expertise on the Asian market. Dance and pop were the most sought-after types of music. With the good results achieved this year, CIRPA expects to see its participation in MIDEM-Asia double in 1997.

Reports from CIRPA, ADISQ and the Canadian Commission in Hong Kong confirm that MIDEM-Asia has become one of the key meetings to attend for anybody in the music industry who wants to be involved in the international market. For example, one CIRPA member closed in Hong Kong a deal he began to negotiate in MIDEM-Cannes for the distribution of its products in the USA. CIRPA and ADISQ plan to include participation in MIDEM-Asia in their international marketing plan for 1997-98, since Canadian record producers will need several years of efforts to get established in Asia. ADISQ and CIRPA, which work together regularly, decided to coordinate their participation in MIDEM-Asia in 1997 in order to maximize the commercial benefit of the participation of Canadian entrepreneurs.

### **SURFING WITH YOUR CULTURAL ATTACHÉ**

Over the past few months, the exposure of Attaché culture/Cultural Attaché has greatly increased: in keeping up with the latest communications technologies, we have created a WEB site for the publication. Readers may now browse the Calendar of events, in French or English, by accessing the Home Page of the Department of Foreign Affairs and Commercial Trade at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

# TRADE FAIRS AROUND THE WORLD

## Atlantic Canada in Trade Spotlight

**HALIFAX, NOVA SCOTIA** — A three-day event that will allow exhibitors to display their products and services to thousands of potential clients from around the world will open here November 22, 1996.

The **Made in Atlantic Canada Trade Show**, a widely publicized co-production of Maritime Promotions, the *Halifax Herald*, and CHNS Radio, will attract buyers and trade representatives from the United States, Mexico, the Caribbean, Europe, and the Middle and Far East.

As well, all provincial Departments of Trade and Industry and provincial Chambers of Commerce across Canada are encour-

aging interested business persons in their regions to attend.

"A show of this magnitude," says Maritime Promotions President Jim Grant, "provides [exhibitors] an excellent opportunity to display, demonstrate and market their product or service to thousands of potential clientele."

That clientele will be exposed to a wide spectrum of Atlantic Canadian capabilities.

"Diversity is the key component to this exciting show," says Grant. "Unlike traditional shows which are limited in their outlook and appeal, this show will feature an irresistible and eclectic mix of participants from small, home-based

cottage industries to major industries and services."

Indeed, exhibits will cover the gamut: from jams and jellies made in Montague, PEI to heavy machinery made in Saint John, NB.

Any business or industry wishing to exhibit in the **Made in Atlantic Canada Trade Show** or any individual business person, buyer or trade representative planning to attend should contact — as soon as possible — Maritime Promotions, Maritime Life Business Centre, Suite 202, 2745 Dutch Village Road, Halifax, Nova Scotia B3L 4G7, Tel.: 1-888-978-7664 (toll-free) or Tel.: (902) 453-2585; Fax: (902) 453-0108.

## China Mission Customized to IT Companies

**BEIJING, CHINA** — Canadian telecommunications vendors, service providers and information technology and security-related companies will have their business antennae tuned into this capital city November 18-20, 1996.

That's when they will participate in **TRADE LINKS'96TM 1996 Canadian Information Technology Trade Mission to China**, a private-sector-initiated, program to help Canadian IT and related security companies do some serious business in China.

The **Chinese IT market** is estimated at US\$10 billion (\$8 billion in computer hardware and \$2 billion in software); foreign companies have 50 per cent of the application market, 90 per cent of the PC and server market, and 100 per cent of the telecommunications market; an estimated 1.4 million personal computers will be sold this year.

**China's telecommunications sector** is showing spectacular growth. Its current installed base of telephone lines will double to 170 million by the year 2000; the 9th Five-Year Plan calls for the installation of 23 new long distance fibre optic trunks; cellular telephones have grown from 48,000 in 1991 to 1.6 million in 1994; and this year Guangdong province will invest US\$1.8 billion in its telecommunications industry. It needs over 4 million telephones each year over the next five years.

**TRADE LINKS'96TM** allows senior executives of Canadian corporations to meet face-to-face with top decision-makers from China's government, technology companies, financial institutions and research agencies.

Delegates can meet potential joint venture partners and Chinese decision-makers; build relationships; and showcase technical

advances by exhibiting products and services.

The conference will examine the information technologies being used by China and will highlight developments in telecommunications, computers, and software. It will also look at the security and control issues arising from modern information systems.

There will be a pre-mission **Doing Business in China** workshop, one of whose topics will be *Avoiding Common Mistakes Made by Canadians in China*.

Sponsored by R & R Info Resources Inc., China Computer Federation, and the Bank of China (Canada), the trade delegation has the full support of the governments of China and Canada.

Contact R & R Info Resources Inc., 15165 Yonge Street, Suite 201, Auroa, Ontario, L4G 1M1, Tel.: (905) 713-6340; Fax: (905) 713-2156. (*Complete article on-line*).



# BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the companies of the companies listed here.

**HAITI** — Canadian companies are invited to take part in the pre-qualification for studies relating to the third phase of The Port-au-Prince **storm water/ sanitary drainage** for five cities here. Funded by the International Development Bank (IDB), the studies will be carried out over a period of approximately 18 months. The prequalification file, including the terms of references and the prequalification questionnaire, is available on payment of G5000 (approximately \$350) from Ministère des Travaux Publics, Transports et Communications,

Direction des Travaux Publics, Palais des Ministères, Port-au-Prince, Haïti. Tel.: (509) 22-2735. Fax: (509) 23-1527. The prequa-

lification documents must be received at the above address by 12 p.m. October 4, 1996.

## MLS of Montreal — Continued from page 2

General in Sao Paulo.”

According to Canadian trade officials, “it was a real ‘Team Canada’ effort.”

For more information on MLS, contact Chairman and CEO Paul Keefe. Tel.: (514) 397-1736. Fax: (514) 397-9007. E-Mail: mlscl@generation.net. Internet: <http://www.generation.net/mlscl>

[www.generation.net/mlscl](http://www.generation.net/mlscl)

Companies interested in marketing their education products and services abroad can contact David Lysne, Deputy Director, at DFAIT's Promotion of Cultural and Educational Goods and Services Division (ACP). Tel.: (613) 996-2041. Fax: (613) 943-2058.

## Delegations to Poland, Russia, Ukraine — Continued from page 1

### Poland

The trade mission to Poland is designed to foster new business opportunities for Canadian firms and consolidate current opportunities, with an emphasis on such key sectors as environment, telecommunications, informatics, construction, and transportation.

Meetings are also planned with Polish Ministers responsible for the above sectors and other high-level government officials.

Selection of participants has now been completed. For more information on trade opportunities in Poland, contact Dan Mrkich, at DFAIT's Central Europe Division (REC). Tel.: (613) 992-1449. Fax: (613) 995-8756.

### Russia

The focus of Minister Eggleton's visit to Russia will be the second annual meeting of the Canada-Russia Intergovernmental Economic Commission (IEC) in Moscow.

The IEC — an industry-led

bilateral mechanism established under the 1993 Canada-Russia Agreement on Economic Cooperation — was created to enhance economic cooperation between the two countries, and assist the private sector in both countries to do business.

The first meeting took place last October in Ottawa, with the participation of Canadian and Russian business executives in the plenary and several sectoral working group meetings.

The upcoming IEC meeting in Moscow will highlight examples of successful Canada-Russia business ventures, and seek solutions to irritants or problems in bilateral trade and economic relations, including those affecting activities of individual companies.

The Canadian delegation to the IEC will be comprised of representatives from Canadian companies active in the Russian market, including exporters, importers, investors, partners in

joint ventures, and firms involved in the transfer of technology to or from Russia.

DFAIT has distributed a questionnaire to a number of Canadian companies seeking their suggestions and concerns about trade and economic relations with Russia and issues they would like to see raised at the IEC.

Canadian firms who would like to participate in the questionnaire, or in an IEC working group — advanced technologies, oil and gas, agri-food, construction — and/or participate in the Ministerial mission to Russia, can contact Ben Gailor, Trade Commissioner, Russia Trade and Technology Desk, at DFAIT's Eastern Europe Division (REE). Tel.: (613) 992-8590. Fax: (613) 995-1277. E-Mail: [ben.gailor@extott04.x400.gc.ca](mailto:ben.gailor@extott04.x400.gc.ca)

CanadExport will follow up on the results of these missions as they become available.



# TRADE WINDS

— Continued from page 1

to bringing major current concerns to wide audiences in a clear and entertaining fashion.

The **TRADE-WINDS** multimedia program will provide pertinent, up-to-date information, bring business people together, get them excited about global opportunities, and arm them with the knowledge of how to become players in the international marketplace.

A trade information and reference source on the realities of international business practices, **TRADE-WINDS** aims to create a vibrant and knowledgeable international business culture — a necessity if Canada is to enhance its position in the global marketplace, confidently prepare itself for the next century, and beat the fierce international competition.

In English and in French, **TRADE-WINDS** is a vast multimedia undertaking. It includes print and radio tie-ins, a business community outreach program, spin-off educational products, and — an interactive web site on the Internet!

## Television Series

Twenty half-hour shows mix pertinent information and sound advice in an upbeat and entertaining magazine format.

Six more half-hour documentaries, shot on location, zero-in on specific countries and the trade opportunities they offer.

As this series takes its audience shopping for new markets, it enables the viewer, among other insights, to learn how geography, politics and culture shape the economic climate of different countries; meet players who have succeeded on the international scene; get practical "how to" advice (with the emphasis on small business); keep pace with technological changes affecting the global mar-

ketplace; and discover how sensitivity to different business customs can earn the respect and trust of potential clients.

The weekly English program will be broadcast on CBC-News-world (date to be confirmed). Negotiations are underway to bring **TRADE-WINDS** *The Magazine of International Business* to as many as 100 public broadcasting stations beginning this October or November.

The weekly French-language version, *Univers inc.-Le magazine du commerce international*, will be first broadcast on Radio-Canada September 28 at 16h30 and on TV5 October 4 at 21h30.

## Radio Campaign

The English-language radio partnership is under negotiation, but the Radiomédia network in Quebec will broadcast hundreds of 30- and 60-second radio spots on at least 30 radio stations during the six-month run of the French-language series. These spots will be comprised of excerpts from the content of the weekly television show and will promote the Internet website.

## Print Tie-ins

Participation in **TRADE-WINDS** has been assured by *Maclean's*, *Canadian Business* and *Profit* magazines and *Les Affairs*, the most important weekly business publication in Quebec, will devote a full page to the subjects dealt with by the French-language television series every week for 26 weeks. This page will also promote the TV series and the Internet website.

## Business Outreach Program

More than 40 business, trade associations and economic agencies have endorsed the **TRADE-**

**WINDS** multimedia program which will reach beyond the major centres in Canada to all regions of the country and, in the near future, to the United States and Mexico.

## Spin-off Products

These include video and audio tapes, edited research, documents, and information on CDI and CD-ROM. As educational tools on international trade, they will be made available to the business community, schools and universities, and government departments.

## Internet Site

This interactive creation will be promoted by the TV series, radio, print and outreach program partners. The site has been designed for the businessperson in need of precise information, tips, and contacts. It will also attract more casual browsers seeking up-to-date worldwide reports on international trade and business.

## Contact

For schedule and other information on **TRADE-WINDS**, contact Diane Lemelin, Idéacom international inc., Montreal, Tel.: (514) 849-6966; Fax: (514) 849-0776.

## Jobs Growth Strategies

Continued from page 3

developing new markets all over the globe," Eggleton said.)

**Infrastructure** — Under the federal government's *Canada Infrastructure Works* program, more than 12,000 projects are underway, creating well over the 100,000 jobs initially expected.

# BUSINESS AGENDA

**Toronto** — September 24, 1996 — **Trade Implications of the North American Agreement on Environmental Cooperation** is the topic of the Canadian Bar Association of Ontario (CBAO) dinner/speaker meeting. Total costs are \$42 (CBAO members); \$52 (non-members). Contact Flavell Kubrick, Ottawa, Tel.: (613) 230-6030; Fax: (613) 230-6969.

**Toronto** — September 26; **Thunder Bay** — October 9; **Sudbury** — October 10; **Oakville** — October 16, 1996 — Conducted by Barry

**Siskind, Making Trade Shows Work** is a series of workshops designed for show coordinators, sales managers and staff who are involved or plan to become involved in trade fairs. Contact International Training and Management Company, Terra Cotta, Ontario, Tel.: 1-800-358-6079/(519) 927-9494; Fax: 1-800-358-6084/(519) 927-9493; E-mail: itmc@ican.net.

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DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADIAN EXPORT

Dept. of External Affairs  
Min. des Affaires extérieures

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October 7, 1996

Vol. 14, No. 16

## Canadian Housing at Home in Japanese Market

*Already in on the ground floor of Japan's booming imported housing market, Canada will build on that foundation by participating — with the largest ever Canadian contingent to a trade fair in Japan — at the up-coming Japan Home Show.*

Canadian exporters — in record numbers for the second year in a row — will participate October 22 to 25, 1996 at the **Japan Home Show** in Tokyo.

### The Home Show

The more than 80 Canadian

exhibitors, occupying a total of 51 booths, represent a 55 per cent increase over 1995. It is the largest ever Canadian contingent to a trade fair in Japan and the single largest foreign participation at the **Japan Home Show**.

In addition, more than 20

Canadian companies, many of them new exporters to Japan, have been selected by the *Japan External Trade Organization (JETRO)* for inclusion in its stand.

The **Japan Home Show** typically attracts about 120,000 visitors — more than 80 per cent of whom are directly involved in construction.

All but two Canadian provinces will be participating directly.

*CanadExport*

*Subscription Form, Page 12*

## EDC Finances Canadian Exports to Higher-Risk Markets

More foreign customers will now be able to buy Canadian — thanks to a \$1.5-billion commitment by the Export Development Corporation (EDC).

This new EDC export financing will support sales of Canadian goods and services to customers in 50 higher-risk emerg-

ing markets worldwide.

"These are the growth markets of the future," says EDC President and CEO Paul Labbé, who credits EDC's continuing strong business performance for making the initiative possible.

"We're using our financial  
*Continued on page 8 — EDC*

## Cairo Economic Summit Puts Accent on Business

**Cairo, Egypt** — More than 80 countries and 3,000 business delegates led by senior government ministers will attend the **Cairo Economic Summit** being held here November 12-14, 1996.

Canada is proposing to bring Senior Trade Commissioners from Embassies in North Africa and the Middle East to Cairo to introduce business delegations to their territory.

The **Cairo Economic Sum-**

**mit** presents a rare opportunity to review numerous business opportunities from several countries in a limited period of time.

### Previous Summits

The **Cairo Economic Summit** is the third economic summit of The Middle East and North Africa Summit (MENAES) initiative, which was conceived in 1991 as a parallel vehicle to support

*Continued on page 8 — Cairo*

Alberta, Quebec, and Ontario will be present with their exporters and British Columbia will participate with its flagship Canada Comfort Direct group of companies. All four Atlantic Canada provinces and their exporters will

*Continued on page 3  
Canadian Housing*

## CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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# SHARING TRADE SECRETS

## Made-in-Quebec Houses Enjoying Brisk Sales in Japan

*On the strength of its solid international market development strategy, Les Industries Bonneville Ltée has won a contract for over \$30 million in Japan.*

Under a contract signed with Housing Kobayashi Incorporated, one of Japan's leading real estate promoters, over 500 manufactured houses will be erected over the next four or five years in the cities of Sapporo, Hakodate, Asahikawa, Tomakomai and Tokyo.

### Quality and know-how

According to André Bonneville, President of this family-owned company, "the Japanese client chose us because of Quebec's reputation for quality materials, labour and know-how in manufactured houses," a fact which explains why this Beloeil, Quebec company is the province's largest producer of manufactured houses.

Of course, other factors are involved in the Bonneville success story.

### Canadian support

Mr. Bonneville is pleased to have had the support of trade commissioners in Canadian embassies



*Les Industries Bonneville Ltée's President and CEO André Bonneville (right) and Housing Kobayashi Inc.'s President Seiji Kobayashi shake hands after signing the \$30-million deal in Montreal. Canada's Minister for International Trade Art Eggleton (far right) and Quebec's Deputy Prime Minister and Minister of State for the Economy and Finance Bernard Landry (far left) applaud.*

and consulates abroad.

"They made things easier for us," he says, "by putting us in

touch with potential customers."

To show how much he had benefited from Canadian support, Mr. Bonneville invited International Trade Minister Art Eggleton to the contract signing ceremony in Montreal, which was also attended by the Japanese Consul-General. "The Minister's presence," said Mr. Bonneville, "afforded proof of the confidence that exists in our product, and increased our credibility in the eyes of the Japanese."

### Advice

Mr. Bonneville is also prepared to give a few tips to Canadian small- and medium-size enterprises wishing to enter the Japanese market.

"The Japanese are very particular about who they do business with," says Mr. Bonneville. "You must build a relationship of trust bordering on personal friendship with them."

They are also very demanding. "You must be flexible and ready to adapt to their special needs. For example, they like to have their rooms laid out in special ways, and require earthquake-resistant construction."

Having a presence on the market is also important.

"You must build model houses showcasing the diversity of your products. It is best to hire a local promoter who knows the language well."

*Continued on page 7 — Made*

**CANADEXPORT**

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# Canadian Housing at Home in Japan

*Continued from page 1*

be represented through the Atlantic Canada Home Initiative.

## Concurrent Events

A number of concurrent events, including a daily seminar series, will be held to promote Canadian housing products. The Imported Housing Industries Organization (IHIO) has teamed up with

the Canadian Embassy to organize a series of product installation demonstrations and to organize individual business meetings between Canadian exporters and potential Japanese clients.

The IHIO is an association of over 100 large companies with a mandate to promote imported housing in Japan. Its members

include trading companies and large conglomerates such as Tomen, Mitsubishi, Sumitomo, Marubeni, Nissho Iwai; as well as large home-builders and general contractors such as Sweden House, Kanematsu, Selco Homes, and Tokyu Home.

*Continued on page 9*  
Canadian

## Japan-Canada Housing Discussions Pay Healthy Dividends

*Steps taken in the past year by the Japanese Government to reduce the cost of housing in Japan and to facilitate the access of Canadian exporters to that country's housing sector follow years of discussions between Canada and Japan (on the mutual recognition of building product standards) and concerted efforts by Canada's Council of Forest Industries (COFI) and the Canadian Embassy in Tokyo. Initiatives helping Canadian exporters include:*

\* Fall 1995 — The COFI Roof/COFI Floor tongue-in-groove profile for plywood is officially approved by Japan's Government Housing Loan Corporation (GHLC), a Crown Agency which finances over 50 per cent of new housing starts in Japan. Japanese home-builders seeking GHLC financing are now allowed to use the COFI tongue-in-groove product. This achievement has had a significant impact on Canada's exports of plywood to Japan.

\* December 19, 1995 — Canadian exporters seeking a Japanese fire-rating can get their products tested in Canada at a fraction of the cost if the test were conducted in Japan. That's because Underwriters Laboratories of Canada (ULC) became the first non-Japanese fire-testing agency to be recognized by Japan's Ministry of Construction (MOC) to conduct fire tests on fireproof and semi-fireproof construction materials to determine conformance with Japanese standards.

\* February 22-23, 1996 — Fire tests to determine how North American wooden windows can be modified to qualify for use in semi-fire zones were conducted by Japan's Foreign Products Research Committee, an agency established by MOC and associated with the Japan 2x4 Home-Builders Association. Test results have been made available to Canadian and American manufacturers through their industry associations.

\* July 1, 1996 — Japan's MOC announced its approval for Canadian structural lumber to be used in Japan's 2x4 housing without further grading to Japanese standards. The decision, which applies to lumber graded to the standards of National Lumber Grades Authority (NLGA) of five COFI members, means that, from now on, Japanese builders of 2x4 homes can choose between Japan Agricultural Standard (JAS) and NLGA lumber.



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or 613-944-1078; or call (613) 992-3005.

# Some Canadian Building Products Success Stories In Japan

## Viceroy Homes (Scarborough, Ont.)

Viceroy Homes rapidly has expanded its exports of package houses to Japan since turning its focus to this market just over two years ago. Shipments have grown from one in FY95 to almost 500 in FY96. Projected sales in FY97 to Japan alone are 800 units, in addition to growing exports to several European markets, Korea and the Americas, for a total of close to 1,000 houses exported this year. Contact: David Ireland, Director of International Sales and Marketing. Tel.: (416) 298-2200. Fax: (416) 298-9545.

## Willmar Windows (Winnipeg, Man.)

A specialist of manufactured windows and doors and decorative interior and exterior trims, Willmar made the decision to sell to Japan about two years ago. Exports to that country have increased exponentially as the company worked with groups such as SG Kai. Contact: Al Dueck, Director of Marketing. Tel.: (204) 661-7702. Fax: (204) 668-1072. E-Mail: apdueck@ibm.net

## Atlantic Canada Home

The four Atlantic provinces, with the cooperation of the federal government — Department of Foreign Affairs and International Trade (DFAIT) and Atlantic Canada Opportunities Agency (ACOA) — spearheaded this initiative to assist some 30 manufacturers of

building products export to Japan under a single marketing umbrella. Since its establishment in mid-1995, the organization has landed a number of sales and two large-scale projects, with other opportunities in the pipeline. One project is to build 42 Atlantic Canada Homes in the village of Shirane. Contact: Stephen MacKenzie,



*Minister for International Trade Art Eggleton (second from right), officially opened Canadian Place, a new housing development of 59 Canadian homes, in Sendai, Japan, last April. He was accompanied (left to right) by Norio Tejima, President of Sendai Terminal Building and Chairman of the Sendai Association of Corporate Executives; Canada's Ambassador to Japan, Donald Campbell; and former Canadian Minister-Counsellor (Commercial) Mark Romoff. Developed by Selco Homes of Sendai — one of the world's premier importers of Canadian manufactured homes — Canadian Place features homes supplied by three Canadian small and medium-sized enterprises: Nu-Fab of Saskatoon, Sask., Royal Homes of Wingham, Ont., and Newton Homes, of Newton, Man.*

Nova Scotia Economic Renewal. Tel.: (902) 424-2232. Fax: (902) 424-5739; Gail LeGresley, New Brunswick Economic Development and Tourism. Tel.: (506) 453-8747. Fax: (506) 453-3783; Robert Parsons, Newfoundland Department of Industry, Trade and Technology. Tel.: (709) 729-2208. Fax: (709) 729-3208; Shelly Clark, Enterprise PEI. Tel.: (902) 368-0553. Fax: (902) 566-7453.

## Fermco Industries (St-Adelphé, Que.)

The company decided to take on the Japanese market in October 1995. Ten months later, it has secured several important clients and begun shipping homes on a regular basis. Fermco expects its sales to Japan will reach hundreds of units in 1997. Contact: Céline Trépanier, Vice President, Marketing. Tel.: (418) 322-5747. Fax: (418) 322-5893.

## Halliday Homes (Carleton Place, Ont.)

After its first trip to Japan last January, the company landed a contract a few weeks later. Contact: Allan Waugh or Mike Clifford. Tel.: (613) 257-3445. Fax: (613) 257-7546.

## MMH Prestige Homes (Sussex, NB)

MMH, which first began marketing to Japan two years ago, has since hired Japanese staff and landed sales with Selco Homes and other home-builders in Japan. Contact: Alan de Winter, General Manager. Tel.: (506) 433-4980. Fax: (506) 433-4641.

## Nutech Energy Systems (London, Ont.)

Nutech is North America's second largest manufacturer of central heat recovery ventilator systems. The company was introduced to SG Kai, an important Japanese general contractors' group, in October 1995. When the group visited the company in early 1996, it

*Continued on page 10 — Building*

## Olympic Games Serious Sport for Canadian Businesses

*Atlanta, Georgia* — While all eyes were on the athletes during the recent Centennial Olympic Games, there was also a team of Olympic-class performers who toiled in anonymity, far from the limelight of Olympic glory.

*This other Team Canada was made up of marketers, accountants and engineers — a team that helped the Games cross the finish line.*

*Here is a snapshot of Canada's commercial line-up for the Centennial Olympic Games in Atlanta:*

- Canadian and other foreign athletes were well-housed, thanks to **Ellis-Don Construction**. Ellis Don handled one of the more prominent projects in Atlanta's preparations for the Games: construction of the \$62-million athletes' quarters at the Georgia Tech campus. The four-building complex housed 4,000 athletes during the Olympics. Later, it will be turned over to Georgia State University as dormitories for 2,000 students. The complex sits on nine acres and includes two parking decks.

- **Ellis-Don** also renovated the William Oliver building in downtown Atlanta to loft-style apartments for use by major Olympic sponsors during the games. These apartments will be sold to the public.

- Starring in track and field is **Mondo Rubber** of Quebec. Mondo supplied and installed the track used in Atlanta's Olympic Stadium and also supplied the track to six Olympic training sites. Canadian sprinter Donovan Bailey scorched this track to a world record in the 100-metres. And Canada's men's team gained gold in the 400-metres relay. Track and field enthusiasts may recall that Mondo manufactured and installed the track surfaces for the Olympics in Montreal, Moscow, Los Angeles and Barcelona.

- The **CBC** maintained an army of technicians and experi-

enced Olympic support personnel in Atlanta so that Canadians got the inside story on our Olympic athletes. More than 500 technicians, broadcasters and support personnel produced 14 hours of television coverage a day during the games. CBC provided games coverage on two networks, English and French, two radio networks, as well as CBC cable stations — Newsworld and RDI.

Canadian viewers of the Olympics likely recognized a familiar name in the TV credits: **Ralph Mellanby**. Mellanby, former producer of "Hockey Night in Canada," was chosen by the Atlanta Olympic Committee as Director of Venue Production Coordination for this summer's games. In other words, it was Mellanby's feed that went to broadcasters around the world. Many Canadians will know of another Mellanby in the NHL — Ralph's son Scott is a star for the Florida Panthers.

- Canadians were able to report their Atlanta escapades back home, courtesy of Toronto's **The Post Card Factory**. The Post Card Factory established a 25,000 square-foot warehouse in Atlanta after locking up an exclusive merchandise deal with ACOG two years ago to supply post cards to the games. They expected to sell 10 million to 20 million post cards during the games. The Post Card Factory also had a non-exclusive deal to sell pins, fridge magnets, books and calendars.

- While fans could sip Canadian favourites **Moosehead beer** and **Naya bottled water**, they could also view **Inuit sculpture** from Canada's North. Sixty-five pieces of sculpture, nine prints and two tapestries were supplied by Rexdale, Ontario-based **North West Company**. These works were part of the first-ever Inuit art exhibition in Atlanta. The exhibition, at the Yanzum Indigenous Art Gallery, was organized by the Canadian Consulate General in Atlanta and sponsored by the citizens of Canada.

- Visitors from around the world were shuttled to and from Olympic venues in buses, many of them built by **New Flyer** of Winnipeg. Although not contracted specifically for the Olympics, New Flyer has been supplying buses to the Metropolitan Atlanta Rapid Transit Authority (MARTA).

- Calgary's **Temporary Fence Rentals** kept visitors on the right path by supplying more than 100,000 feet of fencing for the Games, at Centennial Olympic Park, Lake Lanier and other facilities.

- The difficult task of translating English weather reports into French was solved when the National Weather Service awarded the translation job to **The Chandioux Group** of Montreal. Chandioux today translates some 27,000,000 words per year for the Canadian Government Translation Bureau.

# TRADE FAIRS AROUND THE WORLD

## Canada Country of Honour at Expolangues 97

**PARIS, FRANCE** — The most important trade show in France for language-related industries and for which Canada has been named "Country of Honour" will be held here January 29 - February 2, 1997.

**Expolangues**, marking its 15th edition, annually attracts over 34,000 visitors (17,000 professionals) to diverse exhibits by and/or of public and private language schools, travel agencies, publishers of books, magazines, teaching methods, software & multimedia producers, and companies involved in translation.

At **Expolangues**, the Government of Canada will be organizing a Canadian Stand, as well as complementary activities to highlight Canada's unique experience in language-related industries. Promoting Canada's heritage and culture, and Canada as a tourist destination, will also be important Canadian themes.

Canadian universities and language schools, publishers, software & multimedia producers, translators and producers of pedagogic material will share the 150 m<sup>2</sup> floor space — benefitting from the high visibility of the Canadian Stand — to market their products to professionals and clients from France and Europe.

A pre-show publicity and press campaign, as well as extensive press coverage of **Expolangues**, will put Canada in the spotlight in France in 1997. Canadian educators and products experts will ensure that Canada's expertise in this sector will be well-marketed.

As those in the trade say, "If the business is language and the market is Europe, then **Expolangues 97** is the place to be!"

### Contacts

To obtain a registration package for **Expolangues 97**, contact —

immediately — Lorraine Rear-don, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2, Fax: (613) 944-1008.

The project can be discussed further with the following people at the Canadian Embassy in Paris: Tom Oommen, Commerce, Tel.: (011 33 1) 44 43 23 58, Fax: 44 43 29 98; Danielle Cordisco, Tourism, Tel.: 44 43 25 02, Fax: 44 43 29 94; André Jara, University Relations, Tel.: 44 43 21 11, Fax: 44 43 21 99.

## Plastics on Parade at British Exhibition

**BIRMINGHAM, ENGLAND** — Literature from Canadian machinery and equipment suppliers may be displayed at the **Interplas'96** Information Booth organized by the Canadian High Commission in London.

**Interplas**, being held November 10-14, 1996, is a major plastics industry trade show and exhibition in the United Kingdom.

More information on the trade show may be obtained from Reed Exhibitions, London, Tel.: 44-181-910-7870; Fax: 44-181-940-2171; or Gil Martin, Commercial Officer, Canadian High Commission, London, Tel.: 44-171-258-6664; Fax: 44-171-258-6384.

## International Trade Fair in India

**NEW DELHI, INDIA** — One of the largest multi-dimensional trade fairs in Asia will be held here November 14-27, 1996.

The **India International Trade Fair (IITF'96)**, now in its sixteenth year, will feature displays on all aspects of industry, agriculture, trade and scientific and technological innovations.

In addition to the 60,000 business visitors that attend the fair, there are as many as three million general visitors, many of them representing an aspiring middle class searching out new products.

Organizers say India's liberalized import policy and simplified procedures will facilitate foreign **IITF** participants in the promotion of new ventures, joint ventures and the export of their products.

For more information, contact The General Manager, Domestic Fairs Division, India Trade Promotion Organisation, Pragati Bhawan, Pragati Maidan, New Delhi 110001, Tel.: 3315213/3319564/ 337 1351/3371815; Fax: 91-11 3318142/ 332855/3317896; Telex: 031-61022/ 61311/65155 ADEP IN.



# CANAD EXPORT



CANADIAN  
COMMERCIAL  
CORPORATION  
CORPORATION  
COMMERCIALE  
CANADIENNE



## Focus on CCC

### PRIDE AND PERFORMANCE: CCC MARKS 50 YEARS OF SERVICE TO EXPORTERS

As a prime contractor for the sale of Canadian goods and services to foreign governments and international agencies, the Canadian Commercial Corporation (CCC) has been an effective trade tool for thousands of exporters. CCC's 50-year history (1946-1996) reflects the evolving needs of Canadian exporters, the changing nature of the goods and services they sell and the diversity of the markets where they are active.

Throughout its history, the Corporation has helped conclude sales valued at more than \$18 billion — \$8 billion in the last 10 years alone. Those contracts have covered everything from purebred cattle to the CanadArm, from microchips to forklift trucks.

CCC's value is in its ability to foster a unique partnership

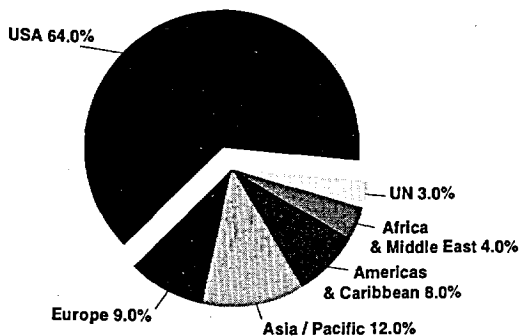
with both an exporter and a foreign buyer. This partnership raises the levels of trust and confidence for both, and enables them to do business together on better terms.

That ability helped Canadian firms to rebuild and resupply post-war Europe, to participate in the early foreign aid programs

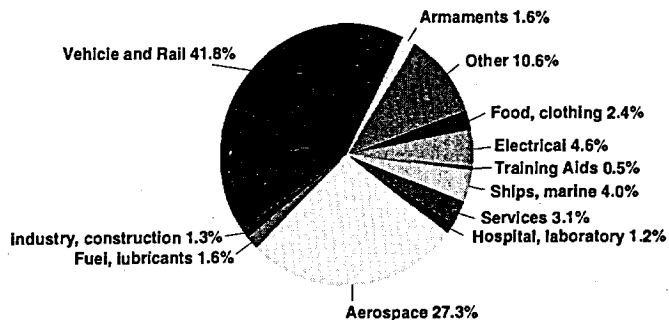
that were established, and to partner with American firms in the U.S. space program. It has also allowed exporters to stake a claim in the high-growth opportunities of Latin America and the Pacific Rim.

*Continued on page VII*  
**Pride and Performance**

**CCC 1993-96**  
Changing Markets



**CCC Sales by Sector**  
For the Year ending March 31, 1996



#### A record-setting year

*In this, its 50th anniversary year, CCC has set a number of records in its efforts on behalf of Canadian exporters:*

- a record business volume of **\$1.017 billion** in exports — thereby helping Canadian companies sustain an estimated

*Continued on page VIII — A record-setting year*

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# CCC: USEFUL, SUPPORTIVE BUSINESS PARTNER

## How CCC support works

CCC is an export facilitator. It provides Canadian companies with access to sales opportunities in specialized markets, and a wide range of services which help them to conduct business in those markets.

There are many buyers around the world — particularly in the public sector — who prefer some government involvement when they purchase from a foreign source. They want the extra assurance that they will get what they contracted for. At the same time, there are many Canadian firms with products which may interest a customer, but the fact that they are less well known internationally may spoil their chances to make the sale.

By offering itself as a prime contractor to both Canadian exporters and their customers abroad, CCC provides suppliers with something they cannot purchase from any other source: *credibility in the eyes of their customers.*

By raising the level of trust between exporters and their customers, CCC helps bring them together and eases the transactions between them. Buyer and seller gain confidence and reduce their perceived risks by placing their transaction through CCC. These advantages help Canadian firms to bid more competitively and boost their reputation in foreign public-sector markets.

## Why use CCC

CCC deals effectively in several niche markets — with foreign government departments, municipalities, public agencies, state corporations, international organizations and some private-sector buyers (mostly in sales involving CCC's **Progress Payment Program** — see details p.

III). These markets hold a lot of potential for Canadian exporters and are frequently major purchasers of goods and services in sectors where Canada is at its innovative best.

But these markets are often viewed as mysterious and time-consuming and Canadian exporters frequently decide not to pursue business opportunities with these potential customers because of the perceived difficulties and costs involved.

CCC's experience and the relationships it has developed with foreign buyers and Canada's Trade Commissioners in these markets contribute to demystify their procurement processes. The customer is reassured that by contracting through CCC to buy Canadian, they will receive quality goods and services in compliance with the terms of the contract they sign.

## CCC's services

In addition to the credibility-enhancing support of their own government in foreign markets, Canadian exporters gain access to a range of services from CCC that help them to conduct their business at all phases of a sale — on better terms and at less risk. These services include:

- obtaining information on business opportunities and matching them to a Canadian firm's capabilities;
- registering Canadian suppliers with specific buyers (e.g. United States Department of Defense, NASA) and international organizations (e.g. United Nations agencies);
- helping in the acquisition, interpretation and completion of bid documents;
- interpreting legislative and

regulatory requirements in markets new to the exporter;

- assisting in contract negotiation, including the negotiation of sole-source contracts;
- administering contracts, collecting payments from customers and disbursing them to exporters.

## How CCC partnering works

CCC's customers see the Corporation as a reliable partner in Canada, helping them to gain fair and easy access to products and services from sources where Canadians are creative and competitive, confident that any risks to them have been minimized by CCC's role and obligations. The Canadian exporter benefits both from the services it gets from CCC and from the trust CCC has built with customers around the world.

The result is a unique partnership among buyer, seller and CCC, one which promotes the repeated use of the Corporation by many of its clients each year.

CCC enjoys many long-standing relationships with buying agencies around the world. In some instances, it operates within formalized rules and structures under the terms of an international agreement — for example, in the case of sales to the U.S. Department of Defense under the Canada/U.S. Defence Production Sharing Arrangement (DPSA). In other instances — including procurements by United Nations agencies — customers come back to CCC each year with specific requests or to see what Canadian industry has to offer for their needs.

CCC's list of top 20 markets now includes Thailand, Colombia, Iran, Japan, Ecuador and

*Continued on page VII — Useful*

# CCC: NEW SERVICES, CHANGING MARKETS, PROGRAMS

*CCC's unique abilities to identify opportunities and facilitate contracts have been put to use in two new services.*

First, CCC has established a **bid matching service** which identifies opportunities with the U.S. federal government that are open to Canadian companies.

Each day, CCC reviews an electronic version of the U.S. government's *Commerce Business Daily*, vets the procurement notices and identifies all those requirements on which Canadian firms are eligible to bid. Approximately 200 of these notices are posted on the Canadian government's Open Bidding Service (OBS) daily, so that any interested Canadian supplier can see what opportunities are available and either contact the buyer directly or use the services of CCC in acquiring and preparing the bid documents.

CCC matches these opportunities to the capabilities of Canadian firms, identified from among companies registered with CCC. Currently, over 2,000 Canadian firms have registered through CCC on the U.S. government's *Bidders' Mailing List*.

Each day, CCC identifies which of the companies registered have the capacity to meet those requirements and then faxes the pertinent notices to each firm. In the first five months of its operation, this activity generated over 1,800 notices to over 500 companies throughout Canada. To date, some \$83 million in bids have resulted. *(For more information on this service, call Ron Linton at (613) 995-0140).*

Secondly, CCC is facilitating the use of **Electronic Data Interchange (EDI)** with key U.S. buyers. In 1993, the U.S. government announced that

EDI would be its preferred means of interacting with its suppliers. This move, while simplifying some processes, also presented a major hurdle for Canadian exporters: the U.S. purchasing system is not centralized, and each of the nearly 200 buying agencies would function independently, using different systems of interacting with their suppliers.

For Canadian firms that sell intermittently into these markets, the expense of purchasing and maintaining the software for an EDI link could deter them from further activity with the U.S. government market.

In the past year, CCC had carried out a pilot program with Canadian firms to have CCC maintain an electronic link to key buyers, relaying the information required between U.S. buyers and Canadian bidders. The past few months have seen continued testing of this process, and the successful completion of the first 850 transactions with U.S. buyers using EDI through an electronic CCC gateway. *(For further information on CCC's EDI service, call Sue Davis at (613) 995-6107).*

## **The Progress Payment Program: One year old and growing**

CCC's **Progress Payment Program (PPP)**, launched in February 1995, helps SMEs access pre-shipment export financing by combining CCC's expertise in contract management with the commercial lending capabilities of financial institutions.

In a PPP transaction, CCC

examines an exporter's request for pre-shipment financing and assesses the risks associated with the project. If CCC endorses the transaction, a participating bank will establish a separate line of credit for that deal, releasing payments to the exporter according to CCC's determination of the work's progress and the costs incurred on the project.

The program is currently being run in partnership with nine financial institutions. It was launched following consultations with banks, the Export Development Corporation and other trade players to ensure there was no duplication or overlap with programs offered by other members of Trade Team Canada.

All parties agreed that CCC was best suited for such a program because it made effective new use of its long-standing contracting expertise. For years, CCC had been able to negotiate customer-financed progress payments on export contracts; the PPP was a way of leveraging similar payments from Canadian banks in those instances where an exporter was unable to arrange progress payments directly from the foreign buyer.

Many businesses are using the PPP for sales to the United States and Japan, and the program has been used for transactions in markets as diverse as Jordan, Lebanon, India, Korea, Australia and Yemen. *(For more information on how to access the PPP, call Don Olsen at 1-800-748-8191).*

*Continued on page VIII  
CCC: New Services...*

# SMALL COMPANY OR LARGE, IT'S STANDARD TO CALL CCC

## Kinds of business that use CCC

Any Canadian firm that has a prospective customer that is a foreign government or international organization can contact CCC, which specializes in dealing with the particular concerns of that type of customer.

Throughout its history, CCC has helped Canadian companies from virtually every industrial sector. In its most recent Corporate Plan, CCC identified 10 sectors where its expertise can be particularly valuable:

1. Aircraft and parts
2. Space
3. Defence
4. Transportation
5. Information technologies and telecommunications equipment
6. Environmental technologies
7. Advanced manufacturing technologies
8. Medical products and services
9. Oil and gas equipment
10. Electrical and power equipment

CCC participates in the *Canadian International Business Strategy*, and is a member of the national sector teams in those areas where it can be most effective. This has already led to significant increases in projects and proposals from new suppliers in new markets.

In the environmental field, for example, CCC has developed an extensive project pipeline valued at more than \$100 million, and has solidified its working relationships with other government and private-sector organizations, ranging from the

federal Department of the Environment to the Canadian Environmental Industries Association.

## CCC helps small business

Selling to foreign buyers does not necessarily mean large deals with large companies. Each year, more than half of CCC's exporters are SMEs — firms doing less than \$10 million in annual sales, or with fewer than 200 employees.

CCC is in a unique position to help the government achieve its goal of increasing the number of SMEs that successfully export. In addition to the PPP, **the Corporation's guarantee of contract performance** to the foreign buyer is the ultimate reinforcement for a small firm with a good product but which is simply not as well known in a market as its larger, international competitors.

CCC's assistance in contract negotiations may result in the reduction or waiver of bid or performance bonds demanded by a customer. For an SME, this can mean the difference between being a real contender and walking away from the business because of the costs involved. In addition, once a contract is landed, CCC may be able to offer an SME accelerated payment terms (i.e., payment within 15 days of invoice instead of 30), depending on the contract terms.

## CCC's service standards

CCC strives to build long-term business relationships with its clients, offering a number of services to meet their needs. In providing its services, CCC en-

deavours to reflect the following corporate standards:

- remaining market-driven and concerned about client service and quality;
- maintaining strict confidentiality and integrity in contracting arrangements;
- assuming responsibility for clients having a positive experience with all CCC staff and managers;
- striving to offer fast and courteous service;
- aiming at being accessible to all companies and open to a wide variety of transactions and business deals;
- carrying out its services objectively and impartially.

## When to call CCC

Ask yourself the following questions:

- Do your prospective customers include foreign governments and international organizations?
- Is there larger, better known competition already in the market?
- Would a government-to-government sale enable your customer to buy on a sole-source basis (i.e., without having to solicit bids)?
- Is your customer requesting bid or performance bonds that make you uncompetitive?
- Are you troubled by the risks of the payment terms

*Continued on page VIII*  
**Small Company ...**

# SUCCESS STORIES

CCC has helped many Canadian firms export to a large and diverse customer base abroad. The following are some of the cases which demonstrate how Canadian capabilities are best served by CCC's unique contracting role.

## Fashions by "MEE"

When a Saskatoon manufacturer first approached CCC for assistance in selling to its Japanese buyers, it was already a successful exporter.

Fashions By "MEE", a producer of the Mountain Extreme Equipment brand of high-quality snowboard clothing and equipment, had several satisfied customers in both Japan and the U.S.A.

Founded in 1987 by two brothers, one of them a former Olympic bobsledder, the company came into being when one of the founders, who made his own bodybuilding apparel, was constantly asked where he got his outfits.

"With an identified demand for the product," says company Chairman Harvey Viteychuk, "we began producing the clothing for sale in retail outlets."

Demand for the product has grown each year in Canada and this small business now employs 42 people.

Once the company decided there might be an export market for its products, its principals met Japanese buyers at a retail show in the U.S.A.

"The buyers liked what they saw," comments a happy Viteychuk, "and began to place orders with Fashions by "MEE"."

Early orders with one of the buyers, Minami Corporation in Japan, were small enough for the supplier to produce without undue strain on its cash flow. However, when the orders grew, the company needed working capital to finance the production.

"Having heard about the Progress Payment Program through

our commercial bank," says Viteychuk, "we gave CCC a call."

With financing in place, production was completed. Based on this success, orders followed with other Japanese buyers that allowed the company's business to grow.

Fashions by "MEE" recognized the potential of doing business abroad and was able to establish a demand for its products. CCC was able to nurture this growth by allowing the company to take on larger commitments, confident that it would have sufficient working capital to complete those deals.

*For further information on Fashions by "MEE", contact Harvey Viteychuk, Chairman, in Saskatoon. Tel.: (306) 244-4410. Fax: (306) 664-7777.*

## Chem-Security

Chem-Security of Calgary, Alberta has a unique process which sets it apart from other companies dealing with lewisite neutralization. This process involves neutralizing such toxic chemicals as arsenic and chlorine so that they can be disposed of in land-fills without harming the environment.

In early 1994, the U.S. Army had a requirement for such a process for its Chemical Demilitarization and Remediation Activity.

"We had the technology," Chem-Security Manager, Engineering & Projects, Bill Evans says proudly, "and we had the advantage of having done si-

milar work for Canada's Department of National Defence."

That's where CCC came in.

"CCC assisted us in understanding the terms and conditions of the American solicitation," explains Evans, "as well as the Canadian procurement regulations and the impact of both on the deal. CCC also provided us with guidance in preparing the company's response to the solicitation."

An integral part of the awarding of this \$5.7-million contract was the requirement for a pre-award survey.

"CCC helped our company prepare for the survey," says Evans, "and ensured that its Western

regional representative was present to see that it was properly and fairly conducted."

Contract negotiations continued for over a year, during which time CCC worked with Chem-Security to resolve some of the buyer's concerns.

"With CCC's guidance and intervention on our behalf," adds Evans, "Chem-Security had the opportunity to demonstrate its superior process and expand its export horizons."

*For further information on Chem-Security Ltd., contact Bill Evans, Manager, Engineering & Projects, in Calgary. Tel.: (403) 235-8300. Fax: (403) 248-3567.*

# SUCCESS STORIES

## Autocar Dupont

CCC is demonstrating its flexibility in doing business in new markets with a variety of different customers. It recently broadened its reach in a deal with Autocar Dupont Inc., a small family business in Quebec City.

From 1946 until 1992, Autocar supplied tourist coaches to satisfied customers across Canada. Since that time, it has manufactured high-quality trolley buses used in the Canadian tourism industry. "We first approached CCC after having contacted CCC's Quebec regional representative," says Autocar Dupont Director General Jean Dupont.

The company had a potential sale of three buses valued at \$700,000 to a municipal buyer, the City of Gatlinburg, in Tennessee.

Dupont, which had supplied buses to many Canadian municipalities, knew it was up to the job. However, the U.S. market presented some challenges.

"Having never exported before," admits Dupont, "our company was unfamiliar with the terms and conditions of export contracts."

The American customer, who went out to competitive tender on this deal, wanted a 100 per cent performance bond to be posted by all bidders.

CCC can often get a performance bond requirement waived based on its involvement in a sale, but this buyer was unwilling to waive the condition because it would have provided a competitive advantage to only one bidder.

Nonetheless, CCC was able to bring together a number of elements to ensure this deal was realized.

To get the necessary perfor-

mance bond in place, CCC contacted the Export Development Corporation (EDC) which was willing to post the performance bond if CCC would provide pre-shipment financing through its Progress Payment Program.

CCC agreed to support the deal and offered Dupont progress payments through the company's commercial bank to finance the ongoing work. CCC minimized the risks in the deal to ensure that the interests of all parties were protected.

This transaction, which took approximately six months to finalize, required a great deal of hands-on involvement by CCC to ensure contract terms were established that satisfied both the U.S. customer and Dupont.

During that period, CCC

officers participated in plant visits with the U.S. buyer, reassuring the customer that it had a quality producer and contracting support.

This first offshore sale has given Dupont confidence in its export capabilities and this has led to a number of other potential contracts with U.S. municipal customers, for which Dupont expects to use CCC's services again.

"We feel stronger now that we are partners with CCC," says Dupont. "Their support cannot be overlooked when you have no experience in exporting."

*For further information on Autocar Dupont, contact company Director General Jean Dupont, in Quebec City. Tel. : (418) 649-9226. Fax : (418) 529-3830.*

## Geotechnical Testing Equipment

The recent sale of a unique product to the University of Osaka, in Japan, is a good example of how doing business through CCC can offer Canadian suppliers advantageous payment terms, the services of skilled negotiators and enhanced relations with foreign customers.

Geotechnical Testing Equipment of Langley, B.C., is the producer of the most sophisticated soil-testing apparatus in the world.

The equipment is used for testing the undisturbed "deep" soil samples to determine the stability of the soil in preparation for the construction of large structures, such as suspension bridges, highrise buildings and freeways, particularly in earthquake-prone zones.

"The transaction was to take

place under an irrevocable letter of credit," says Geotechnical President Fred Zurkirchen, "but CCC pleaded the case for early payment because the supplier provided, free of charge, lengthy training for the customer, Kisho-Mataichi Corporation.

"As a result of CCC's involvement," admits Zurkirchen, "the Japanese customer provided a substantial advance payment to CCC which was quickly turned over to Geotechnical."

This case illustrates once again the value-added service of CCC in facilitating a deal that might otherwise have gotten "hung-up" on one or two issues.

*For further information on Geotechnical Testing Equipment Co., contact Fred Zurkirchen, President. Tel./Fax: (604) 533-5693.*

# CONTACTS

## CCC Head Office

50 O'Connor Street, Suite 1100,  
Ottawa, Ontario K1A 0S6  
Tel.: (613) 996-0034.  
Fax: (613) 995-2121  
E-mail: info@ccc.ca  
Internet: http://www.ccc.ca

1000 - 9700 Jasper Avenue  
Edmonton, Alberta T5J 4E2  
Tel.: (403) 497-3801  
Fax: (403) 497-3562

- Bernice McCredie, Manager  
Ontario Liaison Office, CCC  
62505 Kestrel Road  
Mississauga, Ontario L5T 2A1  
Tel.: (905) 795-5250  
Fax: (905) 795-5262

## CCC's Regional Representatives

- Court C. Touwslager, Manager  
B.C. Liaison Office, CCC  
2300 - 650 West Georgia Street,  
P.O. Box 11538  
Vancouver, B.C. V6B 4N7  
Tel.: (604) 666-4781  
Fax: (604) 666-0398

- J.M. Claude Lavoie, Manager  
Quebec Liaison Office, CCC  
5 Place Ville Marie, Suite 700  
Montreal, Quebec H3B 2G2  
Tel.: (514) 283-8791  
Fax: (514) 283-8794

- Gerald A. Haley, Manager  
Western Liaison Office, CCC

- An Atlantic Canada Liaison Office is planned

## CCC: Useful, Supportive Business Partner

*Continued from page II*

Bolivia. Lately also, CCC has helped companies to transact in a number of markets for the first time, including Botswana, Iceland, Indonesia, Lebanon, Mauritania, Vietnam and Yemen.

The Corporation's most signifi-

cant business growth has occurred in Latin America. In the past year, CCC completed major aircraft and transport contracts in Peru, Bolivia, Colombia and Brazil, and sales of environmental technologies to Chile and Uruguay.

### Business with the USA

For many years, the Canada/U.S. Defence Production Sharing Agreement (DPSA), Defence Development Sharing Agreement (DDSA) and agreements held with the National Aeronautics and Space Administration (NASA), have provided Canadian firms with special access to the American defence and aerospace markets through CCC. This business totalled \$639 million in 1995-96, representing a 28 per cent increase over the previous year.

CCC has continued to facilitate Assist Audits as part of its overall agreement with the U.S. Department of Defense. This involves the review, analysis and certification of Canadian companies seeking to sub-contract to U.S. prime contractors on U.S. projects. During 1995-96, 112 Assist Audits conducted by CCC represented a potential bid value of \$563 million.

## Pride and Performance

*Continued from page I*

As CCC begins its next 50 years, it is ideally positioned to see its contribution to exporting grow. It is active in more industrial sectors and in more markets than ever, is keeping pace with the changes occurring within its largest marketplace — the U.S. — and has already entered the world of electronic commerce. It is forming new partnerships with Canada's banks and using its contract administration skills to lever new sources of funding from those banks to be used as working capital by Canadian small businesses in their export sales.

The Government of Canada has set an impressive agenda for itself to develop international trade. CCC is an integral part of that agenda, increasing both the number of firms that export successfully — particularly smaller and less known ones — and the number of markets where they are active.

# CCC: NEW SERVICES, CHANGING MARKETS, PROGRAMS

*Continued from page III*

## Other export programs

As an integral member of Trade Team Canada, CCC coordinates its efforts in support of Canadian exports with those of other federal and provincial trade agencies, other Crown Corporations, and private-sector trade associations.

The Trade Commissioner Service of the Department of Foreign Affairs and International Trade (DFAIT), which works closely with CCC, is a key source

of referrals to CCC. Exporters who have encountered stumbling blocks in completing a deal overseas are often referred to CCC by Canada's Trade Commissioners to determine if its services can bring supplier and customer together.

In some cases, combining the financing and insurance services offered by the Export Development Corporation with CCC's contractual support and performance guarantee provides an enhanced package to Canadian exporters.

CCC also works closely on behalf of individual companies with such agencies as Industry Canada, the Atlantic Canada Opportunities Agency (ACOA), Western Economic Diversification (WED), and the Federal Office for Regional Development, Quebec (FORDQ), which provide industrial support programs to Canadian exporters, as well as with provincial trade agencies and ministries.

## A record-setting year

*Continued from page I*

11,000 jobs;

- a record 308 Canadian suppliers completed new sales or amendments to existing contracts through the Corporation — altogether, more than 1,000 Canadian firms are currently using CCC to carry out or complete business transacted with foreign buyers;
- small- and medium-size enterprises (SMEs) made up 61 per cent of CCC's suppliers;
- dealt with buyers in a record 41 countries and 11 international organizations;
- signed a record 4,754 contracts and amendments — a 40 per cent increase over the previous year;
- successfully implemented its **Progress Payment Program (PPP)**, which provides SMEs with access to new sources of commercial pre-shipment financing of costs on export sales. Contracts worth \$48 million were handled through the Program in its first year;
- made a record 11,000 payments to Canadian exporters in respect of contracts they had concluded through CCC.

The Corporation's success augurs well for its continued growth in the years ahead. It is firmly focused on adapting and applying its specialized skills and capabilities to enable Canadian suppliers to take advantage of the growing number of export opportunities around the world, to assist them in new and specialized markets, and to enable them to do business in these markets on more efficient terms.

## Small Company or Large, CCC is On Call

*Continued from page IV*

now being offered by your customer?

- Do you need pre-shipment financing to make this sale viable?
- Would you like some experienced advice on the contracting laws or regulations of your customer?

If the answer is 'yes' to any of these questions, it's worth a telephone call to one of CCC's regional representatives, or to its Ottawa headquarters. CCC's contracting services are designed to help clear these sorts of exporting hurdles in virtually any market around the world. (See contacts, p. VII).



# TRADE FAIRS AROUND THE WORLD

## Door to Latin America Market

### Panama's EXPOCOMER Welcomes World Buyers

PANAMA CITY, PANAMA — International buyers for the immense markets of the Caribbean, Central and South America will be here in full force March 5-10, 1997.

The occasion is **EXPOCOMER 97** — and Canadian companies are being invited to participate in a National Stand being organized by the Canadian Em-

bassy, San José, Costa Rica.

An annual event that is a magnet for buyers from around the world, **EXPOCOMER** features products from medical and healthcare companies and from companies engaged in sectors such as: food, construction, hardware, telecommunications, informatics, office supplies, textiles, automotive accessories, mining equipment, lamps, carpets, crystalware, jewellery, perfume and cosmetics.

The 1996 **EXPOCOMER** attracted 43,720 visitors from 33 countries. On-site purchasers by 21,663 buyers totalled US\$76.7 million.

More information on **EXPOCOMER 97** is available from Céline Boies, Latin America and Caribbean Trade Division, Department of Foreign Affairs and International Trade, Ottawa, Tel.: (613) 996-6129; Fax: (613) 943-8806.

Information also is available by contacting Manuel Ruiz, Canadian Embassy, San José, Costa Rica, Tel.: (011-506) 296-4149; Fax: (011-506) 296-4280.

## Kuwait Hosts Money Show

KUWAIT — Primarily investment services and real estate companies are being recruited to participate in the **4th Annual Kuwait Money Show** being held November 25-28, 1996.

Interested businesses that cannot attend personally have the option of promoting their products and services through

catalogue displays. And small- and medium-size companies can cost-share booth space.

For details, contact the show's official Canadian representative, Michael D. Lecours, Kuwait-N.A. Development, 1649 Manitou, Laval, Quebec, Tel.: (514) 686-9205; Fax: (514) 628-5553.

## Florida Expo Eyes Latin American and Caribbean Markets

MIAMI BEACH, FLORIDA — Canadian computer and information technology companies wanting to explore markets in Latin America and the Caribbean hardly have to leave their own backyard.

All they need do is participate in **COMDEX/Hispano America'96**, a trade expo being held here December 4-6.

For complete details, contact **COMDEX**, Tel.: (617) 433-1500; Fax: (617) 444-3322.

## Made-in-Quebec Houses — Continued from page 2

### A meteoric rise

How did this small family-owned company, operated by a father and three sons and established in 1961, become such a tremendous success?

In the words of Mr. Bonneville, "You need effort, application and pride in a job well done, while remaining on the leading edge of technology. This is how our busi-

ness has become the leader in Quebec's prefabricated house market, and Canada's largest producer of manufactured houses."

From 12 employees the company has grown to 100, a number which is increasing with the growing emphasis on exports.

"The contract with Japan is going to create 50 new jobs — another major advantage of ex-

porting," says Mr. Bonneville.

Having begun with the USA, Bonneville is now on the verge of signing contracts in Germany, Hungary and Argentina.

For information about *Les Industries Bonneville*, contact company President *André Bonneville* at tel. (514) 464-1001, fax (514) 467-8120.

# Cairo Economic Summit

*Continued from page 1*

the Middle East peace process.

It aims to mobilize public and private sectors regionally and internationally, to extend commerce beyond territorial and regional boundaries, and to build common interests among individuals and groups affected by the Arab-Israeli conflict.

Canada has been a strong supporter of the MENAES since the first Summit was held in Casablanca in 1994; Canada also sent a delegation of 23 firms to the Amman Summit in 1995.

The Summit is co-sponsored by the United States and Russia, and organized by the Geneva-based World Economic Forum.

## Agenda Accents Business

Egypt's program emphasizes *doing business in the region*, with opportunities to learn of numerous projects and meet prominent business leaders.

Discussions are planned on multi-national projects, privatization programs, and projects raised at the Amman Summit. For exam-

ple, specific panel discussions will focus on multi-national projects such as the Taba (Egypt), Eliat (Israel) and Aqaba (Jordan) region at the northern end of the Gulf of Aqaba and south-eastern Mediterranean area.

A special session will update participants on projects raised at the Amman Summit, including the regional electricity grid, exporting Egyptian gas to Israel and other countries, developing bridge links and other infrastructure between various parts of the region, and tourist resort projects along the Gulf of Aqaba and Red Sea.

Discussions by local experts and appropriate government officials in North Africa and Middle East countries will outline investment opportunities, privatization programs and trade liberalization on a national level.

## Match-making Services

To help improve "match-making" and one-on-one business meetings among participants, all

events and meetings are scheduled to take place at the Cairo International Conference Centre (CICC), a large, modern facility capable of accommodating a conference of this size.

The "Canada Business Centre" at the CICC will provide facilities for Canadians to conduct individual meetings with their new contacts.

## Contact

Persons interested in joining the Summit delegation may contact the Canada-Arab Business Council, Fax: (613) 238-7643.

## Cairo Summit Projects on Web

Specific lists of regional and domestic projects being proposed by Egypt for the **Cairo Economic Summit** are now available for business leaders to review before the Conference opens. (See the **Cairo Summit** web site <http://192.139.37.103/summit/>)

# EDC Finances Canadian Exports to Higher-Risk Markets

*Continued from page 1*

strength to expand our capacity and take more risk on behalf of Canadian exporters," says Labbé.

The additional \$1.5 billion brings to more than \$5 billion the amount of EDC financing available for acceptable buyers in higher-risk emerging markets.

"This new financing will help Canadian exporters compete there and win," Labbé says.

The 50 emerging markets include: Anguilla, Aruba, Bangladesh, Belize, Bolivia, Brazil, Costa Rica, Croatia, Djibouti, Dominica, Ecuador, El Salvador, Falk-

land Islands, Fiji, French Polynesia, Ghana, Greenland, Guyana, Honduras, Kazakhstan, Lesotho, Macao, Malta, Marshall Islands, Mauritius, Micronesia, Montserrat, Namibia, Nauru, Nepal, New Caledonia, Panama, Russia, Samoa (Western), Seychelles, Solomon Islands, St. Christopher and Nevis, St. Kitts, St. Lucia, St. Vincent and Grenadines, Slovak Republic, Swaziland, Tonga, Turks and Caicos, Uganda, Ukraine, Uzbekistan, Vietnam, Virgin Islands (British), and Yemen.

EDC, a financially self-sustaining Crown corporation, helps Canadian exporters compete in world markets by providing a wide range of financial and risk management services, including export credit insurance, sales financing and guarantees.

EDC offices are in Ottawa, Halifax, Montreal, Toronto, London, Winnipeg, Calgary and Vancouver. Smaller exporters (annual export sales of up to \$1 million) may call EDC's Emerging Exporters' Team at 1-800-850-9626.

# BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.

**BELGIUM** — A company here is interested in representing Canadian companies wishing to sell in the Belgian market. Products include **leather clothing, costume jewellery, food, alcoholic beverages, furniture, and appliances.** Contact MK Marketing, Stendrich, 59, B-4700 Eupen, Belgium; Tel.: 32-87-55-82-01.

**BELGIUM**— A Belgian company is seeking Canadian exporters of **traditional Indian and Western clothing and accessories.** Contact Mr. Blondeaux, Quartier Sentinelle, 335, B-7300 Bossu, Belgium; Fax 32/65/78. 10.94.

**NEPAL** — A leading importing house wishes to contact Canadian manufacturers of various **varieties of soap.** Contact M.P. Shrestha, Chief Executive Officer, Nepal Electric Trading (P.) Ltd., P.O. Box 5402, Kathmandu, Nepal, Tel.: 222417; Fax: 977-1-227919; Telex: 2716 WCSS NP.

**NEW ZEALAND** — A well established company here wishes to source **innovative adhesive and decorative products** for sale to the local market. Contact Brett Henderson, Managing Director, Holdfast Manufacturing Ltd., P.O. Box 4206, Hamilton, New Zealand, Tel.: (64-7) 847-5540; Fax: (64-7) 847-0324.

**SAUDI ARABIA** — The representative of a Saudi-based company is seeking manufacturers interested in entering a **transfer of technology agreement** that would establish a **plant to pro-**

**duce brake oil** (capacity 1,500 tons), **distilled water for batteries** (capacity 1,000 tons) and **radiator fluid** (capacity 5,000 tons). Saudis provide 100 per cent financing. Contact Tahir I.

Qureshi, Tiqsons Technologies Inc., 235 Dixon Road, P.O. Box 39228, Toronto M9P 3V2, Tel.: (416) 249-8101; Fax: (416) 249-4505; Web Site: <http://www/tiqsons.com/tiqsons/>

## Canadian Housing at Home in Japan

*Continued from page 3*

### Market Booming

Deregulation and changing consumer tastes have created a booming market for imported housing in Japan in recent years.

In 1995, exports of manufactured home packages from Canada increased 139 per cent to C\$131 million. They are well on their way to doubling again in 1996.

The same trend is evident for a wide range of Canadian housing components, such as windows and doors, flooring, staircases. Even Canadian manufacturers of products such as bathroom fixtures, heat exchangers and central vacuum systems are beginning to secure a foothold in the market.

### In On The Trend

The popularity of North-American-style woodframe construction leaped last year when the Kobe earthquake demonstrated the superior strength of that style of housing.

Consumers and home-builders began paying greater attention to the many other characteristics of 2x4 housing (superior insulation, durability, flexibility and speed of construc-

tion) and North-American-style designs.

Two-by-four housing starts increased 15 per cent to 74,000 in 1995. For the first six months of 1996, they increased another 36.4 per cent compared to the same period in 1995.

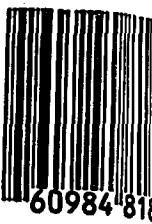
By comparison, overall housing starts, which were stagnant at 1.47 million in 1995, increased 9 per cent in the first six-months of 1996.

Canadian companies were there to take advantage of this trend. In addition to the 29 members of BC Trade's Canada Comfort Direct Showcase, there are now over 120 Canadian manufacturers of finished or semi-finished housing products successfully exporting to Japan.

### Contacts

Parties wanting more information on the housing market in Japan may contact Doug Bingeman, Japan Division, Department of Foreign Affairs and International Trade, Ottawa, Tel.: (613) 995-1678; Fax: (613) 943-8286.

Information also is available directly from Francois Rivest, Canadian Embassy, Tokyo, Japan, Tel.: (011-81-3) 3408-2101; Fax: (011-81-3) 3470-7280/3479-5320.



# PUBLICATIONS

## Latvia, Estonia, Lithuania Business Guides

Profitable new export markets in the Baltic states of Latvia, Estonia and Lithuania have been discovered in the past year by a number of Canadian exporters, including more than 20 Canadian building materials companies.

To assist new exporters, the Canadian Embassy (for the Baltics) in Riga, Latvia has produced three guides on doing business in each of the Baltic states.

The guides contain a wealth of information on a range of issues that exporters and potential investors would find worthwhile.

For further trade information on this region or for a copy of the guides, contact Jacob Kunzer, Canadian Embassy, Riga, Latvia, Tel.: 371-783-0141; Fax: 371-783-0140.

## Mexico Electronics Sector Focus of Study

A study outlining the significant opportunities in Mexico for Canadian companies active in the electronics sector has been contracted by the new Canadian Consulate in Guadalajara.

While the study's primary focus is the Guadalajara-based information technologies sector, a brief assessment of the activities in the electronics industry in other regions of Mexico is also included.

For further information on this sector, including a copy of the market study, contact the Canadian Consulate, Hotel Fiesta Americana, Local 31, Aurelio Aceves 225, Sector Juárez, 44100 Guadalajara, Jalisco, Mexico, Tel.: (011 52 3) 615-6270/6266/

6215; Fax: (011 52 3) 615-6000.

## Egyptian Wheat Report

Egypt, with its wheat production policy of self-sufficiency (55 per cent achieved in 1995), imported, also in 1995, a record 6,320 metric tonnes of this commodity, an indication a market for wheat still exists. In 1995, Canada, whose wheat market is quite developed and very competitive, exported 42,000 metric tonnes of wheat to Egypt. These facts and other information (tariff changes and non-tariff barriers, marketing, competitor activities, phytosanitary regulations) can be found in *The Egyptian Wheat Report*, available from the Canadian Embassy, Cairo, Tel.: (011-20-2) 354-3110; Fax: (011-20-2) 354-7659.

# Building Products Success Stories In Japan

*Continued from page 4*

placed on-the-spot orders for seven container loads of heat exchangers. Contact: Roger M. Johnson, Vice President, Sales and Marketing, or Robert Ferris, Sales and Marketing Development. Tel.: (519) 457-1904. Fax: 1-800-494-4185.

## Douglas Manufactured Homes (Delta, B.C.)

This west coast company's entire production of manufactured homes is exported to the Japanese and Korean market. As a result of booming demand, the company has moved to a larger facility. Contact: Mark Ando, President. Tel.: (604) 940-5555. Fax: (604) 940-4500.

## Nu-Fab Building Products (Saskatoon, Sask.)

The company was introduced to

SG Kai two years ago. It currently sells approximately 300 homes annually to the SG Kai members and, recently, officially opened a second plant to double its production capacity. Contact: Russell Muzyka, President. Tel.: (306) 244-7119. Fax: (306) 244-0553.

## AAB Building System Inc. (Cobourg, Ont.)

AAB Building System Inc. is the manufacturer of the industry-leading insulated concrete-forming system. In 1994, AAB signed a contract with SG Kai to supply this technology to the Japanese market. Recent regulatory changes see basements becoming increasingly popular in Japan. The AAB Building System provides the Japanese building industry with a cost-effective method of ad-

ressing this issue. Contact: AAB Building System Inc. Tel.: (905) 373-0004. Fax: (905) 373-8301.

## Maple Homes Canada (Richmond, B.C.)

This small 100 per cent exporting company was started in 1989 by its President Brad Grindler, after having spent four years working in Japan. Sales increased 7,409 per cent to \$8.7 million in 1995 (from \$115,464 in 1990). This supplier of building products and house packages was cited in *Profit 100* (June 1996 issue) as the second fastest growing company in Canada. Maple Homes Canada is now doing business in Germany, Korea and China. Contact: Brad Grindler, President. Tel.: (604) 273-2955. Fax: (604) 273-1053.

# BUSINESS AGENDA

## Major Meeting Focuses on Securing Markets in China

SHANGHAI, CHINA — Recognized as *the* China business meeting of the year, the **Canada China Business Council's Annual General Members' Meeting (AGM) and Policy Conference**, will be held here November 24-27, 1996.

### Focal Points

Business panels will focus on the latest trends in the Chinese economy, new options for project financing, and recent developments in Chinese tax and regulatory policy. Two key sectors — transportation and construction — also will be areas of concentration.

Special focus on the Yangtze

Delta will highlight the opportunities of this increasingly prosperous market — 193 million people, with Shanghai as the hub.

For the first time, AGM participants will visit the City of Suzhou (recently described by Asia Week as “an oasis of productivity in the chaos of the world's fastest-growing economy”) for a visit with the Mayor and a tour of the Singapore Suzhou Industrial Park.

They will also hear experts discuss the merits of Shanghai and Hong Kong as gateways to China.

The 1996 AGM will offer an opportunity to reinforce Canada's commitment to the Chinese market, to celebrate growing commercial success, and to help

Canadian firms to secure, in the dynamic markets of the Yangtze Delta, jobs for today, tomorrow and the future.

### Contact

To register or to obtain further information on the **Canada China Business Council's 1996 Annual General Members' Meeting and Policy Conference**, contact the Council at: Tel.: (416) 954-3800; Fax: (416) 954-3806; E-mail: ccbc@istar.ca

## Services Abroad

TORONTO — October 17, 1996 — Canadian companies, business people and legal professionals who are active or interested in becoming active in the provision of services abroad are the target audience for **International Trade in Services: New Opportunities for Canadian Companies and Commercial Lawyers**. Services now account for about 22 per cent of global trade and for more than US\$1 trillion in exports worldwide. The programme, sponsored by the Canadian Bar Association-Ontario (CBAO), features three speakers who will share their experiences — and lessons learned — regarding the provision of telecommunications services in the United States; insurance services in China, Indonesia and Asia Pacific; and professional services in North America. Contact CBAO, Toronto, Tel.: 1-800-668-8900 or (416) 869-1233; Fax: (416) 869-1390.

## Thrive and Survive in China Market Program

HULL, QUEBEC — October 18-November 10, 1996 — How to survive and thrive in the China market-place of 1.2 billion consumers is what small, medium and large companies will learn in two weekends of intensive work in a program that is a collaboration of academic specialists, practicing business persons, and experienced trade officers and diplomats.

**International Business Diplomacy for the Chinese Market-Place** is more than a matchmaking service. In the words of its organizers: “It is a fast-track guide to the cultural pitfalls of doing business in China — how to figure out who's in charge, when to appease and when to say no, how to do business in a complex legal environment.”

In addition to companies having the opportunity to develop

their own business plan for entering the China market, they also will have access to the latest information on market trends, trade opportunities, and contacts in China.

The program, on the weekends of October 18, 19 20 and November 8, 9, 10, costs \$1,850. It is jointly conceived and run by the University of Toronto's School of Continuing Studies and the Canadian Foreign Service Institute, with strong support and input from the Canada China Business Council.

For registration or other information, contact Registrar's Office, University of Toronto, School of Continuing Studies, 158 St. George Street, Toronto M5S 2V8, Tel.: (416) 978-2400; Fax: (416) 978-6666; E-mail: constud registrar@scs.utoronto.ca; Web: <http://www.utlink.utoronto.ca/scs/>

# BUSINESS AGENDA

## Conservation Congress

**MONTREAL — October 13 - 23, 1996 —** The **World Conservation Congress** will be the largest gathering ever held in Canada on conservation and sustainable development. Organized by Parks Canada, in partnership with the International Union for the Conservation of Nature (IUCN), this event will bring together representatives of government and private-sector organizations from over 130 countries. More than 2,000 delegates and several hundred Canadian observers are expected to take part in the Congress business sessions.

Over 150 exhibitors will be on hand to present practical methods, techniques and solutions that foster conservation and the sustain-

able use of resources while balancing economic, environmental and social concerns. The program includes a number of panels, chaired by such internationally recognized individuals as Maurice Strong and Stephan Schmidheiny.

For further information, contact Alain Dufresne at (514) 283-7970.

## CanadExport Now on E-mail

Readers with Internet mail access now can receive *CanadExport* articles directly via Internet e-mail.

All they need do to subscribe to our e-mail edition is simply submit the subscription form now available on our web site (<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>) or send an Internet e-mail message to [canadexport-request@lists.dfait-maeci.gc.ca](mailto:canadexport-request@lists.dfait-maeci.gc.ca) with the single word **subscribe** in the body of the message. The Subject: is ignored. The e-mail subscription will be posted to the From: address of the message, so it should be sent from the subscriber's normal e-mail station.

We request that the adjacent subscription update form be mailed or faxed to us by **November 1, 1996**. Readers not wanting to maintain their print edition subscription need not respond; however, their reply would be helpful for statistical purposes.

### SUBSCRIPTION UPDATE FORM

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DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT

Dept. of External Affairs  
Min. des Affaires extérieures

OCT 1996

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Vol.14, No. 17

## Agri-Food Market

### Britain Has "Good Feeling" for Canadian Suppliers

All indications are that capable and committed Canadian agri-food exporters will continue to find a number of market opportunities in the United Kingdom. Indeed, if the current state of play in the market continues (and expectations are it will), Canadian agri-food and fish trade to this region could very well reach the \$500-million mark by the year 2000.

It may be true that a competitive Canadian dollar, not unreasonable freight rates, and historical and cultural linkages have helped to contribute positively to the increase in Canadian agri-food trade to the U.K. over the last three years.

But the fact also remains that the majority of British clients continue to have a "good feeling" about dealing with Canadian suppliers.

#### Market Overview

The United Kingdom is Canada's second-largest processed food and

drink market after the United States and one of Canada's largest food markets in the European Union (EU).

The food and drink market in the U.K. was valued at \$190 billion by consumer expenditure in 1995. Of this, \$100 billion was spent on food, \$50 billion on drink and \$40 billion on meals outside the home.

Canadian agri-food and fish exports to the U.K. rose from \$300 million in 1994 to \$350 million in 1995. Agri-food exports (excluding fish) represented \$250 million of this total, up from

\$200 million in 1994.

#### Growing Canadian Interest

The following indicators tend to substantiate the fact that long-term growth is under way.

In 1995, there were 32 U.K. retail and food service listings of Canadian food products. U.K. importers of Canadian food and drink now number 126.

#### CanadExport Renewal Deadline Looms, Page 8

Three Canadian company sales offices have been opened in the U.K. in the last three years: Couprie Fenton (canned sweet corn); Clearwater Fine Foods (seafood products); and Cott Corp. (beverages).

*Continued on page 6  
Britain's Agri-food*

## Canada-U.S. Medical Sector

### Some Borders are Not Barriers

All indications are that a Canadian-Embassy-in-Buffalo-organized "cross border" event that partnered representatives from the Canadian and U.S. medical sector will result in similar events in the future.

**Cross Border Partnerships in the Medical Industry**, held May 23, 1996 at Niagara-on-the-Lake, was the second in the "Some Borders are Not Barriers" partnering series. (The first, held in October 1994, was on the high technology sector and proved highly successful.)

#### BorderNet

These events are closely allied

with **BorderNet**, a 1994 initiative of the Canadian Consulate General in Buffalo that is dedicated to improving trade, tourism and investment opportunities in the region that runs around the western shore of Lake Ontario from Oshawa to Rochester. This semi-circular string of communities is the fifth-largest economic zone in North America. (See **BorderNet** article, *CanadExport*, December 4, 1995).

#### Objectives

The cross border medical event served as an introduction to two

*Continued on page 7 — Borders*

## CANADEXPORT ON-LINE

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# SHARING TRADE SECRETS

## Bell Sygma Breaks into the Portuguese Telecom Market

*After more than a year of hard negotiations, Toronto-based Bell Sygma Inc., through its U.K. affiliate, has won the largest Canadian contract ever awarded by Portugal.*

The US\$87 (CAN\$120) million three-year deal calls for Bell Sygma and GTE Data Services International, Incorporated, of Tampa, Florida, to provide Portugal Telecom (PT) with Bell Sygma's customer care service system (COBRA), and GTE's usage management system (UMS) and customer billing system (CBSS).

These systems gather billing information from a number of interfacing systems for the calculation of customer product and service charges, discounts and taxes.

### Canadian diplomacy at work

With contract talks taking place right at the height of the turbot war — pitting Canada against Spain and Portugal — promoting Canadian companies in these countries at that time was tricky, to say the least.

"Canada's Trade Commissioner, as well as the Ambassador in

Lisbon, advised us on how to pursue negotiations and critical presentations," says Bell Sygma (U.K.) Managing Director Scott Rowswell.

As a result of this advice, Bell Sygma was able to stay in the running for the contract, despite competition from other U.S. companies such as AT&T.

"Canadian Embassy officials not only were in constant contact with our company," Rowswell adds, "but they lobbied on our behalf with senior officials at Portugal Telecom, standing fully behind our excellent Canadian hi-tech products and services."

### Canadian excellence

Not only did Bell Sygma get in on the contract, but the value almost doubled over the course of the negotiations as Portugal Telecom realized that the Canadian know-how could shorten PT's implementation plans.

Bell Sygma's COBRA state-of-the-art functions include managing payments, adjustments, miscellaneous charges and other financial transactions related to accounts receivable.

"As Portugal's largest telecommunications provider," says Rowswell, "PT and its newly-acquired Bell Sygma technology will be well-positioned to take on Europe's telecommunications industry which is slated to open to competition in 1998."

Bell Sygma has already embarked on that road and is pursuing several contracts in Europe.

### Expert advice

And in doing so, the company is not shy to plug into expert advice offered by the Canadian Trade Commissioner Service.

"As a matter of fact," adds Rowswell, "our initial consultations started in Ottawa where Department of Foreign Affairs and International Trade (DFAIT) trade officials also advised us to contact the Trade Commissioner in Lisbon."

(Bell Sygma has over 4,000 employees and revenues of more than \$700 million in 1995. It is also part of Bell Canada Enterprises (BCE), a Canadian-owned multinational with 46,000 employees and \$25 billion revenues.)

"Even a well-established company like ours," Rowswell admits, "is quick to recognize the value-added service offered by the

*Continued on page 3 — Bell*

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Mail to: **CANADEXPORT** (BCF), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.



# Electronic Filing Facilitates Agri-food Exports to the U.S.A.

*The Canadian Consulate General in Buffalo wishes to inform Canadian exporters of agri-food products to the U.S.A. that they now have access to an electronic information filing system which should speed up customs procedures for their products.*

Developed by the U.S. Food and Drug Administration (FDA), the Electronic Entry Processing System (EEPS) allows qualified cus-

toms brokers to file product information with U.S. Customs and the FDA via computer.

## How does the system work?

The brokers electronically enter product information — product code, country of origin code, shipper, manufacturer — into EEPS on behalf of a Canadian exporter.

(In the initial stages, paper entry documents (FD-701 invoices) must also be submitted.)

EEPS evaluates the data and, in most cases, responds with an electronic "may proceed" message.

The accuracy of the information entered into EEPS by the customs broker is studied over time, and when the broker consistently achieves a 90 per cent accuracy rate in data entry, the FDA no longer requires that "paper" documents be submitted.

At this stage, the use of EEPS becomes the exclusive method by which a broker submits import entry information to the FDA.

With this system, Canadian products can enter the U.S.A. more quickly and information about the status of a product — should it be sampled for examination by the FDA — can be obtained almost immediately.

## Consulate plays key role

The Canadian Consulate General in Buffalo has become a focal entry point for many Canadian exporters and associations selling to the U.S.A.

*Continued on page 7 — EEPS*

## Bell Sygma Inc. — Continued from page 2

Canadian Embassy which provided us with good market intelligence and lobbying, as well as excellent guidance and support throughout the contract negotiations in Lisbon."

### Pass it on

As a relative newcomer to the world of exports, the 30-year old company can offer the following advice — based on its successful strategy in Portugal — to other Canadian firms.

- "Contact the Canadian Trade Commissioner Service early in your international market and customer analysis.

- "Take advantage of the services provided by the Canada-based team — DFAIT in Ottawa, and the International Trade Centres (ITCs) in the provinces — and, where feasible, arrange for a business meeting to present your business objectives, and learn from the team how they can assist you in pursuing a particular market.

- "Depending on the particular strategy, either take advantage of regional strategies available from the Trade Commissioners, or contact the in-country Trade Commissioner directly.

- "At this juncture, it is imperative that a meeting be arranged with the in-country Trade Commissioner to present your company's market and sales plan and develop a cohesive business strategy."

"We availed ourselves of all these services in winning this contract," concludes Rowswell, adding that they encountered very little difficulties in Portugal, even language-wise, "because most people speak English or French, as in many countries in Europe."

*For more information on Bell Sygma or its contract in Portugal, contact the company's Vice President, Communications, Cindy Lipomanis. Tel.: (416) 215-2550. Fax: (416) 215-2627. E-mail CLIPOMAN@ost.sygma.net*



## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or 613-944-1078; or call (613) 992-3005.

# TRADE FAIRS AROUND THE WORLD

## Canada on Menu at Food, Beverage, Label Shows in Japan

*The first few months of 1997 will see the following food, beverage and food label shows being held in Japan, the world's largest net importer of agri-food products and Canada's second-largest export market after the United States. All the shows — in which the Department of Foreign Affairs and International Trade (DFAIT) is an active participant — are designed to assist Canadian exporters to succeed in this dynamic market. Demand may necessitate space being allocated on a first-come, first-serve basis.*

### FOODEX JAPAN '97 a Major Venue for Canada

TOKYO — Companies are invited to participate — March 11-14, 1997 — in Canada's national stand at **FOODEX JAPAN '97**, Japan's premier food promotion event and one that plays an important role in Canada's global strategy for the food and beverage industry.

This *22nd International Food and Beverage Exhibition* will feature more than 1,000 exhibitors from more than 40 countries. More than 85,000 executives and buyers representing Japan's and Asia's major food and beverage industry players will be attending.

**FOODEX JAPAN '97** will include **Beer Japan '97** and a special display of **health and organic foods**. Canadian exhibitors may contribute products presented in their own stands to these special displays.

As a new, trial initiative, a limited number of "marketplace" stalls are available for the fee of \$1000. They are ideal for single-product companies wishing to make a first, exploratory exhibition in the Japanese market. These stalls are available only to companies with less than 100 employees, which have never before participated in a trade show in Japan. They will be allocated on a first-come first-served basis.

Application forms for those wishing to participate in **FOODEX JAPAN '97** may be obtained

from (and should be forwarded — no later than **December 1, 1996** — to): E. Paola de Rose, Agriculture & Agri-Food Specialia-

list, Japan Division, DFAIT, Ottawa, Tel.: (613) 992-6185 Fax: (613) 943-8286.

### Solo Food Show Key to Kansai

OSAKA — The **Canadian Solo Food Show** takes place March 17-18, 1997 — immediately after **FOODEX JAPAN '97**.

Participation at **FOODEX** is not a prerequisite for participation in this solo show, but companies that have participated in, or simply attended, **FOODEX** have found the **Canadian Solo Food Show** to be an excellent venue for sales to the enormous Kansai regional market.

Application forms for those wishing to participate in the **Canadian Solo Food Show** may be obtained from (and should be forwarded — no later than **December 1, 1996** — to): E. Paola de Rose, Agriculture & Agri-Food Specialist, Japan Division, DFAIT, Ottawa, Tel.: (613) 992-6185 Fax: (613) 943-8286.

### Private Labels Go Public

TOKYO AND OSAKA — To take advantage of Japan's booming market for Private Label food and beverage products, **Canadian Private Label Solo Food Shows** will be held at the Canadian Embassy in Tokyo on January 20-21, 1997, and at the Nankai South Tower Hotel in Osaka on January 17, 1997.

These shows have been timed to give companies the additional option of attending the USA's Private Label Manufacturers' Association's (PLMA) *World of Private Label in Asia Show* in Tokyo on January 22-23, 1997.

*Note that while the Embassy's Solo Show and the PLMA show will be held in Tokyo, on consecutive days, a different cross-section of buyers is expected to attend each show.*

Application forms for those wishing to participate in either or both of the **Private Label Solo Food Shows**, may be obtained from (and should be forwarded — no later than **November 1, 1996** — to): E. Paola de Rose, Agriculture & Agri-Food Specialist, Japan Division, DFAIT, Ottawa, Tel.: (613) 992-6185 Fax: (613) 943-8286.

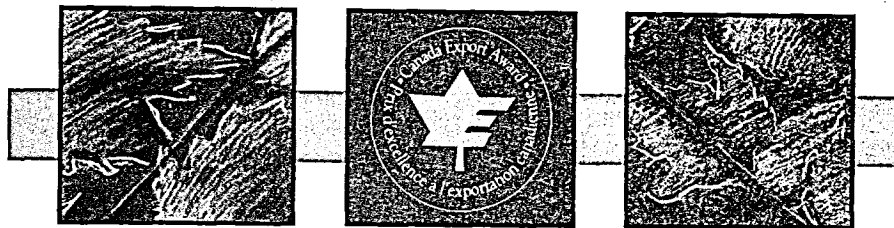


Department of Foreign Affairs  
and International Trade

Ministère des Affaires étrangères  
et du Commerce international

Canada

# 1996 Canada Export Awards



*A special supplement by the Department of Foreign Affairs and International Trade, CIBC, Export Development Corporation and the Advantage\* portfolio of services from the alliance of Canada's only full-service telecommunications companies.*

On October 7, ten leading Canadian exporters, selected from 251 applicants, received a prestigious Canada Export Award from the Department of Foreign Affairs and International Trade (DFAIT). The presentation ceremony was held in Winnipeg, Manitoba, in conjunction with the first annual meeting of the Alliance of Manufacturers & Exporters Canada.

The Canada Export Awards welcome the participation of three organizations well known for their involvement with Canadian exporters. Under the theme *Partners in Trade*, CIBC (Canadian Imperial Bank of Commerce), EDC (Export Development Corporation) and the Advantage\* portfolio of business and voice services from the alliance of Canada's only full-service telecommunications companies have joined DFAIT as official sponsors of the program.

"Partnership between the private sector and government is one of the best ways to effectively and economically deliver important services to

Canadians," said Art Eggleton, Minister for International Trade. "This is why it is immensely satisfying to have these three respected organizations join the Department in promoting the accomplishments of this year's Canada Export Award winners."

Canada's geographical and industrial diversity has been well represented throughout the 14-year history of the Awards. This year is no exception, with winning companies from coast to coast, and a wide range of products and services including dairy products and technologies, flight simulation systems, software for both business and home applications, and superior-performance snowboards.

"The success of these firms in capturing new markets and providing job opportunities for thousands of Canadians should be applauded," said Minister Eggleton. "They are an inspiration for all Canadian businesses to look beyond our borders to sell their products and services and create Canadian jobs."

\*Advantage is a trademark of Bell Canada.

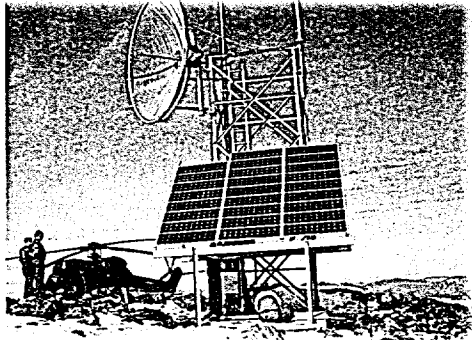


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SR TELECOM INC.

An exemplary export record, consistently high sales and a dedication to excellence have won SR Telecom Inc. (SRT) of St. Laurent, Quebec, the Canada Export Lifetime Achievement Award.



SRT, a 15-year-old company, designs, manufactures and markets TDMA (Time Division Multiple Access) point-to-multipoint microwave products for the provision and

upgrade of telephone systems in rural and remote areas. SRT's products are also widely used by industrial clients and new carriers for the provision of high-reliability voice and data circuits in both remote and urban locations. The company is a world leader in this technology, and its systems are in use in more than 80 countries.

The company's performance has been so strong that *Forbes Magazine*, an influential U.S. business publication, named SRT one of the best companies in the world in both 1994 and 1995. SRT's export performance underscores this claim. Export sales grew from \$85 million in 1993 to \$135 million in 1995, a 59-percent increase. Exports make up 95 percent of the company's sales. SRT has been a strong leader in providing job opportunities as well, currently employing approximately 1000 people. It has consistently created new employment in Canada, more than doubling the number of jobs from 1993 to 1995.

Maintaining visibility and presence in foreign markets has been part of SRT's global game plan. SRT has opened sales and service offices in such places as Manila, Bangkok, Beijing, Shanghai, Nairobi, Pretoria, Stockholm and elsewhere to support its exporting activities.

SR Telecom's commitment to innovation has also been a key to its success. The company has invested heavily in research and development — proven by the fact that more than 95 percent of the products it sells today were not in production before 1993.

ACADIAN SEAPLANTS LTD.

When you think of farming, you imagine huge tracts of land on the prairies, lush orchards in the B.C. interior or verdant valleys in Ontario. For Acadian Seaplants Ltd. of Dartmouth, Nova Scotia, the Atlantic Ocean is their garden and seaweed their lucrative cash crop.

Acadian Seaplants harvests seaweed and turns it into products that are used by food, botanical, feed and agricultural chemical industries worldwide. The market for Acadian Seaplants' seaweed products is wide ranging — from fertilizer supplements for fruit and vegetable crops and nourishing feed supplements for livestock, to natural brewing agents for beer and gastronomic delicacies for human consumption.

The world market for seaweed products is as far reaching as its uses. Acadian Seaplants exports 91 percent of its products to more than 35 countries, including the United States, Mexico, Europe, the Middle East and throughout Asia. Total sales in 1995 were 89 percent higher than 1994 sales. Acadian Seaplants, which was founded in 1981, employs approximately 100 permanent staff and provides more than 1000 seasonal jobs. Since 1993, the company's

employee roster has increased by 171 percent for full-time staff and 39 percent for seasonal workers.

Acadian Seaplants' President, Louis Deveau, attributes the company's success to its aggressive research. It embarked on an ambitious program of technology product and market research and development (R&D), and this strategy has successfully transformed the company into a diversified business and a recognized innovator in the high-technology global seaweed processing industry.

Like any farming operation, Acadian Seaplants practises careful cultivation and harvesting techniques



in order to protect and nurture its valuable crop. The company invests 8 to 15 percent of its revenues in R&D into such areas as sustainable harvesting technology, resource and ecology management science, and cultivation biotechnology.

## AULT INTERNATIONAL

Over 100 years ago, Jack W. Ault opened a cheese factory at Cass Bridge, Ontario. From the beginning, he was committed to producing high-quality dairy products. Today, the company that bears his name is Canada's top dairy processor and exports its products and technologies around the world.

Sealtest milk and Parlour ice cream, Häagan-Dazs, Eskimo Pie, Black Diamond Cheese, Schneider and Balderson cheese, Lactantia butter and Olivina, Lactantia PürFiltre milk, and Cheestrings cheese snacks — these brands, among other popular Ault products, are enjoyed by

Canadian consumers from coast to coast. The rest of the world also has a taste for Ault's dairy products, with more than 35 countries importing everything from pre-blended ice cream mixes, milk powders and whey powders, to a selection of cheeses and specialty butters. Ault has been a major exporter of Canadian dairy products since 1896.

Ault International, based in Etobicoke, Ontario, is responsible for Ault Foods Limited's global sales. In 1995, exports of products and technology increased by 71.9 percent over 1994 and 142.3 percent over 1993. Ault International, which was formed in 1991, currently employs 30 people, a 58-percent increase over 1994. In total, Ault Foods Limited employs more than 2800 people.

The company has been successful at not only exporting its dairy products, but also its technologies. For instance, Ault licensed its Cheestrings technology to Golden Vale Foods Products of Ireland. This popular product has been launched in Ireland and England, and will soon be introduced to the rest of Europe.

Ault is committed to global leadership in dairy technology. Its research and development (R&D) program is one of the largest of any dairy in North America. With 36 scientists, the company views its R&D capabilities as a distinct competitive advantage over competitors.

## AZTECH NEW MEDIA CORP.

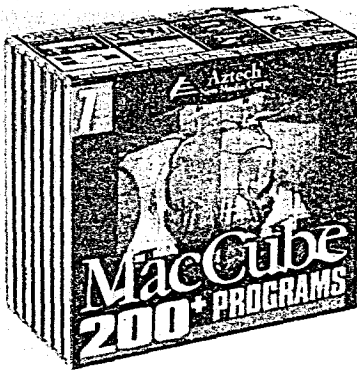
Want to learn how to surf the Internet, teach your young child computer skills, jazz up a newsletter or just play a round or two of a hot new computer game? If you have a CD-ROM for your computer, chances are you own a CD-ROM title designed and produced by Aztech New Media Corp. of Don Mills, Ontario.

Aztech New Media was born in a humble basement office in 1992. The company got its start by producing shareware disks for the local market. In just four short years, this publisher of CD-ROM content has rocketed into prominence in the highly competitive international marketplace for computer games, productivity software and photographic images. It offers more than 115 different specialty and general interest CD-ROM titles, many packaged in the company's attractive and unique "cube" design — collections of CD-ROM disks bundled together and sold at one low price.

Consumers the world over are snapping up Aztech's selection of games, educational material, small office tools and photo images. Total sales in 1995 grew by an impressive 1839 percent over 1993. Exports made up almost 95 percent of Aztech's total 1995 sales with its CD-ROM disks shipped out to more than 3000 retail outlets in 25 countries worldwide. Aztech employs 20 people, a big leap from just three when it first opened its doors for business.

Unrelenting attention to quality has helped Aztech achieve high export sales. Aztech produces everything in-house, including all creative design and artwork inserts, liners, CD labels, brochures, retail packaging, software development, film output, scanning and CD-ROM

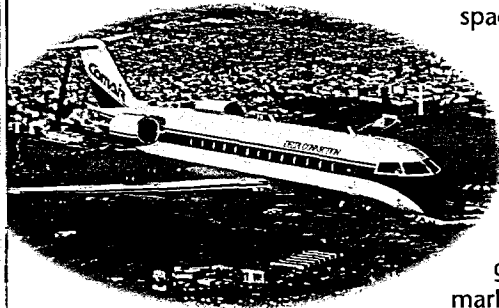
pre-mastering, allowing hands-on quality control at every stage. Apart from the obvious benefits, this also allows the company to quickly customize the content and packaging of a product for a specific market or retailer.



## BOMBARDIER AEROSPACE GROUP

The sky is the limit for one of Canada's most respected corporations.

Bombardier Inc., a Canadian corporation with 40 000 employees worldwide and annual revenues of \$7.1 billion, designs and manufactures transportation equipment, and aerospace and motorized consumer products. More than 85 percent of the corporation's revenues are generated in markets outside of Canada. Earlier this



year, Bombardier Inc. was chosen by Canada's top Chief Executive Officers (CEOs) as the most respected company in the land, according to a survey conducted by *The Globe and Mail Report on Business Magazine*.

Through its aerospace division, Bombardier Aerospace Group, Bombardier Inc. ranks as the fourth-largest manufacturer of civil aircraft in the world. Employing more than 23 000 people, Bombardier Aerospace's total sales topped \$3.3 billion in 1995-96, an increase of 10 percent over the previous year.

As a key Bombardier Inc. money maker, Bombardier Aerospace designs, manufactures, markets and supports aerospace products and services. Business jets and regional aircraft account for approximately 80 percent of the group's revenues, with amphibious aircraft, airframe components and defence systems and services accounting for the remaining 20 percent.

With headquarters near Dorval, Montreal's international airport, Bombardier Aerospace combines the resources of four leading aircraft manufacturers — Canadair and de Havilland in Canada, Learjet in the United States and Short Brothers in the United Kingdom.

Honing a strategic plan has been key for the Aerospace Group. Its strategy has been to pick its markets selectively, and to be the number one or two supplier in each one by focusing on customer needs, product innovation and market coverage. It is also committed to being a technology leader. It has certified five new aircraft in less than five years and will certify two all-new aircraft, the Learjet 45 and the Global Express business jets, in the next two years.

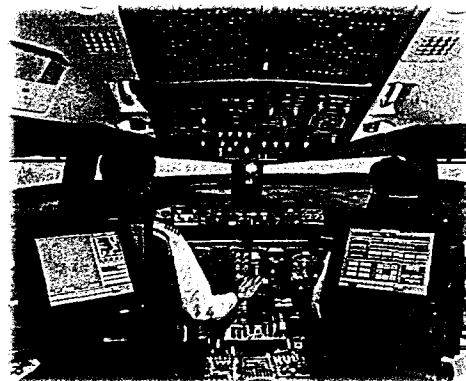
## CAE ELECTRONICS LTD.

Thousands of airplane pilots around the world earned their wings with the help of CAE Electronics Ltd. of Saint-Laurent, Quebec.

CAE Electronics is recognized as the world's largest and most advanced designer and manufacturer of flight simulators. It is also a leader in the design of control systems for air traffic, maritime operations and space exploration. In addition, it is currently developing a substantial new market through its new generation of control systems for energy production, transmission and distribution. CAE Electronics is a member of the Aerospace and Electronics Group of CAE Inc., which has its headquarters in Toronto and facilities throughout Canada, the United States, Europe, Asia and Australia.

The company's flight simulator training systems corner the world market. Over the past three years, CAE has won 60 percent of all worldwide orders of this technologically sophisticated product.

CAE Electronics is indeed a Canadian success story. In fiscal 1996, new contracts exceeded \$500 million, a significant increase over fiscal 1995. Exports make up 90 percent



of the company's total sales, with products shipped to 45 countries around the globe. CAE Electronics currently employs approximately 3600 people.

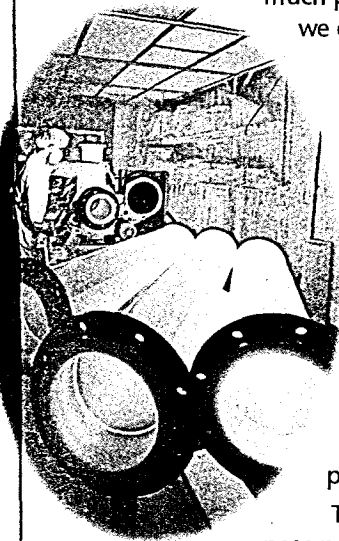
But CAE Electronics is not content to rest on its laurels. The company has aggressively pursued the energy control systems market, one that is twice the size of the world market

for flight simulators. In fiscal 1996, it recorded almost \$57 million in new contracts in this booming market, a staggering increase over fiscal 1995's total contract value of approximately \$800 000.

The company's commitment to research and development (R&D) is what sets it apart from its competitors. On average, CAE Electronics invests between 15 and 20 percent of revenues in R&D. Its R&D program has two major thrusts — continuous improvement and the introduction of new advanced technologies that significantly improve upon its products.

## GLEGG WATER CONDITIONING, INC.

Like the people who run them, the world's industrial plants require clean water in order to function. But the quality of H<sub>2</sub>O used to manufacture computer chips or to process pharmaceuticals needs to be much purer than the tap water we drink to quench our thirst.



Glegg Water Conditioning, Inc. of Guelph, Ontario, designs, manufactures and installs large-volume water purification systems that deliver specially treated water used by semiconductor and pharmaceutical manufacturers as well as customers in the pulp and paper, power, refinery, automotive, chemical and petrochemical industries.

Trace contaminants that pose no problem for drinking can clog an industrial boiler, make pharmaceuticals lethal or reduce the manufacturing yield of semiconductors. Glegg's equipment purifies the water to such a degree that it requires not only special processing, but also the use of advanced materials in special piping, handling and transport systems. The importance of pure water cannot be underestimated. In most cases, if a Glegg machine breaks down, the customer has to halt production. As part of its customer assistance and quality assurance program, Glegg Water Conditioning has 15 service engineers on call at all times.

The company's reputation for high-quality products, stellar service and aggressive pricing has made Glegg a success abroad. The company's bottom line is impressive — in 1995, sales topped more than \$112 million, a 164-percent increase from sales of \$42.5 million in 1993. Exports make up almost 94 percent of the company's sales, with equipment being shipped to customers in the United States, Argentina, Chile, Mexico, France, England, Ireland and China, to name only a few. The company employs 250 people, up 40 percent from 1992, and is currently hiring 50 to 75 people to staff a new 21,000-square-foot manufacturing facility.

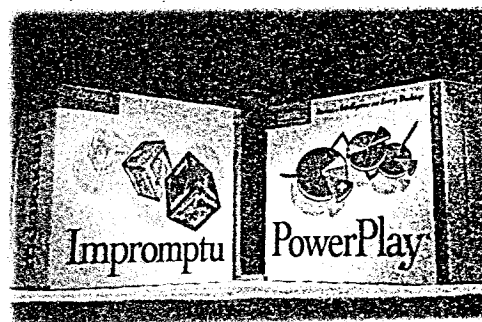
## COGNOS INC.

In today's global economy, businesses are looking for technology tools that will give them an edge over their competitors. Cognos Inc. supplies them with that competitive advantage.

Based in Ottawa, Ontario, Cognos Inc. develops, markets and supports a complete set of client/server tools designed to increase the productivity of software developers and business users. Cognos' products support both personal computers and mid-range servers, and help companies gain easier, more efficient access to their corporate databases — a competitive imperative for every business.

A perennial favourite of traders on Bay Street and Wall Street, Cognos has also received kudos from influential trade journals. The company's business intelligence software tools have taken home numerous awards — "Impromptu", Cognos' data access and reporting tool, won *Infoworld's* Product of the Year, and "PowerPlay", its data analysis product, received *PC Week's* IT (Information Technology) Excellence Award. Cognos itself was cited as one of *The Financial Post's* top 500 companies in terms of revenue and is listed in *Software Magazine's* Software 100 as the 33rd-largest software company in the world.

In fiscal 1996, Cognos boasted sales of \$207.6 million and provided employment for 1017 people. Approximately 90 percent of its total sales are derived from exports, and its software is used by more than 12,000 companies worldwide.



Like many high-tech companies in the late 1980s, Cognos faced the age-old question of whether to adhere to the status quo by sticking with the markets and products it knew best or to pursue new opportunities. Deciding on the latter but not forgetting its solid customer base for its flagship product

"PowerHouse", Cognos moved into offering data access and analysis software for the desktop market, introducing both "PowerPlay" and "Impromptu." These business software tools have emerged as clear leaders in their market.

## LOEWEN WINDOWS

Loewen Windows of Steinbach, Manitoba, opened its own window to the world — and its export sales have risen dramatically as a result.

Seeing limits to growth in Canada and strong social, economic and political forces reducing trade barriers, the venerable window and door manufacturer decided to export

its products abroad. In 1990, exports made up just 1 percent of the company's total sales. By 1995, exports accounted for 48 percent. The company exports its products

to the United States, Japan, Taiwan, Mexico, Russia, the Philippines, China and Israel.

Loewen Windows started out in 1905 as a modest-sized sawmill operation in Steinbach, a small town just southeast of Winnipeg. Today, the family-owned and operated business employs more than 700 people. The company is known for its high-quality, low-maintenance range of wooden and aluminum-clad wood windows and doors for high-end residential and light commercial markets.

Targeting export markets has helped Loewen Windows to not only save jobs, but to create jobs. In 1990, the company had approximately 530 employees, who manufactured products solely for the domestic market. Today, the staff level has increased to more than 700, and a significant number of these employees are working on products for export.

To break into the highly competitive U.S. market, now Loewen Windows' biggest export destination, the company undertook intensive market research to find out what house builders and buyers wanted. As a result, it developed and successfully introduced two new product lines, double hung windows and terrace doors. Competitors in the United States are many times Loewen Window's size, but the company's reputation for quality and after-sales service bolstered sales.

What's the secret to gaining a foothold in a tough marketplace like the United States? The answer lies in four old-fashioned but important virtues the company's founder, C.T. Loewen, espoused — quality, patience, investment and hard work.

## OPTION SNOWBOARDS INC.

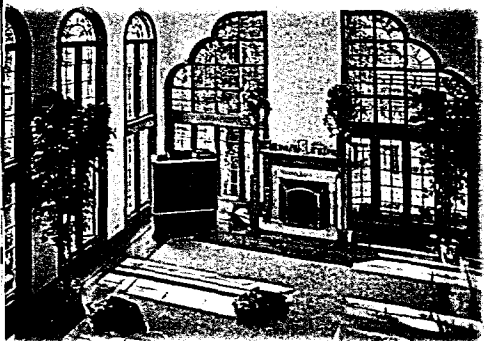
For snowboarding fanatics worldwide, quality has a name — Option Snowboards Inc. Since its inception in 1992, the Vancouver-based company has provided durable, performance-oriented snowboards and outdoor apparel to enthusiasts in such countries as the United States, Japan, Italy, Germany, Switzerland, Belgium, New Zealand, Australia and Iran.

The reason the company is successful is that it produces high-quality snowboard lines, Option and Juice, that give superior performance. Most of Option's staff are avid snowboarders, and from their "feet-on" experience, they fashion the snowboards' designs. This dedicated knowledge base keeps Option on the cutting edge. According to Geoff Power, Option Snowboards' President, the company's employees have helped make Option a world contender and are its number-one resource.

With more than 300 snowboard brands on the market, Option Snowboards Inc. has had its work carved out for it. The company established its international credentials by being innovative and responsive to customers. It was the first to design and market a quick radius snowboard — one that reduced the overall weight of the board, making it more maneuverable and responsive.

This attention to detail and market demand has paid off. Since 1992, the company has expanded its work force from three employees to more than 60. Total sales increased by 457 percent from 1993 to 1995, with exports growing from 61 to 77 percent in the same period.

Breaking into new markets was relatively easy for Option Snowboards as snowboarding is gaining in popularity on ski slopes around the world. The company gained immediate entry into the United States and Japan because of a demand for superior-performance snowboards that packed a punch. Snowboard enthusiasts in Europe had to wait at first, as these two markets quickly snatched up all of Option's popular boards.





PARTNER IN TRADE

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CIBC (Canadian Imperial Bank of Commerce) is proud to again sponsor the Canada Export Awards. As a Partner in Trade, we recognize the contributions of outstanding Canadian firms to Canada's economic livelihood.

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As one of the largest providers of financial services to Canadian companies, CIBC is working to deliver to its customers expanded and continuously improving products and services.

Trade finance products and services have been recognized by CIBC for many years as particularly important to supporting its exporting customers. Encouraging the development of Canada's export performance has been part of CIBC Trade Finance Division's role for many years. Innovative solutions to exporting problems and professional services to the exporting community contributed to CIBC receiving a Canada Export Award in 1991 for its outstanding performance in providing financial services to Canadian exporters.

The Trade Finance Division has six Trade Finance Centres across Canada facilitating close working relationships with its customers. The Structured Trade Finance Group has offices in Toronto, New York, London and Singapore to enable CIBC to develop export financing arrangements for large projects and capital goods sales. Together, these teams are able to provide Canadian exporters with a full range of financial and advisory support.



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As suppliers of communications services to Canadian companies for as many as 116 years, the Stentor alliance is pleased to sponsor the 1996 Canada Export Awards and help celebrate the accomplishments of several noteworthy Canadian businesses.

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The Stentor alliance has become Canada's top international service provider largely by expanding the *Advantage\** brand of business communications services. Peer beneath the *Advantage* umbrella and you'll find several voice, data, and conferencing services—with special features, rates, and options—designed to help Canadian businesses flourish overseas.

For instance, *Advantage Toll-free International\** service permits companies to establish a presence in foreign countries and offer customers a cost-free way to call Canadian businesses to place orders or get information. *Advantage Vnet\*\** service—a virtual private network—allows customers to save on long-distance and tightly control and manage their long-distance usage. And business travellers can use *Advantage Calling Card\** and *Canada Direct†* service to call conveniently and save on long-distance when abroad.

Whatever their communications requirements, Canadian exporters can confidently look to the alliance and the *Advantage\** portfolio for the right solutions.

For more information on communications services for Canadian exporters, please contact your local communications company.

\**Advantage* is a trademark of Bell Canada.

\*\**Vnet* is a trademark of MCI Communications Corporation used under licence.

†*Canada Direct* is a trademark of Teleglobe Canada Inc.



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- introducing new products and services into world markets;
- significantly increasing export sales;
- holding markets in the face of strong competition;
- attaining a high level of Canadian content;
- achieving a high ratio of export sales to total sales.

For information on the Canada Export Award Program, please contact:

Beverly Hexter  
Team Canada Division  
Department of Foreign Affairs and  
International Trade  
125 Sussex Drive  
Ottawa, Canada K1A 0G2  
Tel: (613) 996-2274  
Fax: (613) 996-8688

### INFOCENTRE

For information on international business development programs and services, DFAIT operates the **InfoCentre**, a referral service and information resource centre where Canadians can obtain information on international markets and Canadian foreign policy. Information is available in hard copy or electronically through the Centre's FaxLink service and through the Internet.

INFOCENTRE: 1-800-267-8376  
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Hearing Impaired: (613) 996-9136  
Fax: (613) 996-9709  
FaxLink: (613) 944-4500 (from fax machine)  
Internet: <http://www.dfait-maeci.gc.ca>

PARTNERS IN TRADE

# TRADE FAIRS AROUND THE WORLD

## Defence Trade Mission to Colorado

Ten Canadian companies, in a mini defence trade mission organized by the Canadian Consulate General in Minneapolis, will explore **defence industry opportunities in Colorado** October 24-26, 1996.

Mission participants will learn about the procurement procedures of both the United States government and industry; current and future requirements of prime contractors; and they will be placed on the *Bidders Mailing List* of each of the procurement offices in Colorado.

Also planned are tours of the Air Force Academy and Cheyenne Mountain (NORAD). As well, there is the option of participating in a "Technology Partners Conclave", a technology industry matchmaking event being organized by the City of Colorado Springs as part of its **2nd Annual Celebrate Technology Week**.

Proposed companies to be a part of the itinerary include Allied Signal, Lockheed-Martin, MCI, Hughes Aircraft Company, Ball Corporation, and TRW Inc.

The participation fee is C\$150.00, with each participant being responsible for travel and accommodation costs. Only the first 10 paid registrants will be accepted in the mission.

For further information on the mission and to receive a copy of

the study, *Colorado's Defence Economy*, contact Francis Uy, Vice-Consul and Assistant Trade Commissioner, Canadian Consulate General, Minneapolis, Tel.: (612) 332-7486 ext. 3353; Fax: (612) 332-4061; E-mail: francis.uy@mnpls01.x400.gc.ca

## Tunisia Telecom '96

**TUNIS, TUNISIA** — The 6th edition of the **International Telecommunications Fair** will take place here November 20 - 23, 1996.

**Tunisia Telecom '96** is a specialized fair of interest to designers and manufacturers of telephone equipment (switchboards, PABX, modems, cable) and electronic communication, component and communications engineering equipment.

Companies specializing in network management systems, satellite receivers and integrators also will find **Tunisia Telecom '96** an excellent setting at which to make contact with public- and private-sector decision makers in Tunisia.

At the fair, the Department of Foreign Affairs and International Trade will have an information booth, organized by the Canadian Embassy in Tunis.

Canadian companies interested in **Tunisia Telecom '96** are asked to contact — *as soon as possible* — the International Fairs and Congresses Centre (CIFCO) in Tunis, Tel.: (216-1) 787-933; Fax: (216-1) 786-226; or the Canadian Embassy Trade Service in Tunisia, Tel.: (216-1) 796-577; Fax: (216-1) 792-371.

## Egypt to Host Sports, Leisure Exhibition

**CAIRO, EGYPT** — Canadian companies have an opportunity — April 10-14, 1997 — to explore or penetrate the promising market that is accompanying the growing trend in sports and leisure activities throughout many areas in the Middle East.

The **Middle East International Sports & Leisure Equipment Exhibition & Sports Fashion Show** has been held annually for the past six years, proving a

popular mecca for exhibitors and buyers alike.

The fair, which can help participants open doors to new markets, and wholesale and retail sales in Egypt and the Middle East, attracts exhibitors and consumers from sporting clubs and federations, hotel/tourist facilities, and from the sports equipment, leisure products and fashion worlds.

For more information on the

seventh edition of this event, contact Magdy Ghazal, Senior Commercial Officer, Canadian Embassy, Cairo, Egypt, Tel.: (011-20-2) 354-3110; Fax: (011-20-2) 354-7659.

Interested parties may also contact International Sales Department, Defra for Marketing and Trade, 32, Gameat El Dowal El Arabia St., Gaza, Egypt, Tel./ Fax: (011-20-2) 344-1777/347-0469.

# Britain's Agri-food Market — Continued from page 1

Four Canadian-style food service establishments now operate in London. They are the Maple Leaf Pub, the Canadian Grill, the Canadian Muffin Company (10 outlets), and the Sports Bar.

In addition, 10 major public relations campaigns have taken place over the last three years: they include Molson beer; Labatt Ice; Clearly Canadian; McCain pizza; lobster; bison; maple syrup; wild blueberries; and wines.

Thirty Canadian and U.K. private-sector interests also participated in the "Focus on Canada" feature in the "bible" of the retail food trade, *The Grocer* magazine.

## Food, Drink Exhibition On Tap

LONDON — When two out of three visitors attend no other food and drink show in the U.K., the importance of the event speaks for itself.

That event, being held February 9-13, 1997, is the **International Food & Drink Exhibition (IFE)** which prides itself on delivering new customers to new exporters.

Canadian group participation in a national stand at **IFE 97** is being coordinated by the show's Canadian representative.

Companies interested in participating in **IFE 97** or wanting more information may contact UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8, Tel.: (416) 291-6359; Fax: (416) 291-0025.

## Positive Post GATT Environment

The *World Trade Organization (WTO) Agreement*, along with the recently negotiated *Canada-EU Agriculture Agreement*, will likely provide Canadian companies with an opportunity to further increase their exports in the areas of cereals, canary seed, cooked and peeled shrimp, worked oats, pork and cheese.

The new *Canada-EU Veterinary Agreement*, coupled with a successful challenge to the EU hormone ban, could possibly provide Canadian beef exporters with new commercial opportunities.

## Increase in Canadian Exports

While canola played a major part in Canada's increase in agri-food exports to Britain from 1993 to 1994 (\$186 million to \$200 million), processed food and drink dominated the \$50-million increase from 1994 to 1995 (\$200 million to \$250 million).

Significant gains that have been made in the

processed food and drink segment of the trade over the past three years include:

Product	1993 (Cdn\$)	1995 (Cdn\$)
Canned sweet corn	\$2.5 m	\$8.6 m
Frozen sweet corn	\$1.9 m	\$6.9 m
Miscellaneous edible preparations (salad mix kits, barbecue sauces, specialty breads, etc.)	\$5.4 m	\$9.3 m
Maple syrup	\$1.4 m	\$1.7 m
Chocolates	\$0.1 m	\$1.8 m
Wines	\$0.05 m	\$1.0 m

## Local Market Demand

The U.K. traditionally has been a net importer of agri-food products. There are 58 million mouths to feed in Great Britain. The "food gap" has been identified as an area of strategic importance to the overall economy in the last two to three years.

U.K. agri-food exports, for example, totalled \$15 billion in 1994, while agri-food imports were \$27 billion for the same time frame. The \$12-billion agri-food deficit is the single largest source of trade deficit in the U.K. economy.

## More Market Opportunities

The following are samples of growth sectors that will provide additional export opportunities:

\* Soft drinks — Sales have increased by 55 per cent in the last 10 years to a value of \$7 billion;

\* Confectionery products — The upmarket luxury end of this sector has shown the strongest growth and is worth \$5 billion annually;

\* "Ready meals" — Chilled and frozen products (value \$1.5 billion) have shown strong growth in recent years based on development of low calorie convenience foods and varied menu range (i.e. vegetarian and ethnic);

\* Mineral water products — Strong growth throughout the 1980s and 1990s, with consumption increasing from 50 million litres in 1983 to over 250 million litres in 1994. Market value is now \$620 million.

\* Health foods — Worth \$800 million per year, covering organic and "natural products".

## Contact

For additional information, contact the author, Ezio Di Emanuele, Canadian High Commission, London, Tel.: 44-171-258-6600; Fax: 44-171-258-6384.

## BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.

**NEW ZEALAND** — A manufacturer's representative/importer would like to import less common products that normally are sold in pharmacies, health food and department stores. Contact Jack Urlmark, Chief Executive, Urlmark Enterprise, P.O. Box 12024, Christchurch, New Zealand, Tel/Fax: (64-3) 339-0096.

## EEPS

Continued from page 3

Based on geographic location as well as close and fruitful links established with local U.S. Customs officials, Canadian exporters are getting quick advice and help at the Consulate. (See article on U.S. Customs seminars in the April 1, 1996 issue of *CanadExport*.)

### Contacts

Although the new system is still strictly voluntary, it must be noted that all customs brokers who are filing electronically with U.S. Customs must implement and utilize it by December 2, 1996.

Consequently, the FDA encourages companies to become informed about the EEPS status of the broker they utilize when shipping their products into the U.S.A.

For system information, contact Kevin Murray, FDA. Tel.: (716) 551-4462, ext. 22. Fax: (716) 551-3813.

For agri-food exports information, contact Marcia Grove, Commercial Officer. Tel.: (716) 858-9555. Fax: (716) 852-4340.

## Borders Not Barriers — Continued from page 1

rather young medical associations that wanted to work with each other: the Association of Ontario Medical Manufacturers (AOMM, 25 members) and the Upstate New York Health Care Industries Association (HCIA, 70 members).

Two other objectives — to bring together companies in their respective fields for possible future business collaboration and to educate and inform — also were achieved.

The 60 company participants (34 Canadian and 26 U.S.), in addition to being informed — through panelists, keynote speakers, roundtable discussions, and a networking reception — also offered suggestions for future such endeavours.

Among topics discussed were the changing regulatory environment in both countries and assessing Canadian and U.S. buying consortiums. Both countries seem to be following the trend to group purchasing consortiums in an effort to reduce costs to hospitals while, at the same time, maintaining a successful material supply chain.

### Shared Successes

Michael Swart, Vice-President of Matrix Medical Inc. (New York), spoke of a successful distribution partnership with Ingram & Bell, one of Canada's largest manufacturers and distributors of hospital equipment and supplies.

The Matrix/Ingram partnership will enlarge Ingram's marketplace to include the emergency care business. It will also enlarge the penetration by Matrix of the Canadian pre-hospital care market.

Successes in product/market development and the arranging of several alliances in the med-

ical industry were discussed by Peter Urwin, Vice-President of CME Telemetry and General Manager of Advantage Medical, London, Ontario.

### Positive Feedback

Just as *CanadExport* was going to press, word was received that one participant, Mike McCallion, President, Aplix Fasteners Inc. of Beamsville, Ontario has quoted on some business with a U.S. firm he met at the conference.

That positive news is in addition to comments from 21 of the 31 companies that filled in an evaluation. They said: "Good networking opportunity, good exchange of information and dialogue." "This event has exposed us to new partnering opportunities." "Contacts here will directly impact our future business planning and development." "I made two possible development contacts — that was time that was worthwhile." And "Good first effort, let's keep it going."

### Future Plans

With partnering events being a top priority, there is little doubt that the Buffalo Consulate will "keep it going".

It sees this event as the first of many cross-border partnering initiatives in the medical sector.

Already, for fiscal year 1997-98, there are proposals for a follow-up Buyers Mission into Canada to showcase Canadian technology and a complementary outgoing mission.

### Contact

Contact Mary Mokka, Canadian Consulate General, One Marine Midland Center, Suite 3000, Buffalo, New York 14203-2884, U.S.A., Tel.: (716) 858-9500; Fax: (716) 852-4340.

# BUSINESS AGENDA

## U.S. Environment Market Focus of Seminar

CALGARY, ALBERTA — October 31, 1996 — The opportunities and changes occurring in the U.S. **Defence Environmental Cleanup Program and The Opportunities and Challenges for the Canadian Environmental Remediation Industry** are the subjects of a half-day briefing session sponsored by the Canadian Consulate General in Chicago, in cooperation with the Calgary Environmental Trade Show and Conference.

Leading environmental program decision makers from the U.S. Air Force, the U.S. Army/RMA, the U.S. Army Corps of Engineers, and a major U.S. prime contractor will discuss programs/sub-

contracting/technology needs/new regulations and upcoming opportunities in the US \$8-billion market.

For more information (the cost is \$35.00), contact Matthew Share, Canadian Consulate General, Chicago, Tel.: (312) 616-1860; Fax: (312) 616-1878.

A detailed program may be accessed through *CanadExport On-Line* (see box, page 1).

## Deadline Looms for CanadExport Subscription Renewal

The deadline — **November 1, 1996** — looms for *CanadExport* subscription renewal.

Readers are asked to complete the adjacent *Subscription Renewal Form* and mail or fax it to us — by **November 1, 1996**.

Readers who do *not* want to retain their print edition subscription need not respond; however, their reply would be helpful for statistical purposes.

With *CanadExport* articles now readily accessible on our Web site and via Internet e-mail, it is an appropriate time to update the *CanadExport* mailing list for the print edition.

Internet users can either browse our site (<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>) or simply subscribe to the *CanadExport* e-mail edition by using the subscription form on the Web site.

And the adjacent *Subscription Renewal Form*? Please mail or fax it to us — by **November 1, 1996**.

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# CANAD~~EXP~~ORT

Department of External Affairs  
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## Canadian Trade Opportunities in Taiwan Subject of Seminar

RETOURNER A LA BIBLIOTHEQUE DU MINISTERE

*An affluent country about the size of Vancouver Island – but with a population of over 21 million potential consumers – Taiwan is Canada's eighth-largest export market. It is also one that offers increasing opportunities, particularly for those committed to the long term.*

"The Taiwanese market is like a tree that has fruit. The market is there, but the tree is slippery to climb up. There are many competitors," Hugh L. Stephens told a **Canadian Trade Opportunities in Taiwan** seminar, held October 1, 1996 at the Department of Foreign Affairs and International Trade in Ottawa.

"There are no financing problems," said Stephens. "Taiwan has cash. If they want what you have, they can afford it."

Stephens, since August 1995, has been Director of the Canadian

Trade Office in Taipei (CTOT).

Operated under the aegis of the Canadian Chamber of Commerce and in the absence of diplomatic relations between Canada and Taiwan, the CTOT serves, unofficially, to represent Canadian trade, economic and people-to-people interests in Taiwan.

"Our market opportunities in Taiwan are very significant," Stephens told the audience. Two-way trade in 1995 totalled almost \$5 billion. Canadian exports to Taiwan that year were valued at \$2.2 billion, "an increase of 40 per cent

over 1994," said Stephens.

While some of this trade consisted of traditional Canadian exports, there has been diversification.

### Canadian Business Active, Entrepreneurial

"Canadian business in Taiwan," said Stephens, "is quite entrepreneurial and active."

In little more than a year, some 20 to 25 new Canadian products have been introduced into Taiwan.

By way of example: breakfast toast eaten by Taiwanese likely comes from the \$16 million worth of wheat which Canada exported last year to Taiwan; the toast may be spread with canola margarine, or natural honey from British Columbia or Alberta.

A truly entrepreneurial twist –  
*Continued on page 4 – Canadian*

## International Business Opportunities Centre Confident Matchmaker

Quality business leads from Canada's trade commissioners abroad are being matched – increasingly and more efficiently – with the business interests of primarily small- and medium-size capable Canadian companies, thanks to the work of the almost 14-month-old **International Business Opportunities Centre (IBOC)**, jointly established in Ottawa by the Department of Foreign Affairs and International Trade and Industry Canada.

The Centre uses electronic databases and encourages a broad network of contacts – in Industry Canada (industry sector

branches) Agriculture and Agri-Food Canada, other federal and provincial government departments, and industry associations – to identify potential Canadian suppliers of products and services to foreign markets.

Once identified, **IBOC** contacts the companies to determine which are interested in and capable of responding to specific business leads. Those companies that indicate an interest will be asked to contact the foreign buyers either directly or through the trade commissioners who originated the business lead.

*Continued on page 6 – IBOC*

### CANAD~~EXP~~ORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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# SHARING TRADE SECRETS

## Atlantic Canada Crafts and Giftware Shine in the U.S.A.

*The Atlantic Trade Winds Agency Showroom — “believed to be the first of its kind set up by a grouping of provinces and the Federal Government,” according to Canada’s Deputy Consul General and Senior Trade Commissioner in Boston, Paul Desbiens — promotes Atlantic Canada crafts and giftware products in New England... and beyond.*

The Showroom, which opened last July in “The Centre”, located in Bedford, just outside Boston, has already seen some impressive successes.

### Instant Success

Of the 12 companies — three from each of the four Atlantic provinces — that set up shop in July, four “graduated” within less than two months, having found permanent marketing agents.

Even more spectacular, of the four other companies that were rotated in to take their place, one became an instant hit as it found an agent within 24 hours of displaying only a partial line of its products.

The success stories below give a short profile on these four plus one “graduating” companies.

### Nibo Industries Ltd.

This Grand Falls, New Brunswick

company, specializing in candles with a difference, found an agent in the US thanks to Trade Winds.

“This is our first foray into the U.S.A.,” says President Carl Nickerson, “and we already have another serious agent lined up there.”

As a matter of fact, this is the small, family-based company’s first venture into the world of exports.

What separates Nibo from the competition is the quality of its “Fond Moments” scented candles offered in display cases of varying sizes.

Nibo’s strategy was based on getting its feet wet — slowly.

“We successfully tested our products through private sales first,” says Nickerson, “a strategy that has paid off as sales to stores are now growing by leaps and bounds.”

For more information on Nibo, contact President Carl Nickerson. Tel.: (506) 473-2272. Fax: (506) 473-7130.

### Knob Hill Gallery

Right at the first show at The Centre, in July, Knob Hill was approached by a US marketing agent, all the while selling successfully at The Centre itself.

Located in Fredericton, New Brunswick, the Gallery is adding some 10-20 new stores a month as outlets for its high quality framed prints of originals by Gallery Artist-President Catherine Karnes Munn. “We wouldn’t be in New England now,” she says, “were it not for the opportunity offered by The Centre.”

“You can’t do business in the U.S.A. unless you have a good sales rep working for you,” Munn advises.

In addition to having been offered the opportunity to exhibit at The Centre, Knob Hill also received help from the Department of Foreign Affairs and International Trade (DFAIT) when it participated at a show in Atlanta, last January.

“Federal and provincial governments offer good help and advice,” she suggests, “and it is all there for the asking.”

For more information on the Gallery, contact President Catherine Karnes Munn. Tel.: (506) 450-1986. Fax: (506) 458-8975.

### Canoe Cove Studio

As a young company founded just over two years ago, with five full-time people and a couple of

*Continued on page 5 — Atlantic*

CANADEXPORT

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## DFAIT Wins Five Awards at EDAC-APDEQ

DFAIT has received five awards of excellence from the **Economic Developers Association of Canada (EDAC)** for international marketing products developed over the past year. The award presentation took place at the *28th Annual Conference* held in Sherbrooke, Quebec, September 21 to 24, 1996. This gathering was also the first joint annual conference for EDAC and its sister organization, **l'Association des professionnels en développement économique du Québec (l'APDEQ)**.

The awards were in recognition of outstanding achievement in the following categories:

- "Research" — Gold Leaf Award (1st Prize) for the KPMG-commissioned report entitled *A Comparison of Business Costs in Canada and the United States*, which concluded that Canada is more cost-competitive than the U.S. in several industries and also reinforces the fact that

Canada is an attractive destination for international firms seeking to invest in North America.

- "Other Promotions" — Gold Leaf Award for Canada Investment Facts, an interactive electronic presentation describing the many competitive advantages that Canada offers to investors, and showing that Canada's economic fundamentals are sound, with solid growth prospects, low inflation, strong productivity and record high exports.

- "Newsletters and Serials" — Silver Leaf Award (2nd Prize) for Canada: *Investment News*, an international newsletter providing current and useful information about investment successes, prospects and trends in Canada.

- "Stuffers, Mailers and Flyers" — Silver Leaf Award for *Those Who Know Canada Invest in Canada*, a three-panel pocket card that presents bilingual information outlining various rea-



sons why international business people should invest in Canada; and Bronze Leaf Award (3rd Prize) for *Investment Facts and Factors at a Glance*, a regularly released leaflet containing informative graphs and tables outlining facts that contribute to the attractiveness of the business climate for prospective investors.

These investment marketing and information tools were primarily produced for an international audience and are essentially directed toward potential foreign investors and foreign investment strategists to assist them in their investment and expansion decision-making process.

For further information, contact M. C. Németh, Tel.: (613) 995-6219; Fax: (613) 995-9604.

### Taiwan Agri-food Market

## Attractive Challenge to Canadian Exporters

"Agri-food imports are very important for Taiwan," says David Wong, Trade Commissioner (Agriculture) with the Canadian Trade Office in Taipei (CTOT). "Once Taiwan becomes a member of the WTO, the protectionism policy regarding the agri-food sector should lessen."

### Agri-food imports

In 1995, Taiwan's agri-food imports were valued at US\$10 bil-

lion, of which Canada held only a 1.7 per cent market share. The U.S. share, by contrast, was 22.5 per cent.

Traditional imports such as cattle hides, wheat and dairy cattle should remain strong. But, the CTOT has placed its agricultural emphasis on the processed foods area: meats, seafood, beverages, frozen foods, confectioneries, and value-added products.

### Market challenges

According to the CTOT, Canada Council of Canada, Canada Beef Export Federation, Canada Pork International, Canadian Association of Fish Exporters, and Canadian Bottled Water Association, opportunities in the Taiwanese agri-food sector abound. However, there are challenges.

"It must be recognized that  
*Continued on page 6 — Taiwan*



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or 613-944-1078; or call (613) 992-3005.

## Canadian Trade Opportunities in Taiwan – Continued from page 1

and one that illustrates adapting to market and cultural demands — is the mixing of Canadian maple syrup and ginseng to create a highly marketable health food.

Health foods, especially natural ones like honey and maple syrup, are big — and expensive — items in Taiwan. In 1995, Canadian maple syrup exports to Taiwan were valued at \$1.6 million.

"Canola is just taking off," said Stephens, "but the potential (including bulk, package and seed) is \$100 million by 2000."

Canadian seafood sales to Taiwan, "from live lobster to ground pollack," said Stephens, totalled \$19 million in 1995. "Seafood sales could reach \$35 million by the year 2000."

And Canadian beef exports, valued at \$3.6 million in 1995, could climb to \$20 million by 2000; the market for Canadian pork is around \$2 million.

And then, in a unique bit of niche marketing, there's the British Columbia firm that exports dry dog food to Taiwan.

### Upscale Opportunities

But not all export opportunities are so esoteric.

Taiwan is "moving upscale, to R&D (research and development) and knowledge-intensive sectors — areas where Canadian companies are strong," said Stephens.

These include hardware, computer motherboards, and peripherals. "Canadians are strong in software," said Stephens, suggesting Canadians and Taiwanese businesses could "share" their expertise in these fields.

"Biotech (including pharmaceuticals) is a very fruitful area in R&D," Stephens noted. "Information technologies and telecommunications are also research areas."

### Other Developments

The cellular phone market is growing. Nortel recently completed the first phase (and may get the contract for the second phase) of a project that called for 360 repeater towers.

In the transportation field, Bombardier is pursuing a deal for a light rail system connecting Taipei and its international airport; DASH aircraft are popular with domestic airlines, with 16 aircraft on order and an option for a further six DASH-400s; there is a market for aircraft parts.

Canadian autoparts exports to Taiwan totalled \$120 million in 1995 and exports of paper stood at \$400 million.

In the environmental field, "there are no 'big bang' contracts, some small ones," said Stephens, "but something has to be done to solve the chronic air pollution." Solid waste and waste water treatment/disposal are also areas in which action has to be taken.

"Taiwan has an increasingly affluent middle class," said Stephens. The per capita income is US\$13,500. "Their wants are very similar to our own."

That could help explain the growing interest in Canadian homes. "The log, wood frame, pre-fab homes market is becoming active," Stephens said, adding that "the market for building products is just starting."

The market for Canadian alcoholic beverages might also be said to be of consuming interest. Last year, Canada's exports of these commodities to Taiwan totalled \$4 million!

### Targeted Areas, CTOT Business Pursuits

While exploring all avenues that could offer the potential for increased trade with Taiwan (in-

cluding Taiwanese investment in Canada), "the Canadian Trade Office in Taipei," said Stephens, "has targeted six priority areas: information technology and telecommunications; transportation (air and ground); environment and marine equipment; agri-food; tourism; and educational services."

The CTOT, and many Canadian businesses, also see Taiwan as a stepping stone to other markets in the region. "Asian markets are never easy to penetrate," said Stephens, "but having the right local partner facilitates entry, especially to the mainland."

In fact, having knowledgeable local representation is a prerequisite to success in Taiwan — as is having a long-term commitment to the market.

The CTOT recently staged **Festival Canada**, a highly successful series of 30 different activities, held in 30 different sites throughout Taiwan.

"**Festival Canada**," said Stephens, "helped show that Canada is seriously committed to developing its relationship with Taiwan and profiled a Canadian image in Taiwan."

A further indication of this commitment was the signing, last year, of the *ATA Carnet Agreement*, which facilitates customs clearance for the taking of product samples into Taiwan.

### Contacts

Canadian Trade Office in Taipei, 365 Fu Hsing North Road, 13th Floor, Taipei, Taiwan. Tel.: 011-886-2-547-9500; Fax: 011-886-2-712 7244.

Korea and Oceania Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Tel.: (613) 996-7582; Fax: (613) 996-1248.

# CANADA EXPORT



## Focus on Team Canada



Minister for International Trade

Ministre du Commerce International

Ottawa, Canada K1A 0G2

### *A Message from the Minister for International Trade*

It gives me great pleasure to confirm that the Prime Minister, the Right Honourable Jean Chrétien, will lead a Team Canada Mission to Korea, the Philippines and Thailand from January 8-20, 1997.

The Prime Minister will be accompanied by provincial Premiers, territorial Leaders, cabinet Ministers, and a large delegation of senior Canadian business executives. The principal objective of this mission is to expand further Canadian commercial interests with important trading partners in Asia.

The markets selected for Team Canada 1997 already account for over \$3.6 billion annually in Canadian exports, and are important economic partners for us in this fast-growing region. Rapid economic growth and industrial expansion, and a combined population of over 150 million consumers in these three countries, will ensure that Team Canada participants can capitalize on growing opportunities in these markets.

Industrial sectors of special interest in Korea, the Philippines and Thailand include: telecommunications and informatics, financial services, energy and natural resources development, construction and building products, the environment, transportation, education and cultural industries, and agricultural and food products.

The January 1997 Team Canada Mission builds upon the success of previous visits to China in 1994, to Latin America in 1995, and to India, Pakistan, Indonesia and Malaysia in 1996. An estimated 370 contracts worth \$20 billion were concluded during these missions, contributing effectively to increased sales and employment opportunities for Canadians from coast to coast. On average every \$1 billion in new exports creates or sustains 11,000 jobs in Canada.

The business programmes for the mission, which are being planned in close consultation with the Canadian Chamber of Commerce, will include special presentations to Canadian participants concerning local market opportunities by key business and industrial leaders in these countries. As well, sectoral working group meetings will examine, in detail, prospects for expanded cooperation with local business partners to meet market demand.

Invitations to participate in the Team Canada 1997 Mission have been extended to a number of qualified, internationally active firms from across Canada.

I am confident those companies that avail themselves of the opportunity to participate in Team Canada 1997, whether they are small businesses pursuing niche market opportunities in the region, or large firms with established Asian operations, will find this initiative to be a most worthwhile investment.

Sincerely,

Art Eggleton

## Team Canada: Who Benefits

The benefits of participating in a Team Canada mission are not limited by company size or industry sector. Whether you are a small company with 10 employees interested in developing business contacts in the region, or a large, experienced international enterprise looking to conclude a business agreement, Team Canada 1997 offers

### IN FOCUS:

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THAILAND .....	IV

*Continued on page II — Team Canada: Who Benefits*

# KOREA

## Special Partner is Solid Export Target

The Republic of Korea is a proven export target and an important and continuing marketing challenge for Canadian business. Canada, whose goal is \$8 billion in two-way trade by the year 2000, has built a "Special Partnership" with Korea.

## Economic Overview, Bilateral Trade

Korea is Canada's sixth-largest export market, with exports to Korea in 1995 of \$2.7 billion, up 22 per cent over 1994. Imports from Korea in 1995 totalled \$3.2 billion.

With a per capita income (1995) exceeding US\$10,000 and an economy growing at an annual rate of more than 7 per cent, Korea is preparing to join the ranks of the world's most developed nations. As a result, while Korea will remain a significant market for Canadian resource products, a range of new market opportunities is opening.

## Positive Developments

Canada, acknowledging Korea's impressive rapid development, democratic evolution, and commercial strength, has expanded its relationship with this dynamic country.

The special partnership, created by Prime Minister Chrétien and President Kim Young Sam, forms the basis for many bilateral discussions. The *Special Partnership Working Group* was established to help build stronger political, economic, trade, and investment ties. It, and the *Steering Committee of the Agreement on Industrial and Technological Cooperation*, are active in identifying and creating joint venture/strategic alliance opportunities. They also are effective venues for Canadian companies to raise concerns about market access issues.

## Opportunities

The quest for globalization and improved competitiveness means Korean industry must continue to source highly sophisticated equipment and technology. Korea is also undertaking massive investments in infrastructure upgrading and development in order to maintain and enhance its competitive position. Mega projects include the construction of the Incheon international airport and the TGV transportation system.

The information technology and telecommunications market, expected to exceed C\$50 billion within the next five years, is already a significant source of opportunities for Canadian companies.

The marine, automotive and aerospace sectors are primarily interested in electronic systems, components and finished products. There is interest in forming partnerships with automotive parts manufacturers.

Korean electrical generating capacity is expanding at a rate of approximately 20 per cent per year. Canada expects to build on AECL's success and add to the four CANDU reactors already completed or under construction.

Korea is Canada's third-largest overseas defence market, with annual sales of \$100 million. There is market potential for electronics, radar simulators, systems controls, military vehicles and aircraft.

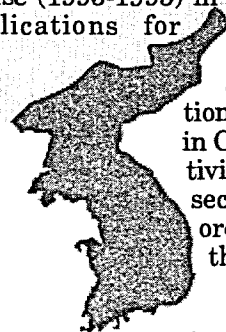
While Korea's US\$6-billion environmental market is concentrated on basic abatement systems, there are opportunities for Canada's high-end products and services in specialized niche markets.

Canada, with about four per cent of Korea's \$10-billion agri-food market, plans to focus on the value-added end of the market.

Forest products, including pulp and paper, and wood products (in-

cluding timber frame houses) are expected to be a key area of focus over the next few years.

The market for educational services is growing rapidly, as witnessed by an eight-fold increase (1993-1995) in applications for



student authorizations to study in Canada. Activities in this sector are coordinated by the Canada Education Centre, Seoul.

## Team Canada to See Dynamic Market

Team Canada 1997 will demonstrate to Korean industry and government decision makers the importance which Canada places on the Korean market. Participants will get a first-hand look at this dynamic and fast-paced economy, and have an opportunity to meet many of Korea's most important and hard-driving business representatives.

## Team Canada: Who Benefits

*Continued from page 1*

you an opportunity to expand your business activities in Korea, the Philippines and Thailand.

Canadian companies that participate will:

- gain access to senior political and industry leaders in these countries;
- enhance their visibility and credibility in the market, particularly in contract closure;
- meet other Canadian com-

*Continued on page III — Team*



# THE PHILIPPINES

## Renewed Optimism Prevails Throughout the Country

The renewed optimism in the Philippine market is evident everywhere: in Manila's crowded shopping malls; in the number of new office towers under construction in Makati and Ortigas; at the mass housing developments in city suburbs; and at the many manufacturing plants in the economic processing zones that are mushrooming throughout the country.

## Economic Overview, Bilateral Trade

The remarkable 7.06 per cent growth in Gross National Product (GNP) during the first half of 1996 is the result of robust domestic production, combined with inflows from abroad.

This is the first time the growth rate has surpassed 7 per cent since the first half of 1990.

Exports and investments are driving the economy, with President Ramos' commitment to economic reform markedly improving trade and investment prospects. The economic reforms, combined with an environment of peace and political stability, are beginning to bear fruit. The financial, transportation, and telecommunications sectors are all experiencing high growth rates.

Since 1985, trade between Canada and the Philippines has grown almost six-fold, reaching \$825 million in 1995. During the same period, Canadian exports to the Philippines blossomed from \$46 million to close to \$328 million, while imports from the Philippines increased from \$109 million to \$497 million.

## Positive Policies

The policies and attitudes that the Government of the Philippines has put in place are the basic elements that underlie the dramatic rise in Canadian activity in the Philippines.

Early in this decade, and despite being part of one of the most dynamic growth areas in the world, the country was experiencing negative growth.

Since 1993, a number of market-related changes have been implemented. These changes greatly liberalized the Philippine economy and established ground rules that are conducive to both domestic and foreign investment. Peace initiatives that engage dissident groups are creating a climate of political stability that had been lacking for at least a decade.

## Opportunities

Opportunities in all sectors of the economy exist for Canadian firms. A massive investment in infrastructure — commensurate with its goal of reaching emerging Asian Tiger status by the year 2000 — requires technology, machinery, equipment and services, creating tremendous opportunities for Canadian firms.

Most noteworthy, perhaps, are the opportunities in the telecommunications, power and energy, transportation, engineering and high technology sectors.

The increase in per capita income means a substantial middle class is emerging in the Philippines. In a country that is arguably the most "western" nation in the region, this middle class is creating substantial opportunities for Canadian consumer and food products.

Opportunities for traditional Canadian exports, such as agricultural and resource commodities, remain buoyant.

"People-to-people links" between Canada and the Philippines — there are over 200,000 Filipino-Canadians — are having a posi-

tive effect on the trading relationship between the two countries.

## Team Canada Timing Opportune

Canadian exporters have demonstrated growing interest across a broad spectrum of sectors in the Philippines. The Team Canada Mission to the Philippines in January 1997 comes at an opportune time: the Philippine economy has turned around; expectations of a bright future prevail; and the activities of international competitors are intensifying.

## Team Canada: Who Benefits

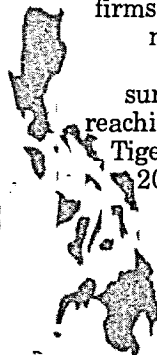
*Continued from page II*

panies active in the same markets;

- strengthen relationships with local business partners and meet potential new clients and counterparts;
- have an opportunity to sign commercial contracts before the Prime Minister, Premiers, Territorial Leaders, senior Canadian Cabinet Ministers and Ministers of the foreign governments. This opportunity can serve as an incentive to all parties to fulfil the obligations of the agreement in the months and years following the mission.

The benefits of Team Canada trade missions also extend beyond individual companies. Increased international trade and investment have been proven to create or sustain jobs in Canada which, in turn, lead to economic growth and a higher standard of living for all

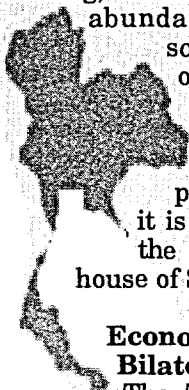
*Continued on page IV — Team*



# THAILAND

## Poised to be Southeast Asia Industrial Powerhouse

Thailand, in the centre of a market of 170 million people in the Greater Mekong Region, is an attractive trade and investment partner for Canada. It has a strong, vibrant private sector, abundant natural resources, and an openness to foreign ideas and expertise. As it undergoes rapid transformation, it is poised to become the industrial powerhouse of Southeast Asia.



## Economic Overview, Bilateral Trade

The Thai economy is among Asia's most successful and resilient. The country's Gross Domestic Product (GDP) growth rate averaged 11.4 per cent between 1988 and 1993, when the total GDP reached \$137 billion. An OECD (Organization for Economic Cooperation and Development) study has predicted that Thailand would rank among the 10 largest economies in the world by the year 2010.

Total bilateral trade between the two countries was almost \$1.8 billion in 1995, making Thailand Canada's 20th largest export market and second largest in ASEAN (Association of Southeast Asian Nations). Canadian exports increased by 47 per cent over 1994, reaching \$575 million, with the main exports being organic chemicals, mechanical and electrical machinery and equipment, pulp and paper, and wheat. Canada imported a record \$1.2 billion worth of goods from Thailand in 1995, with agricultural and fisheries products and textiles leading the way.

## Partnerships, Investment Promoted

Thailand's ability to attract Foreign Direct Investment (FDI),

which today represents about 60 per cent of total investment in Thailand, is one of the main reasons for the country's success. High GDP and export growth rates and Thai government steps to enhance free and open trade and investment attract foreign investors.

In recent years, there has been considerable interest by Canadian firms to establish a presence in Thailand. While Canadian FDI in Thailand fell to \$359 million in 1995 (from \$535 million in 1994) this figure is a significant increase over 1990 (\$25 million).

Thailand's Board of Investment encourages joint ventures with local partners and other long-term commercial agreements, particularly if they provide new technology. There are about 30 agreements for joint ventures or technology transfers between Thai and Canadian firms, representing over \$100 million, in manufacturing and services, food processing, metal fabrication, petrochemicals and many other fields.

*Enterprise Thailand Canada*, is a government program designed to assist Canadian companies seeking to invest in this dynamic market and to match Thai firms with suitable Canadian firms.

## Opportunities

The Thai government's emphasis on upgrading human resources in the public and private sectors, improving quality of life, reducing pollution, diversifying trade and improving urban transportation and telecommunications infrastructure is creating tremendous opportunities for Canada, particularly in areas such as: urban waste management and human resources development; advanced technology and telecommunications products and services; urban transport systems and equipment; services for airport expansion, aircraft and avionics, and in port and railway expansion.

With electricity demand expected to jump by more than 10 per cent annually for at least another decade, Canadian know-how is especially needed in power generation and oil and gas exploration.

Thailand's concern for the environment is also very strong, prompting the government to look for expertise in waste-water, chemical and toxic-waste treatment; air treatment and pollution measurement and control systems.

## Bangkok a Team Canada Beacon

Thailand's impressive economic performance has made Bangkok one of the major consumer markets in Asia. Already, the Greater Bangkok Area has a population of 18 million people, with a per capita GNP exceeding \$9,500. Team Canada will introduce Canadians to the tremendous opportunities in this new consumer market in tourism, education and food products.

## Team Canada: Who Benefits

*Continued from page III*

Canadians.

**Note:** A special "Task Force" has been established within the Department of Foreign Affairs and International Trade (DFAIT) to coordinate registration, accreditation, logistical arrangements and payment of fees by Team Canada 1997 participants.

**For more information,** please contact:  
Team Canada 1997 Task Force  
Ottawa  
Tel.: (613) 995-2194 or  
(613) 944-1233  
Fax: (613) 996-3406



# Atlantic Canada Crafts and Giftware

*Continued from page 2*

part-time students, this was Canoe Cove's first concerted attempt at penetrating the US market.

"The rep we found at The Centre thinks our products will do really well in the New England market," says a happy President Christopher Jette.

How did Canoe Cove, of Cornwall, Prince Edward Island, get wind of The Centre?

"It was through our local provincial craft specialist who recommended our participation," says Jette.

He has nothing but praise for The Centre's Manager and Coordinator, Wendy Diltz: "She did a marvellous job in organizing The Centre, promoting our products and finding representation for us in the U.S.A."

Jette is also getting good advice and leads from the Senior Trade Commissioner at the Charlottetown International Trade Centre, and from the Japan External Trade Organization (JETRO).

"This has already lead to enquiries from countries as far away as Japan and Israel," beams Jette.

For more information on Canoe Cove, contact President Christopher Jette. Tel./Fax: (902) 675-3421.

## The Highland Lace Company

What started out as a cotton lace curtain enterprise some seven years ago has turned into a 60-product line small company of three full-time workers — everything from wedding and christening outfits to table cloths and gifts for the home.

So highly esteemed are this Annapolis Royal, Nova Scotia

company's products that within 24 hours of sending a dozen samples to The Centre, a US rep immediately bought up the complete line.

But this isn't Highland's first foray into the US, having participated for two years in the Nova Scotia showroom in Atlanta, where it has signed up an agent.

"We feel that our future is in

Fax: (902) 532-7013.

## Grenfell Handicrafts

This unique company, founded over 100 years ago, and specializing in hand-embroidered Grenfell parkas, bags, mittens, slippers, hooked mats, puppets and assorted giftware, is 35 per cent export based.

The St. Anthony, Newfoundland company already had several customers in Vermont, Maine and Massachusetts — small scale orders — and is hopeful that participation at The Centre will lead to new customers.

"The Centre gives us a wonderful opportunity to expand our sales in the US market," says Grenfell Manager-Marketing Shawn Warren.

He is hopeful that, with the approaching Christmas season, he will soon find an agent in New



*Attending official opening of the Showroom are (left to right): Wendy Diltz, Showroom Manager; Bonnie Hickey, St. John's East MP; and Canada's Consul General in Boston, Don Cameron.*

England, that country," says President Anna Halley, "because of general appreciation of laces there."

Her specialty — all cotton, made on antique looms — gives her a large niche market south of the border. But Highland has greater designs too.

"We are also exploring the UK market," she says, "which would be somewhat akin to selling coals to Newcastle," she admits.

Participating in trade shows is one way to approach that market, a possibility she will investigate further with the help of Canadian Trade Commissioners at the Halifax International Trade Centre.

For more information on Highland Lace, contact President Anna Halley. Tel.: (902) 532-7800.

England.

For more information on Grenfell, contact Manager-Marketing Shawn Warren. Tel.: (709) 454-3576; Fax: (709) 454-2123.

For more information on this project or how to participate, contact Nova Scotia Economic Renewal Agency Marketing Specialist, Peter Giffin, in Halifax. Tel.: (902) 424-4212. Fax: (902) 424-5739.

*(Complete article is on-line).*

## CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

# IBOC Confident Matchmaker – Continued from page 1

## Business Benefits

Canadian businesses benefit from IBOC's services by receiving accurate and timely information about opportunities in international markets.

At the same time, foreign businesses benefit by being put in touch with decision makers at interested and capable Canadian companies.

Companies wanting to ensure they are in a position to receive these benefits should register — at the nearest International Trade Centre — with the *WINEExports* database (see box page 3), or with the *Canadian Company Capabilities* database online at <http://strategis.ic.ca>.

## Achievements

Since its establishment September 15, 1995, IBOC has:

- \* contacted more than 8,000 Canadian companies — in direct response to the more than 4,000 business leads from around the world;

- \* staffed the Centre with personnel from the Department of Foreign Affairs and International Trade (DFAIT), Industry Canada (IC), and Agriculture and Agri-Food Canada (AAFC), and the Canadian Commercial Corporation;

- \* trained staff and 440 trade commissioners and commercial officers from 108 posts around the world, and DFAIT's geographic branches) in IBOC procedures;

- \* negotiated working procedures with the International Trade Centres (ITCs) in the provinces; and

- \* produced a promotional video based on testimonials from Canadian industry.

## Aims

In addition to measuring and reporting the service's impact on jobs and growth, IBOC aims to enhance the quality of incoming enquiries and to increase the

rate of business opportunities actioned from the current 3,400 per year to 6,000 annually.

While constantly improving its networking and sourcing systems, IBOC is developing and implementing a "case management system" that is compatible

with and will improve upon the *WINEExports* (DFAIT) and *Canadian Company Capabilities* (IC) databases, sourcing tools that list some Canadian companies that are exporting or interested in exporting to markets around the globe.

## Contact

More detailed information is available by contacting the **International Business Opportunities Centre (IBOC)**, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2, Tel.: (613) 944-6000; Fax: (613) 996-2635.

# Taiwan Agri-food Market

*Continued from page 3*

there are barriers to trade," says Wong. "To succeed in the Taiwan market, you need a local agent. Without this link, you cannot do business in Taiwan", he advises.

Other impediments or minor irritants include:

- The climate makes packaging extremely important. It must withstand heat and humidity. A container ship takes 20 days to arrive at Taiwan from Canada. Expect a month delivery time.

- New labelling laws demand that packaging be in Chinese. Most larger companies have fluent English speakers, but at the primary agriculture level, English fluency should not be expected.

## Competitive advantage

"Canadian agri-food industries will see a healthy trade relationship develop in Taiwan."

Wong concludes: "Canada has a reputation for high quality products. This competitive advantage makes Taiwan a perfect target for Canadian trade opportunities."

## Contacts

On hand to help Canadian exporters interested in the Taiwanese agri-food market are:

- Canadian Trade Office in Taipei, 365 Fu Hsing North Road, 13th Floor, Taipei, Taiwan. Tel.: 011-886-2-547-9500; Fax: 011-886-2-712 7244. Contacts: David Wong, Trade Commissioner, Ext. 9552; Karen Huang, Commercial Officer, Ext. 9553.

- Kaohsiung Sub Office, 10 Floor, Min Sheng 1st Road, Kaohsiung, Taiwan. Tel.: 011-886-7-227-0478; Fax: 011-886-7-227 0481. Contact: Simon Ma, Senior Commercial Officer.



# TRADE FAIRS AROUND THE WORLD

## Markets are Made in Atlantic Canada Trade Show

HALIFAX, NOVA SCOTIA — Canadian companies whose products or services are *Made or Marketed in Atlantic Canada* and sold around the world know that "Markets are made, not born."

And they'll be busy making markets come November 22, 1996.

That's when they will be participating in the **Made or Marketed in Atlantic Canada Trade Show** at which they will be exhibiting their products and services to thousands of international potential customers.

As the show is open to the public, exhibitors have the added advantage of being able to promote their products and services to potential local clients.

The three-day event will attract buyers and trade representatives from the United States, Mexico, the Caribbean, Europe, and the Middle and Far East.

As well, all provincial Economic Development Ministers and pro-

vincial Chambers of Commerce across Canada are encouraging interested business persons in their regions to attend.

"A show of this magnitude provides exhibitors an excellent opportunity of perhaps acquiring a lucrative foreign or domestic contract," says Jim Grant, President of Maritime Promotions, a co-producer of the event.

"Diversity is the key component to this exciting show," says Grant, noting the show will feature an eclectic mix of participants from small, home-based cottage industries to large suppliers of products and services.

Co-producers are the *Chronicle Herald* and *Mail Star* and CHNS/CHFX Radio.

Any business or industry wishing to exhibit in the **Made or Marketed in Atlantic Canada Trade Show** or any individual business person, buyer, or trade representative planning to at-

tend should contact — *as soon as possible* — Maritime Promotions, Maritime Life Business Centre, Suite 202, 2745 Dutch Village Road, Halifax, Nova Scotia B3L 4G7, Tel.: 1-888-978-7664 (toll free) or (902) 453-2585; Fax: (902) 453-0108.

## Gulf State Show Spotlights Telecommunications

BAHRAIN — Canadian companies now are being recruited for national group participation in the **9th Middle East International Telecommunications Show and Conference (MECOM 97)** being held in this Gulf State February 22-25, 1997.

MECOM 97 organizers say technical innovation in the telecommunications industry is growing rapidly — and the Gulf is buying!

## Market Mushrooms

Indeed, Bahrain has extended its 10,000 mobile lines to 15,000 lines in less than a year, and recently linked up to the Internet. In the United Arab Emirates, projects valued at US\$ 386 million include new telephone exchange networks, 65,000 additional telephone lines, 24,000 mobile lines, and 40,000 pages.

The big news in Saudi Arabia's telecommunications development is the huge demand for handsets and accessories. In addition to the 200,000 lines which came on stream earlier this year, another 300,000 lines will

*Continued on page 8*  
**MECOM 97**

## Water Technologies On Tap In Turkey

ISTANBUL, TURKEY — Canadian environmental companies are invited to participate — through the display of product literature and samples — in **Water Technology'96** being held here December 5-8, 1996.

**Water Technology'96** will cover the entire environmental sector, including water, waste water and solid waste treatment technologies — all areas in which Canadians have expertise.

Industrialization, high increases in population, and rapid urbanization in Turkey have given rise to diverse environmental problems — and to opportunities for

Canadian environmental firms.

Embassy staff will display and hand out company product literature and exhibit samples at the Information Booth which company officials are welcome to visit while attending the show.

Companies interested in taking advantage of this opportunity should send — *for receipt no later than November 25, 1996* — 100-150 copies of their brochures to David Usher, Second Secretary, Commercial, Canadian Embassy, Nenehatun Caddesi No. 75, Gaziosmanpasa, Ankara, Turkey. Tel.: (011-90-312) 436-1275; Fax: (011-90-312) 446-2811/4437.

# BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.

**MEXICO** — A company here is seeking Canadian firms to enter into a **joint venture arrangement for the deep sea fishing of shrimp and scale fish** in the Gulf of Mexico. Contact Pierino Antonio Ganem, Pesquera y Naviera del Carmen, S.A. de C.V., Ciudad del Carmen, Campeche, Mexico, Tel.: (011-52-938) 23090; Fax: (011-52-938) 25348.

**PAKISTAN** — The representative of a Pakistani-based company is seeking potential **supplier(s)** interested in the **transfer of technology** to a Pakistani pri-

vate company for the setting up of a **small-to-medium-scale plant to produce particle/chip board** (either from wheat straw or rice straw). Contact Tahir I. Qureshi, Tiqsons Technologies Inc., 235 Dixon Road, P.O. Box 39228, Toronto M9P 3V2, Tel.: (416) 249-8101; Fax: (416) 249-4505; Web Site: <http://www/tiqsons.com/tiqsons/>

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

**TAIWAN** — A Canadian supplier of **model kit homes**, to be used for educational purposes in schools, is being sought by Asperworld Development Co., Ltd., No. 460 Wen Hsin Road, Sec 3, Taichung, Taiwan, Tel.: 886-4-312-7636; Fax: 886-4-312-7756.

## November Bidding on Bangladesh Oil, Gas Blocks

Under a production-sharing contract (PSC), the Bangladesh Government (Petrobangla — the main government-owned oil, gas and mineral organization in Bangladesh — and Board of Investment) plans to hold second round bidding of approximately 17 blocks (out of 23) for exploration and development of oil and gas in Bangladesh. The bidding round will be held in London and Houston in November 1996.

As a result of first round bidding in 1992, Occidental (USA) and Cairn PLC (UK), with Holland Sea-Search (the Netherlands), received PSC contracts for three blocks each.

Companies that have shown interest in first round bidding include: Rexwood-Oak-

land (USA), Arco (USA), U-MIC (USA), Total (France), Steller Oil and Gas (UK), British Gas (UK), and Mckenzie (USA).

The strike success rate in Bangladesh is approximately 33 per cent.

Appropriate Canadian companies seeking further information on these opportunities may contact the Canadian High Commission, Dhaka, Bangladesh, Tel.: (011-88-02) 883 639/607071-77; Fax: (011-88-02) 883043.

Interested companies may also contact Mr. M. Fariduddin, General Manager, Petroleum Concession Division (PSD), Petrobangla, Dhaka, Fax: 88-02-811613 or 813168.

## MECOM 97

Continued from page 7

follow — maintaining demand for the foreseeable future.

The same is true in Kuwait where, last year, a US\$32 million contract was awarded for 30,000 lines — in addition to the expansion of the existing 55,000 lines to 66,000 lines.

### Contact

Companies interested in participating in **MECOM 97** or wanting more information may contact the show organizer's Canadian agent, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8, Tel.: (416) 291-6359; Fax: (416) 291-0025.



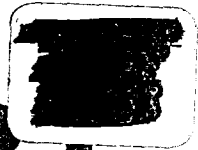
DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT



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## Canada-Chile Forging Mutually Rewarding Relations

*From export trade and investment interests to ministerial meetings, trade delegations, and negotiations on free trade, Canada and Chile are forging stronger ties – many of which are outlined here and which are likely to be enhanced during Chilean President Eduardo Frei's forthcoming visit to Canada.*

### Canada-Chile Relations

Relations between Canada and Chile are excellent and have been expanding steadily since Chile's return to democracy in March 1990.

Some seven high-level visits, in the last two years alone, reflect the depth and breadth of the growing relationship, the most noteworthy perhaps being Prime Minister Jean Chrétien's January 1995 official visit to Chile – the first ever by a Canadian Prime Minister.

Chrétien, leading this Team Canada Latin America Mission, was accompanied by Minister for International Trade Art Eggleton, the Secretary of State (Latin America and Africa) Christine Stewart, and more than 250 business people representing more than 185 companies.

During the mission, 33 Canadian business people signed deals worth more than \$1.7 billion, including \$918 million in contracts and \$846 million in agreements in principle with Chilean partners.

Cultural and academic links have been growing stronger as well. In September 1994, Canada and Chile signed a film and television co-operation agreement allowing for joint film and television ventures by the Canadian

and Chilean film industries.

### Trade and Investment

Canadian-Chilean trade has more than doubled in the past eight years – from \$301.5 million in 1988 to a high of \$666 million in 1995. Canadian exports to Chile in 1995 totalled \$387 million, an increase of almost 23 per cent over 1994.

Currently, Canadian commercial objectives in Chile centre on the country's mining, forestry, power and energy, and communications sectors. The informatics, agriculture and environmental sectors are also of interest.

Canada's reputation as a supplier in these sectors encourages the transfer of technology and the sale of goods and services between Canada and Chile.

More than 50 Chile-Canada joint ventures operate in Chile, ranging from fighting forest fires to building industrial machinery.

Canadian investments in Chile have increased sharply in recent years, making Canada Chile's largest foreign investor in 1990, 1992, and 1995. The cumulative total of actual and planned investment exceeds \$7 billion.

Most of these funds are invested in mine development, although interest in banking, communications and energy is increasing.

### Trade Negotiations

A proposed interim trade agreement between Canada and Chile would enhance trade and investment between the two countries and provide a bridge to Chile's joining the *North American Free Trade Agreement*.

Canada and Chile have been negotiating an interim bilateral free trade agreement as a bridge to Chile's joining *NAFTA*.

More than eight rounds of Canada-Chile negotiations have taken place and the two countries announced February 29, 1996 that they would negotiate parallel agreements on environment and labour co-operation as part of the interim free trade

*Continued on page 3 – Canada*

### CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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# SHARING TRADE SECRETS

## Cooperative Endeavour Yields Comfortable Exports to Japan

*A cooperative federal government and B.C. Trade export initiative that is projecting sales of more than \$142 million to Japan this year, has a lot to feel comfortable about!*

Canada Comfort Direct (CCD), a cooperative venture that promotes the export of value-added wood products to Japan, was established in 1992. It consisted of 13 member companies — all B.C. based. Initial sales totalled \$12 million.

Today, having recently launched its fifth foray into Japan, CCD has 29 member companies — from across Canada. In 1995, CCD companies exported \$104 million in homes and finished building materials to Japan. That's 63 per cent of all Canadian building products exports!

### Recipe for Success

Part of a long-term strategy, CCD's goals are to expand Canadian manufacturers, designers and exporters access to and profile in, the Japanese residential and commercial building markets and to offer the Japanese

client a full range of high quality and reasonably priced building materials and services directly from CCD members.

Evidently, it is achieving its goals.

That's due, in no small measure, to CCD's membership. It is comprised of experienced Canadian manufacturers, designers and exporters of quality building products. Members, are serious, export-capable companies with whom Japanese clients can feel comfortable in dealing with directly. Each member is required to meet certain criteria: quick response to inquiries; Japanese language capabilities; product guarantees; and commitment to after sales service.

They are successful because, collectively and individually, they have developed excellent reputations in Japan. Among other pluses, Japanese buyers

appreciate the ease of dealing in their language, the CCD company knowledge and respect of Japanese requirements, the high quality and competitively priced products, the commitment to attention, and the after sales service and support.

And, of course, there are pluses to being a CCD member, including the benefits from sharing the costs of promotional activities and CCD representation in Canada and Japan. All four federal trade offices in Japan contribute to CCD marketing endeavours. As well, BC has trade representatives in Tokyo and Osaka.

### Primary Promotion Vehicle

CCD's highest profile promotional vehicle in Japan is the Canadian Building Products Exhibit (CBPE). This is a full-size (6 metres x 27 metres) travelling exhibit which showcases, through interactive displays, the high-quality building products and services available from CCD's member companies.

Innovative in design, the CBPE incorporates private meeting rooms, a user-friendly product information computer, and a well-stocked information centre where visitors can obtain Japanese language brochures and current price indications.

The Exhibit is staffed by CCD

*Continued on page 3 — CCD*

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Mail to: *CANADEXPORT* (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

# Canada-Chile Rewarding Relations

Continued from page 1

agreement. These agreements will closely resemble the North American Agreements on Environmental and Labour Co-operation that were negotiated as part of *NAFTA*.

The decision to negotiate these side agreements demonstrates the importance that Canada and Chile place on strengthening co-operation and on promoting the enforcement of domestic laws and regulations in these areas.

## Bilateral Objectives, Opportunities

Canada's four objectives in pursuing a bilateral agreement are to: obtain barrier-free access to Chile's markets; protect Canadian investment; secure Canada's attractiveness as an investment site; and provide a bridge to Chile's accession to the *NAFTA*.

An interim bilateral trade agreement would likely increase the opportunities for Canadian

exporters of:

- technologically advanced telecommunications equipment and specialized consultancy services;
- wheat, oilseeds and other similar crops;
- coal, mining and energy generation and transmission equipment; and
- forestry-related and environmental products and services.

## CCD Exports to Japan

Continued from page 2

member companies and other well trained CCD representatives. It travels to all the major trade shows in Japan.

The 1996 CBPE began its 12-month tour of Japan in September. It is the fourth unit that CCD has sponsored in the past four years and is the most comprehensive to date in terms of products and services displayed.

### Cooperative Venture

CCD is a cooperative venture among industry, B.C. Wood Specialists Group, BC Trade & Investment, Industry Canada, and the Department of Foreign Affairs and International Trade.

The Japan External Trade

Organization (JETRO) — with offices in Vancouver and Toronto — has also provided support funding for CCD, so the initiative truly reflects a shared endeavour on both sides of the Pacific.

### CCD Eligibility, Contacts

Types of Canadian companies eligible to participate in CCD include building products manufacturers, architectural designers, building products consolidators, and transportation and import service companies.

For further information on Canada Comfort Direct, contact Ken Hori, Program Manager, CCD, BC Trade and Investment Office, Vancouver, Tel.: (604) 844-1952; Fax: (604) 660-2457.

### Development Co-operation

This year, the approved \$15-million, five-year *Canadian International Development Agency (CIDA)* project will transfer Canadian technological know-how in areas of mutual interest. Chile also benefits from regional projects in the areas of environmental standards for the oil and gas sector and economic policy training.

Since 1978, *CIDA's Industrial Co-operation Program* has supported 99 partnerships between Canadian and Chilean companies in 15 economic sectors. In 1995-96, the program contributed \$1.3 million to projects in the mining, communications, sanitation, and industrial sectors.

### Contact

For more information on Canada-Chile trade matters, contact Charlotte Ward, Latin America and Caribbean Trade Division, DFAIT, Ottawa, Tel.: (613) 996-4199; Fax: (613) 943-8806.



## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or 613-944-1078; or call (613) 992-3005.

# TRADE FAIRS AROUND THE WORLD

## Toronto to Host "Baltic Connection" Trade Fair, Conference

TORONTO — Companies doing business or wishing to do business with the Baltic states of Latvia, Lithuania and Estonia are being recruited to participate in **The Baltic Connection Trade Fair and Conference** being held here December 9-11, 1996.

Now in its second year, the event consists of seminars (three days) — at which Canadian and Baltic government representatives and representatives from the private sector discuss support programs and business opportunities in the region — and a trade fair (two days) at

which companies can showcase their products and services.

Conference and trade fair tickets cost \$125 per person. The cost to exhibit for two days is \$250 for a table top display and \$750 for a booth (10 feet by 10 feet). The seminars/luncheons are free for trade fair exhibitors.

For further information on **The Baltic Connection Trade Fair and Conference**, which is sponsored by The Baltic Business Council Inc. and organized by Tradelinks International, contact Regina M. Pearce, President, The Baltic Business Coun-

cil Inc., 940 Lansdowne Avenue, Toronto M6H 4G9, Tel.: (416) 534-9916; Fax: (416) 534-2739.

## Coal Investors Eye Venezuela

MARACAIBO, VENEZUELA — The Canadian Embassy in Caracas will distribute company brochures, posters and technical information to visitors to its information booth at the **II Meeting of Coal Investors** being held here November 20-23, 1996.

One aim is to help increase the number of Canadian companies that already are exporting equipment and services to the Venezuelan coal mining sector.

The event, which will indicate potential business opportunities in the Venezuelan coal industry, will also include an exhibition of coal industry goods and services, presentations on coal industry activities, conferences and mine tours.

Materials, for which companies will cover the freight costs, may be sent to Juan Pinedo, Commercial Officer, Canadian Embassy, Apartado Postal 62302, Caracas 1060-A, Venezuela, Tel.: (011-58-2) 951-6166/67/68; Fax: (011-58-2) 951-4950.

Additional information may be obtained from Patricia Filteau, Foreign Affairs and International Trade, Ottawa, Tel.: (613) 995-7529; Fax: (613) 943-8806.

## Sri Lanka Site of Dental Congress

COLOMBO, SRI LANKA — Expected to attract more than 1,000 delegates from around the world, the **19th Asia Pacific Dental Congress and Trade Exhibition** will be held here April 2-7, 1997.

"New Vistas in Oral Health" is the focus of the conference, while the trade fair is likely to attract exhibits of dental surgery and laboratory equipment and other dental products which are likely to be required for a new dental faculty/hospital to be established in the country.

For further information, contact Congress Secretariat, 19th APDC Secretariat, Sri Lanka Dental Association, 275/75 Baudhaloka Mawatha, Colombo 7, Sri Lanka, Tel./Fax: (94-1) 595147.

# TRADE FAIRS AROUND THE WORLD

## Environmental Trade Fair Set for Leipzig

LEIPZIG, GERMANY — Canadian environmental companies are invited to participate in or attend the **TerraTec Trade Fair and Forum for Environment Markets** being held here March 4-7, 1997.

Over the past few years, **TerraTec** has become a leading environmental trade fair, opening doors to opportunities in emerging environmental mar-

kets in Central and Eastern Europe, as well as in Asia.

The Trade Fair will feature exhibits of technology products and services; the Forum will focus on the economic regions of the Black Triangle (Czech Republic, Poland, Saxony), Bulgaria, the Baltic States, Baikal/Eastern Siberia, the Middle East and South China/Canton Region.

Organizers say **TerraTec** is

an ideal event at which to demonstrate products and technology, collect information, open up and develop markets, and to find international partners.

For more information, contact the representative of the Leipzig Trade Fairs in Canada: Dessauer and Company Limited, Suite 1103, 15 McMurrich Street, Toronto M5R 3M6, Tel.: (416) 960-0018; Fax: (416) 927-0095.

## Canada Featured at Australia Trade, Investment Conference

MELBOURNE, AUSTRALIA — Widely recognized as one of the major trade and investment events in the Asia Pacific Region, the **National Trade & Investment Outlook Conference (NTIOC 96)**, will be convened here by the Australian government, December 2-4, 1996.

Under the NTIOC program, Australian and international business people network to identi-

fy, develop and realize international commercial opportunities.

Canada's participation at this year's conference will focus on the Industry Session "Information Industries — Multimedia, Information Technology (IT) and Telecommunications".

Registration for delegates is AUD\$950.00. The Internet info site is <http://www.dfat.gov.au/dfat/home.html>.

Registration enquiries may be addressed to the organisers: Conference Australia Pty Ltd., Tel.: (61-3) 9650 6655; Fax: (61-3) 9650 3535.

For further information on the information technology and telecommunications sector in Australia, contact: Cadia Maestri, Canadian Consulate, Sydney, Australia, Tel.: (61-2) 9364 3042; Fax: (61-2) 9364 3097.

## Expo Surveys China Instrument Market

BEIJING, PEOPLE'S REPUBLIC OF CHINA — Canadian companies have an opportunity to "survey" the China market for a variety of surveying instruments, equipment and other electronic devices.

All they need do is participate in **Expo Instrument and**

**Equipment China'97** being held here April 8-11, 1997.

The exhibition will focus primarily on test, analysis and surveying instruments; special purpose instruments used in such fields as aviation, optics and astronomy; measurement equipment used in the oil industry;

and computer communications equipment.

For further information, contact Simon Lau, President, Asia Access International, 629-510 West Hastings Street, Vancouver V6B 1L8, Tel.: (604) 688-2742; Fax: (604) 688-2788.

# BUSINESS OPPORTUNITIES



Before entering into a contractual agreement with a company, readers are advised to verify the companies listed here.

**AUSTRALIA** — A major food ingredient distributor for more than 20 years and with offices, warehouses and staff in all major cities in Australia and New Zealand, seeks companies wishing to expand into the industry markets which it supports. These include the **bakery, dairy and ice cream, beverages, prepared meals and smallgoods industries.** The firm also seeks **high fibre ingredients, gum products (e.g. agar, guar), bread softeners, Glucono Delta Lactone, fruit puree and concentrates, native and modified starches, emulsifiers, intense sweeteners, cold-pressed oils, and protein products.** Contact Grant Muirhead, Manager-Food Ingredients, Chemiplas Australia Pty Ltd., P.O. Box 545, Epping, New South Wales 2121, Australia, Tel.: 61-2-9869-8333; Fax: 61-2-9868-4441.

**CHINA (People's Republic)** — A Toronto-based company can provide, at cost, detailed project specifications for a total of 102 **environmental infrastructure projects** to be implemented over the next four years in 11 provinces and autonomous regions of China. The projects, which will be internationally tendered within the next year, cover **water and waste water treatment; control and prevention of airborne pollution; acid rain prevention and environmental improvement; solid waste management; construction of power plants and energy supply networks; and comprehensive environmental protection and management.** The project

specification package (costing \$60, plus \$15 for shipping and handling) consists of project background, technology/equipment requirements, project schedule, contact persons, addresses and telephone numbers. Contact Ivy Li, Millian Business Inc., 985 Gerard Street East, Unit 3, Toronto M4M 1Z4, Tel.: (416) 805-5018; Fax: (416) 469-0097.

**MIDDLE EAST** — An import/export company with 30 years of experience in **water works** and with offices in Toronto and Tehran seeks **Canadian suppliers with new innovations in the supply, treatment, transmission and distribution of potable and industrial waste waters.** Contact M. Hedayat-zadeh, 40 Harding

Boulevard West, Suite 602, Richmond Hill, Ontario L4C 9S5, Tel.: (905) 508-1025; Fax: (905) 508-0125.

**PHILIPPINES** — The representative of a Philippines-based company, with a view to entering a **technology transfer or joint venture arrangement,** is seeking **straw, wheat and rice board producers and equipment manufacturers.** Contact (quoting code number PH9005) Cleveland H. Blythe, The EMT Group, Fairview Mall, P.O. Box 55097, 1800 Sheppard Avenue East, North York, Ontario M2J 5B9, Tel.: (416) 410-5109; Fax: (416) 410-5517; E-mail: emtecgrp@idirect.com

## GATT, WTO Tender Invitations On-Line

Invitations to tender from General Agreement on Tariffs and Trade (GATT) and World Trade Organization (WTO) countries (this includes the 15-member states of the European Union, the U.S.A., Japan) around the globe are now available on-line. *Tenders Electronic Daily (TED)* is a database developed under the authority and directives of the European Commission. Said to be the best available source of **information on current worldwide public purchasing,** *TED* covers all areas that are subject to government spending, including supply, service and public works contracts

above certain monetary thresholds. With an average 30,000 documents in *TED* each day, there is a good chance that most companies will find one in their particular field.

For a free document search and sample invitation to tender or contract award, registration and subscription fees, as well as on-line charges, contact Advanced Information Databases Inc. of Woodstock, Ontario — the official gateway in North America for the databases of the European Union. Tel.: 1-800-890-1692. Fax: (519) 539-3176. E-mail: adinfo@adinfo.com



# PUBLICATIONS

## Denmark's Environmental Market

A net exporter of environmental technology and know how, Denmark, nevertheless, offers export opportunities to Canadian environmental industries, especially those engaged in the supply of equipment and services.

These are among the findings in *Denmark, Environmental Sector*, a market report recently prepared by the Canadian Embassy in Copenhagen.

The country also is very receptive to joint venture proposals, technology transfer arrangements — and, with an excellent contact base, is a very promising gateway to markets in the Baltic, and Central and Eastern Europe.

There is opportunity, as well, for third market cooperation: The large Danish consulting engineering firms, including Carl Bro,

COWI and Ramboll, frequently have indicated an interest in working with Canadian environmental consultancy companies in pursuit of project contracts in Latin America, Eastern Europe, Africa and Asia.

For exporters of Canadian environmental technology, the report specifically notes that both the public and private sectors in Denmark favour "state of the art", sophisticated technological environmental solutions and, while "low tech" solutions have niche applications in Denmark, these are the exception.

Canadian firms wishing to explore this market should bear in mind that Danish environmental decision-makers, buyers, and clients, regard Denmark as a world class supplier in the

environmental field. Consequently, they regard their own technologies as superior until otherwise convinced.

On the other hand, Danish decision makers tend to have a high level of respect for new and innovative approaches to environmental problem-solving.

*Denmark, Environmental Sector*, which also lists contacts and provides information on how the Embassy can assist Canadian exporters, is available to Canadian companies by calling the InfoCentre Faxlink (see box page 8 and using code# 40012).

Environmental interests may also contact David Horup, Commercial Officer, The Canadian Embassy, Kr. Bernikowsgade 1, 1105 Copenhagen K, Tel.: (011-45) 33 12 22 99; Fax: (011-45) 33 12 42 10.

### *Jalisco, Mexico*

## Door is Ajar for Food Processing Equipment

A report on opportunities for suppliers of food processing equipment and technology to the Mexican state of Jalisco has been prepared by the Canadian Consulate in Guadalajara.

Companies in Jalisco currently involved in exports provide the best opportunities for Canadian suppliers of food processing equipment.

Processed fruits and vegetables, and confectionery and candy are the two food processing sub-sectors in Jalisco with the strongest export potential.

Several groups in the state are considering establishing processing facilities for frozen or canned fruits and vegetables. Since these

groups tend to be new to food processing, they may, in addition to equipment, also be seeking, consulting expertise, turn-key projects or joint ventures.

Most companies in the meat sub-sector will have to upgrade their manufacturing facilities to meet new federal sanitary regulations. In Jalisco, almost all of the 132 slaughterhouses will be undergoing major renovations over the next five years.

The dairy sub-sector will also be affected. In April 1996, the Mexican government increased the ceiling price of pasteurized milk by 30 per cent and liberalized the price of UHT milk. This should

improve cash flow for dairy processors and permit some companies to invest in new equipment.

There also appear to be possibilities for equipment sales in the baking and milling sub-sectors.

Many food processing companies in Mexico need to upgrade their packaging equipment to compete with foreign products and to provide more attractive products. As the economy recovers, companies also will be looking to equipment replacement.

For more information, or to obtain a copy of the study, contact Canadian Consulate, Hotel Fiesta Americana, Local 31, Aurelio Ace-

*Continued on page 8 — Food*

# BUSINESS AGENDA

## Taiwan Trade Delegation in Montreal

**MONTREAL** — November 25, 1996 — A trade meeting featuring some 20 small- to large-size Taiwanese information technology manufacturers will

provide an excellent opportunity for Canadian firms to expand their markets with Asian partners. There also will be a display of the latest in computer hard-

ware, telecommunications, and parts. Individual appointments can be arranged on November 26. Admission is free. Contact The Taiwan Trade Centre, Montreal, Tel.: (514) 844-8909; Fax: (514) 844-9246.

## Canada-Israel Free Trade Agreement Seminar

**TORONTO** — December 2, 1996 — How to use the Canada-Israel Free Trade Agreement, ways of doing business in Israel, and the relationship between NAFTA and the Canada-Israel FTA are among the subjects of discussion during this seminar being sponsored by The Canadian Bar Association-Ontario (CBAO). Key speakers include Yehuda Raveh, a prominent Israeli lawyer and president of the Israel-Canada Chamber of Commerce and Industry; Adina Brenner, President of Koor 2000 Inc., the American subsidiary of the Israeli multinational Koor Industries Ltd.; and Yael Varsano-Barzilay, Israel's Economic Consul to Canada. For reservations and further information, call Carole Humphries, Toronto, Tel.: (416) 869-1047.

## TRADEWINDS

This Team Canada-supported multimedia program covering the ABCs of international trade, will appear weekly on CBC Newsworld, Knowledge, Access, TVO and, later, on PBS as of January 1997. It's also on the net at <http://www.univers-inc.com>

For more information on this gold mine of information, tips and business contacts, contact Diane Lemelin, Idéacom international inc., Montreal, Tel.: (514) 849-6966; Fax: (514) 849-0776.

## Exporting Professional Training Services

**TORONTO** — November 27, 1996 — Canadian professional training companies, consultants and organizations that want to conduct in-house corporate training programs in the U.S. or form a joint-venture relationship with a U.S. partner are the target audience for an "export workshop" being held at the Crowne Plaza

in Toronto. This event is organized by the Canadian Consulate General, Detroit; the Department of Foreign Affairs and International Trade (DFAIT), Industry Canada and the International Trade Centre (Toronto). For further information, contact Doreen Conrad, DFAIT, Tel.: (613) 992-0484.

## Food

*Continued from page 7*

ves 225, Sector Juárez, 44100 Guadalajara, Jalisco, Mexico, Tel.: (011 52 3) 615-6270/6266/6215; Fax: (011 52 3) 615-8665.

### INFOCENTRE

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT

14, No. 20

December 2, 1996

## DFAIT Unveils First China and Hong Kong Trade Action Plan

*"China and Hong Kong hold significant market potential for Canada, but the challenge is also great," says the first China and Hong Kong Trade Action Plan prepared by the Department of Foreign Affairs and International Trade (DFAIT) in consultation with the public- and private- sector stakeholders. The Action Plan was launched by the Minister for International Trade, the Hon. Art Eggleton November 26, 1996 in Shanghai during the Canada China Business Council's (CCBC) Annual General Meeting (AGM) and Policy Conference.*

The choice of venue was not a coincidence. The decision of the Prime Minister, the Minister for International Trade and the Secretary of State (Asia-Pacific) to attend this year's CCBC meeting at Shanghai re-affirmed the government's objectives to building a strong economic relationship with China and Hong Kong.

### Team Approach

Since the inception of the CCBC in 1978, this non-profit business

association has played a leading role in stimulating and supporting trade in goods and services between Canada and the People's Republic of China. The CCBC was a key partner in the development of the Prime Minister's Team Canada mission to China in 1994. This approach has served as a model for subsequent Team Canada missions to other parts of the world.

The Team approach is already beginning to show results. In

1995, Canadian exporters increased their sales by more than 50 per cent to an unprecedented \$3.4 billion to China and \$1.7 billion to Hong Kong. Combined, they represent Canada's third-largest trading partner after the United States and Japan.

The decision to combine China and Hong Kong in one trade action plan recognizes both the mutual interdependence of the Chinese and Hong Kong economies and the imminent ( July 1997) resumption of Chinese sovereignty over Hong Kong. It also highlights Hong Kong's potential in facilitating the entry of Canadian companies into the China

*Continued on page 4 - China*

## Special Facility Aids Canadian Interests in Former Yugoslavia

*Since 1990, eligible Canadian companies interested in establishing long-term business relationships with the countries of Central and Eastern Europe and the former Soviet Union have had access to financial assistance through the Renaissance Eastern Europe Program (REE). Now, the REE has created a special facility for the reconstruction of the former Yugoslavia.*

### REE Objectives

Briefly, the traditional REE has two fundamental objectives:

- to transfer western business practices generally, and specifically Canadian expertise, investment and technology, to assist in the development of free market enterprises in these countries;
- to increase the familiarity and

cooperation between the people of these countries with the Canadian private sector, resulting in increased investment and trade with the region.

### Special Facility

One of the countries to which Canada is a major reconstruction

*Continued on page 5 - REE*

## CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newslet/canex>

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# SHARING TRADE SECRETS

## Global Going Global Through Joint Ventures... in Israel

*Global Furniture (Canada) started selling to Israel some 10 years ago through its subsidiary, Teknion, after successfully bidding on a \$1-million contract for the installation of open office screen / panel systems.*

Most of the components for that order came out of the company's Toronto plants.

A couple of years later, a Teknion joint venture in Israel led to production there and subsequent exports to the European Community (taking advantage of the Free Trade Agreement between Israel and the EC) and the East European market (on account of Israel's geographic location and its special ties with the region).

"With the upcoming implementation of similar free trade between Canada and Israel," says Global Chairman Saul Feldberg, "we will be able to compete on an equal footing with European and U.S. exporters to Israel, as well as have better access to those markets through joint ventures with Israeli companies."

### The Israeli market

According to Feldberg, the Isra-

eli market is not easy to penetrate — it's a different culture — but with a little bit of patience and hard work, it can be done.

"First of all," he advises, "you must find a good and reliable partner who can show you references and knowledge of international trade."

Second, people should not rush into that market.

"Go step by step," Feldberg suggests, "and with a slow approach and a good partner, most companies succeed."

He also points out that good help is available both in Canada and in Israel where people are anxious to do business with Canadians.

"Canada has a good name," says Feldberg, "and the Canadian Embassy's Commercial Section in Tel Aviv is one of the best and most active in the world.

"You can get good advice there,"

he suggests, "and soon you will be ready to go on your own."

How does he know? He speaks from experience.

With exports to South America, the Far East (Hong Kong, Malaysia, Singapore), the U.K. and France, as well as Russia (where the Parliament and Moscow City Hall are totally equipped with Global furniture), Feldberg has seen them all.

"On our first venture to Israel 10 years ago," recalls Feldberg, "the Canadian Embassy helped us with our initial contact."

### Future prospects

Up till now, Feldberg considered the Israeli market too small for direct exports, and too pricey, with some tariffs still as high as 20 or 30 per cent.

"But that will all change," he says, "with the Canada-Israel Free Trade Agreement, and Canadians can start preparing for that right now."

Feldberg is also quick to point out that the business community in Israel is waiting for Canadian products. "Most Canadian ventures in Israel are successful," he says.

He himself hopes to be shipping components to Israel once most of the tariffs have been removed.

For more information on Global and its operations in Israel, contact Global Group Chairman Saul Feldberg. Tel.: (416) 661-3660. Fax: (416) 661-5386.

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# ASK A TRADE COMMISSIONER

*In her second year as Canada's Counsellor (Commercial) in Israel, Ruth Zeisler has seen many changes, both political and economic, taking place in that country. In addition to the Middle East Peace Process, the most momentous development on the trade front has been last July's signing of the Canada-Israel Free Trade Agreement (CIFTA). CanadExport reached Zeisler — just back from a trade promotion trip in Gaza — at the Canadian Embassy in Tel Aviv.*

"Israel, Gaza and the West Bank are open to business for Canadians exporting all types of products and commodities, says a highly confident Zeisler.

And not only are all the stats there to reinforce her enthusiasm and upbeat description of the numerous opportunities worth pursuing, so are Canada's exporters marketing a wide range of products and capabilities.

## **Bilateral trade booming**

Canadian exports to Israel are clearly on the rise in the last two years — after being fairly steady over the course of the previous ten.

The year ended May 1996 saw a whopping 69 per cent increase, coming on the heels of a 49 per cent growth for the period December 1994-December 1995.

To put it into perspective, Canada-Israel trade — almost balanced for calendar 1995 — amounted to \$450 million, with Canadian exports reaching \$216 million, while imports from Israel accounted for \$240 million.

Two-way trade with Palestinian businesses is just developing, representing about \$14 million in 1996. However, as Zeisler notes, "there must be a beginning upon which a solid founda-

tion can be built, to last."

What has led to this sudden boom in trade?

"Initially," explains Zeisler, "it was a combination of several factors, one of the most important being advances in the Peace Process, but as important, Israel's immigration wave, influx of foreign capital and investment flows, and Israel's reacquaintance with trading partners in the neighbourhood and in the Far East.

"More recently," she says, "as was the case with the Canada-U.S. FTA and NAFTA, news of a pending Free Trade Agreement with Israel spread like wildfire. Canadian companies began to take a closer look at both the Palestinian and Israeli marketplaces. The result, companies are already positioning themselves to be contenders here as well."

## **CIFTA impetus**

The FTA with Israel — the first such agreement between Canada and a trading partner outside the North American continent — is already having a beneficial effect on bilateral trade, although it is still over a month away from entering into force.

In addition to eliminating tariffs on most products and services, the FTA will give Cana-

dian exporters the same competitive edge to access the Israeli and Palestinian market as that enjoyed by the U.S.A., the European Union and the Eastern European countries with which Israel has had similar agreements for some time.

Another important feature is that the benefits under this agreement will be extended to all goods produced in Gaza and the West Bank by virtue of the custom union between Israel and the Palestinian Authority.

"All these agreements will have a ripple effect," says Zeisler, "with the potential of expanding the marketplace beyond Israel, Gaza and the West Bank through joint ventures and third market cooperation.

"The Israeli economy is slowing," Zeisler adds. "However, a 1-2 per cent growth per capita in the economy, considered to be a bad year by Israeli standards, might be envied by some other economies."

## **Doing business in Israel, Gaza and the West Bank**

"Doing business, whether with Israelis or Palestinians, is more than just doing business," advis-

*Continued on page 8*  
Ask A Trade Commissioner



## **Looking for Export Opportunities?**

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or 613-944-1078; or call (613) 992-3005.

## China and Hong Kong Trade Action Plan — Continued from page 1

market. Nevertheless, the **Action Plan** recognizes the distinct nature of the Hong Kong market and the special opportunities for trade and investment it affords Canadian companies.

China, rapidly emerging as the economic motor of the Asia Pacific region, is a complex but promising market. Annual growth averages 9 per cent and has quadrupled since 1978 when economic modernization became the hallmark of Chinese government policy.

China's commitment to pursue further economic reform should sustain high growth and continue to generate promising opportunities for exporters in sectors of Canadian comparative advantage, even as uncertainties about pace and direction of reform complicate efforts to plan market development strategies.

### Challenges, Resolutions

Canada has resolved to secure its long-term relations with China, based on four equally important and mutually reinforcing pillars: economic partnership; peace and security; sustainable development; and human rights, good governance and the rule of law. Within this broader policy framework, the **China and Hong Kong Trade Action Plan** outlines its objectives and resources, presents a business environment overview, identifies 14 key sectors (including the market climate/constraints) that offer the most promising opportunities for Canadian exporters, and provides a list of contacts.

### Action Plan Objectives

The **China and Hong Kong Trade Action Plan** provides a strategic framework through which government and business can work

together to reach a target of \$20 billion in two-way trade by the year 2000, a goal set by Prime Minister Jean Chrétien and Chinese Premier Li Peng in November 1994. This **Trade Action Plan** is designed to assist Canadian business, especially small and medium enterprises (SMEs) new to China and Hong Kong and therefore in need of greater support, to compete successfully and to take maximum advantage of export opportunities in the market.

Specific objectives include:

- raising Canada's profile as a valuable trading partner through high-level government and business visits;
- expanding Canada's market presence in China/Hong Kong through investments;
- increasing sales of value-added and manufactured products (where technological excellence is internationally established);
- utilizing Hong Kong's role as a regional business centre and trade entrepôt;
- improving co-ordinating trade policy consultations and business development initiatives with the private sector;
- tracking China projects that have strong potential financed by the World Bank and Asian Development Bank;
- helping Canadian suppliers to position themselves early to pursue procurement opportunities;
- focusing a second federal trade mission on China's emerging regional markets and the opportunities they present; and
- developing a systematic and efficient approach to rapidly disseminate reliable market information and intelligence to the

Canadian business community via the broadest possible range of communications channels.

### Business Environment

Key priorities in China's Ninth Five-Year Plan (1996-2000) are increasing food production and strengthening the agricultural sector; gradual reform of state-owned enterprises; developing science and technology in support of economic development; and narrowing the gap between advanced coastal and poorer interior regions.

In every sector, the key consideration is finding the appropriate client, agent/distributor, representative or joint venture partner. "The general rule," notes the **Action Plan**, "is that a long-term commitment is necessary to reap significant returns on any business transaction in China."

Hong Kong's business environment remains excellent. The territory is totally dependent on trade in goods and services and it is the banking, financial, transportation and regional sales centre of East Asia. Hong Kong should continue to provide significant investment capital for Canada and a fertile market for Canadian technology, goods and services.

### Sectors of Opportunity

The **Action Plan** has identified 14 sectors as offering the most promising opportunities for Canadian exporters and focusses enhanced level of services in those sectors. In addition to identifying the sector, there is a description of the China/Hong Kong business climate specific to the sector, the opportunities, constraints and action plan objectives. Exporters targeting niche opportunities in

*Continued on page 5 — Trade*

# CANADA EXPORT



## Focus on Israel

### Israel: Land of Promise

*The business environment in Israel is one of the most open and dynamic in the Middle East. The rapid economic growth rate sustained since the beginning of the 1990s is a dividend of Israel's 1985 economic stabilization program, the subsequent economic reforms, the successful absorption of mass immigration, particularly from the former Soviet Union, and Israel's reduced international isolation as a result of its peace agreements signed to-date.*

With a thriving private sector, well educated workforce, modern banking industry, and excellent communications system, Israel has one of the fastest-growing economies in the Middle East. In 1995, the economy grew at a rate of 7.1 per cent, the highest growth rate among Western countries. Unemployment declined from a peak of more than 11 per cent in 1992 to about 6 per cent in 1995, and inflation reached its lowest level in 26 years, stabilizing at about 8.1 per cent, a major drop from 1994's level of 14.5 per cent. As 1996 draws to a close, economic growth has slowed to about 4 per cent; forecasts are for between 3 and 4 per cent in 1997.

Israel's newly elected government (May 1996) has reiterated its election promises to deregulate, privatize and demonopolize Israel's economy. The government's far-reaching economic program is being geared to lower taxes, lower government spending, cut red tape, and sell government land to lower the cost of housing. Current government policies are having an effect on Israel's economy. High interest rates have reduced the profitability of manufacturing, and the current political climate is affecting business confidence. Yet, as high interest rates continue to attract short-term capital which, in turn, strengthens the New Israeli Shekel and places a strain on Israeli exporters, they have made imports more attractive. Israeli compa-

nies have also been very successful in raising capital abroad. In fact, Israel ranks second to Canada in the number of companies traded on Wall Street.

#### Liberalizing Trade

In the last 10 years, Israel has implemented several important economic and trade liberalization measures directed at encouraging foreign investment (including more incentives to foreign investors) and new business ties. The country has had a free trade agreement with the European Union since 1975, with the United States since 1985, and with the Eastern European countries since 1993. It has trade agreements with



neighbouring countries such as Egypt, Jordan and Turkey (to be ratified) and is pursuing others with such countries as Qatar, Oman, Tunisia, Morocco, Hungary and Poland. It also has *Avoidance of Double Taxation Agreements* with Canada, the U.S.A., Thailand, Japan, a number of European countries, and most recently has signed one with Korea.

On July 31, 1996, Canada and Israel signed a *Free Trade Agreement*, giving Canadian and Israeli companies duty-free access to each other's markets for virtually all industrial goods. Once this agreement comes into force on January

1, 1997, it will allow Canadians to compete on a level playing field with their European and U.S. competitors.

#### Seeking Middle East Peace

Complementing Israel's economic reforms are its growing political relations. At the end of 1995, Israel had re-established relations with more than 40 countries that had broken ties in the 1960s and 1970s. The new government, while pursuing more hardline positions on issues affecting Israel's security, has pledged to continue the Middle East Peace Process.

Continuation of the Peace Process is the best way to ensure the security and, by extension, the economic prosperity of all people in the region.

It is an opportune time for Canada to enhance its presence and secure better access to this strategic nation.

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# Canada-Israel Trade and Investment

Canada and Israel have long enjoyed close relations based on shared values and strong political and social bonds. This year, these ties have been made even stronger through the signing, on July 31, of the *Canada-Israel Free Trade Agreement*. As of January 1, 1997, there will be an immediate elimination of tariffs on virtually all industry goods, with phase-out of the few remaining tariffs on industrial goods (i.e. women's bathing suits and certain cotton fabrics) within two and one-half years. The agreement will also offer a major increase in market access for key Canadian agricultural and fish exports, including grains and grain products, oil seeds, pulse crops, beef and various processed food products, covering 80 per cent of Canada's agricultural and fish exports to Israel.

The new trade agreement is especially good news for Canadian exporters, since it will put them on an equal footing with their competitors in the U.S., European Union and the European Free Trade Area. Canadian and Israeli companies will no longer have to funnel their trade through the U.S. or any other country to get the benefits of a free trade agreement.

## Diversified Marketplace

Israel is a sophisticated and diversified market for goods and services. Trade between the two countries is modest, but is growing. In 1995, two-way trade between Canada and Israel topped \$450 million, a 37-per-cent increase over 1994. In 1995, Canadian exports totalled \$216 million, up 49 per cent from 1994. Canadian imports from Israel reached \$241 million, up more than 32 per cent from 1994.

Major Canadian exports to Israel include aluminum; machinery; mechanical appliances; salt and sulfur; plastering materials; lime and cement; vehicles; paper and paperboard; wood and wood products; electrical equipment; pharmaceuticals;

and cereals. Major imports from Israel include pearls, precious stones and metals; machinery; appliances; electrical equipment; optical/photo-graphic instruments; vegetables; and plastics.

## Stability Enhances Business Opportunities

Many factors make Israel an attractive market for Canadian companies: attempts by the Israeli government to attract foreign investment by offering incentives to foreign investors; progress in the Peace Process, which offers enhanced regional economic development and stability; a skilled and innovative workforce; and a massive migration from the former Soviet Union, which has increased consumer demand for imported goods.

These trends and Israel's growing prominence as a financial centre in the Middle East suggest a wide array of options available for Canadian companies, especially with the *Free Trade Agreement* looming on the horizon. Canadians should remember, however, that they are competing with well established foreign and local manufacturers and developers. Market knowledge, commitment, and patience are the currency for success in Israel.

## Free Trade Agreement Opens Doors

Once the *Free Trade Agreement* comes into force, Canadian companies should find many competitive market opportunities in Israel, particularly in high-technology goods; telecommunications; power and energy projects; oil and gas exploration; and the agri-food, fish and environmental sectors.

In short, Israel is a valuable market that has yet to be fully explored by Canadian exporters and service providers. Governments can only build the bridges that link trading partners; only industry can cross them. With the *Canada-Israel Free Trade Agreement* set to take place, Canadian firms should not miss the opportunity to set foot in Israel.





## CIIRDF: Partnering in R&D

Looking for an Israeli business partner? Seeking financial support for a joint venture? The *Canada Israel Industrial Research & Development Foundation (CIIRDF)* may be able to help.

Established in 1993 to promote collaborative research and development (R&D) between Canadian and Israeli firms, *CIIRDF* plays a key role in matching Canadian firms with those in Israel. *CIIRDF* is supported by the governments of both Canada and Israel, which each contribute \$1 million per year — reflecting their view of the Foundation as an important instrument in strengthening Canada-Israel commercial relations.

*CIIRDF* is incorporated in Canada as a not-for-profit corporation and maintains an office in Ottawa. It has developed close relations with departments and agencies at both provincial and federal levels of government that are involved in science and industrial innovation initiatives. *CIIRDF* also has a contact in Israel and works closely with the Office of the Chief Scientist in the Israeli Ministry of Industry and Trade.

### Activities

*CIIRDF*'s main activity is promotion and marketing. Simply put, the Foundation is engaged in

activities — mainly in the form of seminars — that stress the benefit to companies of R&D collaboration. *CIIRDF* also provides matchmaking services to companies in either country that seek compatible research partners. To this end, *CIIRDF* undertakes activities ranging from providing summary profiles of prospective partners to acting as an agent on behalf of firms, in many cases making direct contact and participating in negotiations between prospective partners.

By far *CIIRDF*'s most visible activity is providing financial support, in the form of repayable grants, to joint projects that meet the Foundation's requirements. These projects can be feasibility studies, pilot projects, or full-scale R&D initiatives.

### Eligibility

Canadian firms operating and based in Canada, and Israeli firms operating and based in Israel, are eligible for *CIIRDF* financial support.

As of June 1996, 12 projects have been approved, representing \$3.85 million in R&D co-operation between Canada and Israel. The majority of the projects are in the biotechnology and information technology fields.

For further information, con-

tact the Canada Israel Industrial Research & Development Foundation, 875 Carling Avenue, Suite 430, Ottawa, Ontario, Canada K1S 5P1, Tel.: (613) 724-1284; Fax: (613) 724-1134; e-mail: [cirdf@cyberplus.ca](mailto:cirdf@cyberplus.ca); Att: Dr. Henri Rothschild, President/ Ms. Leah Murray, Program Coordinator.

## EDC at Your Service

Canada's Export Development Corporation (EDC) offers a full range of financial and risk management services for exporters of goods and services to Israel.

EDC has many types of export financing facilities to simplify the purchase of Canadian goods and services by foreign buyers. Lines of credit are a common form of buyer credit

*Continued on page V*  
EDC at Your Service

## THE CANADA-ISRAEL CHAMBER OF COMMERCE AND INDUSTRY

The Canada-Israel Chamber of Commerce and Industry (CICC) is an independent member-financed not-for-profit organization whose mission is: to raise awareness in the Canadian business community of the benefits of doing business with Israel; to

promote bilateral trade and investment between Canada and Israel; to represent the interests of members to all levels of Canadian government; and to assist members through networking, business information and trade inquiry support.

The contact for additional information is Rosalynne Singer, The Canada-Israel Chamber of Commerce and Industry, 48 St. Clair Ave., West, Suite 1100, Toronto M4V 2Z2, Tel.: (416) 961-7302; Fax: (416) 961-0696.

# Opportunities for Canadian Business on the Rise

*Thanks to the new Canada-Israel Free Trade Agreement (FTA), commercial opportunities in key sectors of interest to the private sector are increasing.*

## • Advanced Technology

Israel has recently opened its telecommunications monopoly to competition, with opportunities in cellular network, telecom hardware and TV and radio equipment and programming. With its highly qualified labour force and 70 per cent of all R&D monies invested in electronics, Israel is well positioned for joint ventures with leading electronics companies. The *Canada-Israel Industrial Research & Development Foundation (CIIRDF)* can create opportunities by facilitating strategic partnering through research projects.

## • Agriculture and Agri-food

With the implementation of the FTA, Israel will become an attractive market for Canada's agri-food and fish exporters. In August 1995, the Israeli market opened to milling wheat imports from countries other than the U.S. Canadian seed potatoes are expected to receive phytosanitary clearance by end of 1996. Additional opportunities exist for canned and processed fish products, gourmet foods, prepared meals, baked goods, maple products, and kosher meat (non-poultry) products. Private label marketing (e.g. Loblaw's "President's Choice") is a new and growing concept in Israel that presents numerous opportunities.

## • Environment

Israel continues to be an emerging market for environmental products and services, largely due to the recent enforcement by the Israeli Ministry of Environment of long-standing environ-

mental regulations. Many projects have already been privatized (e.g. municipal wastewater plants, sanitary landfills, and hazardous waste sites). In 1995, the Ministry of Environment initiated a subsidy program of \$200 million over four years to promote environmental investments in industry. Industry can apply for a grant of up to one-third of the cost of the investment.

## • Forest Products

The Israeli market for wood and related products is rapidly expanding. Lumber constitutes the bulk of Canadian exports to Israel; softwood exports jumped some 380 per cent to US\$3.2 million in 1994. This growth is expected to increase with the elimination of tariffs under the FTA. The furniture sector also presents attractive possibilities in the increasingly popular do-it-yourself field. Wooden houses/prefabs are also slowly being introduced into the Israeli market.

## • Pulp and Paper

Israel imports all its newsprint and pulp paper. Canada ranks third as a supplier of newsprint to Israel, and accounts for 20 per cent of Israel's pulp imports. Growing demand for paper products, as a result of an increase in Israel's standard of living, means more opportunities for Canadian suppliers.

## • Oil and Gas

The recent expansion of oil and gas exploration in Israel is due primarily to private-investor limited partnerships, which are providing the capital necessary for exploration. Advances in the Peace Process will continue to encourage Canadian companies to explore deals with Israeli companies. Major opportunities also exist in the natural gas line

transmission projects being discussed between Israel and Egypt and between Israel and Qatar, and in the "Lesser Project" (gas from Georgia, through Turkey and across the Mediterranean to Israel).

## • Energy

The government-owned Israel Electric Corp. (IEC) has a major (US\$12.3 billion) 10-year development plan to meet the demand of Israel's massive immigration (over 600,000) and booming industry. Israel's neighbouring countries are also providing possible areas for regional co-operation that offer opportunities for equipment suppliers and expertise (e.g. electrical grid rationalization, a natural gas transmission line project from Egypt to Israel, and a Liquefied Natural Gas [LNG] project from Qatar to Israel). Opportunities also exist in the West Bank and Gaza in transmission networks and grid rehabilitation.

## • Biotechnology, Medical and Health Care

The FTA could enhance Canada's share of Israel's pharmaceutical market. As of 1996, the Ministry of Health has approved parallel imports of pharmaceutical drugs. This effectively breaks the monopoly of importers and is encouraging competition, since importers who register an imported pharmaceutical at the Ministry of Health no longer receive a monopoly for an unlimited time on the specific drug. A new development this year is the U.S.-Israel harmonization of the regulatory environment, which opens up Israel as a site for clinical trials recognized by the U.S. Food and Drug Administration.

*Continued on page V  
Opportunities*

# Infrastructure Projects

*Here is a summary of major infrastructure projects currently being considered by Israel.*

## • Tel Aviv Subway/Rail Project

One major Canadian company has shown interest in this project. The preparation of preliminary tender documents is expected to be completed by August 1997.

The first stage (12-15 km above and below ground level) is estimated at US\$1 billion.

## • Railway 2000

This is a major railway system project for a web of suburban trains running from the centre to the north of Israel.

Initial cost is estimated at US\$300 million, with a four-year construction period.

## • Rail Line from Ashdod Port to Gaza Strip and Jordan

This new rail line will carry both freight and passengers to allow for increased trade and economic co-operation between Israelis and the

Palestinians. The cost for the portion on the Israel side is estimated at US\$15 million.

## • Ports 2000

Major expansion is planned for Israel's three major ports in Haifa, Ashdod and Eilat. Total investments of US\$500 million are estimated.

## • Natural Gas Projects

Israel has made a strategic decision to import natural gas in large quantities, mainly for electricity generation, to supplement its primary sources of energy (coal and oil).

Possible options include a pipeline from Egypt that will require investment in infrastructure, primarily in pipelines and compressors, in the order of US\$500 million; and over US\$1 billion in natural gas transportation, distribution and gathering infrastructure and systems throughout Israel.

# Opportunities for Canadian Business on the Rise

*Continued from page IV*

## • Construction Products

Israel's construction industry is still demanding new products and services. Major hotel/shopping/office/apartment complexes and industrial parks are under construction all over the country. Opportunities are in sanitary equipment, construction compo-

nents and hardware.

## • Consumer Products

Imports of consumer goods in 1996 are expected to top US\$4 billion, of which US\$2 billion will be in durable goods. With zero per cent tariffs under the FTA, there are opportunities for

Canadian-made office supplies, furniture, housewares, sporting goods, toys, consumer electronics, giftware. Carpeting, apparel and footwear offer the potential for sales, joint venturing and third-country marketing.

# EDC at Your Service

*Continued from page III*

financing. EDC has four of these facilities in Israel: Bank Hapoalim: US\$10 million; Bank Leumi: US\$ 10 million; United Mizrahi Bank: US\$10 million; and Israel Electric Corporation: US\$10 million.

The Corporation can provide other financing solutions in this

market, tailored to specific transaction requirements. As well, EDC's credit insurance protects exporters for up to 90 per cent of the value of their exports if the buyer fails to pay. Many small- and medium-size exporters use EDC-insured export receivables as collateral to

borrow working capital. EDC also offers performance security support and foreign investment insurance coverage.

EDC offices are in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

## Canada Popular with Israeli Tourists

More than 1 million Israelis (20 per cent of the country's population) travel abroad by air each year. In 1995, approximately 69,000 Israelis visited Canada, generating upwards of \$41 million to the Canadian economy. Spurring on this increase was the introduction, in June 1995, of Air Canada's non-stop service from Toronto to Ben Gurion Airport. Air Canada now offers service to Israel four times per week and is expected to increase frequency in 1997.

The people of Israel are very attracted to what a country like

Canada has to offer as a tourism destination. The potential for promoting Canada in Israel is significant. What attracts Israelis to Canada are the flora, fauna, wildlife, forests, lakes, rivers, ice, snow, vast distances, wilderness, and rare features of the Canadian environment, such as the Northern Lights, dog sleds, and whale/polar bear/seal watching, to name a few.

Israel's largest tour operators and largest travel agency group have produced an exciting array of tour packages covering peak and shoulder seasons, with several

first-time winter and Canada-only packages being offered for 1996.

Non-traditional tourism partners, such as Israel's Greenberg's food chain, just launched a series of Canadian brand-name products that will also identify Canada as a tourism destination. Canadian construction firms managing major infrastructure projects in Israel have also committed to advertise Canada's tourism potential. The first Hebrew-language brochure promoting Canada was just released to more than 4,000 travel agents.

## Don't Forget the West Bank and Gaza

While the Palestinian economy is smaller and less developed than that of Israel, for some exporters opportunities may be greater. This is especially true given that businesses in the West Bank and Gaza will be eligible to take advantage of the benefits under the *Canada-Israel Free Trade Agreement* with the extension of preferential tariff treatment to all goods produced in Gaza and the West Bank. U.S. legislation currently awaiting the President's signature will amend the *U.S.-Israel Free Trade Agreement* to include goods produced in Gaza and the West Bank.

Considerable infrastructure development funded by the World Bank and donor countries like Canada is now underway. A new airport is nearing completion and the planning for a US\$65 million port facility near Gaza City is well advanced. Projects to install, or in some cases upgrade, municipal infrastructure are numerous. These offer good opportunities for the construction sector.

Agriculture offers strong opportunities for joint ventures in processed food, and the cut flower industry has considerable export potential, particularly with the region's proximity to the lucrative European market. An agreement with the European Union to allow products from the West Bank and Gaza liberalized access to the European markets is expected to be concluded before the end of the year.

Gaza City and certain cities in the West Bank also have a well established garment producing

capability as a result of integration with the Israeli clothing industry. Interest in the Palestinian territories as potential production sites is now increasing. The well-known British firm Marks and Spencer has recently launched a joint venture in the West Bank town of Nablus in conjunction with a local garment producer.

The pharmaceutical and health products industries are also well developed, particularly in the West Bank, making joint ventures a real possibility.

Plans are now well advanced to open an industrial park in Karni on the Gaza/Israel border. This industrial park will offer electricity, water, communications, freight forwarding and banking at a cost of US\$26 per square metre for an established facility. Negotiations are currently underway between Israel and the Palestinian Authority on an agreement that would ensure the free flow of exports and imports into Karni. The Karni industrial park is expected to be open in 1997.

Effective September 1996, business people wishing to market in the West Bank and Gaza must arrange a partnership with a local Palestinian representative who must control 51 per cent. This regulation is designed to encourage the growth of local marketing capabilities in an industry traditionally dominated by Israelis. In considering the West Bank and Gaza, interested parties should seek out Palestinian representation, although joint marketing initiatives involving both Palestinians and Israelis are also a possibility.

# CANADA EXPORT



## Focus on WTO



Minister for International Trade

Ministre du Commerce International

Ottawa, Canada K1A 0G2

### *A Message from the Minister for International Trade*

A strong, effective World Trade Organization (WTO) is vital to increased trade, economic growth and job creation in Canada.

As a trade-dependent country, we rely increasingly on our booming export business to fuel the economy. Exports of goods and services were equivalent to more than 40 per cent of Gross Domestic Product in 1995. In fact, more than one in three jobs now depends on trade.

To ensure stable growth in trade, we need a consistent set of international trade rules, fairly and effectively applied. That's where the WTO comes in.

We look to the WTO, now less than two years old, as a prime instrument in shaping this more open trading regime. We were instrumental in developing the WTO as the central organization overseeing the expanded trade system created by the Uruguay Round on multilateral trade negotiations. It has a broader and stronger mandate than the old GATT secretariat.

The Uruguay Round deal gave the WTO a strong hand in two significant ways. For the first time, countries signing on to a trade agreement accepted its terms in full, not on a piecemeal basis. All countries would have the same status and play by the same rules within the WTO.

And a rigorous dispute settlement process was established, replacing the GATT mechanism which had a number of weaknesses.

Now, we will be holding our first meeting of ministers under the WTO at Singapore December 9-13. It is an opportunity to review the work that has been done and to provide political guidance to on-going and future work. While this is not a negotiating session, I look forward to a meeting that will give added impetus to the process of liberalizing trade.

As Canadians, we have a stake in a credible, effective WTO. It is key to a smoothly operating world trading system. And trade generates economic growth and jobs.

Sincerely,

Art Eggleton

## *Vital to International Trade*

# The World Trade Organization Finds Strong Supporter, Advocate in Canada

*The World Trade Organization (WTO) is key to Canada's international trade policy because an effective, rules-based trading system is vital to increased international trade, economic growth and job creation for Canadians.*

With this in mind, Canada played a central role in developing the WTO concept which was embedded in the WTO Agreement at the conclusion of the Uruguay Round negotiations on multilateral trade in 1994. Canada remains a strong supporter and advocate of the WTO.

Established on January 1, 1995, the Geneva-based WTO has a broader and stronger mandate than the Secretariat of the General Agreement on Tariffs and Trade (GATT) which it replaced.

The WTO now has close to 130 members. And with some 30 other countries, such as Russia and China, also seeking to join, it will soon cover almost all of the world's trade.

The WTO Secretariat is headed by Director General Renato Ruggiero, a former Italian trade minister and business executive.

The Secretariat plays a critical role in helping the WTO carry out its mandate — to build a single integrated organization to administer and oversee multilateral trade agreements, and to provide a forum for future trade negotiations and rule-making.

A ministerial conference, open to representatives of all member countries, will be held at least every two years.

The General Council, which is also open to all members, supervises the work of the WTO's various councils and committees, and sits as both the Dispute Settlement Body and the Trade Policy Review Body.

The Uruguay Round agreements gave the

WTO a strong hand in two significant ways. For the first time, countries seeking to join the WTO will have to accept WTO terms in full, which includes signing on to a broader range of agreements covering goods, services, trade-related intellectual property rights and trade-related investment.

In this way, all countries have the same status and play by the same rules, thus effectively limiting more powerful countries from interfering with the economies of smaller countries.

Second, a rigorous dispute settlement process with binding decisions was established, replacing a weaker GATT procedure.

Since its introduction, it has received solid backing from member countries, and its performance has bolstered business confidence in the new trade system. It is by far the biggest success of the first two years of the new organization.

Rules have been established for the selection of panels to hear disputes brought by members.

Panel decisions may be referred to the Appellate Body which reviews issues of law and legal interpretations covered in the panel reports.

Disputing parties can appeal a panel's finding, but once the Appellate Body rules, the decision is binding, effectively preventing a single member from blocking settlement decisions as was the case with the GATT.

# Trade and Investment: Driving Canada's Economy

In the 1990s, international trade and investment are of unparalleled importance to Canadians. Together, they are the engines that drive the Canadian economy and create jobs.

Almost 50 years of rules-based trade since the General Agreement on Tariffs and Trade (GATT) was created in 1947 have brought great benefits to Canada. A common set of international trade rules, applied effectively, is key to the stable expansion of business with other countries. Canada's economic well-being is inextricably linked to keeping foreign markets open in a fair and predictable fashion.

The result of more liberal — and more effective — trade rules in North America and globally are impressive, contributing to the dramatic expansion of Canada's trade in recent years.

From 1990 to 1995, Canada's merchandise exports rose from \$148.9 billion to \$263.7 billion. Exports of goods and services now account for 37 per cent of Gross Domestic Product, up from 26 per cent in 1992. International trade accounts for a greater share of GDP in Canada than in any other G-7 country.

Investment is also a force in

today's global economy. Since 1986, world investment flows have risen from close to US\$60 billion to US\$300 billion. The accumulated stock of foreign direct investment in Canada has nearly doubled, reaching \$168 billion in 1995. Investor confidence in Canada is at its highest level in 15 years with more and more international companies establishing operations across the country.

Through the Jobs Strategy, the federal government is working with provincial and municipal governments and the private sector to create a healthy

*Continued on page iv — Trade*

## The WTO: Milestones in Global Trade

- October 30, 1947: *The General Agreement on Tariffs and Trade (GATT)*, containing tariff concessions and a set of rules preventing certain trade restrictions, was signed by 23 countries.
- January 1, 1948: The *GATT* was implemented.
- April to August 1949: Second Round of trade negotiations held in Annecy, France.
- September 1950 to April 1951: Third Round was held in Torquay, England. Four more countries joined the *GATT*.
- May 1956: Completion of the fourth Round held in Geneva, Switzerland, produced close to \$2.5 billion worth of tariff reductions.
- September 1960: The fifth Round, the *Dillon Round*, began in September and concluded in July 1962.
- 1961: *The Short-Term Arrangement*, covering cotton textiles, was implemented to improve cotton-producing countries' exports.
- May 1964: *The Kennedy Round* began in May.
- The Final Act was signed in June 1967 by 50 participating countries with concessions covering nearly \$40 billion worth of trade.
- September 1973: *The Tokyo Round*, the seventh Round, began and concluded in November 1979 with tariff reductions of more than \$300 billion worth of trade.
- January 1, 1974: *The Multifibre Arrangement (MFA)* was implemented to promote the expansion of trade in textile products.
- November 1982: Meeting of the *GATT* Ministers in Geneva led to the *Uruguay Round*.
- September 20, 1986: The eighth Round of trade negotiations, the *Uruguay Round*, covered trade in both goods and services.
- April 15, 1994: Ministers from 120 countries signed the Final Act, creating the *World Trade Organization (WTO)*. It oversees all new multi-lateral trade agreements on goods, services and intellectual property.
- January 1, 1995: The *WTO* was implemented.

# Singapore Ministerial: The Agenda & the Objectives

*As the first ministerial meeting of the World Trade Organization (WTO), December 9-13, 1996, the Singapore Conference will set the tone for the organization's ongoing and future work. The December meeting will be mainly about taking stock of how the WTO is working, and reviewing the implementation of the biggest trade agreement in history.*

The meeting is not intended to launch a new round of negotiations; it should, however, lay the groundwork for future trade liberalization and rule-making. Although the Uruguay Round agreements made vast and sweeping improvements, the comprehensive framework of rules that the global trading system needs is far from complete.

The meeting's agenda is lengthy, with a variety of issues on the table. One will be drafting a political declaration to guide the WTO's efforts in coming years. From Canada's perspective, we would like to see the political declaration reflect three principles. Specifically, it is our ultimate goal to see a world in which trade and investment flow freely across national borders, the WTO has a truly universal membership, and there is a common set of comprehensive trade rules.

The Ministerial should provide the impetus to address the built-in agenda that was reflected in the Uruguay Round agreements. For example, it was agreed to negotiate further liberalization in agriculture by 1999 and in services by the year 2000.

Canada would like to see the WTO begin work on other issues that are important to the trading system. These include investment and competition policy, which are not yet on the WTO agenda. Canada has been active in multilateral negotiations on investment with the

Organization for Economic Cooperation and Development. And there are several sector-specific agreements that need to be reached such as in basic telecommunications and financial services.

Canada is committed to taking steps to help developing countries become better integrated into the trading system. To this end, Minister Eggleton has proposed a meeting in early 1997 of trade and aid agencies, international financial institutions, the WTO, and donor and recipient countries to improve the assistance to these countries vis-à-vis their integration into the world trading system.

Canada supports the negotiation of an Information Tech-

nology Agreement that would eliminate tariffs in a sector vital to economic growth. Building on this, we also support the elimination of tariffs in other sectors including pharmaceuticals, paper and wood products; oilseeds; and non-ferrous metals.

Canada strongly supports the need for a credible, solid WTO to ensure the smooth and fair operation of the world trading system. Being a trading nation, Canada has much to gain from a system that guarantees that all players have the opportunity to compete and succeed in the global marketplace. A successful and productive first WTO ministerial meeting will go a long way to maintaining the momentum that was built at the conclusion of the Uruguay Round.

## Trade and Investment

*Continued from page iii*

economic environment that encourages Canadian firms to become more competitive and provides them with opportunities to enter new markets.

Exports are critical to Canada's economy. One in three jobs depends on exports and it is estimated that every \$1 billion of exports creates or sustains 11,000 jobs in Canada. Although Canada is a successful trading nation, some 100 companies account for 50 per cent of Canada's total exports. The

government's goal is to double the number of active Canadian exporters by the year 2000.

For Canada, which relies greatly on trade, as for all countries, secure access to world markets is critical. Canada needs an effective system of trade rules so Canadian firms can compete on equal terms in foreign markets. And it needs strong institutions like the World Trade Organization to enforce these rules fairly and effectively.



## Tips for Canadian Exporters

- **Know the market** before you get on the plane. Use the Canadian Embassy in Tel Aviv or the Department of Foreign Affairs and International Trade's InfoCentre in Ottawa. For general market information, visit the Canadian Embassy's Web site: <http://www.m-o-tek.com/embassy>; e-mail address: [cdnembta@netvisi.on.net.il](mailto:cdnembta@netvisi.on.net.il)
- **Study sector opportunities.** Read the sector profiles available through the InfoCentre and other information sources listed on the Department's Web site, and then formulate your questions on the marketplace.
- **Be specific** in your marketing interests. Israel is a complex, highly sophisticated, and technologically advanced market. It is one of the highest users of the Internet; many of the new Internet technologies have been invented by Israelis. Do not be surprised if Israelis are eager to participate in joint ventures, particularly to develop opportunities in third-country markets in which they are well connected.
- **Understand the customer's traditions.** There is no such thing as "Kosher Pork" in Israel. Don't try to book meetings during the Jewish High Holidays (April/May and September/October). Businesses are rarely open on Fridays, and none are open on Saturdays (except for non-kosher restaurants).
- **Work with a local agent or representative.** In Israel, they are usually well connected and know who the key decision makers are.
- **Contact a Customs Broker.** To ascertain exact Customs rates for products entering Israel, your best contact is a customs broker. A list of brokers is available from the Israeli Federation of Forwarders & Customs Clearing Agents in Tel Aviv (Fax 011- 972-3-5619027), or from the Department's Web site.
- **Keep up with changes.** If, for example, you have been given a six-digit telephone number, you should know that it will shortly, if it hasn't already, become seven digits. For operator assistance in English in Israel, dial 144. Dialling the old number will usually give you the new one, first in Hebrew, then in English. The Canadian Embassy is moving mid-December. New Tel Aviv coordinates will appear in a future *CanadExport*.
- **Make Israeli contacts at international trade shows.** Israelis travel for business and for pleasure. Major European and U.S. trade shows attract Israeli exhibitors but, more importantly, also a great number of Israeli buyers. Signal that you welcome their enquiries, and "they will come."

## Tips for Canadians Exporting to the West Bank and Gaza

*While smaller, the West Bank and Gaza may be appropriate markets for your products or services.*

- **Seek help from the Canadian Embassy in Tel Aviv, but do your homework.** The West Bank and Gaza can be a complicated business environment because of the evolving political, economic and legal situation. Check out a Palestinian agent for Gaza and the West Bank.
- **Take advantage of help available from Palestinian governmental and non-governmental organizations (NGOs).** The West Bank and Gaza have a well developed NGO network, which is increasingly working toward developing the Palestinian economy. The Canadian Embassy can set you in the right direction.
- **Remember the personal touch.** Arab culture places great importance on the relationship between individuals. Make the time and effort to get to know your business partner and family. Remember, this takes time.
- **Don't rely on paper.** Business in the West Bank and Gaza is done through people. Papers, brochures and faxes will go ignored if there is not a face behind them. Show yourself, and often.
- **Don't book meetings on Friday** — it's part of the weekend.
- **And finally, the Muslim version of 'kosher' is hallal.** And there is no such thing as hallal pork, either.

# SUCCESS STORIES

## Air Canada Spreads Its Wings to Israel

*Based on a solid market assessment and some good support from the Canadian Embassy in Tel Aviv, Air Canada's exclusive flights to Israel are soaring from one success to another.*

What started out in June 1995 as two flights per week on a 201-seater Boeing 767-300 jet progressed the following summer to four flights per week.

The snowball effect continues.

This winter will again see a doubling of capacity as the airline adds a third frequency. "From December, we will be moving to the 284-seater Airbus A340, giving us an additional 83 seats per flight," says Air Canada General Sales Manager, Robert Boulert.

### Roadmap to success

As the only Canadian airline offering direct non-stop flights from Canada to Israel, Air Canada studied carefully the market to assess the need, before launching this new service.

"Israel's El Al was the only carrier to fly directly to Canada," says Boulert, "so we knew that we had a good chance to enter the market if the needs assessment confirmed this, as it eventually did."

The Canadian airline also received invaluable help from the Canadian Embassy in Tel Aviv where airline officials made numerous calls, consulting also with the Canada-Israel Tourism Commission.

"From the Ambassador all the way to the Commercial Section," adds Boulert, "we received some extremely useful support and advice."

Another reason for the soaring

success, according to Boulert, is Air Canada's superior service, particularly with Executive First, "a business class second to none".

Flight attendants on the 12-hour flight (13-hour return), in a

completely smoke-free environment, are conversant in Canada's two official languages — and in Hebrew and Arabic.

*Continued on page XI  
Air Canada*

## Quebec Construction Firm in Charge of Largest Building Project in Israel

*Specializing in large buildings — its most recent achievements in Montreal include the new Molson Centre and the IBM Marathon Building — Magil Construction Canada Inc. has been setting its sights over the last few years on foreign markets, including Israel.*

That's where the Montreal-based company has won its latest contract for the more than 350,000 sq. m. Shalom Center megaproject in Tel Aviv.

Not only is this the largest private commercial building project ever constructed in Israel, but it is also the largest in the Middle East and the third largest in the world.

Magil is due to complete the structure by October 1997, with the total project — to include three residential/commercial towers, a shopping centre and underground parking lot — slated for opening in April 1999.

How did Magil win the contract in the first place?

**Be flexible and innovative**  
Tenders for the overall US\$250 million project were issued in September 1995 and submitted two months later by Magil — together with four other international-Israeli joint venture competitors.

"We submitted two bids," recalls Magil President and COO Joseph Gutstadt: "one responding to the client's design calling for a steel structure; and another one, proposing a redesigned concrete structure."

The second one won the day for three basic reasons:

1) it provided the client with a cost-effective product and

*Continued on page XII  
Quebec Construction*

# SUCCESS STORIES

## Loblaws Takes Big Bite at Israel Food Market

*Loblaws, Canada's largest food chain, has taken Israel by storm — through a local supermarket chain — with the launch of its President's Choice product line.*

For Loblaws, completing the deal went rather smoothly. The Israeli chain, Greenberg, initiated the contact, followed by a trip to Canada about a year ago looking for new product lines.

It didn't take long for the two chains to come to an agreement. Last May an initial 100 President's Choice products were shipped to Greenberg's 18 chain stores in Israel.

"Consumers have accepted our brand very well," confides Loblaws Export Manager Ell Wilson, "and our line has already increased to 130 products."

Some of the hottest President's Choice items in the Greenberg chain include PC The Decadent Chocolate Chip Cookies, PC Ketchup, PC Lemonade, and PC Mayonnaise.

That doesn't mean that it is all clear sailing from here on, he warns.

### Golden rule: be flexible

"Any company wanting to do business in Israel must follow some key rules," he advises.

Being flexible is first and foremost on his list.

"In addition," he says, "companies must be price-competitive, adapt to the local culture and market demands, which means doing all the homework before entering the market."

Much of that can be done at home, he urges, by consulting

Trade Commissioners — they are located in the International Trade Centres (ITCs) in every province and at DFAIT in Ottawa — and great advice is also available at the Commercial Section of the Canadian Embassy in Israel.

"The Israeli market has to be treated as any other market," he adds, "by being well-prepared, and avoiding at all costs doing anything that would offend the local culture."

Although Loblaws plans to increase its President's Choice product line at Greenberg's to 200-300 by the end of next year — and to some 1,000 products by 1998-99 — Wilson knows perfectly well that his line, too, will undergo a period of adaptation.

"Some of our products will do well while others will have to be replaced," he admits, "but that's what adaptation and flexibility are all about."

Wilson knows that there are some products that can not be kosher, and that Loblaws might develop more products suitable for the Israeli market.

### Canadian advantage

Wilson is anxiously awaiting the implementation of the *Canada-Israel Free Trade Agreement (FTA)* — hopefully on January 1st — when Canadian products will be able to compete better not only with local products, but also with those from the U.S.A.

"Some of our exports are still

facing 20-50 per cent duties," he says, "while the American goods enter duty-free. But after January 1st," he confides, "we will be on an equal footing, and in some cases even at an advantage because of the superior quality of many of our Canadian line of products."

The opening up of the Israeli market to Canadians was highlighted during the official launch of Loblaws President's Choice products in Jerusalem last June, attended by Canada's Ambassador.

"The mere presence of the Ambassador and his speech that coincided with the conclusion of the Canada-Israel FTA meant a lot," Wilson admits, "giving a great boost to our effort in that country."

### Future prospects

According to Canadian trade officials in Israel, the successful partnership between Greenberg and Loblaws could pave the way for many other Canadian suppliers.

This is true not only in the food business, but also other products, as Greenberg's holding company has recently acquired retail toy and sports stores, as well as a Danish home furnishing franchise akin to Ikea.

Loblaws has also joined with Greenberg and Air Canada in a marketing effort to promote Canadian products and Canada as a tourist destination.

# MAJOR TRADE FAIRS IN TEL AVIV FOR 1997

**M E D A X '97** — December 8 - 11. This is the 11th International Exhibition on Hospital Supplies and Medical Technology, held concurrently with the 11th Israel Medical Week Congress.

**Contact:** I.I. Stier Group Ltd., 28 Hayetzira St., Ramat Gan 52521

**Tel.:** 972-3-751-6422 **Fax:** 972-3-751-6635

**ISRACHEM '97** — January 20 - 23. This is the 5th International Exhibition of Industrial Processing, Chemical Engineering, Metal Finishing, Measurement, Control and Instrumentation. Held concurrently with "ANALIZA '97" (see below).

**Contact:** I.I. Stier Group Ltd., 28 Hayetzira St., Ramat Gan 52521

**Tel.:** 972-3-751-6422 **Fax:** 972-3-751-6635

**ANALIZA '97** — January 20 - 23. This is the 4th International Exhibition of Analytic, Diagnostic and Biotechnological Equipment and Instruments. It also concerns medical engineers, immunologists and endocrinologists.

**Contact:** I.I. Stier Group Ltd., 28 Hayetzira St., Ramat Gan 52521

**Tel.:** 972-3-751-6422 **Fax:** 972-3-751-6635

**INFOTECH** — March 3 - 5 & September 24 - 25. This is the premier exhibition in Israel for the high-tech community. It has client/server enterprise computing as its theme and focuses on TeleComNet (telephony, communications and network computing).

**Contact:** People & Computers Group, P.O. Box 11616, Tel Aviv 61116

**Tel.:** 972-3-638-5858 **Fax:** 972-3-688-9207/9198 - att: Publicity Dept. -ext. 882.

**COMPUTAX '97** — June 3 - 5. This is an international exhibition on computer systems equipment and software. Programmers tools: multi-media (section) and barcode (section).

**Contact:** I.I. Stier Group Ltd., 28 Hayetzira St., Ramat Gan 52521

**Tel.:** 972-3-751-6422 **Fax:** 972-3-751-6635

**ISRAFOOD** — November 17 - 20. This annual international exhibition on food and beverage is open only to retail and wholesale food suppliers and distributors, and to buyers and purchasers for dining/food establishments, catering institutions, institutions with dining facilities, and hotels. Held concurrently with:

**HOTEX** — the international exhibition for food display, equipment and management for hotels, restaurants and catering institutions; and

**KITEX** — the international exhibition on technology, equipment and supplies for hotels, restaurants, institutional kitchens, pastry cooks, bakeries and confectioneries.

**Contact:** I.I. Stier Group Ltd., 28 Hayetzira St., Ramat Gan 52521

**Tel.:** 972-3-751-6422 **Fax:** 972-3-751-6635

**BUILDING** — June 15 - 19. This exhibition of construction and public works is a major show of basic building materials and accessory equipment, installation and use of energy sources, sewage and sanitary installation, work tools, gardening materials, security and alarm systems, air conditioning systems, and more.

**Contact:** The Israel Trade Fairs & Convention Center, P.O. Box 21075, Tel Aviv

**Tel.:** 972-3-646-2442 **Fax:** 972-3-646-2233

**TELCOM - ISRAEL** — January 5 - 8. This is an important communications systems exhibition, held biennially. It is open to trade only and is attended by 20,000 visitors.

**Contact:** The Israel Trade Fairs & Convention Center, P.O. Box 21075, Tel Aviv

**Tel.:** 972-3-646-2442 **Fax:** 972-3-646-2233

**TECHNOLOGY** — May 19 - 22. This is a biennial exhibition of production and tooling, laser and magnetic equipment, robots and automation, air-conditioning systems, technical supplies, welding, soldering and dies. Open to trade only.

**Contact:** The Israel Trade Fairs & Convention Center, P.O. Box 21075, Tel Aviv

**Tel.:** 972-3-646-2442 **Fax:** 972-3-646-2233

**SPORTEX** — March 18 - 20. This is the leading trade show in Israel for all types of sporting goods (including swimming pool equipment) and related products, such as food supplements for athletes.

**Contact:** Keshet Events Ltd., 23 Aminadav St., Tel Aviv

**Tel.:** 972-3-562-6091 **Fax:** 972-3-562-6094

**ISRATOYS** - March 25 - 27. This is the major showcase in Israel for the toys/games/leisure goods trade to view and order products, locally made and imported.

**Contact:** Keshet Events Ltd., 23 Aminadav St., Tel Aviv, Israel

**Tel.:** 972-3-562-6091 **Fax:** 972-3-562-6094

**PLASTO ISPACK '97** — September 15 - 18. This is a triennial exhibition of plastics, rubber and

*Continued on page XI — Trade Fairs*

## Special Hotel Rate for Canadian Exporters

The Canadian Embassy has negotiated a special rate for Canadian exporters (registered in Canada's WIN EXPORTS database) with Tel Aviv's Ramada Continental.

You must reserve accommodation directly with the Ramada.

To reserve, please fax (011-972-3-527-2231), e-mail or write the Commercial Section of the Canadian Embassy to request a hotel reservation form.

The Embassy will then fax you a copy of the form

that must be sent to the Ramada Continental.

The Preferred Room Rate includes breakfast and the 15 per cent service charge. You must clearly state on the form: date of arrival; date of departure; type of room (standard or club); number of people (single or double); and a credit card number for debiting the first night's fee as a deposit. The hotel accepts all major credit cards.

Other major hotels in Tel Aviv include the recently renovated Hilton and Moriah, the Sheraton, the Carlton and the Crowne Plaza Holiday Inn. Their rates vary.

## TRADE FAIRS IN TEL AVIV FOR 1997

*Continued from page X*

packaging systems, which also includes exhibits of raw materials and equipment for cardboard, printed shelf packaging systems, labels and labelling accessories, printing equipment, cooling and heat control systems, elevators, robots, and plastic recycling.

**Contact :** The Israel Trade Fairs & Convention Center, P.O. Box 21075, Tel Aviv  
**Tel.:** 972-3-646-2442 **Fax:** 972-3-646-2233

**MODERN LIVING '97 – August 20 - 30.** This is an annual international exhibition of interior decoration, home and garden furniture, also featuring electrical appliances, sports and health

items, kitchen and household products.

**Contact :** The Israel Trade Fairs & Convention Center, P.O. Box 21075, Tel Aviv  
**Tel.:** 972-3-646-2442 **Fax:** 972-3-646-2233

**F I S '97 – November 3 - 6.** This is an annual international exhibition on computers and office supplies and equipment. Several conferences will be held concurrently on related topics to all professionals in this field.

**Contact:** I.I. Stier Group Ltd., 28 Hayetzira St., Ramat Gan 52521  
**Tel.:** 972-3-751-6422 **Fax:** 972-3-751-6635

## Air Canada Spreads Its Wings to Israel

*Continued from page VIII*

### Synergy key

Air Canada's first and foremost goal is to promote Canada as a tourist destination — thanks to its close relationship with the Canadian Embassy in Israel, the Canadian Tourism Commission and Canada's tourism partners.

In Israel, Air Canada works hand in hand with the Gatmor Company in developing its sales and marketing.

This synergy — which also includes close contact with the Israel Government Tourist Office in Toronto — has produced some impressive results: the number of Israeli visitors to Canada increased some 23 per cent last year, to just over 69,000.

The trend continues in 1996, with over 100,000 visitors expected by the end of this year.

With an office in East Jerusalem, Air Canada is also successfully encouraging travel by members of the Palestinian community.

For more information on the airline or its services to and from Israel, contact Air Canada General Sales Manager, Robert Boulert, in London. Tel.: 011-44-181-750-8411. Fax: 011-181-564-7644.

# CONTACTS

## IN CANADA

The InfoCentre at the Department of Foreign Affairs and International Trade, Ottawa:  
1-800-267-8376  
(Ottawa region: 944-4000)  
DFAIT on the Internet:  
<http://www.dfait-maeci.gc.ca>  
[gopher://www.dfait-maeci.gc.ca](mailto:gopher://www.dfait-maeci.gc.ca)  
[infocentre@fait.gc.ca](mailto:infocentre@fait.gc.ca) or  
[infocentre@aeci.gc.ca](mailto:infocentre@aeci.gc.ca)

Israeli Embassy in Ottawa,  
Tel.: 613-567-6450; Fax: 613-237-8865

The Canada-Israel Chamber of Commerce,  
Toronto, Tel.: 416-961-7302; Fax: 416-961-0696

Israel Economic Mission, Toronto,  
Tel.: 416-961-1242; Fax: 416-961-3962

Israel Economic Mission, Montreal,  
Tel.: 514-393-9282; Fax: 514-393-8795

Canada Israel Industrial Research &  
Development Foundation, Ottawa,  
Tel.: 613-724-1284; Fax: 613-724-1134  
Internet: [ciirdf@cyberplus.ca](mailto:ciirdf@cyberplus.ca)

## IN ISRAEL (TEL AVIV)

The Canadian Embassy,  
Tel.: 011-972-3-527-2929; Fax: 011-972-3-527-2231  
(New nos. after mid-December)  
Internet: [cdnembta@netvision.net.il](mailto:cdnembta@netvision.net.il)

The Israel-Canada Chamber of Commerce,  
Tel.: 011-972-3-620-2544; Fax: 011-972-3-620-2513

Israel Export Institute,  
Tel.: 011-972-3-514-2830; Fax: 011-972-3-514-2902

Manufacturers Association of Israel,  
Tel.: 011-972-3-519-8787; Fax: 011-972-3-516-2026

Federation of Israeli Chambers of Commerce,  
Tel.: 011-972-3-563-1010; Fax: 011-972-3-561-9027

Israeli Customs Authority,  
Tel.: 011-972-2-670-3333; Fax: 011-972-2-625-8602

The Israeli Federation of Forwarders & Customs  
Agents, Tel.: 011-972-3-563-1019;  
Fax: 011-972-3-561-9027

Ministry of Finance, Jerusalem:  
<http://www.mof.gov.il>

## Quebec Construction Firm in Israel – *Continued from page VIII*

saved him a substantial amount of money;

2) it shortened the time schedule by more than 10 months; and

3) it provided the client with a high quality product based mainly on Canadian knowledge, expertise and material.

### More words to the wise

Magil's golden rule for doing business abroad is to engage a reliable local partner.

"This is an absolute must," he repeats, "if you want to plug in to the local administration and local contacts."

Gutstadt also points out that Magil is the only international construction company in Israel. The reason is simple.

"It is a very difficult and sophisticated market to penetrate," he says, "but it can be done if you have a good local presence."

Although Magil did not get wind of the project directly from the Canadian Embassy in Tel Aviv — but from the developer of the project who also happens to be from Montreal — Gutstadt received a helping hand from both the Canadian Ambassador and the Commercial Section of the Canadian Embassy in Israel.

"They gave us good moral support," he says, "and arranged for some useful public relations."

In some of the other countries where Magil is active or pursuing projects — China, Brazil, Chile, Romania — Canadian Trade Com-

missioners do alert the company to upcoming tenders of interest.

### Promoting Canadian products

The 50-year old company — specializing in high-rise buildings — is using all materials from Canada for the Shalom Centre project, in addition to some 35 Canadian engineers and superintendents on site.

"We are designing all the construction and executing systems," says Gutstadt, "which is creating jobs for many more Canadians."

For more information on Magil or the Shalom Center, contact company President and COO Joseph Gutstadt. Tel.: (514) 737-9988. Fax: (514) 737-3315.

## Trade Action Plan – Continued from page 4

other sectors will continue to receive support on a responsive basis as resources permit.

The most promising sectors are: **Advanced technology** products and services (telecommunications, space, computers and software); **Agriculture** and food, fish and seafood products; **Business**, professional and educational services (management consulting, education and training; security services; architecture, design and engineering services); **Construction** products and services; **Consumer** products; **Cultural** industries; **Environment**; **Financial** services; **Forestry**; **Medical** and health care products; **Mining**, metals and minerals; **Oil** and gas; **Power**; and **Transport** (surface, aviation).

DFAIT will continue to collaborate with Team Canada partners in planning incoming/outgoing trade missions, trade shows, market or technology seminars and other trade promotion activities. Limited resources will focus on events in sectors that most effectively promote match-making and the acquisition of market intelligence. Of invaluable use will be the *Canadian International Business Strategy (CIBS) Compendium*, an up-to-date list of current international business development activities accessible on the Internet at: <http://www.dfait-maeci.gc.ca>

### Contacts

Copies of the *China and Hong Kong Trade Action Plan* may be obtained from the Department of Foreign Affairs and International Trade's InfoCentre: 1-800-267-8376 or 613-944-4000; internet: <http://www.dfait-maeci.gc.ca>; FaxLink: 613-944-4500.

A questionnaire is provided for

user input. The *China and Hong Kong Trade Action Plan* will be revised and re-issued annually, to ensure that the needs of Canadian companies are met,

by reflecting the evolution of the market and incorporating corresponding adjustments to the trade development strategy.

## REE Program – Continued from page 1

donor is the former Yugoslavia, where costs to reconstruct the country to pre-war levels are estimated to exceed \$25 billion. Basic reconstruction priorities in Bosnia and Herzegovina alone are estimated to cost \$5 billion over the next three years.

The REE *special facility for the reconstruction of the former Yugoslavia*, is a two-year program that will support the role of Canadian building technology – specifically in Bosnia and Herzegovina and Croatia.

This special non-profit facility will assist Canadian firms, on a shared cost basis, to build/repair housing and public institutions (such as damaged schools) in Bosnia and Herzegovina and Croatia. The REE will match a Canadian firm's costs up to a maximum of \$100,000.

Most of the traditional REE criteria – company eligibility, the cost sharing principle, the maximum contribution – remain unchanged.

However, in addition to addressing the regular REE proposal guidelines, proposals under the new facility should describe: any linkages between the project and the refugee housing needs in the region; and include a provision for the disposition of any profits arising from participation in the project.

As well, REE support would

not normally be available where the firm or project is eligible for *Program for Export Market Development (PEMD)* support.

### Extended Activities

Activities eligible for REE support are also extended to include: government-initiated business missions to the territory; workshops/seminars in Canada; incoming missions from the territory; pre-feasibility studies in preparation of non-international financial institution (IFI)-financed reconstruction projects; and preparation of non-IFI-financed projects.

### Contacts

Contact Hans Himmelsbach, **Renaissance Eastern Europe Program**, Canadian International Development Agency, % Eastern Europe Division (REE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6652; Fax: (613) 995-1277; or the International Trade Centres (ITCs) in Industry Canada offices across Canada.

More information on PEMD may be obtained from the Department of Foreign Affairs and International Trade's InfoCentre, Ottawa, Tel.: 1-800-267-8376 (Ottawa-Hull region: 944-4000) or the ITCs.

# TRADE FAIRS AROUND THE WORLD



## Mid-east Oil Show Primed to Penetrate Markets

**BAHRAIN** — The most effective sales platform for entering the Middle East oil industry market, the **Middle East Oil Show and Conference (MEOS)** is primed to celebrate its tenth anniversary March 15-18, 1997.

Sponsored by the Society of Petroleum Engineers, **MEOS**, for nearly two decades, has been one of the most important oil shows in the region.

**MEOS** is recognized in the trade as the venue where "business really gets done" and it enjoys the support of the national oil company of every Gulf Co-operation Council state: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, Abu Dhabi, and Dubai.

**MEOS 97** will provide the manufacturers and suppliers of

equipment and services for the onshore and offshore oil and gas industry with their only opportunity in the Middle East to market their products to a Gulf-wide audience of more than 3,500 visitors.

Exhibits run the gamut: from drilling and downhole technology, construction and engineering equipment, exploration and production technology, and instrumentation and controls; to power generation equipment, safety and anti-pollution products and services, training/education services and programs, and oil and gas processing equipment.

A special Canadian group participation at **MEOS 97** is being assembled by the show organizer's Canadian representative from whom complete details are

available.

Contact **UNILINK**, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8, Tel.: (416) 291-6359; Fax: (416) 291-0025.

## India Petroleum Exhibition a Wellhead of Activity

**NEW DELHI, INDIA** — The **2nd International Petroleum Exhibition and Conference, PETROTECH '97**, is being held here January 9-12, 1997.

**PETROTECH '97** presents a tremendous opportunity — to private organizations involved in petroengineering products, services and technologies — to share a platform with some of the largest buyers in this sector.

The fair will cover the entire array of upstream/downstream end activities in the oil and gas sector.

**PETROTECH '97** is organized by the Oil & Gas Corporation Ltd. (ONGC), under the aegis of the Ministry of Petroleum and Natural Gas and in cooperation with the Confederation of Indian Industry (CII),

Contact Terry Greenberg, South Asia Division, **DFAIT**, Tel.: (613) 996-5903; Fax: (613) 996-5897.

## Dubai Hosts Arab Lab'97

**DUBAI, UNITED ARAB EMIRATES** — Trebling its 1995 exhibition space to allow for a truly comprehensive display, the **7th Arab-Lab & Instrumentation'97** will be held here February 24-27, 1997.

The trade show, for which the Vancouver-based agent is recruiting participants, features technology, equipment and services for use not only in the laboratory but in the health care, public service and education sectors.

In the region, there is a growing market for laboratory analytical and monitoring equipment; equipment associated with food hygiene, forensic science and education; as well as technology to monitor air pollution levels, waste water systems, chemicals

and hazardous wastes.

At the **1995 Arab-Lab & Instrumentation**, there were close to 5,000 specialist visitors, primarily from the Gulf Co-operation Council states (United Arab Emirates, Saudi Arabia, Oman, Qatar, Bahrain, Kuwait), but also from the Indian sub-continent, Europe and the United States.

Persons interested in participating in **Arab-Lab & Instrumentation'97** and wanting additional information, may contact Helen M. Roberts, Manager, International Business Development, Cosmos Pacific Investment & Consulting Inc., 2628 Granville Street, Vancouver V6H 3H8, Tel.: (604) 263-6146; Fax: (604) 263-1652; E-mail: CPIC@COSMO SPACIFIC.BC.CA



## BUSINESS OPPORTUNITIES

### Canadians Can Bid on Israeli Shalom Project

**ISRAEL** — Canadian companies will have an opportunity to tender for the supply of products and systems for what will be the largest project ever undertaken in the Middle East.

The **Shalom Project** (total value US\$400 million) includes three business skyscrapers — the tallest of which reaches a height of 180m. — and aims to become the leading shopping mall in Israel.

A Montreal company, Magil, and its local Israeli partner, Cemental Ltd. (a major local contractor), will build more than 300,000 sq.m., including a parking lot.

The **Shalom Project** is run by a single management company belonging to Canit Hashalom Investments Ltd. It soon will be issuing tenders — open to Canadian suppliers — for: air condi-

tioners, elevators & escalators, security systems, lighting (fluorescent bulbs), sanitary ware, and carpets.

Contact Menachem Einan,

General Director, Canit Hashalom Investments Ltd., 108 Yigal Alon St., Tel Aviv 67891; Tel: 972-3-5628868; Fax: 972-3-5628212.

### Israeli Telecommunications Representative at Your Service

Telecommunications technology companies seeking a profitable commercial relationship in Israel — where the telecommunications industry is thriving — have at their disposal a company that was formed with the sole purpose of representing the interests of foreign manufacturers in Israel.

MegaBit Technologies Ltd. is offering its services in telecommunications test equipment, new technology and, especially, in-country product mainte-

nance and support.

The company's close relationship with Bezeq, the Israeli PTT, enables it to guide its clients and to provide invaluable contacts within the PTT and with Israel's cellular companies.

MegaBit represents American, British and Italian companies and is interested in representing Canadian firms.

Contact Ruth Radnan-Skibin, MegaBit Technologies Ltd., Tel.: (972-9) 741-8784; Fax: (972-9) 742-2996.

## BUSINESS AGENDA

### Doing Business in Singapore and the Philippines

**VANCOUVER** — December 12-13, 1996 — Businesses with interests in the Philippines and Singapore will find an upcoming initiative a timely prelude to Prime Minister Jean Chrétien's January 1997 Team Canada Trade Mission to the Philippines, Thailand and Korea.

**Doing Business in Singapore and the Philippines** is the two-day, third module of the Southeast Asia Business Certificate Program, organized by the Asia Pacific Foundation of Canada, the British Columbia Ins-

titute for Studies in International Trade (BCISIT), and Industry Canada-International Trade Centre, Vancouver.

The first two modules of the program, held in the Spring and early Fall of 1996, attracted more than 50 companies and focused on Indonesia and Malaysia, and Thailand and Vietnam.

At the **Doing Business in Singapore and the Philippines** sessions, businesses will share their experiences of doing business there; participate in a workshop

on business culture and protocol in the region; and receive guidance on effective business negotiating.

The sessions will also shed light on trends and opportunities in the private sector and give pointers on establishing partnerships, joint ventures and distribution channels in the region.

"This is an educational tool, a place to make contacts, and a way to find out as quickly as possible how to do business there," says

*Continued on page 8  
Doing Business*

## ASK A TRADE COMMISSIONER — Continued from page 3

es Zeisler. "It is almost akin to becoming part of a family.

"Business people there," she adds, are interested in developing a long-term business relationship and personal relationship."

How do you find a buyer in Israel?

"It is quite simple," she says: "whoever exports from Israel is likely to be the same person just as keen to import. Business-people there are very international, though very casual."

This does not mean that Canadian entrepreneurs will have it easy in Israel.

"Competition is very stiff,"

Zeisler warns, "because US and European competitors have benefitted from enhanced market access with Israel for years before Canada.

"However," she points out, "we are the new kid on the block, and Israelis just love to try new things."

This advice also goes for Palestinian businesses in Gaza and the West Bank which, Zeisler recommends, should definitely be part of a Canadian business trip in that region.

"Besides, she adds, "one way Canadians can contribute to the Peace Process is by building the

type of long-term business relationships that promote economic stability in the area.

"When you are invited to do business in Israel, Gaza or the West Bank," Zeisler points out, "it's a very warm invitation that is not extended lightly. It may take a little more time," she adds, "but it can be a wonderful journey."

Adding one last piece of advice: "Do lunch. It is not part of doing business, but it is part of becoming one of the family."

For more information on trade opportunities in Israel, please consult the supplement on Israel included in this issue.

## BUSINESS AGENDA

### Doing Business in Singapore and the Philippines

Continued from page 7

Sue Hooper, Director of Business Programs for the Asia Pacific Foundation of Canada.

The Southeast Asia region is important, now and in the future, to Canadian and B.C. exporters. Program organizers say the ASEAN region is an "exploding market". With the formation, in January 2003, of a new ASEAN Free Trade Area (AFTA), the region will offer a combined market of 350 million consumers.

Space for the **Doing Business in Singapore and the Philippines** sessions is limited. Those

interested in participating should contact — **before December 12, 1996** — the British Columbia

Institute for Studies in International Trade (BCISIT). Tel.: (604) 844-3198.

### U.S. Labels Workshop in Quebec

**MONTREAL** — December 10, 1996; **QUEBEC CITY** — December 13, 1996 — The Quebec Agri-Food Export Club is offering an intensive half-day workshop on **preparation of labels for the United States**. The program will deal with such issues as: compliance with U.S. regulations; mastering the various stages; checking labels, and meeting professionals employed by exporting firms.

For further information or registration, contact Jocelyne Alix, Quebec Agri-Food Export Club, Tel.: (514) 349-1521; Fax: (514) 349-6923.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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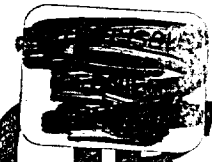
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OTTAWA

Season's Greetings!

Next issue will be January 13, 1997

# CANADEXPORT



Vol.14, No. 21

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## Canada Expo '96

# Canada and Chile Continue to Build on Success

RETURN TO DEPARTMENTAL LIBRARY  
RETOURNER A LA BIBLEIOTHEQUE DU MINISTRE

*From agri-food products to engineering and telecommunications expertise, Canada and Chile are well on their way to forging a mutually beneficial, long-term trade relationship. From December 3 to 6, 1996, the quality and expertise of Canadian companies were on display at Canada Expo '96 in Santiago, Chile. International Trade Minister Art Eggleton and some 170 Canadian businesses travelled to Chile, the home of Canada's newest free trade partner, along with seven provinces and many Team Canada companies, to attend the fair.*

### Signing the Free Trade Agreement

While in Chile, Mr. Eggleton also signed the *Canada-Chile Free Trade Agreement*.

On November 18, 1996, Prime Minister Jean Chrétien and Chilean President Eduardo Frei signed an understanding to finalize the text and implement the agreement.

"Canada Expo '96 is the perfect event to launch a new era of partnership between Canada and

Chile," said Mr. Eggleton. "Now is the time for Canadian companies to consolidate their position in the Chilean market and to prepare for the advantages that the Free Trade Agreement will bring."

### Building on a Solid Foundation

Relations between Canada and Chile have never been better. Over the past eight years, Canadian-Chilean trade has more than doubled — from \$301.5 million in 1988 to a high of \$666 million in 1995.

Canadian exports to Chile totalled \$387 million in 1995, an increase of almost 23 per cent over 1994. In the first six months of 1996, Canada exported \$147.8 million worth of goods to Chile, up 11.8 per cent from the same period the previous year.

Canadian companies are recognizing the opportunities that exist in Chile and in the rapidly expanding Latin American marketplace.

During the January 1995 Team Canada trade mission to Chile, 33 Canadian business leaders signed deals worth more

*Continued on page 10 — Prospects*

## Cairo Conference a Success

*Over 2,600 business delegates from more than 80 countries gathered in Cairo, Egypt, November 12-14, 1996 for the third Middle East and North Africa Economic Summit (MENAES), known as the Cairo Economic Conference. The Conference, hosted by President Hosni Mubarak, has been heralded a success by participating business leaders and government officials.*

Canada led its largest ever private-sector delegation to a MENAES, with registered delegates representing more than 40 companies and organizations. At previous conferences in Amman (1995) and Casablanca (1994), Canada was represented by delegations of 23 and 6 respectively. Canadian business delegates appreciated the "Canada House" information and reception facilities, as well as the Team Canada approach pre-

sented jointly by the Department of Foreign Affairs and International Trade and the Canada-Arab Business Council.

### FIPA/Protocol Signed

The signing of a Canada-Egypt Foreign Investment Protection Agreement (FIPA) to facilitate and protect investor interests in each country was a highlight of the Cairo Conference. The Egyptian Mi-

*Continued on page 8 — Cairo*

## CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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# SHARING TRADE SECRETS

## The U.S. Market and Beyond, Through Dedication and Hard Work

*Cracking the U.S. market can be enjoyable and highly profitable by following a few simple rules, as Scarborough-based KDM Electronics Incorporated discovered — the hard way.*

The 20-year-old family enterprise might be small — a staff of four — but its innovative central speaker clusters and sound systems for recreational facilities “speak volumes”, literally and figuratively.

Going mainly after hockey arenas in Ontario and elsewhere in Canada — over 600 installations — KDM found that the domestic market went flat in the late 1980s.

So company President Ron Bull decided it was time to look elsewhere, and started turning his eyes south of the border.

### U.S. market demanding

According to Bull, “Breaking into the U.S. market was not easy.”

It took the company about three years of constant presence at trade shows and return visits before orders started coming in.

“The U.S. customer wants proof of longevity, tenacity and

quality,” he advises, “before making a commitment. Seeing our products year after year at these shows, they were willing to place initial orders.”

By then, KDM had abandoned installation and gone into manufacturing after having developed, following advice from an architect, its revolutionary octagon speaker system.

“It was an attractive design and definitely a different shape for a speaker,” KDM’s President recalls, “but it incorporates known and accepted engineering design principles.

“Maybe an odd shape,” he adds, “but not an odd product.”

Over the years, since the introduction of the first octagon-shaped speaker, KDM has continued to improve and refine its central speaker cluster design, and also introduced new products such as the “mini octagon”

central ceiling speakers.

Then orders started coming in from U.S. customers — “mainly gymnasiums,” he says, “reflecting the popularity of basketball over small town hockey rinks which at the present time are starting to catch on in the U.S.A.”

### Make the border transparent

One of the company President’s key pieces of advice for Canadian firms wanting to sell in the U.S.A. is to make the buying as hassle-free for the U.S. customer as possible.

“Pick up the transportation costs of your product to the border, as well as those for customs clearance,” he recommends, “making the border transparent to the customer.”

Bull also advises speaking the “language” of the customers, knowing exactly what they are after.

“You must make the customer feel you live next door,” KDM’s President suggests, “and understand fully the methods he utilizes to obtain products as if they were being purchased in his own country.

“You can pick up so much experience by going down there and talking to the people,” he says, “learning what they want and giving it to them.”

### Entrepreneurship

KDM’s President is full of enthusiasm, convinced that “we Cana-

*Continued on page 10 — KDM*

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Mail to: *CANADEXPORT* (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

## SELLING TO THE UNITED NATIONS PROCUREMENT AGENCIES

*The international procurement market for United Nations agencies is immense, valued at nearly US\$4 billion per year. Yet it offers opportunities about which Canadian suppliers are ill informed. That changed on October 1, 1996 when UN agency representatives conducted a Montreal seminar on **How to Sell to the United Nations**. Summarized here are the procurement activities of some of the agencies, how they operate, and how they may be approached.*

The UN representatives were guests of the seminar organizers, the United Nations Association in Canada (UNAC), a not-for-profit, non-governmental organization based in Ottawa.

**United Nations High Commission for Refugees (UNHCR)** — assists refugees in the countries to which they have fled and helps to reestablish them in permanent homes. In 1995, UNHCR procured about US\$150.5 million worth of goods and services.

Shelter products (tarpaulins, tents, prefabricated buildings) are usually the largest items purchased by UNHCR, followed by vehicles, logistics, telecommunications and computer equipment, and food supplies.

In choosing a vendor — UNHCR does not advertize its requirements publicly — price is a key criterion, but also important are proximity to the relief area and/or ease of transporting the cargo. Final decisions depend on the interaction of three factors: product quality, delivery time, and after-delivery service.

Companies wishing to do business with this agency must obtain a supplier profile form from UNHCR's Supply and Transport Section (STS) which contains a computerized, continually updated roster of 2,500 suppliers.

The address is: UNHCR-Supply and Transport Section, P.O. Box 2500, CH-1211 Geneva, 2 Depot, Switzerland.

Two permanent UNHCR offices, which centralize responses to crises in Europe and Africa, are: UNHCR, Kupska 2, Zagreb, Croatia 41000; and UNHCR, P.O. Box 43801, Nairobi, Kenya.

**Inter-Agency Procurement Services Office (IAPSO)** — coordinates and standardizes the procurement activities of all UN agencies (and identifies their sources of supply) that deal with social and economic development. While it does not procure directly, it does purchase goods and services on behalf of UN agencies and non-UN organizations that like to take advantage of its negotiated discount prices on such items as passenger vehicles, trucks, electronic and data processing equipment.

Since would-be suppliers do not register directly with IAPSO, which maintains a roster of companies that have won bids in the past, the best way to get on this roster is to participate in UN bids. Such companies could become regular sources of supply for IAPSO standard items.

Essential also — for the experienced UN contractor or the novice — are annual visits to

IAPSO's headquarters. Companies must show their wares and express their interests, especially as IAPSO makes inroads into new areas of procurement. Two such areas about which companies should inquire are, emergency assistance and "green" procurement.

Interested parties or suppliers may contact: IAPSO, Gittevej 20, Freeport, P.O. Box 2530, Denmark-2100, Copenhagen, Tel.: 011-45-35-27-3700; Fax: 011-45-35-27-3798/99.

**United Nations Office for Project Services (UNOPS)** — a procurement agency for a growing number of government and economic development organs in the UN system, UNOP had a project budget last year that exceeded US\$400 million. The procurement breakdown was: equipment (\$126 million); services (\$84 million); and personnel hired to work in field training projects (\$193 million).

At present, though it is to change shortly, UNOPS employs three separate registration procedures: for manufacturers; for consulting companies; and for individual consultants.

The registration form contact for vendors of goods and equipment is: UNOPS-Purchasing

*Continued on page 4 — Selling*



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or 613-944-1078; or call (613) 992-3005.

## Selling to the United Nations — Continued from page 3

Support Unit, 220 East 42nd Street, 14th Floor, New York, NY 10017, Tel.: (212) 906-6093; Fax: (212) 906-6557.

The same address applies for consulting companies and individual consultants, with the contact being Dominique Michel, Tel.: (212) 906-6217; Fax: (212) 906-6909.

Firms wanting to be included in UNOP's electronic roster of consulting entities (INCorp) may request from Mr. Michel a diskette on which to enter their operations, expertise and capabilities. And individual field consultants may obtain from the same office a standardized form on which to submit their curriculum vitae.

**United Nations Population Fund (UNFPA)** — purchases approximately US\$104 million in goods, mostly contraceptives and raw materials used in their production. It also procures, among other items, medical and audio-visual equipment, and printing and publication materials.

UNFPA consults its company information roster when establishing a short-list for invitations to bid. Direct contacts with the Procurement Unit are encouraged and should be maintained.

Potential UNFPA vendors must submit the "Form for Prospective Vendor", together with product catalogues, price lists and information on international subsidiaries and networks to: Mr. Chris Hesling, The United Nations Population Fund Procurement Unit, 220 East 42nd Street, 17th Floor, New York, NY 10017, Tel.: (212) 297-5381; Fax: (212) 297-4916.

**Procurement and Transportation Division (PTD)** — is comprised of the Commodity Procure-

ment Section, the Support Services Section and the Transportation Section and provides procurement services for UN Peacekeeping Operations and the UN Secretariat.

Annually, PTD procurement approaches US\$500 million, with the Field Offices being responsible for about 80 per cent of the procurement and the remaining 20 per cent being done at UN Headquarters.

Two forms of bidding are used by PTD. An "invitation to bid" is issued when the specifications are precise enough that price will be the major criterion in awarding the contract.

A "request for proposal" is issued when the service (or equipment for delivering the service)

must be customized.

Vendors interested in doing business with PTD register their information on a PTD-provided diskette which may be obtained from and returned to: Ms. Joanna Small, PTD-Support Services Section, 866 UN Plaza, Room A-6117, New York, NY 10017, Tel.: (212) 963-6704; Fax: (212) 963-3503.

### Manual Available

Participants in the Montreal seminar were presented with the UNAC manual *Selling to the United Nations: A Canadian Business Strategy*. Persons interested in obtaining the manual (\$90, including taxes, postage and handling) may forward their request to UNAC, Ottawa, Fax: (613) 563-2455.

## Copenhagen a UN City

Copenhagen, with the recent opening of a new United Nations Centre, has joined the ranks of New York, Geneva, Paris and Rome in being a UN city.

UN agencies that moved into the new premises October 7, 1996 are: the regional offices of the UN Development Program (UNDP); the Inter-Agency Procurement Services Office (IAPSO); and the UN Office for Project Services (UNOPS), Project Procurement Division.

Annually, the IAPSO buys US\$60 million in goods and services, while the UNOPS Project Procurement Division purchases about US\$100 million per year in goods and

services.

The other UN offices in Copenhagen, the regional headquarters of the WHO (World Health Organization) and UNICEF Procurement, will remain housed in separate premises.

The opening of the new UN Centre brings to 600 the number of UN staff now working in Copenhagen.

### Embassy Aid

The Trade Section of the Canadian Embassy in Copenhagen also is on hand to help and support Canadian exporters interested in UN procurement. The contact is Jade Neergaard, Tel.: (011-45-33) 12-22-99; Fax: (011-45-33) 12-42-10.

# A Presence in the U.S.A. Can Facilitate Cross-Border Trade

By Jay Mileham, Commercial Officer  
Canadian Consulate General, Buffalo

*The lower Canadian dollar often makes it attractive for US buyers to source products or services in Canada. Canadian exporters can increase their chances even further — with potential US customers unfamiliar with the ease of cross-border transactions — by simply setting up a US image or presence across the border. Here are a few pointers from the Canadian Consulate General in Buffalo.*

The Free Trade Agreement (FTA) between the two countries has already reduced or even eliminated most tariff barriers.

But there are still customs paperwork, returns, customer service and just-in-time delivery concerns, as well as other non-tariff barriers to contend with, that can deter potential customers.

Having a US image or location can also overcome some American buyers' reluctance to deal with a Canadian address — something with which they may be unfamiliar.

There may also be competitive reasons for establishing a foothold south of the border.

For example, consumer mail order companies, business-to-business firms with low value products, or any organization with a product where the expense of shipping individual orders across the border is prohibitive, often establish some form of a US image or location.

## **Do your homework**

Creating an image in the U.S.A. can be accomplished with minimal expense, in a number of ways, without setting up a corporation or subsidiary— and with no US tax implications.

But the first advice is for companies to thoroughly investigate the cost/benefits and examine domestic postal and shipping methods before incurring any additional expense.

Some of this homework can be done by contacting Canada Post's regional offices, or the International Business Relations office in Ottawa, tel. (613) 734-9787.

## **Phone number and mailing address in the U.S.A.**

Remote call forwarding and a US address are the least expensive ways to achieve a US image.

For example, call forwarding is available from the New York and New England states phone company (NYNEX).

The phone listing is in a local US phone directory, but the phone actually rings at your Canadian facility. This way, distant customers can reach you inexpensively.

Mail receiving services can be contracted with a local service firm that will collect your mail and forward it at a predetermined interval.

Mail receiving and forwarding companies provide both inbound

and outbound mail services, rent office space by the hour to meet with customers, and provide secretarial services.

## **Full service, including warehousing**

The last option is a US company that offers all of the above plus full warehousing and other fulfillment services — including picking up, packaging and shipping orders and handling returns.

Some also offer less-than-truck-load transportation services with daily pick-ups and warehousing on both sides of the border.

## **Ask for referrals**

One final note from the Canadian Consulate General in Buffalo is to always ask for referrals from other Canadian companies that use the service, to ensure you are getting the service you expect.

A subsequent article will feature a local firm providing such services to some 400 Canadian exporters.

For more information on establishing a presence in the U.S.A. or names of companies offering such a service, contact the Canadian Consulate General in Buffalo, Commercial Section. Tel.: (716) 858-9500. Fax: (716) 852-4340.

# TRADE FAIRS AROUND THE WORLD

## TOP U.S. HEALTHCARE INFORMATION AND MANAGEMENT SHOW

**SAN DIEGO, CALIFORNIA** — Canadian companies providing an information technology-based product or service — focused on the healthcare industry, or involved with telemedicine — are invited to participate in a formal partnering event to be held in this city February 17-20, 1997.

The Canadian Consulate General in Los Angeles is planning a cost-recovery partnering event during the conference and show organized by the **Healthcare Information and Management**

**Systems Society (HIMSS).**

This annual show, which was held last year in Atlanta, is the premiere event of its kind in the United States.

Planning of the partnering event structure and registration of Canadian participants are currently being pursued by the Department of Foreign Affairs and International Trade together with the Canadian Consulate General in Los Angeles.

Canadian participants can take advantage of a reduced conference

registration fee, and have the opportunity for prearranged meetings with conference exhibitors and participants who may be interested in doing business with them.

For more information or to register (*registration deadline is January 10, 1997*), contact Thomas Palamides, Business Development Officer, Canadian Consulate General, 550 S. Hope St., Los Angeles, CA 90071. Tel.: (213) 346-2757. Fax: (213) 346-2767. E-mail: thomas.palamides@lngls02.x400.gc.ca

## Airshow Downunder Takes Upward Turn

**MELBOURNE, AUSTRALIA** — Four hundred exhibitors from more than 30 countries — Canada among them — will be participating in the biennial **International Air Show and Aerospace Expo (Airshow Downunder'97)** being held here February 18-23, 1997.

Three important conferences also are an integral part of **Airshow Downunder'97**, the only Australian defence and civilian aerospace trade show and one that has been increasing in size and importance since its inception.

Canada's aim at **Airshow Downunder'97** will be to expand the number of commercial links between Canadian and Australian companies and to capitalize on the wide range of identified business opportunities in the Australian defence and aerospace sector.

With this in mind, the Canadian High Commission in Canberra is offering a program of targeted business meetings based on specific projects matched to each participating company.

The High Commission suggests that it would be beneficial for Canadian companies to time their business visits to coincide with **Airshow Downunder'97** to gather pertinent information and to take advantage of the contacts that can be made during the four-day event.

The Canada stand at **Airshow**

**Downunder'97** is supported by the Canadian High Commission in Canberra, the Aerospace Industry Association of Canada and the Department of National Defence.

For further information, contact Jenny Brown, Commercial Officer, Canadian High Commission, Canberra, Australia, Fax: (0011-61-6) 270-4069.

## Copenhagen Food Fair

**COPENHAGEN, DENMARK** — Canadian companies that already export to other European countries or make products with a distinctly Canadian image may be most interested in participating in the **14th International Food Fair of Scandinavia (TEMA)**, being held here February 23-26, 1997.

Other Canadian exporters, of course, are also welcome to display their food and beverage products under the Canadian

banner at the Canadian stand being hosted by the Embassy in Copenhagen.

The **International Food Fair of Scandinavia (TEMA)** is Denmark's major food and beverage event, attracting buyers from major Scandinavian food chains and representatives from the hotel and restaurant trade.

Companies are asked to provide the Canadian Embassy

*Continued on page 12*  
**The International Food Fair**





# STABILITY OF CHANGE SIGNALS CENTRAL AMERICA BOUND FOR BUSINESS

*Change is the one constant continuously stitching a seam of stability through the seven countries that comprise Central America. And it's change that, for the most part, is positive, progressive — and full of promise. Commercially, as CanadExport discovered on a business trip to Guatemala City, Panama City and San José, the region is dynamic: conscientiously changing internally so that it can more completely and confidently position itself as an integral player in the competitive world marketplace of the 21st century. The dominoes are in place. Central America appears on the verge of realizing its vision.*

The most recent in a series of domino moves, and one that is certain to make the vision more viable is the Guatemala peace accord to be signed December 29, 1996 — officially bringing to a close 36 years of civil war!

Internal change, less striking perhaps than the peace accord, yet quite significant in the overall evolution of the region, is evident too, as the countries move toward regional and economic integration.

Legislative and other meaningful measures — some slow, some not so slow — also are guiding the countries to firmer forms of democracy, to privatization of telecommunications, energy and transportation services and to increased trade liberalization.

The stability of change bodes well, both for Central America itself and for trading nations — Canada very much included — that conduct business or would like to increase their business dealings with the region.

## Canada-Central America Trade

No stranger to the region, it comes as no surprise that Canada is keenly interested in increased trade and investment opportu-

nities with Central America.

"We have been involved in the region for many years, in good times and bad," International Trade Minister Art Eggleton told the Central American Heads of State at a luncheon in Toronto on May 17, 1996. "It is a confident region and one we want to do business with."

While the balance of trade is very much in Central America's favour, overall, Canadian trade with the region has grown fairly substantially in recent years. In fact, with the exception of 1993, Canada's trade with Central America grew at a higher rate than its trade with Mexico, Brazil or Chile!

Between 1992 and 1995, average growth in total Canada-Central America trade was 17.1 per cent. In 1995, Canadian trade with the region grew by 21.2 per cent, with two-way trade reaching \$500 million.

At the same time, however, Central America's trade with Canada represented only about 1.5 per cent of its total international trade — indicating a good potential for future growth, particularly as the countries of Central America continue to pursue a path toward regional and economic integration.

## Integration

That path — on which Canada is leaving an imprint — is a progressive and expanding one, beginning primarily with the formation, in 1960, of the *Central American Common Market (CACM)*, which, at the time, provided for free trade between El Salvador, Guatemala, Honduras and Nicaragua.

Costa Rica joined the process in 1963, around which time the *Permanent Secretariat for Economic Integration (SIECA)* and the *Central American Bank for Economic Integration (CABEI)* were established. Belize and Panama, perceived because of geography and goals as somewhat distinct, participate as

*Continued on page II —  
Central America*

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# Central America Bound for Business

Continued from page 1

observers.

Internal turmoil during the 1970s and 1980s side-tracked the process until it was revived in the early 1990s. Today, individually and collectively, the countries of Central America are pursuing the integration process with renewed vigor.

That's not to say the going is easy. The integration process has its difficulties.

But the consensus and the political will — not unmindful of the implications and impact of the North American Free Trade Agreement (NAFTA) and other international trade pacts that make a united bloc an asset in an increasingly globalized marketplace — is that integration is essential, not only for participation in a wider Free Trade Area of the Americas (FTAA) but in achieving its vision for the 21st century.

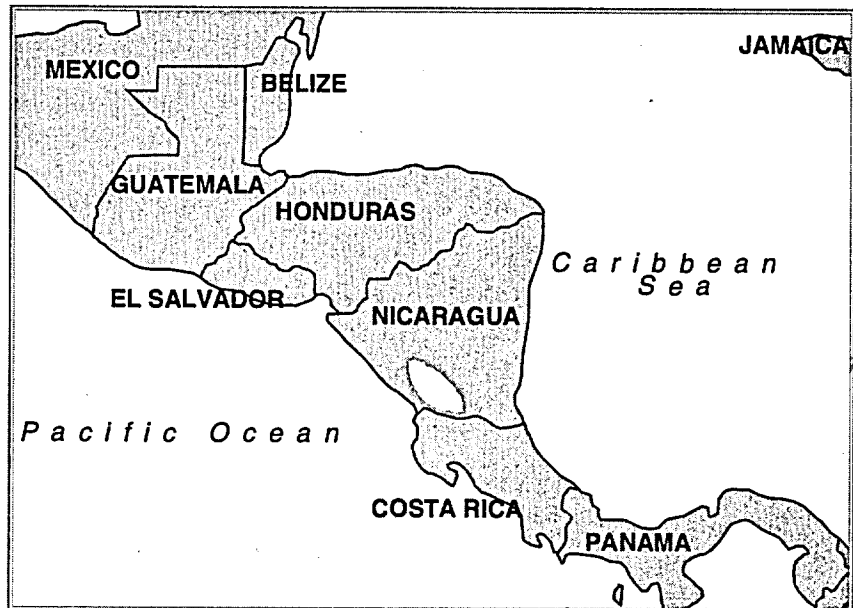
"Canada is fully committed to the FTAA," Eggleton told his Toronto audience, "and we plan to make it work," he said of the initiative that aims to make free trade a reality among all the Americas by the year 2005.

## Canada's Commitment

Canada's primary commitment in this climate of constant change is to help eliminate obstacles to trade and to assist in opening new markets for its entrepreneurs.

To this end, and in addition to its support of the FTAA and its active role since joining the *Organization of American States (OAS)* in 1990, Canada is promoting trade through such vehicles as the *Foreign Investment Protection Agreements (FIPAs)* which protect and promote foreign investment — for which there is a genuine need in Central America.

A FIPA agreement recently was signed with Panama and agreement on texts soon may be



reached by Guatemala and El Salvador.

"The signing of such agreements," said Minister Eggleton, "would provide greater protection for investments, send a strong signal to investors and help to stimulate trade between our two countries."

Negotiations to conclude direct air links with Canada have also been initiated with several Central American countries. The lack of direct flights has been an impediment to direct contact between government and business officials and has hindered the establishment of direct supply relationships — since timely delivery of critical parts and equipment could never be assured otherwise.

## CIDA/EDC

Canada also is opening doors and supporting increased trade and development through the activities of the *Canadian International Development Agency (CIDA)* and its *Industrial Cooperation Program (INC)* and through the *Export Development Corporation (EDC)*.

Re-establishing its presence in Central America, the EDC most recently (October 1996) established a Line of Credit (LOC) worth US\$20 million with the Central American Bank for Economic Integration (CABEI). This loan will be guaranteed by CABEI directly. This year also, and independent of the loan, EDC increased its bilateral exposure ceilings for several of these countries — a clear recognition of the region's growing economic strength and its new appetite for business.

The Canadian private sector's appetite also is whetted, given the fact that Canada has to sell what Central America needs to buy. Among those needs: expertise in informatics, telecommunications, mining, energy, transportation, and environmental technology.

*This supplement, the first of two on Central America, focuses on the countries of Belize, El Salvador, Guatemala and Honduras. The focus in the February 3, 1997 issue will be on Costa Rica, Nicaragua and Panama.*

## GUATEMALA: THE 'JAGUAR OF THE AMERICAS' PROPELLED BY PEACE

*An entrepreneurial spirit that exudes energy, impatience, eagerness, and optimism envelopes Guatemala. It's evident everywhere. Equally pervasive is the sense that, despite the commercial activity, the country's business people are chomping at the bit, as though they are in the vanguard of a momentous and promising movement that, with the right fall of the domino, will enable them to fully unleash and realize their boundless business vitality.*

The catalyst that will initiate this domino effect is the peace accord to be signed December 29, 1996.

"Without peace we can't succeed," says Paul Wever, former Executive Vice President of FUNDESA, the Guatemalan Development Foundation, and now Vice Minister of the Ministry of Economy.

Peace, the pivot on which hinges so much of Guatemala's hopes, should also open Central America's most populated (10.3 million people) country to increased trade, propel its process of privatization and, among other changes, create

a climate for increased international development assistance, foreign investment and infrastructure development.

Canada will work with Central America to promote trade and investment and is prepared to extend direct foreign aid to the Government of Guatemala after the peace accord is signed, Foreign Affairs Minister Lloyd Axworthy told a meeting with his Central American counterparts in Guatemala City on September 12, 1996.

"We're with Guatemala on this, and will continue to help with the building of peace," Axworthy said.

And, he added, the Canadian International Development Agency will sponsor a \$25-million regional electric energy project that will benefit each Central American country as well as further encourage investment by major industries. The project will get underway in early 1997.

### Canada-Guatemala Trade Relations

While working on gradual and progressive import tariff reduction, elimination of non-tariff barriers, demonopolization and privatization of many state services, and establishing a reliable judicial system, Guatemala can pride itself on having the largest Gross Domestic Product (US\$13 billion in 1995) in Central America.

It also claims the region's largest (3.2 million), most diverse and adaptable workforce, a strong and competitive private sector that contributes almost 90 per cent of the country's GDP, and the largest import market after Panama. And it can boast continuing growth in its trade with Canada.

In 1995, two-way trade between the two countries totalled \$134.7 million, of which \$93.4 million were Canadian imports, mostly coffee, fruits and vegetables (bananas and peas), textiles, sesame seeds and toilet soaps.

Canadian exports to Guatemala in 1995, totalled \$41.3 million and consisted primarily of newsprint and other paper products, wheat and wheat durum, and plastics.

*Continued on page IV  
Guatemala*

## Climate Conducive to Foreign Investment in Guatemala

"Guatemala gives national treatment to all investors," says Sonia Lainfiesta, Director General, Investment Development Branch of the Ministry of Economy.

"Mining is open to foreign investment; there are no restrictions," Lainfiesta says. "I understand Canada is very interested in mining."

In the electricity sector, "Right now, the generation is open to foreign investment; they can generate, but they sell to INDE [the National Electricity Authority]. Water distribution is also being opened."

In her capacity of establishing general investment regulations for the country, Lainfiesta

says, "We don't believe in investment incentives per se. They are important [and many exist], but investors are looking for security and stability — and that is what we are trying to provide.

"We are trying to open, to modernize our internal structure and legal framework, to bring it up to the 21st century and create an attractive climate for productive investment."

Miss Lainfiesta, who also has a major role in Guatemala's negotiations on Canada's model Foreign Investment Protection Agreement (FIPA), "hopes by the end of the year" to have a response. It is now in draft form with the Minister of Economy.

# Guatemala: The 'Jaguar of the Americas'

*Continued from page III*

## Opportunities/Observations

Though Guatemala is moving away from its dependence on agriculture — its chief source of GDP — and toward added-value and non-traditional products for which there is a growing international market, there exists a demand for agricultural and industrial machinery and for food processing equipment.

Sectors also offering good trade and investment opportunities include: power transmission, electronics, telecommunications, energy, mining, transportation, construction, consulting services, paper products, oil exploration and exploitation, petroleum storage and distribution, exploration and exploitation of metallic and non-metallic ores, and hospital and medical equipment.

## Electricity

Edgar Pereira, General Manager of the National Electricity Authority (INDE) which, under the New Law of Electricity (now before Congress), is being demonopolized and separated into three entities that are responsible for generation, transmission and distribution, says "There is a lot of unsatisfied demand in the country. We need the infrastructure to get to the end user, to six areas where

there is very little electrification."

"Transmission and distribution are the main priorities," says Pereira. "There will be tenders — once the political decision is made." All these would be developed as private investments, as

part of the government's commitment to privatization.

Pereira also added there are "hydro-electric projects where feasibility studies could be made

*Continued on page V  
Guatemala*

## Canadian Homes Answer to Housing Shortage

A housing shortage and prominent promotions are creating a growing market in Guatemala and other Central American countries for a bold new concept — plastic houses from Canada!

"There is a housing shortage, a one million shortage," says Giancarlo Iburguen, Managing Director of Grupo Marbensa, the Guatemala-based partner that has introduced Toronto's Royal Housing concept into the Central American market.

But the shortage is only one reason for the developing market for Royal Housing homes.

"The homes are quake and termite resistant, heat and sun resistant — and very comfortable." They are also easily shipped, easily assembled and their erection provides employment for local contractors.

"One forty-foot container yields one complete house," says Iburguen. "It's a complete unit, including windows and doors."

Basically, layers of PVC line both sides of walls and dividers that are made of locally-produced cement and the rest, as they say, is child's play — right down to adobe-like roofs or shingle-type exteriors.

"The system is very well thought of," Iburguen says. "The middle to upper market is buying. We sell the package to our clients, the developers. And, since Canada is so highly regarded in the local market, we make a point of telling everyone where it is made."

## Business Know-How A Basic Resource

"One of the biggest things we have here is our entrepreneurial base," replies Paul Wever.

Wever, former Executive Vice President of FUNDESA, the private, non-profit Guatemalan Development Foundation that promotes investment in the country, and now Vice Minister for the Ministry of Economy is putting a handle on why business people are so impressed with Guatemala's private sector.

"In troubled times," Wever continues, "Guatemalans stayed and invested. Now we are one of the biggest centres of people who know how to do business." The emphasis, carefully embracing each word, is on people, know, how and do!

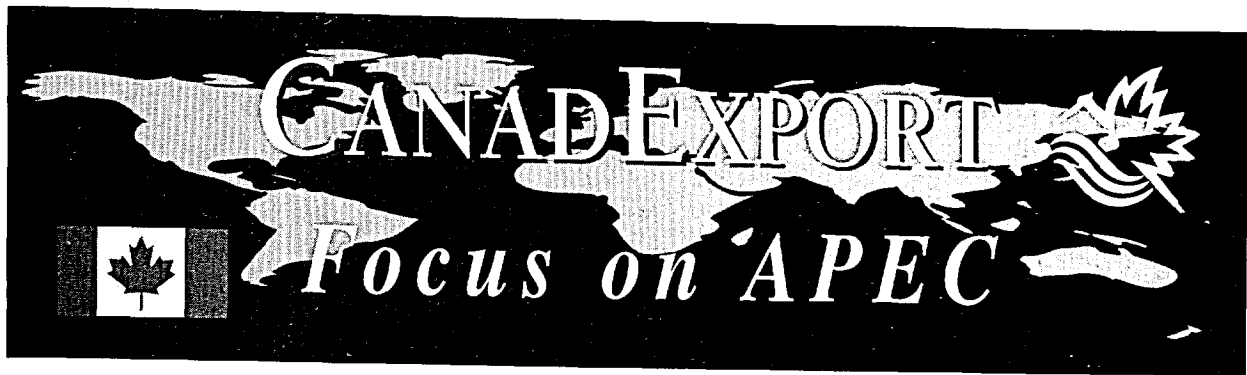
Wever says "90 per cent of Guatemala's Gross

Domestic Product is produced by the private sector." And, he adds, "I am comfortable with the legislation that is going through concerning private-sector involvement and separation of monopolies."

Of his ministerial position, which entails promotion of foreign investment, Wever says, "I'll involve foreign companies; they know what they want. It's always helpful to find out what might prevent investors from doing business here."

And where does Canada come into the picture?

"Canadian business is interested in Guatemala. Canadian investment is well looked upon," Wever states. "They want business. We want business. And business is being done."



## APEC Meeting Sets Direction for 1997

*Asia-Pacific Economic Cooperation (APEC) leaders and Foreign Affairs and Trade Ministers brought the APEC forum one step closer to its goal of free and open trade and set directions for 1997 at their November 22-25, 1996 meetings in the Philippines.*

In Subic, APEC leaders endorsed the Manila Action Plan for APEC (MAPA), which includes 18 individual action plans outlining members' commitments to liberalize and deregulate their economies. Implementation of the plans will begin on January 1, 1997.

Over the next year, APEC leaders agreed to improve their individual action plans on an ongoing basis to ensure that they are comparable in their commitments and comprehensive in their scope. As Chair of APEC in 1997, Canada will oversee the review and implementation of these plans.

The leaders also instructed APEC Ministers to expedite customs clearance procedures and other concrete measures to facilitate doing business. They established six priority areas for strengthening economic co-operation, including human resources, sustainable development and the use of information technology, which will be implemented in partnership with the private sector.

APEC leaders provided strong support for the multilateral trading system by calling for the conclusion of an information technology agreement by the first World Trade Organization (WTO) Ministerial Conference in Singapore in December.

In keeping with their commitment to engage the private sector, leaders met for the first time with the APEC Business Advisory Council (ABAC), a high-

level group established in Osaka in 1996 to provide views on expanding trade and investment.

In reviewing his plans as Chair of APEC next year, Prime Minister Chrétien said Canada will work closely with its partners to build on what was achieved in 1996 and to fulfil the directions established by leaders for 1997.

Canada will place emphasis on advancing trade and investment

liberalization, business facilitation, economic and technical co-operation and dialogue with the private sector. Emphasis will also be placed on involving youth and small- and medium-sized enterprises, as well as on developing infrastructure and addressing other issues that have an impact on prosperity, growth and employment.

### Canada Hosts APEC Forum in 1997

In 1997, Canada will assume the chairmanship of the Asia-Pacific Economic Cooperation (APEC) forum. The overall mandate will be to manage APEC's agenda for trade and investment liberalization and economic and technical cooperation.

During the year, Canada will host three meetings of senior officials, several sectoral ministerial meetings, including trade, sustainable development, transportation, small and medium-sized enterprises, and energy, and several working group meetings.

As chair of the APEC process in 1997, Canada will be uniquely positioned to direct APEC's future course, as well as to take on challenges associated with doing business in the fastest-growing region in the world —

challenges such as customs procedures, harmonization of standards, market access, and market information.

Canada's stewardship will conclude in November 1997 with meetings of APEC's leaders and trade and foreign affairs ministers in Vancouver. They will review APEC's activities and, in particular, consult with senior business representatives of APEC member economies on facilitating business interests in the region.

The legacy of Canada's year as chair of the APEC forum will be a stronger awareness of Canada's Pacific dimension in the eyes of its Asia-Pacific partners, as well as a fuller understanding of the trade and investment opportunities the region holds for Canadian businesses.

# CANADA'S YEAR OF ASIA PACIFIC 1997



*Canada will see the Asia-Pacific world come to its doorstep when it assumes the chair of the APEC forum in 1997. It is fitting, then, that the Canadian government has declared 1997 Canada's Year of Asia Pacific. This year-long initiative will promote increased business relations, youth involvement and cultural exchanges in order to broaden understanding within the Asia-Pacific region.*

*During Canada's Year of Asia Pacific, the Government of Canada is encouraging business associations and youth and cultural organizations, as well as other groups, to focus on Asia Pacific in their activities, for example:*

- *activities that enhance export awareness and readiness and that have the potential to foster new participants in Asia-Pacific markets;*
- *youth groups whose efforts enhance student programs and career development or that extend organizational links to Asia Pacific; and*
- *arts and cultural groups that present works with an Asia-Pacific dimension.*

*Activities and events already being organized from coast to coast will offer unprecedented opportunities for all Canadians. Events such as business forums and trade fairs will help Canadians strengthen their partnerships and learn more about doing business in Asia Pacific.*

*Other key events include the January 1997 Team Canada Trade Mission to South Korea, Thailand and the Philippines; a youth conference in Winnipeg in May; and cultural activities throughout the year to underscore the breadth of Canada's close ties with the region.*

*The Year of Asia Pacific will celebrate the deep cultural and economic ties Canadians have with the Asia-Pacific community and will help forge even stronger relationships.*

## Goals of Canada's Year of Asia Pacific

- To expand Canada's economic partnerships with the Asia-Pacific region and to equip Canada to play an increasingly dynamic role in the emerging Pacific community.
- To highlight the important role played by the Asia-Pacific region in economic growth and job creation in Canada, in the life of the country and in global affairs.
- To increase participation in Asia-Pacific markets by Canadian business by providing more information on opportunities in the region and on how best to act on them.
- To enhance cross-cultural understanding of common concerns related to peace and security, human rights and legal reform, environmental and social development, culture, education and other areas.
- To ensure a lasting legacy through new partnerships between Canadian and Asia-Pacific business and cultural institutions, better collaboration between governments and the involvement of youth and Asian Canadians.

## The Official Logo

The official logo for Canada's Year of Asia Pacific (CYAP) has cleverly integrated the Canadian maple leaf, the suggestion of a body of water, and the crane — a symbol of peace and longevity associated with Asia. The crane is a bird that can unite many geographic areas, travelling as it does without boundaries; the waves symbolize the movement of the Pacific Ocean and the dynamism of the region; and, finally, as the maple leaf completes the tail of the bird, the stroke becomes more "dry brush," reminiscent of Asian calligraphy.

The logo, designed by Amy Ho, a first-year graphic design student at Richmond, B.C.'s Kwantlen University College, was chosen from over 100 entries in the Government's logo design competition, held in September 1996.

The logo will be featured on all official correspondence, posters and other materials and will be used for events and activities related by CYAP, including the 1997 Vancouver Economic Leaders' Meeting.

Organizations wishing to apply for use of the logo and designation of an activity as an official CYAP event can visit the CYAP site on the Internet at: <http://www.dfait-maeci.gc.ca> or call: 1-800-267-8376 or (613) 944-4000 (Ottawa Region).

# What is APEC?

Formed in 1989, the Asia-Pacific Economic Cooperation forum is a group of Pacific Rim economies working together to promote open trade, investment and economic and technical co-operation. Its current members are Australia, Brunei Darussalam, Canada, Chile, China (People's Republic), Hong Kong, Indonesia, Japan, Malaysia, Mexico, New Zealand, Papua New Guinea, the Philippines, the Republic of Korea, Singapore, Chinese Taipei, Thailand and the United States.

The APEC forum has evolved into a key agenda-setting body, providing an important opportunity to advance Canadian interests. Canada's participation in APEC is part of the Government's commitment to strengthen Canada's presence in Asia Pacific to create jobs at home and to expand its global involvement and influence.

As an APEC member, Canada is pursuing these objectives and is committed to expanding trade opportunities, ensuring sustainable growth and equitable development, and making it easier to do business, especially for small- and medium-sized businesses.

APEC provides an opportunity for greater co-operation in key areas, including human resources development, telecommunications, energy, the environment, transportation, tourism, industrial science and technology, trade and investment data, trade promotion, marine resource conservation, fisheries, and agricultural technology.

APEC offers a central forum for addressing these challenges. It is a critical means by which Canada can improve access to some of the most dynamic economies in the world. It will help

to ensure Canada's success in the markets of the Asia Pacific and will assist the efforts of Canadian businesses to find trade and investment partners for the future. APEC gives Canada another way to open doors to Asia, by establishing the basis for future contacts and co-operation among governments and the private sector.

## The Bottom Line: APEC Opens Doors

APEC benefits Canada by:

- reducing and eliminating barriers to entry of Canadian products and services in APEC markets;
- increasing market transparency by establishing region-wide norms and best practices in areas such as government procurement, intellectual property rights, competition policy and tariffs;
- reducing transaction costs by harmonizing customs procedures and product standards and testing procedures;
- building relationships with influential decision-makers in emerging economic powers and centres of global competition;
- providing a forum for co-operation to improve infrastructure in the region, to sustain economic growth and to ensure a stable environment for trade and investment; and
- speeding up the pace of trade liberalization by bringing important new players into the global trade and economic system.

## Asia Pacific: An Important Market for Canadian Businesses

- Four of Canada's top 10 export markets and 11 of Canada's top 25 export markets are APEC members.

- Half of Canada's total exports to markets outside the United States are to APEC economies.

- Team Canada missions to Asia have opened doors for more than 700 Canadian businesses and have helped secure more than \$20 billion in new business deals.

- In 1995, two-way trade with APEC economies (excluding the United States) reached \$62 billion.

- In 1995, Canada's exports to APEC economies (excluding the United States) reached \$27

billion.

- Japan is Canada's third-largest source of direct investment (\$12 billion in 1995) and second-largest source of portfolio investment (\$43.5 billion as of March 1996).

- Other major investors in Canada include Hong Kong, Australia, Singapore and the Republic of Korea.

- Combined gross national product of APEC members: US \$13 trillion in 1994 (the equivalent of half the world's total annual output).

- APEC members represent nearly 50 per cent of the world's total merchandise trade (expected to rise to 70 per cent by the year 2000).

# APEC's Working Groups

APEC's 10 working groups cooperate to address the economic interests of APEC members. Some Canadian firms are already active in a number of these groups, and others are being encouraged to participate. The 10 working groups, together with a brief description and federal government contacts, are:

**Transportation:** to create efficient transportation systems by streamlining procedures, reducing institutional barriers, and harmonizing standards and to support sustainable economic growth through addressing transportation bottlenecks. Contact: Transport Canada, Pacific Region Policy Co-ordination; fax: 604-666-7255.

**Telecommunications:** to build an Asia-Pacific information infrastructure, for example by adopting common operating and equipment certification standards and test data recognition. Contact: Industry Canada, International Business Development; fax: 613-990-3858.

**Tourism:** to achieve environmentally and socially sustainable tourism by removing impediments to the movement of tourists and tourism investment capital and identifying best practices for integrated planning. Contact: Industry Canada, Tourism Marketing; fax: 613-952-7906.

**Energy:** to improve the efficiency of energy markets and policies by fostering a better understanding of regional issues, strengthening the capacity to regulate the sector, facilitating trade and investment, and encouraging environmentally sound policies and technologies. Contact: Natural Resources Canada, International Energy Division; fax: 613-995-5576.

**Human Resources Development:** to provide a quality basic education for all, to analyze the regional labour market to allow sound forecasting of trends and needs in human resources dev-

elopment, to address regional training needs in business management, economic development management, industrial training, and education in formal schooling sectors. Contact: Human Resources Development Canada, International Affairs Branch; fax: 613-941-4576; or Canadian International Development Agency, Asia Regional Institutions; fax: 819-953-3350.

**Industrial Science and Technology:** to develop human resources, promote exchange of researchers and more open flows of technology and information, facilitate joint research projects, clarify regulatory frameworks, and encourage sustainable development. Contact: Industry Canada, International Science and Technology Policy; fax: 613-952-5381.

**Fisheries:** to strengthen regional co-operation and promotion of sustainable fisheries management practices by facilitating trade in fish and fishery products, solving common fisheries resource management problems and aquaculture disease control to enhance food safety and quality of fish and fisheries products. Contact: Fisheries and Oceans, Policy; fax: 613-991-3254.

**Marine Resources Conservation:** to enhance the conser-

vation and management of ecologically and economically important marine resources. Contact: Fisheries and Oceans, Institute of Ocean Science; fax: 604-363-6479.

**Trade and Investment Data:** to develop a database on merchandise trade, service trade and investment for all APEC member economies. Contact: Statistics Canada, International Trade; fax: 613-951-0117.

**Trade Promotion:** to serve as a link between APEC trade promotion agencies and the private sector by addressing trade promotion and financing trade skills and training, export training, and information sharing. Contact: Department of Foreign Affairs and International Trade, Strategic Planning (Trade); fax: 613-943-8819.

APEC also benefits from the expertise of three ad hoc groups on:

**small and medium-sized enterprises** (contact: Industry Canada, Small Business and Entrepreneurship; fax: 613-954-5492);

**agricultural technology** (contact: Agriculture and Agri-Food Canada, International Trade Policy; fax: 613-759-7503); and

**environment** (contact: Environment Canada, Policy and Communications; fax: 819-953-7025).

## WHERE TO GET INFORMATION

For information on Canada's APEC activities for 1997 or on Canada's APEC policies in general, contact:

Director, APEC Division  
Asia and Pacific Branch  
Department of Foreign Affairs and International Trade  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Fax: (613) 944-2732

**The APEC Study Centre**  
The APEC Study Centre promotes collaborative research and disseminates information

and analysis on Canada's participation in APEC. The Centre also serves as Canada's link to the international consortium of APEC Study Centres. Contact:

Director, APEC Study Centre in Canada  
Asia Pacific Foundation of Canada  
666-999 Canada Place  
Vancouver, British Columbia V6C 3E1  
Fax: (604) 681-1370  
e-mail: rainfo@apfc.apfnet.org  
Internet: www.apfnet.org/apfweb/appec/index.html



## HONDURAS: DIFFICULT MARKET REQUIRES PATIENCE, PERSEVERANCE

*One reality is this: Honduras is, and for the very near future, will remain, a difficult market for Canadian exporters. The other reality is: Honduras offers opportunities — for Canadian exporters who are patient and persistent.*

### Trade Relations

Patience and persistence have paid off for some Canadian firms: Two-way trade in 1995 totalled \$69.6 million, with the trade balance favouring Honduras.

That year, Canadian exports (primarily paper and paper-board, chemicals and petroleum products, and cereals) amounted to \$19.75 million, up from the \$14.5 million in 1994 and the \$15.9 million in 1993.

Canadian imports from Honduras in 1995 totalled \$49.8 million, up from the \$39.5 million in 1994 and the \$18 million in 1993. Canadian imports of Honduran coffee, fruits, melons and clothing increased sharply in 1994.

### Structural Adjustment

Honduras is Central America's second-largest country, both in area and in population (5.8 million) and one of the poorest (after Haiti and Nicaragua) and least developed in Latin America.

The economy is essentially agricultural. Imports are minimal, with more than 35 per cent of the government budget servicing the foreign debt.

The country is undergoing a

significant structural adjustment. Efforts to stabilize the economy have progressed with mixed results: high fiscal deficit, rising inflation, and falling central bank foreign exchange reserves.

### Opportunities

That being said, the country exudes potential for economic and trade development.

Land is its most important natural resource and Canada, primarily through the Canadian International Development Agency (CIDA), is involved in numerous environmental/resource management/sustainable development projects.

Hydroelectric potential is there, as are mineral deposits, and Caribbean coast oil possibilities.

In addition to what Canada now exports to Honduras, prospects exist for the provision of construction materials, telecommunications and electrical equipment and services, autoparts, food products, medical and hospital supplies, and agricultural inputs that would include agrochemicals, fertilizers and breeding stock.

### Canadian Activity

In addition to private-sector in-

volvement (Greenstone Resources, Roche International, Canadian Bank Note, SNC Lavalin), Canadian activity in Honduras centres, primarily, in development assistance projects such as those funded by CIDA whose program in Honduras is the second largest in Central America, CARE Canada (a \$5-million potable water project); a \$10.1-million Integrated Natural Resources Project begun this year; and a \$5-million Power System Master Plan Project being executed by SNC.

### Business Outlook

For the time being, Canadian exports to Honduras will, for the most part, be limited to programs and projects that are financed by CIDA and the international financial institutions (IFIs), or to transactions where cash payments can be arranged.

In this regard, the Export Development Corporation (EDC) is open to short-term and foreign investment insurance in Honduras. EDC short-term insurance is preferred on the basis of irrevocable letter of credit.

## Guatemala: The 'Jaguar of the Americas'

*Continued from page IV*

available to companies that would like to see them. INDE is preparing a compilation of potential projects."

### Telecommunications

Edgar Mena, President of Telesistemas, S.A. and representing Nortel in Guatemala, says "one of the first priorities of the government is the deregulation of Guatel," the Government Tele-

phone Company of Guatemala.

"Right now," Mena says, "the position is deregulation, meaning there is the opportunity for any company that is interested in some service, to get the franchise to operate the service for some years." This would provide royalties for Guatel and allow the use of the company's infrastructure.

There should be opportunities in Internet services, possibly some

fibre optic cable projects, and in switch expansion, to name a few, speculates Mena.

### Construction

Danilo Midence Monroy is president of Camara Guatemalteca De La Construccion, which represents all aspects of the industry, including housing projects, hospitals,

*Continued on page VII  
Guatemala*

# BELIZE: ENDURING TRADE PARTNER HOLDS POTENTIAL

*Canada and Belize, former colonies of Great Britain, share a commonality of heritage, culture and political institutions. This affinity helps account for the excellent, though small in monetary terms, trade relations the two countries enjoy. This relationship was enhanced with the implementation, in June 1986, of CARIBCAN, an agreement by which almost all of Belize's exports enter Canada duty-free.*

## Trade Relations

Canada is Belize's fourth-largest trading partner after Mexico, the United States and the Caribbean Community (CARICOM).

Two-way Canada-Belize trade between 1993-1995 grew by more than 100 per cent, largely due to an increase in Canadian imports which, in 1995, amounted to \$11.7 million and included raw cane sugar, molasses, citrus fruit (orange juice), meat, lobster, seafood and garments.

Canadian merchandise exports to Belize in 1995 totalled \$4.25 million and consisted primarily of telecommunications parts and equipment, petroleum oils, plastic articles, malt, paper and pharmaceutical products.

## Fiscal Factors

Belize is grappling with economic problems brought on by the recent withdrawal of the British garrison, a sharp drop in central government capital expenditures, and the drop in the international price of sugar.

Since mid-1993, the government of Prime Minister Manuel Esquivel has been initiating tight fiscal policies to balance the country's finances.

Economic growth slowed in 1994 and 1995 as the Gross Domestic Product (GDP) increased at a rate of only 1.6 per cent and 1 per cent, respectively, in real terms. Gross National Product (GNP) per capita declined from US\$2,463 in 1993 to US\$1,700 in February 1996.

One fiscal measure of special interest to Canada has been Belize's reduction of import tariffs, a move that brings rates in line with the CARICOM Common External Tariff. This, combined with the continued support of the Government of Belize and the resources available through international financial institutions, creates a brighter climate for Canadian opportunities, including joint venture operations.

## Opportunities

Most of these capital works opportunities are in telecommunications, energy, tourism, services, and infrastructure projects and are to be funded through international financial institutions (IFIs).

Major development projects, announced by Prime Minister Esquivel at the opening of the

National Assembly in September 1996 include: Power Line expansion (Belize Electricity Limited); Expansion of the Runway/Parking areas by the Belize Airport Authority; Re-construction of the Humming Bird Highway; and Provision of Fiber-Optic Cable, Belize City to Balmopan, by Belize Telecommunications Limited — all to be funded through such sources as the World Bank, the Inter-American Development Bank, and the Caribbean Development Bank.

The Belize Government also encourages investment and occupancy of the recently developed Free Trade Zones and Industrial Parks which offer a wide range of industrial/investment incentives and a window of opportunity to neighbouring markets in Central America with which Belize is striving to form stronger links.

## Successes

One of the most recent developments involving a Canadian company is the optimistic announcement that Markham Electric International Limited, the wholly-owned subsidiary of Andaurex Industries Inc., is the lowest bidder on a \$5.2 million contract in Belize.

There is reason for optimism because, to date, Markham has been awarded 100 per cent of the contracts in which it has been announced as the lowest bidder.

The project involves the design, supply, construction and commissioning of six small electrical substations being financed by the Caribbean Development Bank.

Markham is also planning to bid on the contract, valued at \$1 million, to provide the communication system associated with these substations.

Other Canadian companies active in Belize include: Northern Telecom and Mitel (supplying equipment and services to Belize Telecommunications Limited); CI Power/Monenco, Harris Computers and Price Waterhouse (currently working on a major power transmission project whose overall cost is approximately US\$35.2 million).

The project is funded jointly by the World Bank, the Caribbean Development Bank, the European Investment Bank, BEL and BAN-COMEXT); the Bank of Nova Scotia.

## EL SALVADOR: AN ENTERPRISING MARKET ELICITING KEEN INTEREST

*Salvadoran President Armando Calderón Sol envisages his country becoming the "Hong Kong of the Americas". A Canadian trade officer in the region favourably describes El Salvador as "the Lebanon of Central America". The descriptions are particularly apt. And the reasons are obvious.*

Even in the strife of a protracted civil war (the peace accord was signed in 1992), its survival instinct persisted; it is aggressive; it has business savvy; and it is steadfast in its spirit of business enterprise and economic transformation.

Over the 1987-1992 period, El Salvador's Gross Domestic Product averaged 3.6 per cent per year. Increased capital inflows and investments saw that rate improve to 4.1 per cent annually between 1991-1994, giving it one of the best economic growth rates in Central America. The growth for 1996 was expected to level out in the 3 per cent to 4 per cent range.

### Interest Increases

Increasingly, as the country moves toward greater privatization, trade liberalization and social improvements, Canadian businesses are seeing El Salvador as a country offering much potential and where commercial interests are well worth pursuing.

Canadian financial institutions, including some Canadian banks and the Export Development Corporation (EDC) also are recognizing — and acting on — the potential they see in this market.

The EDC, in 1994, resumed medium- and long-term financing on a case-by-case basis and, since 1990, has been active in the short-term insurance market, providing financing averaging US\$10 million- \$20 million annually. It views El Salvador as the best economic risk in the region.

As well, Canada-El Salvador negotiations on a Foreign Investment Protection Agreement (FIPA) are proceeding favourably.

What's more, and despite the United States being the country's major source of imports, El Sal-

vador considers Canada a reliable ally and competitive source of supply.

It looks as if trade relations between the two countries can go only one way — and that is up, especially given the fact that the country's imports from all nations totals between US\$3 billion and US\$4 billion annually!

### Trade Relations

From a very low base, Canadian trade with El Salvador, while modest, is growing — both in quantity and variety.

Canadian exports to El Salvador in 1995 reached \$22.6 million (\$18 million in 1994), about 50 per cent of which was attributable to newsprint. Other Canadian exports included wheat, asbestos, aluminum wire, automobiles, and plastics and resins.

In 1995, Canadian imports from El Salvador — primarily coffee, textiles, food preparations, and fruits and vegetables — totalled \$43.6 million (\$40 million in 1994 and \$17.3 million in 1993). A 300-per cent increase in the cost of coffee, which comprised 72 per cent of Canada's total imports, accounts for the significant increase in Canadian imports after 1993.

### Opportune Developments

A substantial infrastructure development program is in place in El Salvador, with projects being funded primarily by the World Bank and Inter-American Development Bank.

Progressing fairly well is the privatization process of state-owned utilities, including the telecommunications carrier, electricity authorities, ports and airport services. The move to privatization is likely to generate

substantial opportunities for foreign investors and equipment suppliers.

Other opportunities for Canadian exporters lie in the provision of construction materials, consumer products, grains and seeds, environmental infrastructure, and cattle and breeding stock.

As well, telecommunications, energy and environmental management are strong areas of interest to Canadian exporters to El Salvador.

To complete the picture, the prospects are increasingly promising for joint ventures and strategic alliances between the Salvadoran private sector and Canadian concerns.

## Guatemala

*Continued from page V*

schools, roads and bridges.

Midence says "1995 was a very nice year for all the economy — coffee, power and including construction, with a growth rate of approximately 12 per cent."

Though housing construction "is very important," it has levelled off because of high interest rates. "Road construction, mostly is maintenance, but a few new, short-distance roads are being built," Midence says.

A member of the business delegation that accompanied the Central American Heads of State to Toronto last May, Midence says: "in Toronto, people were inter-

*Continued on page VIII  
Guatemala*

# CONTACTS

## IN CANADA

**Department of Foreign Affairs and International Trade**  
Latin America and Caribbean Trade Division  
125 Sussex Drive,  
Ottawa, Ontario K1A 0G2  
Tel.: (for all except Belize) : (613) 996-6129  
Tel.: (for Belize only): (613) 943-8807  
Fax (for all): (613) 943-8806 944-0479

**Canadian International Development Agency**  
Central America Branch

Place du Centre  
200 Promenade du Portage  
Hull, Quebec K1A 0G4  
Tel.: (general information): (819) 997-5006  
Fax: (819) 953-6088

**Export Development Corporation**  
151 O'Connor Street  
Ottawa, Ontario K1A 1K3  
Tel.: (general information): (613) 598-2500  
Fax: (613) 237-2690

## IN CENTRAL AMERICA

### Belize

Canadian High Commission  
30-36 Knutsford Boulevard  
Kingston 5, Jamaica W.I.  
(Mailing address : P.O. Box 1500  
Kingston 10, Jamaica, W.I.)  
Tel.: (809) 926-1500  
Fax: (809) 960-3861

### El Salvador

The Embassy in Guatemala,  
(centre column) is responsible for  
El Salvador ; however, there is a  
Charge D'Affaires in San  
Salvador):  
Douglas Fisher Charge D'Affaires  
111 Las Palmas  
Colonia San Benito  
San Salvador, El Salvador  
Tel. : (503) 279-4655  
Fax: (503) 279-0765

### Guatemala

Canadian Embassy  
13 Calle 8-44, Zona 10  
Edyma Plaza, 8th Floor  
Guatemala City 01010  
Republic of Guatemala, C.A.  
(Mailing address: P.O. Box 400  
Guatemala City  
Republic of Guatemala, C.A.)  
Tel.: (011-502-2) 33-6102/04  
Fax: (011-502-2) 33-6189

### Honduras

Canadian Embassy  
Oficentro Ejecutivo La Sabana  
Edificio 5, Piso #3  
San José, Republic of Costa Rica  
(Mailing address: P.O. Box  
Apartado Postal 351-1077 Centro  
Colon, San José  
Republic of Costa Rica)

Tel.: (011-506) 296-4149  
Fax: (011-506) 296-4280

### Honduras

Canadian Consulate  
Edificio Comercial Las Castanas  
6TO Piso Boulevard Marazan  
P.O. Box 3552  
Tegucigalpa, Honduras

### FUNDESA

Guatemalan Development  
Foundation  
Diagonal 6, 10-65 Zona 10  
Las Margaritas, of. 402  
Guatemala, Guatemala, CA  
Tel. : (502) 3-327952 al 56  
Fax: (502) 3-327958  
E-mail: fundesa@guate.net

## Guatemala — Continued from page VII

ested in housing. I tried to explain: the problem is not technical; it's financial. We're open. If you want to invest, we would be very happy."

### Tourism

Tourism, too, is a growing industry, not only in the facilities being constructed, but in the number of tourists visiting Guatemala, a number that, in the opinion of many local entrepreneurs, would increase significantly — were there direct flights (now

being discussed) between Canada and Guatemala.

"There is not a single flight out of Toronto for tourists — or for cargo. Guatemala is open to receiving planes," says Mario Nathusius, owner of CEMACO, a well-established retail store chain and one of Guatemala's top 10 importers.

"Get direct flights, once, twice, per week. They will open a flow between our two countries, not diminish pulp, paper and other imports," admonishes Nathusius,

the former (1973-76) head of the Guatemalan Trade Commission in Montreal.

### Canadian Activity

Among Canadian companies active in Guatemala are Bombardier, Northern Telecom (expansion of Guatel's network in Guatemala City), Royal Housing (plastic houses), Canadian Bank Note, B.A. Banknote, Acres International and SR Telecom (rural telephony interests).

# TRADE FAIRS AROUND THE WORLD

## Good Opportunities at SOFTWORLD'96

*According to preliminary reports, the latest Softworld Partnering Conference and Show attracted a record number of foreign buyers and specialists from around the world to Halifax.*

This is the second time that the show, now in its sixth year, was held in Atlantic Canada, to the great delight of over 700 — 100 more than last year — senior information technology executives, entrepreneurs and investors from more than 30 countries.

Not only were they taken in by the superb Halifax hospitality and scenery — some went home raving about Canada and Canadian hospitality — but many came away with valuable business contacts and opportunities at this event designed to promote business investment in Canada and deal-making between technology firms representing the global marketplace.

Since the three-day event last September, a number of leads have already progressed to further talks and deal-makings between top-level executives of innovative foreign technology firms who attended and participated Canadian companies.

With the overall marketing effort for the show being coordinated by the Department of Foreign Affairs and International Trade (DFAIT)'s Market Intelligence Division and the International Trade Centre in Halifax, most of the company representatives from around the globe were accompanied — and had been recruited — by Canadian Trade Commissioners or Commercial Officers stationed in the corresponding country.

These Canadian experts were available at the *Team Canada* booth to offer advice to Canadian companies interested in country-specific information technology (IT) market intelligence.

### Highlights

One of the highlights of the show — and highly appreciated by participants — was the Cyber Café, with access to E-mail and voice mail.

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*Many attendees came away with five or six important business contacts or potential business opportunities, giving high praise for the quality of the participating firms.*

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This busy spot allowed participants to send E-mail, surf and conduct business on the Web while at the show.

A *Buyers and Sellers Forum* also proved very popular with many showgoers, providing a great opportunity to hear what certain investors were looking for.

All in all, opportunities to contact prospective suppliers and to investigate new products and services were highly valued at the show, labelled as an effective networking forum for the participating firms.

### Success

In particular, many attendees came away with five or six important business contacts or potential business opportunities, giving high praise for the quality

of the participating firms.

Commented one satisfied "customer" from Argentina: "I have attended other conventions (in the U.S.A.) where the number of people does not allow a second meeting with anyone during the show, and no other contact is possible except an exchange of calling cards. I felt very comfortable at Softworld."

A Canadian company was also slated to sign an agreement to acquire Argentine technology which will significantly strengthen its position in its primary market — the U.S.A. Other Argentine participants are exploring agreements to pursue projects in third countries with Canadian content.

### Softworld'97

Organizers for next year's **Softworld** — slated for Vancouver — are hoping that more Canadian companies will take advantage of such a golden opportunity for very low cost, high quality international marketing, offering highly informative seminars and one-on-one contacts.

For more information on Canada's premier software event and next year's show, contact Robert Speers at DFAIT's Market Intelligence Division (TBS). Tel.: (613) 996-1908. Fax: (613) 943-8820. Or contact John Wiebe, International Trade Centre, Vancouver. Tel.: (604) 666-1436. Fax (604) 666-0954.

## Cairo Conference a Success – *Continued from page 1*

nistries of Military Production and New Communities also signed a protocol for the local production of water and waste-water treatment equipment developed by Zenon Environmental Incorporated of Burlington, Ontario. This world-respected Canadian firm is bringing clean water to the towns and villages of Egypt through its unique reverse osmosis technology.

### Prospects Positive

Canada has been a strong supporter of the MENAES process initiated in 1991 as a parallel support vehicle to the Middle East peace process. The process aims to mobilize public and private sectors to extend commerce beyond territorial and regional boundaries and to build common interests among individuals and groups affected by the Arab-Israeli conflict.

While the Conference took place during difficult times in the Middle East peace process, efforts to focus on economic prospects kept events on course. Prospects for successful business ventures in the region are high. Regional development projects announced at the Conference covered all industrial sectors, from transportation and telecommunications to environmental technology and oil and gas. The World Bank announced that the Middle East and North Africa could achieve annual economic growth of as much as six per cent, if regional reforms continue.

### Egyptian Reforms

The Conference also provided a unique opportunity for Egypt to showcase its increasingly impressive domestic economic reform program, reflecting its commitment to free markets, economic

growth, and enhanced roles for foreign investment and the private sector. In the past year, the Egyptian government has sold off a dozen of its state-owned companies and plans to sell equity in many others during coming months.

### Conference 1997

The fourth Middle East and North Africa Economic Summit Confer-

ence is scheduled for 1997 in Doha, Qatar. For more information please visit one of the following Internet sites:

- <http://www.dfait-maeci.gc.ca> (Department of Foreign Affairs and International Trade Web site)
- <http://192.139.37.103/summit> (Cairo Summit Web site)
- <http://www.weforum.org> (World Economic Forum Web site)

## Canada's Objectives at the Cairo Economic Conference

The joint objectives of the Canadian government and the private sector at the third Middle East and North Africa Economic Summit were to:

- demonstrate the continuing support of the Canadians to the Middle East peace process;
- support and encourage the international business community and governments to increase trade activity and investment in the Middle East

and North Africa, in order to exhibit to the people of the area the benefits of peace;

- better inform Canadian firms about the business opportunities available in the region, in order to help them become established in this region; and
- facilitate matchmaking between Canadian firms and international and local partners for regional investment, partnering and joint ventures.

## Canada-Arab Business Council

The Canada-Arab Business Council (CABC) was formed in 1983 in recognition of the importance of the Arab trading world as a trading and investment partner for Canada. An independent business organization comprising almost 70 Canadian business enterprises, the Council has the strong backing of the federal government, including financial support. The Department of Foreign Affairs and International Trade and the CABC collaborated in organizing Canadian private-sector participation at the recent Cairo Economic Conference.

Members of the CABC are located across Canada and include both large- and small-to-medium-sized firms that are either working in the Arab world or have an interest in doing so.

Council activities include mounting trade missions to Middle East and North Africa (MENA) countries, providing information on trade/investment possibilities, conveying business views to federal and provincial governments, working with business organizations in MENA countries to increase two-way trade, and organizing seminars and other events in Canada.

For further information, contact the CABC at 55 Metcalfe Street, Suite 1160, Ottawa, K1P 6N4, Tel./Fax: (613) 238-4000.

# BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.*

**CHINA (People's Republic)** — The Canadian representative of a China-based company is looking for suppliers of **soya bean, soya bean oil, other vegetable oil, and pesticides**. Contact Shabai Huang, D & E International Co., 25 Sandcliffe Terrace, Nepean, Ontario K2G 5Y2, Tel.: (613) 723-8564; Fax: (613) 723-2520.

**CHINA (People's Republic)** — A Canadian-based import, export and business consulting firm with a marketing office and business experience in China seeks to **represent Canadian manufacturers and/or suppliers** in, among other fields: **autoparts; petroleum products; high technology equipment; food processing equipment; and forest products**. Contact D & E International Co., 25 Sandcliffe Terrace, Nepean, Ontario K2G 5Y2, Tel.: (613) 723-8564; Fax: (613) 723-2520.

**JAMAICA** — The representative of a well established and managed Jamaica-based company that is unable to meet local demand wishes to communicate with **pig, chicken and cattle farmers who are interested in technology transfer and/or joint venture arrangements**. Quoting code number JA6751, contact Cleveland H. Blythe, The EMT Group, Fairview Mall, P.O. Box 55097, 1800 Sheppard Avenue East, North York, Ontario M2J 5B9, Tel.: (416) 410-5109; Fax: (416) 410-5517; E-mail: emtecgrp@idirect.com

**JAMAICA** — With the infrastructure already in place, a Jamaica-based company, through its Canadian representative, is seeking **corn and soya bean equipment manufacturers and farmers interested in technology transfer and/or joint ventures**. The products will be used as animal feed. Quoting code number JA 6762, contact Cleveland H. Blythe, The EMT Group, Fairview Mall, P.O. Box 55097, 1800 Sheppard Avenue East, North York, Ontario M2J 5B9, Tel.: (416) 410-5109; Fax: (416) 410-5517; E-mail: emtecgrp@idirect.com

**PHILIPPINES** — Noting the country's liberalized economy and booming construction industry, a company, through its Canadian representative, is seeking a **joint venture partner** to participate in the **expansion of a brick manufacturing factory and an aggregate manufacturing facility** on the island of Mindano. Contact Norman Hotchkiss, Vice President, Project Planning, Major Projects International, 3274 Yorks Corners Road, Kenmore, Ontario, K0A 2G0, Tel.: (613) 821-0473; Fax: (613) 821-3091.

**PHILIPPINES** — The representative of a Philippines-based company is seeking **soya bean and corn farmers interested in technology transfer or joint ventures**. Contact (quoting code number PH9014) Cleveland H. Blythe, The EMT Group, Fairview Mall, P.O. Box 55097, 1800

Sheppard Avenue East, North York, Ontario M2J 5B9, Tel.: (416) 410-5109; Fax: (416) 410-5517; E-mail: emtecgrp@idirect.com

**PHILIPPINES** — A company here is seeking and matching investors, financiers, joint venture partners and companies interested in the following projects: 1) **construction of a manufacturing plant to produce building materials from consumer waste materials** for low-cost housing. Extensive feasibility study and marketing promotion have been undertaken and are ready for implementation. Proforma analysis, selling and profit analysis projections are available. Housing subdivision developers and builders await the finished products; 2) **fish processing, caning and fish mill**; 3) **feed milling for cattle feed concentrates**; 4) **lime factory/plant**; 5) **coconut oil refining and oleochemical plant**; 6) **agro-tourism joint venture**; 7) **fish products storage, processing and ice plants**; 8) **bauxite mining/aluminum refinery**. Contact Jose N. Borja, RJ's International Resource Development Inc. (Canada), 240 Wellesley Street East, Ground Floor, Unit 103, Vancouver Building, Toronto M4X 1G5, Tel./Fax: (416) 975-1583; or Angelito Agoncillo, 458 Barranca Drive, Mandaluyong City, Metro Manila, Philippines, Tel.: (011-63-2) 533-2581; Fax: (011-63-2) 533-0727/828-9414; E-mail: rjsintl@pwo.rld.net.ph



## Prospects Promising in Chile — Continued from p

than \$1.7 billion, including \$918 million in contracts and \$846 million in agreements in principle with Chilean partners.

In the following year, Canadian companies announced additional investments valued at US\$1.3 billion. Today, there are more than 50 Canada-Chile joint ventures operating in Chile, ranging from building industrial machinery to fighting forest fires.

### Future Prospects Promising

Prospects are excellent for continued growth in commercial relations between Canada and Chile. With the signing of the Free Trade Agreement between the two countries, Canadian access to Chilean markets will increase significantly. Among the Agreement's key features are: immediate duty-free access for most Canadian industrial goods and the elimination of Chile's 11-per-cent import duty on almost all remaining industrial and resource-based goods over five years; significant new protec-

tion for Canadian investments in Chile; and new guarantees for Canadian exporters of services.

### Ample Opportunities

Opportunities abound for Canadian businesses across a wide range of sectors. Chilean imports of Canadian-produced mining equipment more than doubled between 1992 and 1994 to reach \$15.4 million. For the past several years, Canada has been Chile's largest foreign investor in the mining sector, with more than US\$5 billion in actual and planned investment. Chile also has the most stable and fastest-growing economy in its region. Over the last decade, annual economic growth has averaged almost 7 per cent.

There are opportunities for Canadian companies in Chile's forestry and fisheries industries. With environmental responsibility a priority for the Chilean government, Canadian environmental technology and expertise will

be an important growth area. Chile's expanding economy has created increased demand for new energy systems. Canadian agri-food companies are well placed to respond to Chile's increasing requirements for wheat, lentils, peas and beans, and to an expanding and diversifying market for processed foods.

There is also strong potential for business in the key telecommunications sector, due to the recent privatization and deregulation of the industry, and the government's decision to permit full competition in the sector. As well, service requirements in telecommunications, transportation, energy, finance and construction are expected to rise significantly in the near future.

For further information on Canada-Chile trade opportunities, contact Charlotte Ward, Latin America and Caribbean Trade Division, Foreign Affairs and International Trade, Ottawa, Fax: (613) 943-8806.

## KDM Electronics Incorporated — Continued from page 2

dians are good at what we do, but we have to be more entrepreneurial."

As for recognition back home, he cites the classic example that Canadian companies are often discovered by a fellow Canadian at a foreign trade show.

"If you can find a niche market for your product," he adds, "you have a good potential for growth in that market, but it won't happen overnight," he warns. "You got to work at it."

And there are many ways: going to trade shows, finding a good sales rep, contacting Cana-

da's Trade Commissioners (at the International Trade Centres in each province and at all the Consulates in the U.S.A.), getting on the Department of Foreign Affairs and International Trade's WIN-EXPORT data base.

KDM has gone most of these routes, and has met with success. The now 60-80 per cent export-based company is not only present throughout the U.S.A. — hockey rinks, gymnasiums, warehouses, superstores, schools — but it has started going farther afield, knocking on doors in Switzerland, The Netherlands,

Australia, Taiwan and Thailand.

"Exporting doesn't happen overnight," explains KDM's President. "You have to pick a niche market, and do it well.

"And remember," he adds, "Americans are very discerning customers: they don't want junk, you have to take them seriously, treat them well, and they'll be excellent and very loyal customers."

For more information on KDM (including its line of modular components) or its success in the U.S.A., contact company President Ron Bull. Tel.: (416) 439-7158, or 1-800-567-6282. Fax: (416) 439-7232.



# PUBLICATIONS

## Business Events Guide 1997-98

The 7th edition of the *Business Events Guide 1997-98* has been released. Covering almost all economic sectors, this guide provides information on tradeshows, exhibitions, meetings, associations and service suppliers. Canadian, U.S.A./Mexico and inter-

national events are listed chronologically or by geographical area.

*Business Events Guide 1997-98* is available on hard copy for \$139 and on CD-ROM for \$189. Neither price includes GST and shipping and handling.

For more information or to order a copy, contact EXPO DATA MARKETING, 75 The East Mall, Unit 101, Etobicoke, Ontario, M8Z 5W3, Tel.: 1-800-546-EXPO (3976).

## Chemicals Companies Have New Internet Site

Canadian chemicals companies wishing to discover new markets, recruit new partners, create strategic alliances or discover new products and technologies now have a new and highly effective tool at their disposal.

It's an Internet site, recently launched by The Association for the Development of the Chemical Industry in Quebec (ADICQ), that is likely to be of particular value

to small- and medium-size Canadian chemicals companies.

ADICQ was created in 1992 in order to meet the developmental needs of the chemicals industry and help prepare it to cope with market globalization.

For further information, consult the ADICQ Internet site at <http://www.adicq.qc.ca> or tel.: (514) 967-9904; fax: (514) 967-9772.

## Agri-Food Export Club Releases *The Best of Nature*

Designed for the principal players in the agri-food industry and for foreign buyers, *The Best of Nature* is a new brochure illustrating the range of different services offered by the Quebec Agri-Food Export Club of the Quebec Food Processors Association.

The Export Club, a professional network servicing exporters and devoted to developing international partnerships, consists of some 300 members from the agriculture, fisheries and agri-food sectors.

For more information on the Export Club or to receive a copy of *The Best of Nature*, contact Paul-Arthur Huot, Export Club Executive Director, Tel.: (514) 349-1521; Fax: (514) 349-6923.

## Asia Cable & Satellite Directory

Persons wanting information on Asia's cable and satellite, television broadcasting, advertising, marketing, media and allied industries are likely to find it in *The 1996/97 Asia Cable & Satellite Directory*.

The only source book in the region for Asia's fastest growing industry, the directory includes a general overview and current market data on 23 countries as well as 317 pages of local contacts, their addresses, telephone and fax numbers.

At a cost of approximately US\$195, plus US\$15 for shipping, the directory is available from Kevin Trzcinski, Managing Director, Cornerstone Associates (HK) Ltd., 11/F Allied Capital Resources Building, 32-38 Ice House Street, Central Hong Kong, Tel./Fax: 852-2537-7377; E-mail: [ktraz@calint.com](mailto:ktraz@calint.com)

# BUSINESS AGENDA

## Jobs, Growth Focus of Cross-Canada Info-Fairs

Small Canadian businesses — the backbone of the Canadian economy and major contributors to jobs and growth — are being targeted in a series of Info-Fairs to be held in cities across Canada from January through March 1997.

The Info-Fairs are designed specifically to meet the needs of small businesses — regardless of where they are in the business cycle: from individuals or students considering starting their own small or home-based business, to small enterprises wanting to learn how the information highway can enhance their growth, to prospective and existing exporters.

### The Setup

Each Info-Fair will feature exhibits from over 20 federal agencies and departments that support small business through programs, services and partnerships. As well, senior Team Canada officials responsible for the delivery of programs will be on hand to answer questions, to demonstrate programs and services offerings, and to direct participants to appropriate sources of information.

Exhibitors will be grouped according to six convenient themes, so participants are ensured easy access to the programs and services areas that concern them.

The groupings are: Getting Started; Small Business Financing; Strategic Business Information; Technology Access; Trade & Exports; and Human Resources/Skill Development.

### Contact

Small businesses wanting further information, dates and locations on these jobs and growth Info-Fairs — organized by Industry Canada and the Business Development Bank of Canada — may call 1-800-761-5133. An operator will direct inquirers to the regional organizer in their area.

## African Development Bank Seminars

**MONTREAL** — January 13, 1997; **HALIFAX** — January 14, 1997; **TORONTO** — January 15, 1997; **CALGARY** — January 16, 1997 — These are the cities and dates for a series of seminars designed to increase awareness of Canadian firms about the business opportunities offered by the African Development Bank (AfDB). A segment on World Bank activities in Africa is also included in the program. Participants will have the opportunity to meet the bank representatives and will gain information on,

among other subjects: the recent restructuring of the AfDB; new rules and procedures for acquisitions; current business opportunities and pipelines of future projects; and how to do business with the bank. For more information, contact: in **Montreal**, Forum francophone des affaires, Tel.: (514) 849-4572; in **Halifax**, Maryann Everett, ITC, Tel.: (902) 426-6658; in **Toronto**, Alice Lee, ITC, Tel.: (416) 973-5052; and in **Calgary**, Darrell Anderson, Calgary Chamber of Commerce, Tel.: (403) 750-0421.

## The International Food Fair — *Continued from page 6*

with details on what they might like to display.

The contact, who may also provide additional information on the 14th International Food

Fair of Scandinavia (TEMA), is Ms. Jade Neergaard, Commercial Officer, Canadian Embassy, Copenhagen, Fax: (011-45-33) 12-42-10.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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