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Vol. 17, No. 1 — January 15, 1999

Ring in the New Year

An Interview with Minister for International Trade Sergio Marchi

CanadExport: You were appointed Minister for International Trade in July 1997. What do you feel your major accomplishments have been during that time?

Minister: I'm particularly proud of what we've been able to do to help our smaller companies enter foreign markets and embrace the international opportunities awaiting them. In

fact, on the last Team Canada trade mission to Latin America, more than 75 per cent of the participants were small and medium-sized enterprises [SMEs]. We will also continue to build on the Team Canada Inc concept, which is the network of federal departments and agencies working in partnership with provincial and local governments and the pri-

vate sector to deliver services to Canadian exporters, big and small.

CanadExport: There is talk of comprehensive new trade negotiations being launched at the next WTO Ministerial Conference, which will be held in the U.S. in November 1999. What are your views on the new negotiations?

Minister: Throughout 1999, we will work with our international partners to build a consensus on the areas, beyond agriculture and services, where we need to develop a predictable and transparent set of rules. We see the agreements that will result from these negotiations as tools for advancing Canadian trade and economic interests. We are committed to working with provincial governments, the business community and interest groups — with all Canadians — to seek views and to establish

Continued on page 12 — Interview

Multimillion-dollar Investment Deal to Give Canada Wireless Communications Lead

A \$133-million investment deal that was officially announced last November in Montréal and Calgary between Harris Canada Inc. and the Government of Canada will considerably boost Canada's export capabilities in telecommunications products for the 21st century.

The investment will help Harris Canada develop new product lines at its facilities in Montréal and Calgary. Harris will also create a semiconductor design centre, valued at \$20 million, at its Montréal facility.

"This investment will create up to 320 new jobs in Montréal — where we will also develop chip designs for our

new wireless products — and close to 400 jobs in Calgary," says Harris Canada President Richard Peabody.

In Montréal, Harris will design and develop point-to-multipoint broadband wireless access systems, while in Calgary, the investment will enable Harris to develop wireless digital products to address

Continued on page 11 — Investment Deal



From left to right, Ron Van Dell, Richard Peabody, E. Van Cullens (Harris Canada), Minister of Industry John Manley, Minister for International Trade Sergio Marchi, President Gerry Turcotte (Communications Research Centre).

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Quebec Company Wraps Up Sales with Team Canada

Wulftec International Inc. is not new to international trade and the benefits it brings to both the company and Canada. But participating in the 1998 Team Canada trade mission gave it a whole new experience not only in exporting but also in selling in its own backyard.

Wulftec's Executive Vice-President and CEO Alec van Zuiden's goals in signing on for the mission were modest: he hoped to develop a distribution network in Latin America for his stretch-wrapping machines.

He never imagined what would actually happen.

After signing a \$1.5-million agreement to open a plant in Mexico — a move that will create 30 new jobs at Wulftec's Eastern Townships plant in Ayer's Cliff — Van Zuiden was approached by another Canadian company that had recently signed a deal to finance the largest bottle manufacturer in China.

They wanted Wulftec to supply them with pallet wrappers for their Chinese contact. When word got out, this led to yet another opportunity with a local Argentine bottling and plastics company.

"Although both projects remain on the back burner," says Van Zuiden, "we are still very hopeful that they will soon come to fruition."

Contracts signed

According to Van Zuiden, the deal in Mexico has just led the company to acquire a building space that will handle a line of semi-automatic wrapping machines to serve the Latin American market.

"One of the biggest surprises on the trip was a distribution contract with Cross Towers Enterprise (CTE) in

Chile, an agreement we snatched from one of our largest U.S. competitors," says Van Zuiden with some satisfaction.

"We got the lead from the Trade Commissioners at the Canadian Embassy in Santiago," he recalls, "and it simply evolved from there, with



Alec van Zuiden (centre) of Wulftec International had only praise for last year's Team Canada mission.

CTE coming to us with inquiries."

And, of course, it didn't hurt to have Team Canada on hand.

"There is no conceivable way these deals could have taken place without Team Canada," Van Zuiden empha-

sizes. "The networking sessions, both in various countries and on the plane, were spectacular. The return on investment associated with the expenses of the trip has been incredible."

Preparatory work key to success

Van Zuiden is quick to point out that participating in such a trade mission takes a fair bit of background work. "But if you do your homework, you can't fail," he adds.

"We spent quite a number of hours contacting Canadian Trade Commissioners in each of the four countries that we visited, getting demographic details and other market facts."

Although Wulftec had reps in Brazil, Venezuela, Argentina and Mexico prior to the mission, in addition to appointing one in Chile, Van Zuiden believes that it was time to visit them.

"It was nice to meet face to face," he adds, "and to make sure that everything was going smoothly. So this mission was very timely for us."

Continued on page 3 — Wulftec

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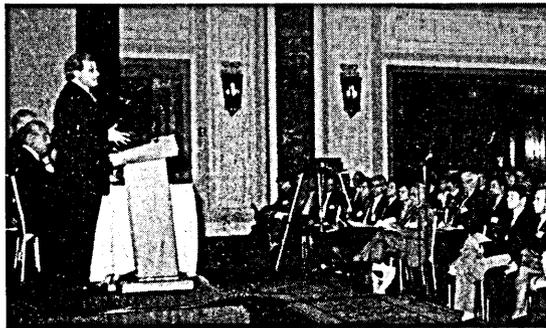
Minister Marchi Visits Miami to Advance Free Trade in the Americas

International Trade Minister Sergio Marchi travelled to Miami, December 9-10, to address the 22nd Annual Miami Conference on the Caribbean and Latin America, and to meet with Florida business leaders to promote trade and investment with Canada.

Speaking at the Miami Conference, Minister Marchi told delegates that the Free Trade Area of the Americas (FTAA) process is on track. The FTAA Administrative Secretariat has been set up in Miami under the direction of Michael Eastman, a Canadian citizen.

In June, Canada chaired the first meeting of the Trade Negotiations Committee in Buenos Aires, which established work programs for the nine negotiating groups. The Committee also set out programs for three separate bodies dealing

with electronic commerce, smaller economies, and the participation of civil society.



Minister Marchi spoke at a luncheon held by the Canadian American Business Alliance, the Greater Fort Lauderdale Convention & Visitors Bureau, and the Broward Alliance.

Earlier in December, the Committee held its second meeting in Suriname, focussing on business facilitation issues such as customs procedures.

Minister Marchi also announced that Kent Jespersen has been appointed Chair of the Americas Business Forum, which will take place in Toronto, October 30-31, 1999, prior to a meeting of the hemisphere's Trade Ministers, November 1-2, 1999.

Continued on page 16 — Miami Visit

Wulftec International Inc. — *Continued from page 2*

"What a thrill also to meet the people who administer the governments in these countries, an honour I won't soon forget," he adds. "I cannot overstate the importance of having made these contacts for the future development of Wulftec abroad."

Mission brings bonus

While Van Zuiden was thinking foreign markets, little did he know that business was also in the offing on the plane itself.

"Purely through conversation with fellow Canadian participants, we closed another half million dollars worth of deals with some eight com-

panies," says an elated Van Zuiden.

But even before the trip to Latin America, Wulftec was already a successful exporter. In the past three years, its exports have risen by almost 500 per cent, and now account for 76 per cent of total sales. At the same time, the company's employee roster has grown from 14 to 109 people.

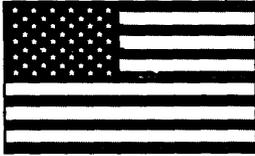
In recognition of its exporting success around the world and its contribution to creating jobs at home, Wulftec was presented with a prestigious 1997 Canada Export Award by the Department of Foreign Affairs and International Trade as well as recognition from

the Canadian Imperial Bank of Commerce (CIBC) for job creation.

Van Zuiden believes that this award, together with the Team Canada trade mission, will be a springboard that will propel Wulftec into the next millennium.

"Bottom line? This trade mission has given Wulftec a tremendous advantage both in Canada and in South America. Team Canada has truly helped us 'Wrap the World!'"

For more information on Wulftec International Inc., contact Executive Vice-President and CEO Alec van Zuiden, tel.: (819) 838-4232, fax: (819) 838-5539, Internet: www.wulftec.com



THE U.S. CONNECTION

How to Succeed in the U.S. Marketplace: News, Facts and Tips

This new CanadExport regular feature is designed to help Canadian exporters take full advantage of the vast and lucrative market south of the border. The U.S. Connection will bring together information on new exporter programs, success stories, recent market reports, useful Web sites, a calendar of upcoming events, and more.

Future issues will profile priority industry sectors, and focus on Canada's trade offices in the United States, highlighting the market opportunities in each region.

The U.S. Connection is produced in co-operation with the United States Business Development Division (UTO) of the Department of Foreign Affairs and International Trade (DFAIT). For further information, contact UTO by fax at (613) 944-9119, e-mail: commerce@extott13.x400.gc.ca

Canadian Companies Take Top Honours at COMDEX

Innovative Canadian technologies made a brilliant showing at COMDEX/Fall 98, one of the largest computer trade shows in North America. Canadian companies scooped up several important industry awards and once again demonstrated

Canada's leading edge in the highly competitive field of advanced technologies.

See next page for full story on COMDEX winners.

New-look NEBS

DFAIT is restructuring its highly successful NEBS and NEBS Plus (New Exporters to Border States) programs to ensure that Canadian companies have all the tools they need to compete effectively in the U.S. marketplace. See next page for full story.

A complete listing of upcoming NEBS missions is available at www.dfait-maeci.gc.ca/geo/usa/business-e.htm

Did you know — Last November, the Canadian Consulate Trade Office in San Francisco moved to its brand-new offices, 555 Montgomery St., Suite 1288, tel. (415) 834-3180, fax: (415) 834-3189. On hand to mark the occasion were Canadian Consul General in Los Angeles, Kim Campbell, San Francisco Acting Mayor Leslie Katz and Canadian Consul Norman Lomow.

SELECTED UPCOMING TRADE AND INVESTMENT ACTIVITIES

Date	Event	Location
FEBRUARY		
12-17	The Miami Boat Show	Miami
22-25	Westec Machine Tool Expo	Los Angeles
25 - Mar. 5	American Film Market	Los Angeles
26	Defence Technology Workshop	Washington, DC
MARCH		
7	Biotechnology Investment/Strategic Alliance Partnering Mission	Boston
7-10	Women's Trade Mission from B.C.	Los Angeles
8	Canadian Naval Port Visit	San Diego
9	Software Association	Chicago
25-27	Mid-America Trucking Show	Louisville, Kentucky
26 - 28	Specialty Automotive Equipment Show (SEMA)	Pomona, California

For more trade shows, check the Canadian Consulate Web sites (linked to the DFAIT site www.dfait-maeci.gc.ca), or Strategis (strategis.ic.gc.ca) and Expoguide (www.expoguide.com).

Visit the Canada-U.S. Relations Home Page

www.dfait-maeci.gc.ca/geo/usa/business-e.htm

... for a wide array of valuable information on doing business in and with the United States.

New-look NEBS

The *New Exporters to Border States (NEBS)* and *NEBS Plus* program, the Department's key export education tool, is undergoing a restructuring effective on April 1, 1999. *NEBS* targets Canadian companies that are not yet exporting to the United States, and introduces them to the essentials of exporting via training sessions and first-hand exposure to contacts and U.S. market information. *NEBS Plus* missions are designed to help more experienced exporters expand their market share in the United States. Nearly 1,000 Canadian small and medium-sized enterprises took part in *NEBS* and *NEBS Plus* missions last year.

A number of modifications are being made to the *NEBS* and *NEBS Plus* program to make sure that clients get the services they need to meet their export business objectives. These modifications include:

- No increase in the participation fee of US\$100 for missions, but hotel accommodation expenses will now be the responsibility of the participant. The programs will continue to cover up to \$100 (Canadian) towards the cost of trade shows visited in conjunction with the mission.
- Although airfares are not covered by the programs, special discounts with Air Canada and Canadian Airlines are now available to mission participants.
- A dynamic new slide presentation outlining the features of the *NEBS* program has been developed and can be obtained from any of the International Trade Centres (ITCs) in Canada. A new promotional

brochure will also be available from the ITCs in February 1999.

- A new program evaluation questionnaire has been developed to assess the needs of companies participating in the *NEBS* program.

In general, there will be more consultation between the Department's U.S. posts and our Team Canada Inc partners (the network of federal government organizations that offer assistance to exporters) in the development of *NEBS* missions. Greater emphasis will also be placed on pro-

viding networking and partnering opportunities during the missions.

Web site

Further information about *NEBS* and *NEBS Plus*, including a complete listing of upcoming missions, can be found on the Department's U.S. Bureau Web site: www.dfait-maeci.gc.ca/geo/usa.menu-e.htm

The new calendar (April 1, 1999 to March 31, 2000) will be available in mid-March. To register, contact your nearest International Trade Centre.

Canadian Companies Big Winners at COMDEX/Fall '98

Canadian technology companies won several important industry awards to cap a successful showing at COMDEX '98 in Las Vegas, Nevada, November 16-20, 1998. Over 50 Canadian companies participated in COMDEX, one of the largest computer trade shows in North America.

Matrox Graphics of Dorval, Quebec, was the big winner, capturing three 1998 Most Valuable Product (MVP) awards presented by *PC Computing Magazine* for: Best High Performance Graphics Accelerator; Best Digital Video Capture Card; and Best Breakthrough Technology of the Year (Hardware).

Two other Canadian companies, Cinax Designs in Vancouver and Toronto-based Digital Renaissance, teamed up with RealNetworks Inc. of Seattle, Washington, to win *PC Computing's* MVP award for the best Internet Web development product.

MGI Software, located in Richmond Hill, Ontario, took top prize in the Digital Imagery category, naming its

PhotoSuite II the Best Personal Imaging Product of the Year.

MGI also received other COMDEX accolades. *PC Computing* named the current version of MGI's *VideoWave* a finalist in Video Editing, only one of three products honoured in the category that included products designed for professional markets. MGI's business partner, ScanSoft, Inc. and a Xerox subsidiary, took the MVP award for the Best Document Management Software of the Year with its *Pagis Pro 2.0* scanning suite, which includes MGI's *PhotoSuite*.

Ottawa-based Centrepoint Technologies and Corel Corporation also came up big. Centrepoint won two

Continued on page 15 — Big Winners

The Canadian Trade Commissioner Service Market Prospect: To Go or Not to Go

The Canadian Trade Commissioner Service offers the following six services worldwide:

- Market Prospect
- Key Contacts Search
- Local Company Information
- Visit Information
- Face-to-face Briefing
- Troubleshooting

The following is the first in a series of articles explaining each of the services.

To go or not to go, that is the question. Your answer may lie in a Market Prospect.

You've done your homework. You've made good use of the market research facilities of Team Canada Inc. You've sought advice from successful exporters through your trade associations. You're well prepared for the demands and risks of international trade. And your research has turned up what appears to be a good target market for your product or service. You're now ready and eager to enter that foreign market.

But before making your final decision, you'd naturally like to get some confirmation of your plan - some reassurance that your market selection is sound. Or perhaps you're finding it difficult to choose between two or three foreign markets that your research has shown to be promising. What's the next step?

It's time to get in touch with the Canadian Trade Commissioner Service and ask for a Market Prospect.

A Market Prospect is essentially a brief assessment of your potential in your target market. Our officers abroad have local knowledge and experience that may be very relevant to your interests, to help you make that "GO/NO-GO" decision.

A Market Prospect can include:

- an assessment of your potential in the market;
- advice on doing business in the market;
- an indication of any major local barriers, regulations or certification;
- notification of upcoming events (trade fairs, conferences, seminars, trade missions); and
- suggested next steps.

To customize this information to your needs, our officers need to know about you and about your plans. The following are typical questions asked by foreign clients and contacts:

- What is unique or special about your company, product or service?
- Who are the end users of your product or service? Who do you sell to in Canada and abroad, and how?
- Which countries or regional markets (e.g. Northwestern U.S.) are you targeting, and why? What do you know about your target market?

If you're ready to take your business to the world, a Market Prospect can help you decide where in the world to take it.

*Expand your
Horizons*

THE CANADIAN TRADE COMMISSIONER SERVICE

• Market Prospect	• Key Contacts Search
• Local Company Information	• Visit Information
• Face-to-face Briefing	• Troubleshooting

New Trade Commissioners Overseas

For the third article in this series, CanadExport highlights the first part of trade commissioners recently posted to Europe.

BEHBOODI, Rambod
First Secretary (Commercial Standards and Regulation), Mission of Canada to the European Union,



Brussels, Belgium. This is the first field posting for Mr. Behboodi, who served as an advisor to the Trade Law Division before becoming a trade commissioner.

BHANEJA, Balwant (Bill)
Scientific and Technology Advisor, Bonn, Germany.



Mr. Bhaneja began his career as an engineer before becoming a policy analyst and advisor for the Ministry of Science and Technology. He was also Deputy Director of Science and Technology and East Asia Trade. He has been a trade commissioner in London, and this is his second posting in Bonn.

BROADBENT, John
Commercial Counsellor in Advanced Technology, Paris, France.



Mr. Broadbent's career as a trade commissioner has taken him virtually around the world, including Bangkok, Rio de Janeiro, Teheran and Algiers. Closer to home, he has held positions such as Deputy Director, Central America and Caribbean Trade, and Africa and Middle East Business Development.

CHARLAND, Claude
Commercial Counsellor, Bucharest, Romania.



Mr. Charland has several field postings to his credit, including Kinshasa, Rome, Paris, Helsinki and Dallas. He has also held several positions in Ottawa, including in the Western Europe Division (Investment and Technology).

CHRISTIE, Bruce
First Secretary (Commercial), Stockholm, Sweden. This is the



first field posting for Mr. Christie, who joined the Department in 1990. In Ottawa, he worked for the European Union, Japan, and Environment Divisions.

DESBIENS, Paul
Counsellor (Economic and Commercial), Brussels, Belgium. Mr. Desbiens



has served as trade commissioner in cities as varied as Melbourne, Algiers, Boston and Buffalo. He has held many management positions in Ottawa, especially in the Trade Communications Division and the United States Business Development Division.

DOYON, Simon
Counsellor (Commercial), The Hague, Netherlands. Mr. Doyon

has practised his profession in such cities as Brussels, Teheran, Caracas and Boston. He has also held various positions in the private sector, including Director for Europe at Bombardier-Canadair, and in the public sector as Deputy Director, Western Europe Division (Investment and Technology).

GIACOMIN, Barbara
Counsellor (Commercial), Warsaw, Poland.



This is Ms. Giacomini's second field posting. She has held numerous positions in the public service, including Deputy Director, Personnel and Policy, Trade Commissioner Service, and Program Manager for the Canadian Government Trade Office in Princeton, New Jersey.

GUINDI, Amir
Counsellor (Commercial), Ankara, Turkey.



Having worked as an engineer in the private sector for nine years, Mr. Guindi joined the Department and served as a trade commissioner in such cities as Islamabad, Bogotá and Algiers. Before his posting to Ankara, he worked in the Communications Strategies and Planning Division as Deputy Director and Editor-in-chief of *CanadExport*.

U.S. Year 2000 Information and Readiness Disclosure Act Reveals Legal Implications

The United States' Year 2000 Information and Readiness Disclosure Act could have legal implications for Canadian firms doing business with American companies.

Enacted into law by President Clinton on October 19, 1998, the purpose of the Act is to promote the voluntary disclosure and exchange of information needed to discover, avoid or solve problems with year 2000 calculations. The legislation is intended to protect those who carefully share information on Y2K processing capabilities, testing plans and related matters.

Heightened statutory protection is available for statements that are in writing and are clearly labelled as "Year 2000 Readiness Disclosures."

The Internet is recognized as the primary means for providing notice of Year 2000 information and readiness disclosures, though some exceptions exist.

The Act provides for the designation of statements made as early as January 2, 1996, as Year 2000

Readiness Disclosures. For these, the Act establishes a notification process and an objection procedure, with deadlines as short as 45 days from the enactment of the Act. Thus, firms doing business in the U.S. may want to survey the Year 2000 statements made by them since the beginning of 1996 to customers, suppliers, vendors and business partners to determine whether they will seek heightened statutory protection for those statements retroactively.

Firms may wish to decide how they will respond to the efforts of others seeking to retroactively establish statutory protection for their prior statements. Also, firms may wish to establish procedures for securing statutory protection for future statements.

The legislation is complex and this

article serves only to highlight provisions having the broadest application. Before firms take any steps, they should consult their legal advisors to determine if the legislation applies to their activities and to determine the impact on their specific circumstances.

The protection is from claims based on the sharing of information. The legislation does not address liability that independently may arise from Year 2000 failure of systems, nor is it intended to alter existing contractual rights.

Canadian companies that feel that this legislation applies to them should seek an opinion from their legal advisors.

For more information on Year 2000 activities and initiatives, contact the Department of Foreign Affairs and International Trade's Y2K Co-ordination Secretariat at (613) 944-3000.

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

THAILAND — The Rajamangala Institute of Technology of Thailand invites bids for Lab of textile dyeing system, textile printing system, textile testing equipment, and instruction equipment system for the textile chemistry program. Closing

date is February 22, 1999. Contact Daniel Lemieux before January 25, 1999, at fax: (613) 996-2635, quoting IBOC case no. 981201-02023.

SINGAPORE — Innovis Consultancy Services is looking for interested

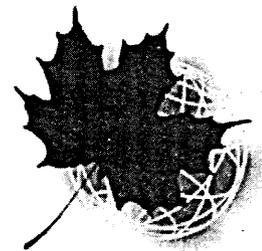
parties to participate in the construction of gas processing and downstream petrochemical plants. Contact Daniel Lemieux before February 12, 1999, fax: (613) 996-2635, quoting IBOC case no. 981016-01510.

Continued on page 9 — International Business

Canadian Trade Review

A QUARTERLY REVIEW OF CANADA'S TRADE PERFORMANCE

THIRD QUARTER 1998



This trade and investment quarterly reports on Canada's economic growth in the third quarter of 1998, and highlights our trade and investment performance in key sectors and markets.

OVERVIEW

Exports Key to Canada's Economic Growth

Canada's economy continued to expand at a moderate pace in the third quarter of 1998. The main source of growth during this period was exports of goods and services, in contrast to the first half of 1998 when economic growth was driven primarily by domestic demand.

Goods and services exports rose 2.3 per cent from July to September over the second quarter of the year, while imports grew 0.4 per cent. As a result, the surplus on goods and services more than doubled, helping to reduce Canada's current account deficit from \$5.2 billion in the second quarter to \$4.4 billion in the third quarter.

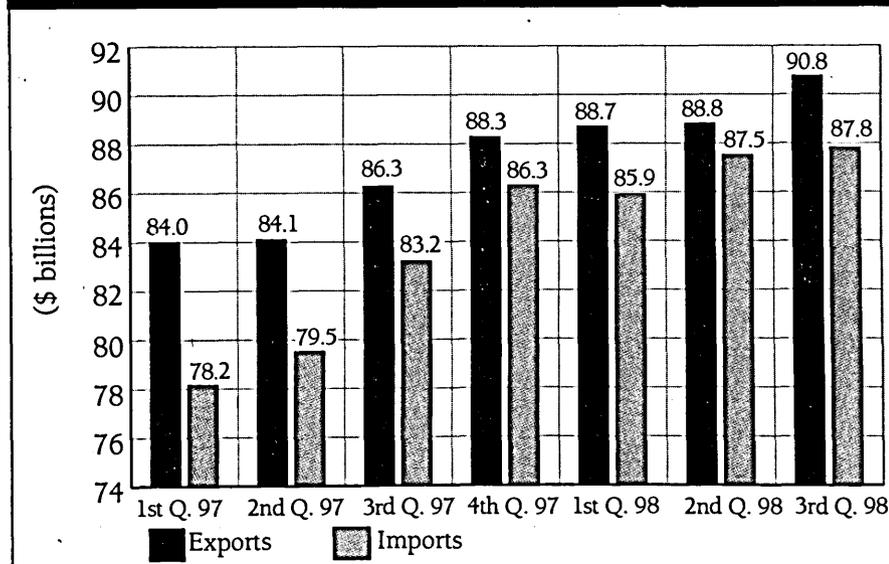
Canada's direct investment abroad (CDIA) reached an all-time high between July and September, while foreign direct investment (FDI) reached near record levels. The strong performance of investment into and out of Canada was a reflection of intensified corporate acquisition activity during this period.

The key international developments affecting Canada during the third quarter were:

- the surge in growth in the U.S. economy, which expanded by 3.9 per cent;
- the spread of the international economic turmoil from Asia to Russia and other emerging markets, especially Latin America; and
- continued volatility in international capital and exchange markets leading to decreased pressure on the Canadian dollar.

The growth in Canadian exports came largely from trade with the United States, whereas exports to most other markets declined.

Canada's Trade in Goods and Services
(First Quarter 1997 to Third Quarter 1998)



Source: Statistics Canada

TRADE & INVESTMENT HIGHLIGHTS

Canada's Goods Exports Rebound

Canada's merchandise exports increased by 2.9 per cent in the third quarter of 1998. Equipment and machinery exports, expanded by 4.6 per cent, while consumer goods exports grew by 5 per cent, continuing the solid gains made in the first half of the year.

Imports of goods increased at a much slower pace, growing 0.8 per cent. Merchandise import prices rose 3.7 per cent, reflecting the depreciation of the Canadian dollar, while import volumes declined by 2.0 per cent. The reduction in merchandise imports reflected a sharp drop in imports of automotive products.

With these developments, the quarterly surplus on goods trade grew by \$1.6 billion, reaching \$5.3 billion in the third quarter. The balance on goods trade with the U.S. was \$10.4 billion.

Asian Crisis Weakens Exports

The Asian economic and financial crisis continued to drive down Canadian exports to East Asia. Through the first nine months of 1998, exports to all of Canada's key markets in this region fell steeply compared to the same period the year before. Of particular note was the shift from positive to negative growth of exports to China in the third quarter. By contrast, Canadian imports from most

key East Asian economies maintained their steady rise.

Change in Canadian Trade, from January to September 1998 over Corresponding Period in 1997, with Selected Asian Economies

	Exports to Asia (%)	Imports from Asia (%)
China	-6.3	21.9
Hong Kong	-30.5	3.2
Indonesia	-43.1	13.0
Japan	-31.7	19.3
Malaysia	-39.2	3.5
Philippines	-60.8	45.7
Singapore	-29.0	0.9
South Korea	-47.7	12.8
Taiwan	-33.8	20.1
Thailand	-41.9	9.5
Total	-32.7	15.1

Source: Statistics Canada

Canadian Exports to Japan, from January to September (Billions of Dollars)

	Agriculture & Fishery	Energy Products	Forestry Products	Industrial Goods	Finished Goods	Total
1997	2.30	1.05	3.01	1.45	0.74	8.59
1998	1.49	0.90	1.91	0.99	0.52	5.87
Change (%)	-35.22	-14.29	-36.54	-31.72	-29.73	-31.69

Canadian Imports from Japan, from January to September (Billions of Dollars)

	Industrial Goods	Machinery & Equip.	Automotive Products	Consumer Goods	Other Goods	Total
1997	0.73	1.05	4.41	2.92	0.90	9.05
1998	0.95	0.90	5.15	3.30	1.08	10.54
Change (%)	-30.14	-14.29	16.78	13.01	20.00	16.38

Source: Statistics Canada

The economic downturn in Japan, Canada's largest Asian trading partner, had a strong affect on Canada's trade performance with the Asia-Pacific region. Merchandise exports to Japan dropped 31.7 per cent in the first nine

Canadian Direct Investment Abroad Reaches All-time High

The third quarter witnessed a rise in CDIA to a record level of \$16.1 billion, largely due to Canadian takeovers of high-technology companies in the United States.

Incoming FDI also increased substantially, from \$4.5 billion in the second quarter to a near-record \$7.2 billion in the third quarter. This investment came mainly from the U.S., and was directed primarily to wood and paper firms and the finance and insurance industries.

Change in Canadian Trade, from January to September 1998 over Corresponding Period in 1997, with Selected Central & South American Countries

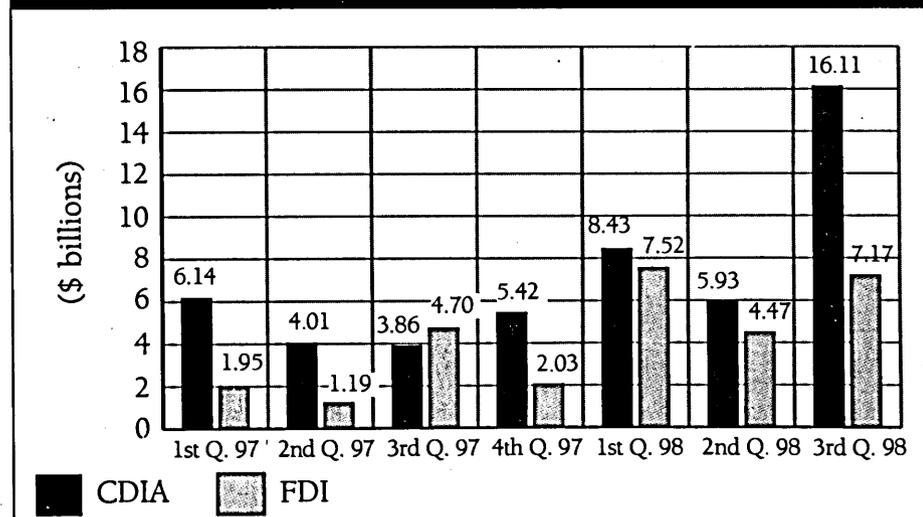
	Exports to Central & South America (%)	Imports from Central & South America (%)
Mexico	11.8	9.7
Argentina	-14.8	16.9
Brazil	-12.5	6.0
Chile	-20.7	10.7
Colombia	-8.2	16.0
Venezuela	-17.5	-5.7
Total	-7.2	8.2

Source: Statistics Canada

months of 1998 compared to the same period in 1997, while merchandise imports from Japan gained 16.4 per cent.

The spread of the economic crisis from Asia to other emerging markets had a significant impact on Canada's trade performance. In particular, exports to South and Central American economies, apart from Mexico, declined, while imports grew considerably.

Foreign Direct Investment (FDI) and Canadian Direct Investment Abroad (CDIA)



Source: Statistics Canada

FEATURES SECTION

Machinery and Equipment Exports Keep Growing

The most noticeable change in Canada's trade pattern in the 1990s has been the steady increase in the share of merchandise exports accounted for by machinery and equipment — from 19.0 per cent in 1990 to 22.6 per cent in 1997. This trend became even more pronounced in the first three quarters of 1998, with growth of 24.8 per cent in the export share of machinery and equipment, which is now Canada's largest export sector.

The strong performance of machinery and equipment exports is in large part due to solid demand from the United States, which absorbed 85.2 per cent of Canadian machinery and equipment exports. This performance also reflects Canada's specialization in several high-tech, knowledge-intensive industries such as telecommunications equipment, special industrial equipment, aircraft, office machines and equipment.

Canada's open trade policy has been a major factor in the diversification of its export profile, particularly to the U.S., and has helped create many high-paid and high-skill jobs in Canada. The recently released Statistics Canada labour market study shows that during the 1990s high-skill jobs grew by 22 per cent in Canada,

Canadian Exports of Machinery and Equipment by Major Groups				
	Exports in 1997 (billion \$)	Share of Total M&E Exports	Average Growth Rates: 90-97 (%)	Growth Rates in the First 3 Quarters 98/97 (%)
Other Equipment and Tools	13.7	20.2	15.5	16.8
Industrial Machinery	13.1	19.2	14.1	14.4
TV, Telecom. & Related Equip.	12.5	18.4	17.5	8.2
Aircraft, Aircraft Engines & Parts	8.2	12.1	11.5	28.5
Office Machines and Equipment	8.1	11.9	15.1	13.4
Other End Products	6.1	8.9	14.7	16.8
Other Transportation Equipment	4.7	6.9	13.2	20.9
Agricultural Machinery	1.7	2.4	9.1	9.3
Total Machinery and Equipment	68.0		14.2	16.8
Total Exports	301.1		9.6	5.7

Source: Statistics Canada

compared to 2 per cent in sales and services jobs and a 1-per-cent drop in blue-collar jobs.¹

Canada's strong performance in machinery and equipment exports was mirrored by an increase of Canadian imports of machinery and equipment, which now account for over 30 per cent of total merchandise imports, attesting to the high levels of investment in the economy.

¹ Source: Statistics Canada, Catalogue no. 71-005-XPB, "Labour Force Update: Canada-US Labour Market Comparison."

For more information, visit the DFAIT Web site at <http://www.dfait-maeci.gc.ca> Canadian exporters may also call 1-888-811-1119 or visit <http://exportsource.gc.ca>

The Department of Foreign Affairs and International Trade has 130 offices and 828 trade officers around the world to help Canadian companies in their trade and investment efforts. In 1997, the Department assisted Canadian companies on 151,000 separate occasions. The Department also negotiates and administers a broad range of trade and investment agreements for Canada and helps resolve trade disputes on behalf of Canadian industries. Our market access initiatives open doors abroad for Canadian companies, and our trade promotion initiatives help Canadian firms take advantage of these commercial opportunities.

Main source of data: Statistics Canada

Disponible également en français

New Market Illuminated for CPM Leading-Edge Technology Inc.

A trade lead from the International Business Opportunities Centre (IBOC) has given a Quebec company the power to break into a new market.

CPM Leading-Edge Technology Inc. of St-Jean-sur-le-Richelieu sold US\$31,000 of its ACE 2000 power quality analyzers and recorders to Tenaga Nasional Berhad (TNB), the largest electric utility company in Malaysia. CPM's equipment detects and records disturbances on electrical networks.

The opportunity was formed when Anita Pathmathasan, a commercial assistant at the Canadian High Commission in Kuala Lumpur, Malaysia, got a call from TNB, which was looking for Canadian companies that manufactured and sold power analyzers and recorders. Pathmathasan called IBOC. After searching a number of databases, the Internet and talking with a network of business contacts, the IBOC sourcing expert found CPM through the World Wide Web.

"IBOC called us in April 1998, and by August we had signed a contract with TNB," says CPM's Jacques Lambert. "Things happened pretty fast."

The 30-person firm expects to ship 25 or more power analyzers

and recorders to TNB for delivery in 1999 - a contract valued at US\$250,000.

"This IBOC-aided contract allowed us to get a foot in the door of a new market, something that normally takes a lot of time, money, research and personnel," adds Lambert. "It can take a long time and a great deal of effort to build visibility for a product or service. Because of this contract, we were able to enter the Malaysian market much faster than if we had done it by ourselves."

The International Business Oppor-

tunities Centre works with Canada's trade commissioners around the globe to match Canadian companies with trade and investment opportunities and strategic partnerships worldwide. As the sourcing centre for Team Canada Inc, the federal government's network of export service providers, IBOC also works closely with a variety of government organizations such as the Department of Foreign Affairs and International Trade, Industry Canada, Agriculture and Agri-Food Canada and the Canadian Commercial Corporation.



Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been in contact with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Web site at www.dfait-maeci.gc.ca/iboc-coai

International Business Opportunities Centre — Continued from page 8

UNITED KINGDOM — Simmons Controls Limited, a subsidiary of Edco Petroleum Services Ltd., is interested in becoming the U.K. distributor for Canadian companies with complementary products to Simmons' current activities, and in particular, for Canadian companies with the following products: data communication products, control system products, hydraulic components, valves

and actuators. Contact Daniel Lemieux before February 9, 1999, at fax: (613) 996-2635, quoting IBOC case no. 981109-01729.

UNITED KINGDOM — Daws Engineering Ltd. is looking for Canadian companies that supply energy-sufficient electro-mechanical products, as well as electro-

mechanical products requiring service/repair. Contact Daniel Lemieux before February 9, 1999, at fax: (613) 996-2635, quoting IBOC case no. 981109-01730.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Promoting Bilateral Trade and Investment

The Canada-Poland Business Club in Warsaw

In operation for just over two years, the Canada-Poland Business Club (CPBC) has already made its mark in promoting increased Canadian business participation in Poland and Polish business participation in Canada.

Functioning as the Canadian Chamber of Commerce in Poland, the CPBC has over 75 members — small, medium and large companies — including Canadian exporters and investors operating in Poland and non-Canadian companies wanting to increase their business dealings with Canada.

Club members are involved in banking, insurance, telecommunications, agri-food, construction and building materials as well as legal, consulting, accounting and other services.

Canada a late starter but catching up

Canada's business involvement in Poland began later than that of most Western European countries, increasing steadily over the last few years.

To date, Canadian direct investment and announced commitments top several hundred million dollars, making Canada one of the top 15 foreign direct investors in Poland.

The Club is working closely with the Canadian Embassy in Warsaw, and especially so in light of the upcoming official visit to Poland by Prime Minister Jean Chrétien, later this month, accompanied by International Trade Minister Sergio Marchi who will be leading a senior-level trade delegation.

The CPBC will be working in close co-operation with the Embassy to increase awareness of Poland as a business partner by sponsoring high-profile events and involving members in key elements of the business program during the Prime Minister's visit.

The visit is expected to add considerable momentum to the growth of Canadian involvement in the steadily expanding Polish market.

Services provided by the Club

In addition to providing an annual membership resource directory, newsletters and other informative publications, the CPBC offers technical seminars, monthly networking sessions and business functions featuring topical guest speakers.

It also organizes and supports various sector committees that lobby for greater investment and trade between Canada and Poland.

"As a business support network that is transforming itself into the Canada-Poland Chamber of Commerce," says newly appointed Executive Director Michael Wooff, "we provide a unique forum for promoting trade and investment opportunities between Poland and Canada. We are working closely with the Canadian Embassy, Polish government contacts and other Canadian organizations to enhance the commercial ties between our two countries."

Polish trade delegations to Canada and Canadian trade delegations to Poland can benefit as well from CPBC briefing sessions related to business, investment, privatization and trade.

For more information on membership or how the Club can assist you in your activities in the Polish market, contact the Canada-Poland Business Club (CPBC), ul. Wilcza 46, m, 6, 00-679 Warszawa; tel.: (011 48 22) 699-6167/68; fax: (011 48 22) 699-6169; e-mail: cpcb@masterpage.com.pl

For information on trade opportunities in Poland, new exporters should contact Team Canada Inc,

Continued on page 13— Canada-Poland Business Club

IFInet: Getting Your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Multimillion-dollar Investment Deal to Give Canada Wireless Communications Lead — *Continued from page 1*

the lower-population-density rural areas, including export markets in the developing world.

Key players involved in the agreement include Investment Partnerships Canada (IPC) — a joint Industry Canada and Department of Foreign Affairs and International Trade (DFAIT) initiative — Technology Partnerships Canada (TPC) — a strategy to promote economic growth and job creation through innovation, — and the Communications Research Centre (CRC) — an institute of Industry Canada.

In addition to senior Harris officials, International Trade Minister Sergio Marchi, Industry Minister John Manley and Justice Minister Anne McLellan were also on hand at the announcement.

Groundwork at the Consulate

Much work preceded that announcement as the deal was several years in the making.

The Canadian Consulate General in Atlanta was instrumental in setting the stage for the deal, working behind the scenes to encourage Harris to make the investment.

"We were very much involved in initiating the project over three years ago and preparing the groundwork," says Commercial Officer Steven

Flamm, "working at both ends with Harris Canada and its parent company in Florida."

It was also the Consulate that set the stage for Deputy Minister for International Trade Robert Wright's visit in September 1997, under the Deputy Minister Country Champion Program, which brought together all the key players.

"Working as a team — DFAIT, the Consulate and Industry Canada — we mounted a strong — and winning — campaign," Flamm recalls, "to actively promote Canada's advantages and strengths in telecommunications, its supporting R&D environment and overall investment climate."

Peabody couldn't agree more. "We recognize the benefits we gain from the 'Canadian Advantage' — the combination of tools such as the IPC and TPC, world-class research capabilities, a favourable tax regime, and a qualified work force that together make Canada the right choice for Harris."

A close partnership

In 1996, Harris Canada Inc. — established in Montréal in 1964 — obtained a world product mandate from its parent Harris Corporation in Melbourne, Florida, for the design and manufacture of advanced telecommunications equipment.

"As an active exporter from our two Canadian plants — our exports went from 15 per cent of production in 1990 to the current 90 per cent being exported to 51 countries — we work closely with DFAIT and its embassies and consulates abroad," Peabody explains. "We were also an early supporter of the Team Canada trade mission concept, having participated successfully in all four missions around the globe."

Peabody recalls how he has worked with many different departments and agencies, both in Canada and abroad, including DFAIT, Industry Canada, the Export Development Corporation, and the Canadian International Development Agency.

"I want to commend the Canadian Government for its initiatives to create a winning environment for companies that strive to develop, manufacture and export high-technology products from Canada to world markets. In addition, I want to thank Team Canada for all the help it has provided in positioning Harris Canada to receive a world product mandate from its parent company."

For more information on Harris Canada Inc., contact Jean-Guy Frenette, Director, Canadian and International Operations Support, tel.: (514) 421-8367, fax: (514) 421-3230.



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).

Interview with Minister Marchi — Continued from page 1

specific trade objectives. We believe that concerted, open and full consultations are essential requirements for preparing for any trade negotiations.

CanadExport: The Department will have a busy agenda in 1999 with important initiatives such as the Free Trade Area of the Americas. What are your key objectives for 1999 with regard to the FTAA? What key message would you like to give to the Canadian private sector?

Minister: As the Chair of the initial phase of the FTAA negotiations, Canada is spearheading the process, which, when successfully completed, will give Canadian companies clearer ground rules and increased access in markets throughout Latin America and the Caribbean. The goal is to reach a single, comprehensive free trade agreement among the 34 countries of the hemisphere, which is one of the fastest-growing markets in the world. But it's important for the business community — as well as all Canadians — to stay engaged in the FTAA process. The fifth Americas Business Forum, which will be held in Toronto, October 30-31, is an ideal opportunity for the private sector to make a significant contribution. Following this, on November 1 and 2, Canada will host the FTAA Trade Ministerial Meeting.

CanadExport: Minister, you have indicated that the United States market is a high priority for you. Could you tell our readers why?

Minister: Our unique relationship with the United States cannot be overstated. We're each other's best customers, and since the free trade agreement in 1989, two-way trade has more than doubled — over \$1 billion in trade crosses our border every day. There is still tremendous potential for Canadian companies, SMEs in particular, to do even more business in the U.S. It makes sense for new exporters to start off in a market that is relatively close to home and has similar business practices. It is also an opportunity for our companies to gain valuable exporting expertise before going global.

CanadExport: What types of initiatives and programs do you and the Department have in place to help exporters take advantage of these opportunities in the United States?

Minister: Through our Embassy, consulates and network of trade commissioners throughout the United States, the Department offers a broad range of tools to help Canadian business, including the very successful New Exporters to Border States (NEBS) and NEBS Plus business development missions. And, a wealth of information on the U.S. market is available on our Internet Web site and through our publications, the latest being "The U.S. Connection," a new feature in the Department's trade newsletter *CanadExport*.

CanadExport: While the U.S. is obviously a high priority, what can you say to firms that are looking at higher-growth, yet riskier markets?

Minister: I would encourage them to look at any market that has potential for their products or services. As long as you're properly prepared, you can cash in on a great many opportunities that are opening up every day in emerging markets all over the world. But you don't have to assume all of the risks. We've got a lot of good mechanisms in place to help exporters with financial and risk services — the Export Development Corporation and the Canadian Commercial Corporation, for example.

CanadExport: With the advance of globalization, trade and investment are now more closely linked than ever before. What are your thoughts on the investment side?

Minister: Foreign investment makes a significant contribution to our growth and prosperity as it brings technology-rich jobs, research and development, as well as talented people, to Canada. Worldwide growth in investment is far outstripping trade, yet Canada's share in global foreign investment has been dropping. I believe we've got to be more aggressive in going after investment, and marketing Canada as a high-tech economy with a well-educated workforce, a low-cost business environment, and preferential access to the NAFTA market. But we cannot do this alone — we need to work in

Continued on page 13 — Interview

Interview with Minister Marchi — Continued from page 12

partnership with all levels of government. For example, we're expanding our Program for Export Market Development to extend support to municipalities and non-profit, public-private partnerships working at the local level to attract new foreign direct investment to their communities.

CanadExport: The Year 2000 bug, better known as Y2K, is a top priority for everyone. As Minister for International Trade, what advice can you give the private sector, particularly exporters, in this regard?

Minister: I'd advise all Canadians that are working internationally to take the Y2K issue very seriously — in a practical business sense. Businesses should make sure that their suppliers and customers outside Canada are Y2K-ready, and to create contingency plans just in case there are difficulties in other countries. Our Department is currently gathering information on how our major trading partners are dealing with the issue. We're also working with our trade offices abroad to ensure, to the highest degree possible, that Canadian businesses and citizens are protected should problems arise.

CanadExport: What are you and the Department doing to help small and medium-sized enterprises succeed in foreign markets?

Minister: The Department offers assistance to SMEs in more than 100 offices abroad. We currently have about 320 Canadian trade commissioners posted outside Canada in cities throughout the world who work alongside some 300 locally hired sector specialists. They are well equipped to offer SMEs the information and assistance they need to go "global." We've also established a new division in my Department dedicated to these smaller exporters, which has already put into place an on-line missions network that provides training to companies going out on various missions, as well as an SME Task Force with strong private-sector participation. And, we've put a great deal of effort into assisting special exporting groups, particularly women, native and young entrepreneurs.

CanadExport: Do you have any advice to pass on to the business community when contacting our trade offices abroad?

Minister: Just that you can save a lot of time and money by preparing

for the challenges of international business in Canada before venturing into foreign markets. The first thing a company should do is get in touch with Team Canada Inc. It's as easy as calling 1-888-811-1119, or visiting the Web site at exportsource.gc.ca

CanadExport: Do you know at this time where the next Team Canada trade mission will be, and do you think these missions will continue in the years ahead?

Minister: As you know, the Team Canada trade missions led by Prime Minister Jean Chrétien, with the provincial and territorial leaders, have been highly successful. Through these missions, over 1,500 Canadian exporters have concluded more than 800 deals valued at \$24 billion. The mission to Latin America last January attracted over 500 businesspeople, the majority from smaller companies or companies new to the region. So, we'd be foolish to ignore this type of response and success. As for the exact destination and time of the next mission, this is now being discussed with our provincial counterparts and other key participants.

CanadExport: Thank you, Minister.

Canada-Poland Business Club in Warsaw — Continued from page 18

tel.: 1-888-811-1119. Established exporters interested in Poland — or information on local Canada-Poland Chambers of Commerce — can contact their International Trade Centre (ITC); or Dan Mrkich, Central Europe Division, DFAIT, tel.: (613) 992-1449,

fax: (613) 995-8756; or for targeted marketing activities in Poland, they may contact directly the Trade Section at the Canadian Embassy in Warsaw, tel.: (011-48-22) 29-80-51, fax: (011-48-22) 29-64-57, e-mail: wsaw.td@wsa01.x400.gc.ca



Agro-Foodtech China '99 A Major Agriculture Production Exhibition

BEIJING, CHINA — April 20-23, 1998 — Canadian agri-food companies active in China or planning a marketing strategy in that country have an opportunity to get in on the ground floor by participating in Agro-Foodtech China '99.

Come and meet your present and future customers at a show that will cater to the huge growing demand in China for modern technologies in the following sectors: agricultural machinery; supplies; animal breeding; food processing and packaging.

Under the auspices and with the strong support of China's Ministry of Agriculture, this event is sponsored and supported by all related national authorities and professional bodies in science and technology, internal trade, foreign economic co-operation and trade, light industry, the food and feed industries, animal husbandry and machinery in China.

With China's stated intent to modernize its agriculture and food industries, coupled with rising consumer purchasing power and an 8-per-cent annual increase in GDP, this is an event not to be missed.

The exhibition will be co-organized by Groupe Exposium (organizers of SIAL in France), who are committed to strongly promote the show to a network of over 200,000 manufacturers, distributors and importers in China. In addition, through a partnership with the Agricultural Channel of China Central Television, special programs will be produced on international agricultural technology.

The Canadian Government, through its Embassy and Consulates in China, is planning for a cost-recovered Canada Pavilion if there is enough interest.

For more information, contact Bruce Howard, Counsellor (Commercial) or Adrian Kenworthy, Commercial Advisor (Agriculture), Canadian Embassy, Beijing, fax: (011-86-10) 6532-4072, e-mail: adrian.kenworthy@beijing03.x400.gc.ca

Or contact the International Marketing Services Division of your provincial Department of Agriculture.

Two Philippines Shows Kick Off 1999 Program

MANILA, PHILIPPINES — February 10-13, 1999 — Two international trade shows, Mining Philippines '99 and Food & Hotel Philippines '99, are scheduled to take place in the prestigious World Trade Center located in the heart of metro Manila.

The recent economic turmoil in Asia has left the Philippines relatively untouched and the economy continues to progress. Gross domestic product growth in 1997 reached 5.2 per cent and exports grew 23 per cent. Medium to long-term prospects are as good as ever and most exporting companies are looking to continue their investments in anticipation of renewed economic stability in the region.

For more information, contact PIEC, Inc in Manila, tel.: (011-63-2) 759-3263/66, fax: (011-63-2) 759-3228.

World Tourism Industry Set to Meet in Istanbul

ISTANBUL, TURKEY — February 18-21, 1999 — The East Mediterranean International Travel & Tourism Exhibition (Emitt '99) will be a meeting point for tour operators and travel agencies from the region and the world.

East Mediterranean tourism is one of the fastest-growing sectors in the world — over 32 million tourists visit the area each year — and Turkey is an excellent gateway into a vast array of exciting opportunities.

Over 400 exhibitors from some 50 countries, and about 1,500 tour operators, have been invited to Emitt '99.

For more information, contact Mr. Ronan McCarthy at ITE Travel Exhibitions, tel.: (011-44-171) 286-9720, fax: (011-44-171) 286-0177, e-mail: T+T@ITE-Exhibitions.com or Mrs. Özgül Kablan at Ekin Publication Center, tel. (0212) 233 97 54 pbx., fax: 230 45 18 - 247 44 60, e-mail: ekinyim@superonline.com

SEOUL FOOD Wetting Participants' Appetites

SEOUL, KOREA — April 15-18, 1999 — The 17th annual Seoul International Food Technology Exhibition (SEOUL FOOD '99) invites the participation of Canadian food companies.

This major event is a good opportunity for Canadian companies to make inroads into the large and growing Korean market for foods, food additives, raw materials, beverages, liquor, food-processing equipment, food-packaging material and machinery, equipment and machinery for restaurants, hotels and supermarkets.

SEOUL FOOD was launched in 1983 to introduce

Korea to advanced food technologies from abroad to help Korea's food industry compete in world markets — it is now prospering as never before.

Korea currently offers some of the highest growth rates for food-related industries in the region.

For more information on SEOUL FOOD '99, contact the Commercial Section of the Korean Consulate in Vancouver, tel.: (604) 683-1820; or Murray Pearson, Counsellor (Agriculture-Food), Canadian Embassy, Seoul, tel.: (011-82-2) 3455-6000, fax: (011-82-2) 755-0686, e-mail: murray.pearson@seoul01x400.gc.ca

HANNOVER FAIR Keys in on Industrial Automation

HANNOVER, GERMANY — April 19-24, 1999 — HANNOVER FAIR, the world's largest trade fair for industrial technology, will unveil a new exhibition program that has been streamlined to focus more closely on automation technology. Beginning with HANNOVER FAIR '99, the central theme of the show each year will be the presentation of all of the

technologies and modular elements that make up the modern automated factory environment.

The 1999 event — actually a series of sector-specific fairs under one umbrella — will focus on six product sectors: factory automation; power transmission and control; subcontracting and industrial materials; factory equipment, tools and

compressed air technology; rail transport technology; and research and technology.

For more information, contact Co-Mar Management Services, 8 King Street East, Suite 1110, Toronto, ON M5C 1B5, tel.: 1-800-727-4183 or (416) 364-5352, fax: (416) 364-6557, e-mail: comar@baldhead.com; Internet: www.hfcanada.com

Big Winners at COMDEX/Fall '98 — *Continued from page 5*

MVP awards for its *Concerto Switchboard*, which was also one of ten products to capture another breakthrough award for tools that will change the way people work. Corel was a finalist in four categories in PC Computing's awards for: best Business Application Suite; best Desktop and Personal Desktop Publishing Programs; and best Business Graphics Software.

ATI Technologies of Thornhill, Ontario, made its mark as a finalist for PC Week's Best New Technologies Award for its line of RAGE Mobility family chips.

There were 17 Canadian exhibitors in the Canada Pavilion this year. Seven companies took part in the Technology Café, an informal configuration within the Pavilion that showcased innovative technologies from

small and medium-sized enterprises.

Café participants benefited from value-added services provided by the Department of Foreign Affairs and International Trade in the form of marketing and trade show training, media relations and a press conference for new product announcements hosted by Canada's Consul General in Los Angeles, Kim Campbell.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

All about Doing Business in Europe

OAKVILLE — February 12, 1999 — A Doing Business in Europe seminar is being jointly organized by the International Trade Committee of the Oakville Chamber of Commerce and the European Union Chambers of Commerce in Toronto.

Seminar topics include an overview of the European Union, including linguistic and cultural

differences that may affect trade; market access issues such as duties, tariffs, EU preferences and technical standards; effective marketing techniques; pricing and financial issues, including the new Euro currency; and case studies by Canadian companies experienced in the European market.

Following a luncheon in the after-

noon, companies will be given the opportunity to meet individually with Canada-Europe trade experts to discuss their specific issues and interests.

For more information, contact the Oakville Chamber of Commerce, tel.: (905) 845-6613, fax: (905) 845-6475, e-mail: chamber@chamber.oakville.on.ca

New Directory on Canadian Businesswomen Now Available

The Canadian Embassy in Washington, DC, has produced a *Directory of Organizations and Resources for Businesswomen in Canada 1998*. The directory contains over 100 entries covering business organizations, government and private-sector resources and activities on Canadian businesswomen.

The directory was prepared by the Embassy for inclusion in the fifth edition of the *Business Women's Network*

Directory (1998-99), the definitive guide to over 2,200 businesswomen's organizations in the United States.

Copies of the directory are available via fax or e-mail requests to the attention of Kathryn Aleong, First Secretary (Commercial), Canadian Women's International Business Initiative, Canadian Embassy, fax: (202) 682-7619, e-mail: kathryn.aleong@wshdc01.x400.gc.ca

Miami Visit to Advance Free Trade in the Americas — *Continued from page 3*

Mr. Jespersen was President of NOVA Gas International and is currently Chairman of La Jolla Resources International, based in Calgary.

Canada is chairing the FTAA negotiations until October of next year.

The Minister also spoke at a luncheon held by the Canadian American Business Alliance, the Greater Fort Lauderdale Convention & Visitors Bureau, as well as the

Broward Alliance. "Florida's growing economy offers many export opportunities for Canadians and is an important gateway to Latin America," he said. "At the same time, I want Floridians to know that Canada is a superb place to do business."

Canada's bilateral trade with Florida already exceeds \$5 billion, and an increasing number of Florida entrepreneurs are partnering with Canadian companies.

During the visit, Minister Marchi also met with Colombian Trade Minister Marta Lucia Ramirez and attended a luncheon with President Armando Calderón Sol of El Salvador, President Carlos Floree of Honduras and Prime Minister P.J. Patterson of Jamaica, as well as a number of key business leaders in both Miami and Fort Lauderdale.

Inquiries Services

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 InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

Return requested if undeliverable:
CANADEXPORT (BCS)
125 Sussex Drive
Ottawa, ON
K1A 0G2



Canada Export

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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Minister Marchi Announces Program to Assist Canadian Communities Attract Foreign Investors

International Trade Minister Sergio Marchi recently announced an expansion of the government's popular Program for Export Market Development (PEMD) to now include foreign investment promotion. The new program, called PEMD-I, will offer \$5 million annually to assist local levels of government and their private-sector partners to attract foreign investment to their communities.

"With today's announcement, we are meeting our government's Red Book commitment to assist Canadian communities to attract foreign investment, and we are bringing the successful Team Canada approach to the promotion of international investment at the local level," said Minister Marchi. He also outlined the importance of putting Canada's communities on the radar screens of investors and site locators in other countries.

The Minister made the announcement at the Headquarters of the Region of Ottawa-Carleton where he was welcomed by Regional

Chair, Bob Chiarelli and joined by the first Vice-President of the Canadian Federation of Municipalities, Sam Synard, Robert Fine, President of the Economic Developers Association of Canada, as well as many others interested in municipal economic development.



First Vice-President of the Canadian Federation of Municipalities, Sam Synard (left) congratulating Minister Marchi on the announcement of the PEMD-I.

"This new federal initiative is good news for Canadian municipalities," said Mr. Synard. "It will stimulate local economic development by enhancing our capability to attract and retain foreign investment. It will also help us develop and implement a foreign investment plan in our respective regions."

Also among the special guests at the announcement were the mayors

WESTERN MEXICO, A LAND OF OPPORTUNITIES

Guadalajara, Mexico's second-largest city (almost 4 million people) and capital of the State of Jalisco (population 6 million), serves as the financial, commercial services and transportation hub for neighbouring states, including Aguascalientes, Colima, Nayarit and Sinaloa.

Jalisco ranks second among Mexican states in the size of its economy, manufacturing base and agriculture production (after the Mexico City region).

The Jalisco economy is diversified, with particular strengths in elec-

tronics, agri-food, plastics, footwear, pharmaceuticals and tourism.

Aguascalientes also has a dynamic manufacturing sector, focused on automobiles and parts, electronics and textiles.

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Y2K Preparedness Hot Spots

Most Canadian businesses have been working successfully to address the year 2000 problems at home. Here are some hot spots to check out Y2K preparedness and information in your major markets abroad.

INTERNATIONAL FINANCIAL INSTITUTIONS

World Bank

- The World Bank's Information for Development Program (infoDev): <http://www.worldbank.org/y2k/>
 - Applications from National Governments for grants for assistance: [http://www.worldbank.org/infodev/y2k/Y2k Guidelines.htm](http://www.worldbank.org/infodev/y2k/Y2k%20Guidelines.htm)
 - The Tool Kit: <http://www.worldbank.org/infodev/y2k/toolkit.htm>
- Bank for International Settlements:** <http://www.bis.org>

International Organizations

- O.E.C.D.:** <http://www.oecd.org/puma/gvrnance/it/y2k9810.pdf>
- U.N.:** <http://www.itu.ch/y2k/>

GEOGRAPHIC EXPERTISE

E.U.: <http://www.ispo.cec.be/y2keuro/year2000.htm>

U.K.:

Task Force 2000: <http://www.taskforce2000.co.uk>

U.S.A.

Links to various U.S. sites detailing contingency planning for their organisations: <http://www.itpolicy.gsa.gov/mks/yr2000/contplng.htm>

OPINION PIECES

Peter de Jager: <http://www.year2000.com>

HELPFUL ARTICLES

<http://www.itpolicy.gsa.gov/mks/yr2000/y2karts.htm>

Western Mexico, a Land of Opportunities — Continued from page 1

The economies of Sinaloa, Colima and Nayarit are predominantly agricultural and tourism-related.

Sector-specific opportunities

Jalisco and the surrounding states offer good commercial opportunities for Canadian firms. The Canadian Consulate in Guadalajara has identified the following seven industry sectors for which it has established strategies and will be developing plans subject to the interest of Canadian exporters:

- Advanced Manufacturing Technologies and Industrial Machinery
- Agriculture and Agri-Food
- Education in Canada
- Information Technologies, Software
- Information Technologies, Manufacturing of Electronic Products

- Environment Equipment and Services
- Mining Exploration and Development.

Make your interest known

The Consulate already has a range of market reports in these and other sectors. However, before developing and implementing its plans, the Consulate needs your

help: it wants to know your interests in doing business in Western Mexico.

Trade officers at the Consulate want to hear from you. Contact them directly concerning your interests, requests for trade assistance, market reports, etc., tel.: (011-52-3) 615-6215/6266/6270/5642, fax: (011-52-3) 615-8665, e-mail: guadmbx@canada.org.mx

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

Team Canada Mission Helps Promote Indigenous Educational Goals

Participating in the 1998 Team Canada trade mission took the Saskatchewan Indian Federated College (SIFC) one step closer to the creation of an international indigenous university. SIFC also signed MOUs and deepened its working relationships with educational institutions in Latin America.

Dr. Eber Hampton, President of the College at the University of Regina, who took part in the mission, has been working for a number of years on the concept of such a university.

"The reason is quite simple," he explains. "Indigenous people all over the world face similar economic and social issues, and lack of appropriate education is one of the more significant problems."

Hampton believes that his College is in a unique position to achieve this goal as the only indigenous college in the world with an established track record in international programming.

Agreements signed

SIFC signed agreements in Mexico and Chile that will give aboriginal students access to courses offered by participating universities via the Internet and other forms of distance-learning technology.

"These agreements," he says, "will increase the capacity of universities to recruit indigenous students and provide relevant curricula to communities, and will strengthen SIFC's International Centre and Department of Indian Studies."

Some of the agreements are with the Autonomous University of Chiapas for curriculum development in indigenous studies, which could lead to the development of a Master's program in indigenous education.

"As a matter of fact," Hampton says,

"some faculty members from our Department of Education and Indigenous Studies left last month for Chiapas to work on this project."

Team Canada a catalyst

Hampton fully credits Team Canada for these agreements.

"The strength of this mission is that it brings all kinds of people with



Dr. Eber Hampton (left) with Chief Roy Whitney of the National Aboriginal Economic Development Board in Brazil

different agendas – business, political, educational – together to achieve a common purpose, creating better communications and understanding within Canada between different sectors of society – educators and business-people – as well as internationally."

Team Canada's high visibility also raises, according to Hampton, the awareness of the co-operative approach taken between SIFC, the province and the federal government — through the Federal Department of Indian and Northern Affairs and the Saskatchewan Department of Education.

"Especially in Mexico," he says, "they are very interested in how this partner-

ship is working since there are a lot of similar educational, economic and social issues that indigenous people are facing everywhere. They are interested in adopting successful approaches from us."

Focus on global vision

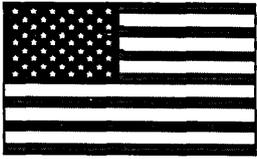
Although Hampton cannot put a dollar value on his participation in the Team Canada trade mission, he strongly believes that helping other countries' indigenous people better understand their own social and economic environment, and giving them an international perspective, will help all members of society to better participate in the economic life of their respective countries.

"They can learn from the Canadian experience," he says, "and we can learn from theirs. As a matter of fact, over 100 students from Central and South America have already graduated from our College."

The proposed international indigenous university would not be a single campus but an amalgamation of geographically distant existing universities.

"It would be a group of partners in different parts of the world," Hampton explains. "Indigenous institutions that are developing education for their local communities could also draw on the strength of their partners to bring in a global perspective."

For more information, contact Dr. Eber Hampton, President, tel.: (306) 779-6209, fax: (306) 584-0955, Internet: www.sifc.edu

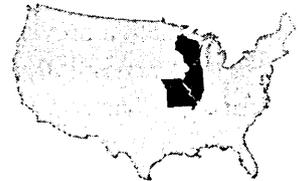


THE U.S. CONNECTION

This CanadExport regular feature is designed to help Canadian exporters take full advantage of the vast and lucrative market south of the border. The U.S. Connection is produced in co-operation with the U.S. Business Development Division (UTO) of the Department of Foreign Affairs and International Trade (DFAIT). For further information, contact UTO by fax at (613) 944-9119, e-mail: commerce@extott13.x400.gc.ca

"CHICAGO: The Heart of the Heartland"

The territory of the Canadian Consulate General in Chicago covers much of the United States' manufacturing heartland, and includes the states of Illinois, Wisconsin and Missouri, as well as the northwest corner of Indiana. The region's transformation from "rust belt" to "growth belt" over the last 10 years has made it particularly attractive to Canadian exporters. Two-way trade is now well over \$30 billion annually, making the region one of the largest world markets for Canadian products.



Key competitive factors

- Four major U.S. cities are located in the region — Chicago, St. Louis, Milwaukee and Kansas City — with a total population nearing 15 million.
- Economic growth in the territory has exceeded the national average over the last three to five years, and is estimated at over 4 per cent. Unemployment rates are below the national average.
- Over 60 Fortune 500 U.S. companies have their headquarters in the territory. Key firms include: (in Illinois) Amoco, Motorola, Kraft Foods, McDonalds, Caterpillar, John Deere and Archer, Daniels, Midland (ADM); (in the St. Louis area) Annheuser-Busch, Ralston Purina, Monsanto and Boeing Corporation; (in Kansas City) H&R Block, Black and Veatch, Sprint and DST Systems; and (in Wisconsin, Milwaukee area) Case, Briggs and Stratton, Harley Davidson and Rockwell Automation.

- A number of Canadian firms have significant operations there, including Canadian National Railways, McCain Foods, Bank of Montreal (Harris Bancorp), Moore Corporation, Eicon Technologies and IPSCO.

- An estimated 30,000 manufacturing establishments are located in the region, which consume or produce in excess of US\$150 billion worth of goods and services each year. The combined gross state product of Illinois, Missouri and Wisconsin is over US\$500 billion per year, making the region an important engine for sustaining U.S. economic growth.

Recent Midwest Market Studies

- * *Biotechnology Opportunity Guide, U.S. Great Lakes Region* (Code 239UA).
- * *The Multimedia Market in Illinois, Missouri and Wisconsin* (Code 273UA).
- * *Business Opportunities in U.S. Markets for Potential Canadian Suppliers of Selected Specialty Chemical Products* (Code 80UA).
- * *U. S. Geomatics Market Update* (Code 25UA).

A study of the Chicago and Midwest art market will soon be available.

To obtain copies, contact DFAIT's Inquiries Services at 1-800-267-8376 and quote title and code.

The Canadian Consulate's main role is to deliver programs and services to assist Canadian firms to take advantage of trade, investment and technology opportunities.

The Consulate's Strategic Alliance Centre helps Midwestern and Canadian firms build licensing, R&D, co-production or joint venture relationships. Over 35 successful alliances have been facilitated in the past two years in a variety of sectors.

Continued on the next page

CANADIAN CONSULATE CHICAGO ON THE WEB: <http://www.canadachicago.net>

VISIT THE BUSINESS SECTION OF CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm>

... for a wide array of valuable information on doing business in and with the United States.

Recent Events



UPCOMING EVENTS

- * From November 19 to 21, 1998, the Consulate hosted a delegation of women entrepreneurs from Northern Ontario. While in Chicago, delegation members of the Sudbury and Thunder Bay Chambers of Commerce had the opportunity to learn about the local market, network with local entrepreneurs, and explore possibilities for strategic alliances.
- * As in the past, the Quebec Craft Council exhibited at SOFA in Chicago in early October, representing artisans from across Canada. The show also served as a focal point for a New Exporters to Border States (NEBS) mission organized by the Consulate. Mission participants included aboriginal artists, gallery personnel, and provincial craft council administrators.
- * The fifth annual Northern Networks Conference was held in Wausau, Wisconsin, from September 23 to 25, 1998. This is a major networking event for small businesses in Northwestern Ontario and the northwest regions of Wisconsin and Minnesota. The Canadian delegation consisted of small companies — many of which had modest exhibit areas — economic development officials and local elected officials.
- * The Early Stage Investor Conference, held in Chicago on September 10, 1998, was a sellout. Co-hosted by the Canadian Consulate, the Chicago Software Association, KPMG, and the law firm of Gordon & Glickson, 12 Canadian companies joined 30 U.S. companies in giving presentations on their innovative products to an audience of over 300 software executives, private investors and venture capitalists. Watch for next year's event at www.csa.org

Promat '99

February 8-11, 1999 — Chicago

Recruitment is under way for a Canadian National Stand to be held at the U.S.'s largest and most comprehensive material handling logistics trade event. For more information, contact Dustchin Rock, Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1870, ext. 3366, fax: (312) 616-1878, e-mail: dustchin.rock@chcgo01.x400.gc.ca

IT Partnering Event

March 23, 1999 — Chicago

The Consulate, KPMG and the Chicago Software Association will again co-sponsor the IT Partnering Event. If your software firm seeks partners, alliances, value-added resellers (VARs), this event is for you. For details, see www.csa.org or contact Ann F. Rosen, Senior Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1870, ext. 3357, fax: (312) 616-1878, e-mail: ann.rosen@chcgo01.x400.gc.ca

NOW RECRUITING

Midwest/Spring 1999 NASFT Fancy Food Show

March 21-23, 1999 — Chicago

The Consulate will host an information booth at this event geared to showcase specialty products to food retailers, importers, chefs and caterers. Canadian companies are invited to join this virtual stand in the International Pavilion. For more information, contact Cathy Cameron, Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1870, ext. 3368, fax: (312) 616-1878, e-mail: cathy.cameron@chcgo01.x400.gc.ca

Host Midwest '99

March 29-31, 1999 — Milwaukee

The New Midwest Express Center of Milwaukee will open its doors with "A Taste of Canada" at Host Midwest '99. The Canadian Pavilion will be the highlight of the 1999 show. Average event attendance exceeds 20,000 and two out of every three attendees have purchasing decision-making authority for their firms. For more information regarding the Canadian Pavilion and space reservations, contact Cathy Cameron, as above.

Did you know?

Now dubbed The Silicon Prairie, the region is rapidly emerging as a hi-tech hot-spot. Illinois is the fourth-largest market for information technology employment in the United States.

Fortune magazine's list of the world's "Best Cities for Business" ranked Chicago fifth.

Young Edmonton Company Gets Local Help on Road to First Export Sale

Making the first sale in world markets often takes months — even years — of preparation. For *Fiberex Glass Corporation*, it all happened in a matter of days, thanks to expert advice from the International Trade Centre in Edmonton.

As the only wholly Canadian-owned manufacturer of glass fibres for use in reinforcing plastics, *Fiberex* had received occasional inquiries through trade magazines and the Internet.

"One such inquiry came last October from a company in South Africa," recalls *Fiberex* CEO and Chairman Fred Atiq.

"As with other inquiries," he adds, "we sent information about our product, flew in samples, and talked price over the phone. But it stopped there."

Enter the local ITC

Incorporated only two years ago, the young manufacturer started up production in a \$20-million plant just outside of Edmonton last November, shortly after the South African inquiry.

"The news of our new plant also reached a very proactive Trade Commissioner, Marilyn Wilson, at the ITC in Edmonton, who gave us a call," says Atiq.

"We followed up with a meeting," he adds, "where she told us all about how the Government could assist us with exporting, and helped us fill out an application under the Program for Export Market Development (PEMD)."

Fiberex was successful in its PEMD application, and with that financial help made a trip to see

"its" company in South Africa in early December.

PEMD made the difference

Atiq spent five days in South Africa, making presentations about his product and having the prospective buyer try it out.

"Then we sat down and negotiated about the price, eventually coming away with a \$1.8-million deal — ongoing estimated value — over one year," says a happy Atiq.

So what made the difference in the face of stiff competition from large international companies?

"Our customer liked our personalized service," Atiq says, "and was very impressed that we came half way around the world to negotiate face-to-face.

"But if it wasn't for PEMD," he adds, "we would still be negotiating from a distance. And you know how effective that can be!"

A growing market

While in South Africa, Atiq also made contact with four other companies.

"But the product first has to be tested and checked out," he admits, "before any sales prospects. That's where developing a personal relationship can make all the difference," he adds, "giving you an advantage over competitors

who are perhaps not willing to make that extra effort."

And he certainly found the South African market worth the extra effort.

"It's a very interesting and buoyant market," he says, "and you can sense that it's a new South Africa, where most companies are very appreciative of your taking the extra effort to come and deal face-to-face. It makes a big difference."

Expanding markets

Since his success in South Africa, Atiq has gone back to "his" ITC in Edmonton and Marilyn Wilson, who is helping him develop a marketing plan for other markets — South America, Europe and the United States.

"She also helped us get on the WIN Exports database," he says, "which will make our product known to Canadian Trade Commissioners around the world."

As a matter of fact, just last month *Fiberex* got its first order south of the border, and is following up on contacts made there after attending a U.S. trade show last October.

For more information on *Fiberex Glass Corporation*, contact CEO and Chairman Fred Atiq, tel.: (403) 980-1300, fax: (403) 980-1330.

Trade Opportunity Crops Up for Alberta Farm

Reid Hill Farms of Vulcan, Alberta, has watched its exports grow, thanks to a lead provided by the International Business Opportunities Centre (IBOC).

The Centre approached Reid Hill President Allan Graff, with an opportunity to supply his organic grain to Juvel Kvarn AB, a flour mill in Goteborg, Sweden. This single telephone call set in motion a lasting relationship with a new customer, something Graff doubts would have happened if it wasn't for IBOC.

"Though I export about 95 per cent of my crops, I hadn't thought of Sweden as a potential market," says Graff. "But IBOC changed that. They had matched the customer's need with a potential Canadian supplier and came up with my name. I sent the contact some grain samples, negotiated the wheat price and the freight cost, and we haven't looked back since."

To date, Graff has shipped approximately 660 tonnes of organic hard red spring wheat – the equivalent of 33 train cars – to the Swedish flour mill. "Our contact in Sweden has been a very honourable man to deal with and I hope he thinks the same of me," he says. "And that's what makes for good trade relations."

Reid Hill Farms' business opportunity was set in motion by Ulla

Hansson, a commercial officer with the Canadian Embassy in Stockholm. After receiving a request from Juvel Kvarn AB for names of potential Canadian suppliers, she asked IBOC to supply her with a list. Searching a variety of databases and working with a vast network of business contacts, IBOC came up with Graff's name, among others.

"The call was totally out of the blue," adds Graff. "But I was able to fill the order with no problem. It has opened up a whole new market for us."

IBOC works with Canada's trade commissioners around the globe to match Canadian companies with trade and investment opportunities and strategic partnerships worldwide. As the sourcing centre for Team Canada Inc, the federal government's network of export service providers, IBOC also works closely with a number of government organizations, including the Department of Foreign Affairs and International Trade, Industry Canada, Agriculture and Agri-Food Canada and the Canadian Commercial Corporation.



Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been in contact with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Web site at www.dfait-maeci.gc.ca/iboc-coai



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).

The Canadian Trade Commissioner Service

Following is the second in a series of articles explaining the list of services abroad recently published by the Canadian Trade Commissioner Service.

Key Contacts Search Finding Key Players inside your Target Market

Through research and preparation alone, Canadian companies can often arrive at the threshold of a promising foreign market. Success in crossing this threshold and establishing a solid presence in a foreign market can depend on the quality of help received from key players inside your target market. The Canadian Trade Commissioner Service (TCS) can help you find those key players.

As a newcomer abroad, you will find it necessary to make contacts and form business relationships with knowledgeable persons within your target market. Key players know the local scene and can provide the kind of market-specific intelligence you will need to refine and implement your entry strategy.

At your request, and after you have gone through the information readily available in Canada, TCS officers abroad can provide you with a customized list of reputable contacts useful in entering and developing the local market. This list may include any of the following:

- potential buyers, partners
- agents, manufacturers' representatives
- distributors, importers
- consultants, accountants
- government officials
- associations, chambers of commerce
- freight forwarders
- lawyers, patent attorneys

- technology sources
- financial institutions.

To make the list as relevant to your needs and as useful as possible, our officers need to know about your company and your business plans. The following are some of the typical questions asked by foreign clients and contacts:

- How do you plan to enter the market: export license, joint venture or investment?
- How would you describe the typical buyer, distributor, agent or partner you want to work with in your target market?
- Who are the end users of your product or service? Who do you sell to in Canada and abroad, and how?

The key contacts list you receive depends largely on the thoroughness and detail with which you respond to the questions typically asked by foreign clients and contacts. Good contacts can take years to establish and our officers want to keep them for the ultimate benefit of all Canadian companies that have a potential in the market. Canadian companies should understand that officers put their credibility on the line each time they refer a Canadian company to a local contact. The better the information you provide, the higher the quality of information our officers will be in a position to supply your company.

If you're ready to talk to key players in your target market, the Trade Commissioner Service can get you going.

Expand your Horizons

THE CANADIAN TRADE COMMISSIONER SERVICE

- Market Prospect
- Local Company Information
- Face-to-face Briefing
- Key Contacts Search
- Visit Information
- Troubleshooting

New Trade Commissioners Overseas

For the fourth article in this series, CanadExport highlights the second and last part of trade commissioners recently posted to Europe.

HAMEL, Bruno
Vice-Consul and Trade Commissioner Assistant, Milan, Italy. This is Mr. Hamel's first field posting. He previously worked as a trade relations officer in the European Union Division and taught international relations from 1993 to 1997.



KALISCH, Norbert
Counsellor and Head - Trade, Investment, Science and Technology, Bonn, Germany. Mr. Kalisch has several field postings to his credit, including Bogotá, Nairobi, Helsinki and Rome, where he was Minister-Counsellor. His most recent positions in Ottawa include Director, Import Controls, and Trade Policy Planning.



MANUGE, Grant
Consul and Senior Trade Commissioner, Milan, Italy. This is the fourth field posting for Mr. Manuge, his first three being Bogotá, Hong Kong and Beijing. Among other positions, he was Director of Communications for the former Canadian Exporters' Association and Assistant Director, China Division.



McFARLANE, Keith
Commercial Counsellor, Lisbon, Portugal. Mr. McFarlane began his career in the public service as an agriculture, fisheries and food trade development officer, a position he held for 15 years. He then worked as trade commissioner in Caracas, Bucharest,



Wellington and Auckland, and in other departments in Ottawa.

McNAIRNAY, Harold
Consul and Senior Trade Commissioner, Hamburg, Germany. Cities such as Jakarta, Lima, San José and Tokyo have welcomed Mr. McNairnay as trade commissioner. He has also worked in Ottawa as Deputy Director, South America Trade Development Division, and Middle East Division.



PETERSON, Deborah
Vice-Consul and Assistant Trade Commissioner, Munich, Germany. This is Ms. Peterson's first field posting. Since joining the Department, she has held positions in the Eastern Europe and Central Europe Divisions.



POUND, William H.
Minister-Counsellor (Economic and Commercial), Rome, Italy. Mr. Pound's career as a trade commissioner has taken him to Lima, Amman, São Paulo and Kuwait. He has also been Deputy Director, Latin America and Caribbean Trade Division.



REISSNER, Leslie T.
First Secretary (Commercial), Berlin, Germany. This is Mr. Reissner's third field posting, the other two being Beijing and Hong Kong. In Ottawa, he worked for the European Union, Southern Europe, and Environment Divisions.



REYNOLDS, Tracy
Third Secretary (Commercial), Moscow, Russia. This is Mr. Reynolds' first posting in the Trade Commissioner Service.



ROBERT, Denis
Commercial Counsellor, Paris, France. Mr. Robert began his career in the public service as a parliamentary intern, then a research associate at the Institute of Intergovernmental Relations. Before beginning his second field posting, he worked in the European Union and Trade Policy Divisions.



SCHOFIELD, John R.
Consul and Senior Trade Commissioner, Düsseldorf, Germany. Mr. Schofield spent the first half of his career promoting tourism in Canada in New York, Dallas, Los Angeles, Frankfurt and Saskatoon. He then held various positions in Ottawa in several sectors for the Trade Development Operations and Investment Promotion Divisions.



SCOTT, Jon
Consul and Senior Trade Commissioner, Munich, Germany. Mr. Scott's career as a trade commissioner has taken him to cities as diverse as Tunis, Caracas, Bonn, Jakarta, Canberra and Dacca. Closer to home, he has held numerous management positions in Asia and South Pacific and Federal-Provincial Coordination, among others.



Continued on page 12 — Trade Commissioners

International Fund for Agricultural Development Combats Hunger and Rural Poverty

The International Fund for Agricultural Development (IFAD) was established in 1997 as a specialized agency of the United Nations following a decision made at the 1974 World Food Conference. Canada was a founding member and played a very active role in developing its mandate, objectives and architecture. IFAD headquarters are located in Rome.

IFAD combats hunger and rural poverty in low-income, food-deficit regions of the world. It funds rural development projects, specifically aimed at helping the poor to increase their food production, raise their income, improve their health, nutrition and education standards, with household food security as a core strategic objective. IFAD's main target groups are the landless and near landless, marginal farmers, small-scale and artisanal fishing communities, nomadic and indigenous populations and poor rural women.

IFAD does not borrow money on international markets, but rather relies on donor funding from Replenishments and Investment income. Nine major areas are supported, including agricultural development, rural development, credit, irrigation, livestock, fisheries, settlement of displaced persons, food storage and processing.

In 1997, IFAD approved 33 new loans valued at US\$408 million. IFAD also provides limited grant programs

(US\$35 million in 1997) in support of agricultural research and support to selected training institutions and non-governmental organization (NGO) coalitions. Canada provides \$9.2 million per year to the Fund.

IFAD produces a report on business opportunities which supplies information on projects approved by the Fund's Executive Board. Procurement activities on loans start once conditions for loan effectiveness are fulfilled. Loan effectiveness can vary from three to several months after project approval, depending on the individual projects.

As responsibility for project implementation rests with the borrowing countries, it is recommended

that interested firms contact the national executing agencies for additional information on business opportunities.

The Fund is governed by an Executive Board of 18 directors. There are eight directors representing Organization for Economic Co-operation and Development (OECD) countries, four representing Organization of Petroleum Exporting Countries (OPEC), and six from developing countries.

For consultancy service contracts, firms and individuals can register with IFAD by contacting Ms. Giulia Romagnoli, tel.: 011-39-06-5459-2002, fax: 011-39-06-504363, e-mail: g.romagnoli@ifad.org. IFAD's Internet site is <http://www.ifad.org>

IFInet

The *Quarterly EBRD Update* is now available on IFInet.

Subsequent "EBRD Updates" prepared by the Office of the Executive Director for Canada and Morocco will be published under the heading "Publications and Guides," which can be accessed by clicking on the International Capital Projects icon on the IFInet site (<http://www.dfait-maeci.gc.ca/ifinet>).

Here is the content of this issue:

- EBRD President Horst Kohler's first visit to Moscow
- EBRD initial Response to the Russian Crisis
- Impact of the Russian crisis on the Bank's portfolio
- Reaction in the City (London) to the Russian Crisis
- World Bank-IMF Annual Meeting
- EBRD Project Approvals during the last quarter
- EBRD Country Strategies approved during the last quarter
- EBRD and the Year 2000.

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

WORKING WITH THE WORLD Campaign Launched in Ottawa

The Working with the World campaign was officially launched in Ottawa on October 1, 1998, by Diane Marleau, Minister for International Cooperation and Minister responsible for La Francophonie, Huguette Labelle, President of the Canadian International Development Agency (CIDA), campaign partners and the Alliance of Manufacturers & Exporters Canada (the Alliance).

The kickoff ceremony presented the campaign's action plan, an in-camera session with Minister Marleau, followed by a reception with CIDA officials.

Working with the World is a national campaign aimed at building strong support for foreign aid and its linkages with trade. The campaign will profile the value that

Canadian business brings to the developing world and to our economy when involved in international development.

The campaign has been developed and supported by the Alliance, CIDA and private-sector partners, including, as lead partners, SR Telecom Inc. and CAE Electronics Inc.; as secondary partners, AGRA Inc., Apotex Inc., Alcan Cable, Canpotex Limited and Semex Alliance; and as tertiary

partners, Acres International Inc., ATCO Structures Inc., Agriteam Canada, Baxter Corporation, Bioniche Pharma, Cowater International, GM Diesel, SNC-Lavalin, LIOH Inc., HVNetworks, Nortel Networks, Tecslut International Ltd. and John Van Nostrand & Associates.

For more information, contact Andrée Mongeon, tel.: (613) 233-8617, fax: (613) 230-1258, e-mail: markant@intranet.ca

Business Help in a Developing Country

Is your company interested in long-term business opportunities in Africa, the Middle East, Asia or Latin America? Does your company have over \$1 million in annual turnover?

If you have answered "yes" on both counts, read on.

The federal government's Industrial Cooperation Program (INC), managed by the Canadian International Development Agency (CIDA), can share the front-end risks with you during the study and implementation stages of either an investment or contract opportunity overseas, including build-operate-transfer (BOT) infrastructure projects.

With over 20 years of experience, CIDA-INC can provide your firm with advice and funding on a cost-shared basis for expenses related to studies and a project's actual implementation.

For more information, contact CIDA-INC, tel.: (819) 953-5444, fax: (819) 953-5024, Internet: <http://w3.acdi-cida.gc.ca>

A similar program, Renaissance Eastern Europe (REE), exists for Eastern and Central European countries. For more information, contact REE, tel.: (819) 997-5006, fax: (819) 994-1208, Internet: <http://w3.acdi-cida.gc.ca>

NOMINATIONS OPEN FOR 1999 AWARD FOR CANADIAN-AMERICAN BUSINESS ACHIEVEMENT

In 1999, the Award for Canadian-American Business Achievement marks its fifth year of recognizing the positive contribution that innovative business partnerships make to both Canada and the United States.

In 1994, the Canadian-American Business Council and the Canadian Embassy in Washington, D.C., established the Foundation for Canadian-American Business Achievement to gather information about successful alliances between Canadian and American companies.

Companies must demonstrate business growth, innovation and

community contribution as a result of the partnership or alliance.

Past winners will gather in Washington in June, when Ambassador to the United States Raymond Chrétien will present the award to this year's winner.

Firms may nominate other firms or themselves. Nomination forms can be obtained from the Foundation for Canadian-American Business Achievement at 7 Heather Glen Crescent, Stittsville, ON K2S 1L4, tel.: (613) 831-7713, fax: (613) 836-9939. The deadline for submission of nominations is March 19, 1999.

Program to Assist Canadian Communities Attract Foreign Investors — *Continued from page 1*

of Halifax and Winnipeg, and several mayors from the National Capital Region.

Two-tier approach

PEMD-I support will be available to non-profit, public-private sector partnerships working at the local level to attract new foreign investment to their communities. The federal contribution will act as a catalyst for contributions from other levels of government and from the private sector. Private-sector involvement is required for federal participation under PEMD-I. Support will be based on a two-tier approach to defining and meeting community level needs. Communities must present a business case for their project proposals.

Tier One support will be provided for smaller projects in communities seeking to become "investment ready." Program activities will include training, database development, studies, development of plans, and implementation of

investment attraction initiatives. The program will support up to 50 per cent of eligible costs, to a maximum of \$50,000 per project, and will be administered by federal officials at the provincial/territorial level.

Tier Two support will be aimed at more comprehensive projects designed to directly attract investment into Canada and which are incremental to ongoing community level economic development programs.

Tier Two will be administered on a national basis by the Department of Foreign Affairs and International Trade (DFAIT). Project applications requesting federal support in the \$50,000 to \$300,000 range will be evaluated on a nationwide competitive basis. The emphasis will be on promoting excellence in community-based foreign investment promotion.

PEMD-I will emphasize the development of content for foreign investment promotion campaigns,

but the program will not support costs of foreign travel.

Application forms for Tier One are available from the Senior Trade Commissioner at the International Trade Centre in your region. For Tier Two applications, contact the Deputy Director, Investment, Science and Technology Division, DFAIT, 125 Sussex Drive, Ottawa, ON K1A 0G2, tel.: (613) 996-2157, fax: (613) 996-1370. For further information, visit the DFAIT Web site at www.dfait-maeci.gc.ca/investcan

Contracts Awarded

Placer Dome Inc. (Vancouver) announced last November that it has reached agreement (expected to close next month) with Western Areas Limited of Johannesburg, a subsidiary of the largest South African mining house, JCI, to form a 50-50 joint venture – to be managed by Placer Dome – which will develop and operate South Deep, the largest undeveloped gold deposit on South Africa's Witwaterstrand, and operate Western Areas' adjacent existing operation.

The US\$235 Placer Dome investment is billed as the largest Canadian investment and the second-largest single North American investment in South Africa.

TRADE COMMISSIONERS

— *Continued from page 9*

SINCLAIR, Robert
Third Secretary (Commercial), Moscow, Russia. This is the first field posting for Mr. Sinclair, who has for some time worked in the Legal Operations Division.



THOMSON, Ian
Commercial Counsellor and Section Head, London, England.



Mr. Thomson's career has involved positions related to marketing, trade development and trade policy. Among others, he has been an agricultural advisor to the Mission of Canada to the European Union (Brussels) and Director, Trade Management, Agriculture Canada.

Get in the Driver's Seat in the Buoyant U.S. Automotive Aftermarket

LAS VEGAS — November 2-5, 1999 — The largest combined automotive aftermarket trade show and conference in North America is hardly over and it is already time to gear up for the next event in November.

That's when the Automotive Aftermarket Industry Week (AAIW) will take place again, with two shows (each with three participating associations) in two locations conveniently connected via shuttle buses. These include the Specialty Equipment Manufacturers Association (SEMA), Auto International (AI), and the International Tire Exposition (ITE) held at the Las Vegas Convention Center, while the Automotive Service Industry Association (ASIA), the Motor and Equipment Manufacturers Association (MEMA), and the Automotive Parts and Accessories Association (APAA) are located at the Sands Convention Center.

SEMA-AI-ITE focus on automotive specialty and performance parts, custom accessories and a full range of domestic and import parts and accessories. ASIA-MEMA-APAA exhibit traditional replacement-repair parts and accessories, chemicals, tools, service and repair, machine shop, paint, body and collision equipment and heavy-duty truck parts.

An event based on success

Close to 90 Canadian companies participated in these events, expressing satisfaction at the results — contacts made and potential sales leads.

Exhibitors can tap into the domestic as well as offshore markets due to

the large number of foreign buyers who represent close to 20 per cent of all attendees.

The Canada Information Booth promoted Canadian industries and 25 companies participating through brochures, and handled some 600 trade-related inquiries while promoting investment and generally supporting the Canadian exhibitors.

The Automotive Industries Association of Canada (AIA), which represents Canada's automotive aftermarket industry, also hung its shingle at both shows, partnering with the federal government to promote Canadian manufacturing capabilities in general and those of its company members.

Inquiries related to Canadian issues such as supply sources and investment opportunities came from U.S. and Canadian companies, with a large percentage coming from Latin America, Europe, Asia and Australia.

Market trends, strategies and opportunities

The Canadian auto parts industry has done very well, doubling sales between 1991 (the end of the recession years) and 1997 from \$12.7 billion to \$25 billion — most of it to the United States.

In 1997, automotive specialty equipment market sales in the U.S. reached \$6.85 billion at the manufacturer level, an increase of 57.4 per cent over 1990 sales of \$4.35 billion, while retail sales stood at \$19.33 billion.

The total number of cars and light trucks registered in the U.S. increased 12.1 per cent, going from 179,299,202 in

1990 to 201,070,397 in 1997, averaging a 1.7-per-cent increase each year from 1990 to 1997, while increases in specialty equipment sales averaged 8.2 per cent.

Some of the reasons for this growth is the innovative and entrepreneurial spirit that drives the industry. Developments of high-tech components such as computer chips and navigational devices, has resulted in safer, more efficient and enjoyable vehicles. As a result, the industry has grown faster than the economy and has created thousands of new jobs. Discretionary income increases have contributed to this growth pattern.

In addition, the speed of innovations introduced into the market-place leaves the original equipment manufacturer in a constant battle to keep up with the novelties, considering that new vehicle development and design requires at least two to three years.

Another trend will be the grouping of add-on components offered as a package to dealers, or if not dealers, directly to the end user.

The specialty equipment industry is seen as having three major segments based on the general application and purpose of products and services: appearance and body accessories; racing and body accessories; and wheels, tires and suspension.

The light truck market is the largest of the seven major niches. As manufacturers have increased the production of pick-ups, vans and sports utility vehicles (SUV), the aftermarket for accessories and performance products has increased as well.

Continued on page 14 — U.S. Automotive

New Exporters to South America Program Launches Plastics and Packaging Mission

BRAZIL AND COLOMBIA — March 8-12, 1999 — An exciting new program recently launched by the Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada will introduce export-ready companies to two South American markets.

The New Exporters to South America Program (NEXSA) is a unique approach to trade missions which offers participants market training and preparation in Canada, followed by a five-day customized program of appointments.

This first NEXSA mission targets the plastics and advanced manufacturing packaging sectors. Participants will have the opportunity to visit **BRAZILPLAST '99**, a large South American trade show held every year in Brazil.

The program may also include networking receptions with local associations and trade media, site tours and additional elements such

as private visits to potential buyers, agents and partners.

For more information, contact your nearest International Trade Centre, or Doreen Conrad, South American Division, DFAIT, fax: (613) 943-8806.

Residential furniture manufacturers should watch for an announcement of a NEXSA mission to Chile and Argentina to be held May 17-21, 1999.

Batimat Turkey '99

ISTANBUL, TURKEY — March 4-7, 1999 — The annual building materials and construction technologies exhibition, **Batimat Turkey '99**, draws international exhibitors (200 in 1998) and visitors (16,000 in 1998) from all over the world, as well as buyers from Turkey and neighbouring countries.

Batimat '99 is an excellent venue for manufacturers to promote their products and services and to meet potential customers. Given the fast-growing building materials and equipment market in Turkey and Canada's recognized capability in this sector, Canadian companies should not miss out on this opportunity to tap into this growing market.

For more information, contact Ms. Gonul Akyildiz, CNR World Trade Center, Yesilkoy, Istanbul, fax: 90-212-663-0973/663-0975, e-mail: info@cnr.net

MIDDLE EAST OIL AND GAS SHOW HEATING UP

DOHA, QATAR — March 14-17, 1999 — The third Doha International Oil and Gas Exhibition (**DIOGE '99**), held at the Qatar International Exhibition Center, could be a gateway to opportunities for Canadian companies to expand their activities in the Middle East.

The show, organized by Qatar Expo and endorsed by the State of Qatar through the Qatar General Petroleum Corporation (QGPC), will run parallel to the third Doha Conference on Natural Gas, organized by QGPC.

Qatar will spend close to \$18 billion until the year 2000 for oil and gas exploration, development and operation. **DIOGE '99** will offer Canadian companies a good opportunity to promote their products and services in the Gulf market.

The show's success is backed by strong support from host governments and state-owned companies.

For more information, or to register, contact Khalid Hilal, Suca International, Ottawa, tel.: (613) 237-0463, fax: (613) 237-6189, e-mail: hilal@sprint.ca, Internet: www.qatarexp.com

U.S. Automotive Aftermarket — *Continued from page 13*

Trucks, particularly pick-ups and SUVs, continue to power auto sales to near record levels, leading to a decline in sales of passenger cars. Sales of full-size pick-ups and monster SUVs are expected to continue to grow over the next five to seven years, then begin to level off.

All these trends should augur well for the automotive aftermarket.

For more information on **AAIW '99**, or how to participate, contact Patty Kettles, AIA, tel.: (613) 728-5821, ext. 100, fax: (613) 728-6021; or Bernard Brandenburg, Business Development Officer, Canadian Consulate General in Los Angeles, tel.: (213) 346-2753, fax: (213) 346-2767; or Durban Morrow, DFAIT, tel.: (613) 944-7486, fax: (613) 944-9119.

SEOUL FOOD '99: Update

Trade Fairs and Missions

SEOUL, KOREA — April 15-18, 1999 — The article on SEOUL FOOD '99 that appeared in the previous issue of *CanadExport* (Jan. 15, p. 15) should have contained the following additional information: As a special arrangement this year, the Canadian Embassy in Seoul has

offered to rent and staff a booth on behalf of Canadian exporters who want to have promotional materials exhibited and benefit from any trade leads generated from this exposure.

Companies interested in participating in this low cost alterna-

tive should contact immediately, as capacity is limited, Murray Pearson, Counsellor (Agriculture-Food), Canadian Embassy, Seoul, tel.: (011-82-2) 3455-6000, fax: (011-82-2) 755-0686, e-mail: murray.pearson@seoul01x400.gc.ca

CAMESE Releases New Compendium of Mining Suppliers

Publications

The Canadian Association of Mining Equipment and Services (CAMESE) has published the 1998/99 CAMESE Compendium of Canadian Mining Suppliers. The third in an annual series, this 120-page book contains useful information about the dynamic, technologically advanced, environmentally sound suppliers that help keep Canadian mines among the most efficient in the world. Profiles of 234 of Canada's prime mining equipment suppliers are included, as well as an index to permit easy cross-referencing by readers searching for sources of particular goods or services.

CAMESE is a non-sales trade association of more than 230 corporate members, which helps mining suppliers to export to world mining markets and assists foreign buyers, dealers and others find suitable Canadian business partners in the mining supply sector.

To order a copy of the *Compendium*, contact CAMESE, 101-345 Renfrew Dr., Markham, ON L3R 9S9, tel.: (905) 513-0046, fax: (905) 513-1834, e-mail: minesupply@camese.org

Much of the material in the *Compendium* is also available on the Association's Web site at www.camese.org

REGISTRATION URGENTLY SOUGHT IN THE BOTTIN INTERNATIONAL 1999

The 6th edition of the *Bottin international* [international directory] will be published early in 1999.

This directory provides the mailing addresses and telephone numbers, countries of intervention, areas of activity and other information on Quebec firms, organizations, institutions and consultants active on the international scene, and the province's foreign partners.

Thousands of copies of the directory are distributed free of charge to international organizations working in Quebec and Canada, and in the foreign countries where Quebec and Canadian organizations operate. The *Bottin* can also be consulted on the Internet, and a hypertext link can be established with your site. The registration fee is \$55, plus taxes, and your application must be sent as soon as possible.

To register or for further information, contact QUÉBEC DANS LE MONDE, tel.: (418) 659-5540, fax: (418) 659-4143, e-mail: info@quebecmonde.com, Internet: <http://www.quebecmonde.com>

MARKET REPORTS

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arch Centre produces a full range of sectoral market studies to help Canadian exporters, some 400 reports are available in 25 sectors ranging from agri-food/equipment and forest industries, plastics, space and tourism. The reports are available through the 0) or on the Internet at <http://www.infoexport.gc.ca>

Video Conference and Knowledge Café Opportunities in China and Hong Kong for SMEs

CROSS-CANADA: Vancouver, Calgary, Saskatoon, Winnipeg, Toronto, Kitchener-Waterloo (TBC), Montreal, Ottawa, Halifax — March 3, 1999 — The Department of Foreign Affairs and International Trade (DFAIT), in conjunction with the International Trade Centres (ITC) and the Canada China Business Council (CCBC), will host a cross-Canada Video Conference and Knowledge Café to enhance understanding of the market opportunities for SMEs in China and to promote greater awareness of trade support services for new export-ready firms.

The event will begin with a video conference, which will include a keynote address by Minister for International Trade Sergio Marchi, and feature Howard Balloch, Canadian Ambassador to Beijing, Robert Collette, Minister (Commercial), Canadian Embassy, Beijing, Michael Fine, Senior Trade Commissioner,

Canadian Consulate General, Hong Kong, and Senator Jack Austin, President, Canada China Business Council. Following the presentations, there will be a question and answer period where speakers will field questions from participants across the country.

Knowledge Cafés will follow the video conference session in each city. Chaired by the International Trade Centres, these sessions will focus on such topics as financing, business services, joint ventures and business culture in China. Outside experts will also be brought in to discuss the challenges of the China market for Canadian SMEs. Each panelist will give a brief presentation and then respond to questions from participants, who will also have the opportunity to network with speakers and other participants.

Participants will also receive a copy of the new *SME Survival Guide*

to China, which was compiled in consultation with China-based specialists and is posted on the DFAIT/China Web site. This comprehensive survival guide covers the ins and out of how to do business in China and should answer most of the essential questions for a new SME exporter to the market.

If you are an SME with export experience and are interested in entering the China market, this is your opportunity to gain valuable insight into this challenging market. We hope you will join us. The participation fee for this event will be \$25.00 per person.

For more information, contact the China and Mongolia Division (DFAIT), tel.: (613) 996-3607, fax: (613) 943-1068.

TV Shows Coming Up

ATLANTIC CANADA — February-May 1999 — The Atlantic Canada Opportunities Agency (ACOA) will work with Global Television Network to develop, as part of the popular The Leading Edge program, a series of 20 half-hour shows, each exploring

a theme related to entrepreneurship, including exporting. The show will start in the Maritimes on February 7, at 6:30 p.m., and in Newfoundland it will be carried on NTV beginning April 11, and nationally on Prime TV.

Correction

One of our regular readers has pointed out that in the supplement, "Focus on the United Nations", which appeared in our November 2, 1998 issue, the last sentence in the second paragraph under UNICEF, p. X, should have read: "UNICEF hires consultants on Special Services Agreements (SSA), which may last up to 11 months."

Inquiries Services

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 InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Canada Export

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Min. des Affaires étrangères

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

FEB 16 1999

Vol. 17, No. 3 — February 15, 1999

Connections: Entre Nous First Study of Canadian Businesswomen's Exporting Activities to be Launched

The Trade Research Coalition (TRC) and the Department of Foreign Affairs and International Trade (DFAIT) invite you to participate in an international celebration of Canadian women's business successes in both domestic and international markets on International Women's Day, March 8, 1999.

Canadian women entrepreneurs lead over 700,000 firms (more than 30 per cent of all businesses in Canada) and provide employment for 1.7 million Canadians. The TRC — an advisory board of public and private-sector representatives — was formed to quantify the importance of women business owners in Canada's export trade and to discover how women entrepreneurs successfully enter export markets.

On March 8, Minister for International Trade Sergio Marchi will release to the public the first-ever study of Canadian women business owners and their exporting activities.

Continued on page 16 — Businesswomen's

First National Associations Symposium on Exporting Strengthens Partnerships

Delegates from 73 Canadian associations, representing thousands of members from all industry sectors, gathered in Ottawa on January 21, 1999, to take part in the first-ever National Associations Symposium on Exporting.

Opening the Symposium, Minister for International Trade Sergio Marchi told participants that this event was

The Symposium was organized to provide a forum where associations could share their experiences and ideas on innovative ways of promoting success in foreign markets. It was also designed to encourage and strengthen the partnership between DFAIT and national industry associations to build and promote Canada's export capabilities.



Minister for International Trade Sergio Marchi greets participants at the National Associations Symposium on Exporting; (from left to right) Minister Marchi; Peter McLachlan, Deputy Director, Market Support Division, DFAIT; Michael Makin, President, Canadian Printing Industries Association; John Lowood, Director, Wood Panel Bureau; Ed Kennedy, President, Geomatics Industry Association of Canada.

an important part of the Department of Foreign Affairs and International Trade's (DFAIT) commitment to building and strengthening its partnership with the private sector to increase exports.

Partnership key to trade success
"The Team Canada and International Business Development missions have proven the value

*Continued on page 2 —
First National Associations*

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First National Associations Symposium on Exporting

— Continued from page 1

and success of public and private-sector partnership," the Minister said.

"You and your members have participated in these missions, you have worked with us on market access issues, and you have been a valuable source of information and support in our trade agreement negotiations," he added.

"You are keeping your members informed of these and other trade issues, and I am pleased and encouraged to see all of you here today. It tells me that we will continue to work together to build a stronger future for Canada."

The Symposium featured a series of workshops where associations from different industries exchanged ideas on formulas for success in international trade.

Feedback from participants indicated overwhelmingly that all walked away with new ideas for supporting their members' trade efforts. In addition, the networking opportunity resulted in new synergies between associations from various sectors and set the stage for collaboration with the Department in a number of areas.

Participants took advantage of an information fair during the Symposium to learn about Team Canada Inc export support tools and to examine opportunities for co-operation.

On-line demonstrations and information was provided, among others, by the Team Canada Market Research Centre, International Business Opportunities Centre, WIN Exports, IFInet, Canadian Trade Commissioner Service and the Export Development Corporation.

In the closing session, it was agreed to explore further ways for associations and Team Canada Inc to work together on export promotion initiatives.

An evaluation is being sent to all participants to assist in planning future activities.

For more information on the Symposium, fax the Market Support Division at (613) 943-8820.

Letter to the Editor

Dear Sir or Madam,

As your records will show, I have been anxiously receiving CanadExport for many years, and now the time has come for me to retire.

Over the years, I've looked forward to the invaluable assistance and guidance that you have provided to Canadian industry, and to me in particular, in my efforts to market Canadian products, mainly in the U.S. and Southeast Asia.

In doing so, the help provided in your pages became mandatory reading when planning a sales trip.

The Embassies and Trade Commissions in Singapore, Jakarta, Islamabad and Sydney (Australia) became closer mentors; these in particular were valuable.

Thank you once again for this excellent publication that is so respected both at home and abroad.

Thank you and your organization for an excellent service!

Yours sincerely,
J.E. Penman

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

State-of-the-art Grain Terminal First Canadian-sponsored EBRD Project in Poland

Europort Poland, a newly established company, has received a US\$65-million loan from the European Bank for Reconstruction and Development (EBRD) to build and operate a state-of-the-art grain terminal in the Baltic Sea port of Gdansk, Poland.

"This new grain terminal will help to increase competition in the agricultural and transport sectors. It will also introduce a faster and cheaper supply of key agricultural commodities to the people of Poland," says Alain Pilloux, Director of the EBRD's Poland team. "The EBRD played a major role in structuring this complex project and in attracting additional resources from commercial banks. It is also part of a broader focus on the Baltic Sea ports, which are receiving help from the EBRD, to upgrade their transportation infrastructure in preparation for European Union accession."

Europort will operate the grain terminal for importing and exporting agricultural commodities (grain, wheat,

meal and edible oil) to and from Poland and its neighbouring countries. It will be the sole Polish terminal operating in a deepwater port, allowing for a much more efficient route for the trade flow of food commodities.

Financing consists of an A-loan from the EBRD's own account and a B-loan fully underwritten by the Royal Bank of Canada Europe Ltd. Each loan totals US\$32.5 million.

Colin Sturgeon, Head of Corporate Investment Banking at the Royal Bank of Canada Europe Ltd., adds, "The Royal Bank's involvement in this transaction demonstrates its expertise and adds to its lengthy track record in assisting Canadian companies in their

business dealings around the globe."

The shareholders of Europort and the project's sponsors are Saskatchewan Wheat Pool, the largest Canadian grain company, the Canadian construction company Strait Crossing Group Inc., and Dessaport International Corp. and Joseph d'Andrea.

The EBRD was established in 1991 to aid in the transition from centrally planned to market economies in Central and Eastern Europe and the Commonwealth of Independent States. The Bank is owned by 60 shareholders: 58 countries, the European Investment Bank and the European Community.

For more information, visit EBRD's Web site at www.ebrd.com

Over US\$26 Million in Loans Extended by OPEC Fund

Five loan agreements totalling US\$26.7 million have been signed between the OPEC Fund for International Development and five developing countries in Africa — Benin, Burkina Faso, Mali, Niger and Tanzania. The loans will help finance three road construction projects, a rural development project and a commodity imports program.

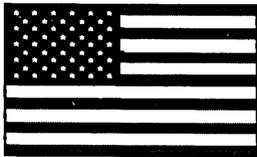
The projects will be co-financed by the home governments and international development institutions, including OPEC aid agencies such as the Arab Bank for Economic Development in Africa, the Islamic Development Bank, the Kuwait Fund for Arab Economic Development and the Saudi Fund for Development, as well as others such as the West African Development

Bank, the African Development Fund and the Economic Community of West Africa. The OPEC Fund is the sole financier of the commodity imports program in Niger.

As of October 31, 1998, cumulative lending of the Fund stood at US\$3.91 billion. Total commitments have reached US\$5.12 billion, benefiting 104 countries.

IFInet: Getting Your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.



THE U.S. CONNECTION

This CanadExport regular feature is designed to help Canadian exporters take full advantage of the vast and lucrative market south of the border. The U.S. Connection is produced in co-operation with the U.S. Business Development Division (UTO) of the Department of Foreign Affairs and International Trade (DFAIT). For further information, contact UTO by fax at (613) 944-9119, e-mail: commerce@extott13.x400.gc.ca

New Exporters Strike Success in ALASKA

A recent New Exporters to Border States (NEBS) trade mission led by the Canadian Consulate General in Seattle to Juneau and Anchorage, Alaska, was a huge success. Primarily a learning mission to educate Canadian businesses about the Alaskan market and the opportunities for Canadian firms, it far exceeded its objectives with the signing of several agreements that will create jobs and opportunities for Yukoners.

South Yukon Forest Corp. and a Texas-based housing firm signed a memorandum of understanding for a potential \$40-million joint venture investment in a Watson Lake facility to supply finished components for housing; a \$40,000-contract was secured by Northern Windows to provide 120 windows to a southeast Alaska fishing village; several contracts were signed by NMI Mobility for authorized satellite dealers in

Juneau and Anchorage; and negotiations took place for a turnkey wireless communications solution for a major northslope oil field company. Also promising was the interest expressed by Juneau Economic Development and the Juneau Convention Bureau in Hyperborean Productions' touch-screen technology for tourism kiosks and interactive CD-Rom and Internet tourism marketing tools.

Yukon Economic Development Minister Trevor Harding said, "There were three different measures of success: some went to learn, and they did; some went to have meetings and follow up on hot opportunities, and they did; and others went to try and culminate deals, and they did that too."

Agency Makes the Difference

The following is an excerpt from a success story published by the Atlantic Canada Opportunities Agency (ACOA) as part of a series entitled *Investing in Nova Scotia's Future*.

Fundy Textile & Design Ltd. (initially a one-woman enterprise offering a cresting and embroidery service for team uniforms) today occupies 40,000 square feet in two buildings, employs over 120 people and sells products across Canada and in half a dozen U.S. states. Negotiations are currently taking place to get into the Florida market.

"With the proper financing in place, we could reach the entire

U.S. market," asserts Friedel Moser, owner and president of the Truro, N.S. company. "Although we have been supported to the full extent that the banking industry's ratios permit, we realized that we needed additional finances to service the markets we have developed. Thanks to the people at ACOA and the assistance we received, we have been able to grow much faster..."

Contact: ACOA on the Net - www.acoa.ca

Fundy Textile & Design Ltd.
- Toll-free: 1-800-790-7900 or
fax: (902) 893-1692.

♥ Did You Know? ♥

How America Loves Chocolate

- The U.S. retail chocolate industry is worth US\$13 billion per year.
- Americans spend US\$1 billion each Valentine's Day on candy, making it the fourth-largest holiday of the year for confectionery purchases, after Halloween, Christmas and Easter.

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm>
...for a wide array of valuable information on doing business in and with the United States.

"Visions of the North" Takes Buffalo by Storm

Western New York was treated to a taste of "northern exposure" when Visions of the North, a celebration of Canadian Inuit art and culture, opened at the SUNY/Buffalo Center for the Arts in November 1998.

Visions of the North included a four-day, 75-piece art exhibition and sale, lively stone-carving demonstrations by Rankin Inlet artist Alex Alikashuak, a half-day series of academic roundtable discussions and an outreach program of visits to the

prestigious Buffalo schools, City Honors and the Academy for Visual and Performing Arts.

The program was sponsored by the Canadian Consulate General in Buffalo in partnership with the Arnak Art Gallery and SUNY/ Buffalo's Canada-U.S. Legal Studies Centre and Canadian-American Studies Committee.

What began as a trade initiative aimed at developing greater market awareness and appreciation for Inuit art quickly grew to a full pro-

gram with strong education, informational, media and public relations dimensions.

The initiative enabled the Buffalo Consulate General to work closely with two native arts co-operatives, Canadian Arctic Producers (CAP) and the Northwest Company, who were delighted with the exposure they gained and the over US\$19,300 in sales that were generated, the best ever in western New York.

Seattle's Strategic Alliance Centre Now On-line

The Canadian Consulate General in Seattle has launched an innovative, educational on-line link for businesses in the Pacific Northwest seeking new partnerships with Canadian counterparts.

The Strategic Alliance Centre (www.alliance.canada-seattle.org) — the only free Internet Web site in the Northwest dedicated to strategic partnering — contains comprehensive profiles on companies in three sectors: aerospace; information

technology; and biotechnology/life sciences. It also provides links to the best industry databases in the Pacific Northwest and Canada, vital information on legal and technology transfer issues, and examples of notable existing alliances.

For more information, visit the Consulate Web site at www.canada-seattle.org or contact Kathryn Burkell, Trade Development Officer, tel.: (206) 442-0336, ext. 3354, e-mail: kathryn.burkell@seatl01.x400.gc.ca

U.S. EMBASSY INFORMATION RESOURCE CENTRE

The Resource Centre of the U.S. Embassy in Ottawa (www.usembassy.canada.gov) provides reference and referral services for Canadians on virtually all aspects of U.S. policy, foreign relations, especially Canada-U.S. relations, domestic politics, environment, economy and trade.

The Centre houses a collection of recent government documents, think-tank reports and reference books, and provides on-line access to the latest government information and legislation. It also publishes a variety of informative newsletters.

Call (613) 238-4470, ext. 311, fax: (613) 563-7701, e-mail: refott@usia.gov

NEW EDITION OF ENVIRONMENTAL TRADE ASSOCIATIONS RELEASED

The Canadian Embassy in Washington, D.C. has recently updated and revised its publication *Environmental Trade and Related Associations in the United States*, first produced in 1996.

The new edition, which adds 36 new listings, contains information on 126 environmental trade organizations in the United States. A contact point for each organization's Canadian affiliate or chapter is provided, as well as e-mail and Web site addresses.

The complete text will soon be available on the Canadian Embassy Web site (www.canadianembassy.org), or copies can be ordered via fax or e-mail from Kathryn Aleong, First Secretary (Commercial), fax: (202) 682-7619, e-mail: kathryn.aleong@wshdc01.x400.gc.ca

Association Serves Canada-Ukraine Business Interests

CUBI.Chamber, a merger of the Canada-Ukraine Business Initiative (CUBI) and the Canada-Ukraine Chamber of Commerce, serves Canadian corporations interested in conducting business in Ukraine in the agriculture, energy and construction sectors.

The Association addresses issues of importance to each of its sectors, allowing Canadian industries to capitalize on the potential for business in Ukraine.

CUBI.Chamber's three sectors have representation on the Canadian Government's Intergovernmental Economic Commission (IEC), which deals with issues relevant to businesses involved in commerce in Ukraine. It also encourages joint ventures between Canadian and Ukrainian interests and provides them with a forum for the development of business relationships.

Priority sectors

The construction sector is chaired by Jim Orzechowski of Smith Carter Architects and Engineering Inc. of Winnipeg. "CUBI.Chamber can bring together clients, developers, manufacturers, as well as people involved in the transportation of materials, warehousing, distributing and retailing to form a network of businesses in Ukraine," explains Orzechowski. "CUBI.Chamber can also assist in clarifying the identification and exchange of important

information on product standards and building codes in Ukraine."

Ed Southern, Chairman and CEO of Nadra Resources Ltd. of Calgary, chairs CUBI.Chamber's energy sector. "The important issue in energy is a matter of convincing the energy market that Ukraine has vast potential in oil and gas and it is a good investment," says Southern. He explains that Ukraine has been vastly underrated in its potential for energy production and that the country presents exciting possibilities for oil and gas development as well as other natural energy resources such as coal.

Stan Malcolm, CUBI.Chamber chair of the agriculture sector, is with The Sussex Admiral Group Ltd. in Burlington, Ontario. Malcolm explains that Canadian firms have a commitment to Ukraine's most basic industry — agriculture and food. "CUBI.Chamber is involved at every level of the food chain," he says. "It includes the practical and economic use of land and equipment, food production, packaging, distribution, genetics and crop and animal husbandry. The field is wide open to Canadian companies in this important sector."

The three sector chairs participated actively in discussions between Canadian and Ukrainian trade officials during Prime Minister Jean Chrétien's official visit to Ukraine last month, focussing specifically on facilitating bilateral trade.

General goals

The goals of CUBI.Chamber include:

- developing strategies for Canada/Ukraine trade and export;
- strengthening the IEC and improving its effectiveness for Canadian businesses;
- working with the Ukrainian and Canadian governments on business interests;
- establishing networks for Canadian businesses in Ukraine.

CUBI.Chamber's head office was moved from Toronto to Calgary in 1998 and is now building a foundation of service to its members. It has representation on its board from the Atlantic to the Pacific.

For more information, contact CUBI.Chamber, Suite 303, 1550 8th Street S.W., Calgary, Alberta, T2R 1K1; tel.: (403) 228-2832, fax: (403) 228-1466, e-mail: cubi.chamber@cadvision.com

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).



Ottawa Banknote Company on a Roll on Peruvian Bank's Roll

Winning contracts through public tendering can be time-consuming and requires much patience. Even after a first success with the same Peruvian company, the procedures can be just as demanding the second time around, as B A Banknote found out recently.

The Ottawa-based company founded in 1866 — a division of Quebecor Printing Inc. since 1990 — started investigating the Peruvian market some three years ago, winning its first contract worth \$1.5 million with the local Central Bank early last year.

"That contract for printing 50 million 10 soles whetted our appetite for a much larger tender with the same bank," says B A Regional Director for Latin America and the Caribbean, Ricardo Tortosa.

This time, the specifications called for the printing of 95 million bank notes in denominations of 10, 20 and 50 nuevos soles, for a total value of \$5 million.

Specifications and price

Tortosa made several trips to Lima to once again demonstrate his company's capabilities, put together a formal bidding request, have it legalized, and then scrutinized.

"This qualifying envelope," Tortosa recalls, "was followed by another one responding to the technical specifications, with the third one containing all the financial details.

"Each envelope is opened publicly in front of all competitors," he adds, "and then the next one, to find out the bidders who qualify on all three counts."

As a matter of fact, that's how Tortosa also learned who some of his competitors were: from the U.K., Germany, Italy, France, Spain and the United States.

It took B A Banknote about a year before getting word that it had won the contract on the merits of its technical specifications and lowest price.

Tortosa acknowledges that having been successful on a previous tender with Peru's Central Bank gave his company some advantage.

"We had a good idea of what to look for," he admits, "and how to meet tender expectations as far as quality, pricing and delivery capabilities."

Select a good agent

Another key factor in B A's success in Peru — and many other countries it is active in — is the presence of a reliable and committed representative who is familiar with the local customs, languages and potential client base.

"We have an agent in all of our major markets," says Tortosa; "they register us with the local authorities. Our representative in Peru was recommended to us by a colleague who used to work for the Canadian Dairy Commission, so at one point in his life our Peruvian agent was actually promoting Canadian powdered milk before representing us," he adds with a chuckle. "He knows the Peruvian market well."

In certain countries, B A keeps in close contact with the local Canadian Trade Commissioners. "The Canadian Embassies have recommended local individuals and companies that have been instrumental in assisting us in

making representation to potential clients," says Tortosa.

"Even in Peru where we have been successful now on several fronts — including last year's \$2.9-million contract for printing 500,000 passports for the government — I always make a courtesy call on Trade Commissioner Kenneth Ko whenever I'm in town, to get a briefing on the market."

Know your customer

Canadian Trade Commissioners can definitely help you get acquainted with the local market but, according to Tortosa, it is up to you to know your customer well.

"This is absolutely essential," he adds, "especially if there are cultural and linguistic differences to contend with. That's where it's crucial to have a local rep who knows all these differences and who's attuned to the local bureaucratic maze."

Another advantage is to have a company official conversant in the language of the prospective market — Tortosa speaks Spanish fluently, having spent eight years in Argentina, while other B A officials looking after Asian markets are fluent in those languages.

"Above all," he recommends, "don't give up, do what you're good at and build on your expertise."

For more information, contact Regional Director for Latin America and the Caribbean, Ricardo Tortosa, tel.: (613) 728-5854, fax: (613) 725-0674.

The Canadian Trade Commissioner Service

The following is the third in a series of articles explaining the list of services abroad, recently published by the Canadian Trade Commissioner Service.

Local Company Information: Getting to Know the Players

Before you make any final decisions on forming business relationships in your target market, wouldn't you like to learn a little more about some of your potential partners and prospects? Or perhaps you received an unsolicited trade lead or export bid and want to be sure who you are dealing with. In either case, the Trade Commissioner Service (TCS) can help again, with another of its core services called *Local Company Information*.

In delivering this service, trade officers at any TCS post abroad will make every reasonable effort to provide you with relevant and useful background information on local companies you identify. The operative words here are *relevant* and *useful*. Officers will try to give you more than just run-of-the-mill information that anyone could easily get. They will delve into their post data sources and try to come up with the real lowdown on a company — the kind of market information that can help you make good business decisions.

But there are conditions.

For one thing, the Trade Commissioner Service will not divulge information about other Canadian compa-

nies in the market (just as it will not divulge information about you once you're in the market). For another, the TCS will not perform a credit check on any local company. If you do need credit information, however, post officers will gladly refer you to reputable credit check agencies or associations in the market and will let you know if there is any expense to be incurred, and approximately what it will cost.

Likewise, you will be responsible for any charges incurred in accessing specialized databases. But TCS officers will make a point of getting your go-ahead before they research any such sources.

In most cases, *Local Company Information* will be a collaborative effort, drawing upon the collective knowledge and experience of trade staff at the post. But if for any reason their research turns up little or no information on a company you have identified, the officers will inform you immediately — and even that knowledge could be very useful to you in your decision making.

See the next issue of *CanadExport* for *Visit Information* and *Face-to-face Briefing*.

Expand your Horizons

THE CANADIAN TRADE COMMISSIONER SERVICE

<ul style="list-style-type: none"> ✓ Market Prospect ✓ Key Contacts Search ✓ Local Company Information 	<p>Future Issues:</p> <ul style="list-style-type: none"> • Visit Information • Face-to-face Briefing • Troubleshooting
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New Trade Commissioners Abroad — Asia-South Pacific

For the fifth article in this series, CanadExport highlights the trade commissioners recently posted to Asia-South Pacific.

ALEXANDER, Arun S.
Third Secretary (Commercial) in Singapore. This is the first foreign assignment for Mr. Alexander, who worked in the Trade Law Division and the Division of Economic Law, Oceans and the Environment while in Ottawa.



defence. Mr. Bertram is on his first foreign assignment for the Trade Commissioner Service. In Ottawa, he was the desk officer for Iran. He was formerly a journalist with *CBC Radio*.

BALE, Richard
Counsellor (Commercial) in Islamabad (Pakistan). Mr. Bale is on his third posting abroad, the first two being in Stockholm and Moscow. Closer to home, he worked most recently in the Export Finance Division, and has previously worked on trade policy and domestic trade liaison issues.



BOGDEN, Jacqueline
First Secretary (Commercial) in Kuala Lumpur (Malaysia). Ms. Bogden worked in the Communications Strategy Section as Senior Communications Advisor and Acting Deputy Director of Communications respectively where she was responsible for Team Canada missions, APEC and Asia. She was the head of the communications research and analysis unit in the Privy Council Office before leaving for Kuala Lumpur.



Revenue Canada where, among other things, he was an anti-dumping and countervailing duty officer and attaché in the Canadian Embassy in Tokyo. He was at the Export Finance Division before leaving on his third foreign assignment (his two others were Egypt and Japan).

BERGER, Bonny R.
Trade Commissioner and Vice-Consul in Ho Chi Minh City (Vietnam). Ms. Berger was posted in Seoul as a visa officer with Citizenship and Immigration, with shorter assignments in Paris, Tokyo and New Delhi. She was Departmental Assistant for the Minister of Citizenship and Immigration and Special Assistant to the Deputy Minister of Trade before being posted to Hanoi in 1997, then transferring to Ho Chi Minh City.



BOLLMAN, Ronald
Consul and Trade Commissioner in Mumbai (India). Mr. Bollman worked for the Department of Industry Trade and Commerce and then Regional Industrial Expansion before becoming a Trade Commissioner abroad, notably in Chicago, Riyadh and Dusseldorf. In Ottawa, he was the Deputy Director of Trade Development - Africa and Middle East.



GOLDHAWK, Gregory
Consul and Senior Trade Commissioner in Sydney (Australia). This is the third foreign assignment for Mr. Goldhawk, who was earlier in Philadelphia/Washington and Athens. Closer to home, he was the Deputy Director of the U.S. Trade Development and Tourism Division and, more recently, of the Korea and Oceania Division.



BERTRAM, Eric
Third Secretary (Commercial) in Manilla (Philippines), responsible for aerospace, investment, services and



DELORME, Pierre
Counsellor (Commercial) and Liaison Officer with the Asia Development Bank in Manilla (Philippines). Mr. Delorme began his career at



JOHNSTON, William
Counsellor (Commercial) in New Delhi (India). Mr. Johnston is on his fifth posting abroad, the first being to Seoul. Others were Sao Paulo, London and Atlanta. In addition to the Department of Foreign Affairs and International Trade (DFAIT), he was at the Department of Industry, Science and Technology.



ROBSON, Wayne
First Secretary (Commercial/Economic) in Canberra (Australia). Since his arrival at DFAIT, Mr. Robson has worked in the Advanced Technology Division and the Trade



Continued on page 11 — Trade Commissioners

Cultural Industries: WIN Exports Can Now Accommodate Your Needs

The WIN Exports database has just been revised to include Cultural Industries as a distinct sector.

As many exporters are aware, WIN Exports is the Department of Foreign Affairs and International Trade's (DFAIT) computerized database of Canadian exporters and their capabilities. DFAIT has been using this database with great success, constantly striving to address the needs of its clients.

With the new changes you can now register in WIN Exports using the category that best describes your specific industry. Here are the new headings within the Cultural Industries sector: Publishing; Film & Video; Broadcasting; New Media

& Multimedia; Music Industry; Performing Arts; Visual Arts; Craft (wood carvers, glass blowers, potters, jewellers, etc.); Photography/Advertising/Mass-produced Art; Heritage & Festivals.

It's easy to register your company in WIN Exports if you are an exporter (or an export-ready firm that expects to be actively exporting soon). Please fax a request for registration, on your company letterhead, to the Export Development Division, DFAIT, at 1-800-667-3802 (944-1078 for the National Capital Region). WIN-registered companies automatically receive *CanadExport* — so there is no need for such companies to subscribe to the newsletter.

For additional information on WIN Exports, please call the hot line at 1-800-551-4946 or 944-4946 for the National Capital Region. You may also visit the WIN Exports Web site at <http://www.infoexport.gc.ca/section2/winexp-e.asp>

Qualifying companies will be sent a detailed questionnaire for completion on receipt of the registration request and will also be asked to provide a company marketing profile.

For additional information on the Arts and Cultural Industries Program, call (613) 992-1557. You may also visit DFAIT's Arts and Cultural Industries Web site at <http://www.dfait-maeci.gc.ca/arts/menu-e.htm>

CANADIAN EMBASSY IN WASHINGTON HONOURS BUSINESSWOMEN

Canada's Ambassador to the United States Raymond Chrétien presented the first Canadian Embassy Businesswomen's Award during a Special Salute to Women Awards Luncheon at the Leadership into the Next Millennium Conference, held last October at the U.S. Chamber of Commerce in Washington, D.C.

The Award recognized 12 Canadians (nine of them appear in photo above) for their outstanding contribution to the businesswomen's community in Canada and, in particular, highlighted the fact that Canadian women business owners and entrepreneurs can and are increasingly

The Award was developed under the Canadian Women's International Business Initiative (CWIBI), an Embassy program encouraging more Canadian women business owners to consider exporting as an option for growing their businesses.

At the Leadership Conference, the Embassy was also honoured with an award from the prestigious Business Women's Network of Washington, D.C., in recognition of the various initiatives that the Embassy has undertaken on international business development for Canadian businesswomen, and its involvement in the first Canada-



From left to right: Nicole Beaudoin, President - Quebec Business Women's Network; Astrid Pregel - Minister-Counsellor (Commercial), Canadian Embassy, Washington, DC; Sarmite Bulte - MP, Parkdale-High Park; Charlie Coffey, Executive Vice-President, Business Banking, Royal Bank of Canada; Debi DeBelser - President, Northwest Pipe & Supply Co. Inc.; Jocelyna Dubuc - Founder, Le Centre de Santé d'Eastman; Evelyn Jacks - President, The Jacks Institute; Dr. Lorna Marsden - President and Vice-Chancellor, York University; Lisette (Lee) McDonald - CEO, Southmedic Inc.; Jo-Anne Schurman - Owner, The Loyalist Country Inn; Nancy Smith - President, The NextMedia Company Ltd.; Stan Krejci - President, Canadian-American Business Council; Doug Waddell - Minister (Economic) and Deputy Head of Mission, Canadian Embassy, Washington, DC.

USA Businesswomen's Trade Summit to take place May 17-21, 1999, in Toronto (www.businesswomensummit.com)

Canadian ITS Technology and Services Introduced to Chile

The first-ever Canadian Intelligent Transportation Systems (ITS) seminar was held in Santiago, Chile, from November 30 to December 1, 1998. A 10-person team from Canada conducted the seminar, led by ITS Canada and Transport Canada, with representatives from Delcan International Corporation, Impath Networks Inc., Sirit Corporation and M.D. Harmelink & Associates.

The seminar was officially opened by Canada's Ambassador, Lawrence Lederman, and was attended by top officials from Chile's Ministry of Public Works, Ministry of Transportation, municipalities and the private sector.

The two-day seminar presented the most up-to-date technologies, services and future trends on ITS deployment, and promoted ITS tech-

nology exchange and co-operation between Chile and Canada. The team also conducted a workshop to introduce Canadian ITS technologies and services that are applied to transportation systems around the world.

In Chile, the next stages in the country's Privatized Toll Road System will involve implementing several new urban freeways, particularly in Santiago, under the country's National Concession Program.

ITS Canada is a public/private sector organization created to promote

the benefits of using the latest technology and policies in developing transport. It is part of a worldwide network of ITS organizations, and it will host the sixth World Congress on Intelligent Transport Systems in Toronto in November 1999.

For more information on Intelligent Transportation Systems or ITS Canada, contact Joseph K. Lam, Chairman, tel.: (416) 391-7521, fax: (416) 441-0226, e-mail: its_toronto99@delcan.com, Internet: www.itscanada.ca

Contracts Awarded

Newbridge Networks (Kanata, Ontario) was awarded last December a five-year contract to supply a turnkey solution for WIND, a new Italian telecommunications consortium consisting of energy distributor ENEL, Deutsche Telekom and France Telecom. The estimated \$100-million contract was won against all major competitors.

Newbridge was also selected last December by two Latin American companies: 1) Impsat, a value-added service provider with operations in Argentina, Brazil, Venezuela, Ecuador, Colombia and Mexico, for the expansion and upgrade of its national data network in Colombia and Teledatos, Colombia's national backbone network; 2) COTAS (Cooperativa de Telecomunicaciones de Santa Cruz Ltda.), a rapidly growing telecommunications service provider located in Santa Cruz, Bolivia, to build South

America's first asynchronous transfer mode (ATM) multi-services network.

RADARSAT International (RSI) (Richmond, B.C.) signed last December a license agreement with Millennium International Resources Corporation Ltd. to distribute data products in the Eastern European countries of Romania and Moldavia. The Millennium-Romania office, registered in Bucharest, promotes the use of RADARSAT products for hydrocarbon exploration, particularly in the heavily forested Carpathian Mountain area.

RSI also announced that the Japanese ground station National Space Development Agency of Japan (NASDA) has been certified to order, schedule, receive and generate products of RADARSAT data, and to generate, transcribe and commercially distribute Level 1 products from received telemetry.

TRADE COMMISSIONERS

— Continued from page 9

Policy Planning Division. He was also a trade commissioner in Tokyo.

VON FINCKENSTEIN,
Otch
Counsellor (Commer-
cial) in Kuala Lumpur



(Malaysia). Mr. Von Finckenstein has had a number of assignments around the world, including Frankfurt, Hamburg, Bogota, Singapore, Bonn and Warsaw. His last position in Ottawa was Director, Bureau of Eastern and Central Europe.

Heating/Ventilating Opportunities in United Arab Emirates

Canadian companies with products related to air conditioning, ventilation, refrigeration and maintenance are invited to participate in a project to promote an Indoor Air Quality (IAQ) Management Program in the United Arab Emirates.

Vancouver-based Canadian Showhouse Consortium, with support from the Department of Foreign Affairs and International Trade (DFAIT), has initiated an IAQ Management Program, which was virtually non-existent in the region.

The potential for Canadian companies in IAQ management alone could reach \$50 million over the next 10 years.

Work on the project, which has been discussed with top level U.A.E. officials, is expected to start soon.

The proposal is for a pilot project in the U.A.E., which will cover a number of government and institutional build-

ings. It will consist of acquiring IAQ data, processing the data in real time via an Internet data transfer link and providing recommendations to the U.A.E. government to improve indoor air quality.

The proposed project will also have an educational component by organizing workshops and seminars in the U.A.E. on IAQ management training and developing IAQ guidelines in line with Canadian and international standards.

Companies interested in participating in the project should provide information on their products/services and international experience to the Consortium.

For more information, contact the IAQ Management Team, Canadian Showhouse Consortium, #209 - 2628 Granville Street, Vancouver, B.C., V6H 3H8, tel.: (604) 731-9663, fax: (604) 263-1652, e-mail: cpic@cosmospace.bc.ca, Internet: www.direct.ca/cosmos/

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

COLOMBIA —The Colombian health-care sector through the Canadian Embassy invites Canadian companies to bid for various medical equipment and supplies: patient aid equipment, blood gas collection systems, pathogen test kits, optical equipment, high-technology medical equipment, clinical lab equipment, bio-technology equipment, forensic equipment, tracheotomy tubes, catheters, surgical tools, vaccines, blood derivatives, monitors, modulators, surgical lights,

autoclaves, infant incubators, ecographs, ambulances, inexpensive antibiotics, anesthesia, cancer treatments, transplant surgical tool kits, hip replacement tools, new programming technology, joint venture opportunities, scalpel blades, blood analysis equipment, quality lab equipment and reactants, endoscopic equipment, intensive care equipment, anesthesiology equipment, neonatal equipment, adult resuscitators, medical sensors, medical-related compressors, high-tech lab equipment,

anesthesia equipment, surgical equipment, new optical technology, pharmaceutical gell capsule manufacturing equipment, endoscopic-related equipment, micro-electrical motor valves, diagnostic equipment, nebulizers, resuscitation equipment, surgical staples and equipment related to product line. The closing date is March 1, 1999. Contact Daniel Lemieux before March 1, 1999, at fax: (613) 996-2635, quoting IBOC case no. 981229-02375.

Continued on page 13 — Opportunities

Stormceptor Gets Contract to Supply Sydney 2000 Olympics

IBOC Successes

Stormceptor Canada Inc.'s (SCI) pollution control traps are going to the Olympics.

In a fitting twist of irony, SCI's pollution control traps will be used at the Sydney 2000 Olympics because of teamwork — the underlying theme of what the Olympics is all about. Stormceptor Canada has an extensive team of licensed distributors around the world, including Australia and the United States.

SCI manufactures and licenses the Stormceptor System, which is used for removing sediment and oil from stormwater runoff. It also manufactures and distributes the Proceptor System, used for separating oil and grease from wastewater.

Stormceptor's licensed distributor in Australia, CSR Construction Materials, will benefit from the specification of six patented control traps at the Olympic site, valued at over \$300,000. The Stormceptor control trap is installed underground and hooked up with a drain system.

According to SCI Vice-President Scott Monteith, it's teamwork that helps the company succeed.

"Stormceptor has the know-how and the engineers to develop and design Stormwater Interceptor 2000 products." SCI has sold over 2000 units in Canada and the United States alone.

Although Stormceptor has a large distribution network, it is actively seeking new distributors to expand its network worldwide. It is this team of companies that has attracted clients such as Home Depot, 3M and General Motors. Monteith believes that company advertising is also one of the keys to SCI's expansion. "Stormceptor does extensive company advertising and promotion, in particular, through trade publications and shows." In its goal to expand in as many markets as possible, Stormceptor takes its teambuilding role very seriously.

The International Business Opportunities Centre (IBOC) received a trade lead from the Canadian Consulate General in Sydney and searched for companies that fit the bill. IBOC contacted SCI, which in turn contacted CSR, its Australian distributor, and won the contract.



Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been put in touch with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Web site at www.dfait-maeci.gc.ca/iboc-coai

Opportunities

— Continued from page 12

BANGLADESH — The Government of Bangladesh invites bids from reputed firms having adequate technical and financial capabilities and experience to establish an elevated rail system for mass transit in the Dhaka city on a build, operate, and transfer (BOT) or build, operate, and own (BOO) basis.

The elevated system is proposed to be built over the existing road alignments of the city where land and right of way are already available with the government. The main objective of the elevated mass transit system will be to augment the existing traffic capacity of the city. Therefore, the elevated mass transit routes, when operational, are not expected to obstruct or reduce the capacity of the surface roads over which

these will be built. Cost of the bid documents is TK 4000 or US\$83 per set. Closing date is April 15, 1999. Contact Daniel Lemieux before March 4, 1999, at fax: (613) 996-2635, quoting IBOC case no. 990104-00006.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Water Technology Show Highlight of Turkish Trade Fair Agenda

ISTANBUL, TURKEY — March 18-21, 1999 — The sixth annual Water Technology and Equipment Exhibition, Aqua Tech 99 offers producers of water management technology and services an unparalleled opportunity to enter the very profitable Turkish market.

Aqua Tech 99 covers transport and distribution, water treatment, instrumentation control and automation, as well as consultancy on the drinking water, process water, wastewater and irrigation sectors. The exhibition is

organized in co-operation with two of Turkey's most influential players in the water sector, ISKI-Istanbul Municipality Water and Sewage Authority, and CEVRETED, the Turkish society for environmental professionals.

Aqua Tech 99 runs in conjunction with Ecotech Turkey 99, the Turkish version of Ecotech Europe, which is

Europe's most specialized environmental technology trade fair, attracting almost 300 exhibitors and 20,000 visitors.

For more information, contact David O'Byrne, FGS Fuarcilik AS, Celiktepe, Inonu Cad 11/3 80650, 4-Levent, Istanbul, Turkey, tel.: (011-90-21-2) 282 88 08, fax: (011-90-21-2) 282 27.

Clean Water Focus of WATERTECH EXPO

MANILA, PHILIPPINES — April 22-25, 1999 — The first Specialized Trade Show and Conference on Drinking Quality and Supply Technology, WATERTECH EXPO MANILA '99, is an excellent opportunity for participants to present their products and services to potential household, commercial and institutional customers.

This trade show and conference — the theme is "Ensuring Sufficient and Safe Water Supply through World-class Purification Technologies" — is organized by the Water Quality Association - Philippines, Inc. and Exposition Communications Group, Inc.

For more information, contact Yvonne Benavidez, Exposition Communications Group, telefax: (011-63-2) 521-4671/ or Dr. Jovito Y. Deauna, Water Quality Association, tel.: (011-63-2) 453-0421/22, fax: (011-63-2) 929-4082

Participation at AGRO '99 Could Reap Big Benefits

PARAMARIBO, SURINAME — April 28 - May 2, 1999 — Buyers, sellers, suppliers, manufacturers, services organizations and government institutions involved in agriculture, horticulture, cattle breeding, fishery and forestry will all be on hand to promote and sell their products and services at AGRO '99.

Organized by the Chamber of Commerce and Industry in Suriname, AGRO '99 is an excellent venue at which Canadian agri-food businesses

can establish valuable contacts with key decision makers in a wide range of agricultural sectors in this active South American region.

For more information, contact Mr. R. Kalka, Co-ordinator, AGRO '99, Chamber of Commerce and Industry, Mr. Dr. J.C. de Mirandastraat 10, P.O. Box 149, Paramaribo, Suriname, South America, tel.: (011-59-7) 474-536/ 470-802/473-526/473-527/473-048, fax: 474-779, e-mail: chamber@sr.net

IBEX '99: Premier Building and Construction Show

HONG KONG — June 2-5, 1999 — IBEX '99, the 16th International Building Exposition, is the only event exclusively serving the building and construction sector in Hong Kong. The event targets architects, builders, consultants, contractors, developers, designers, distributors and agents, engineers, surveyors and government representatives.

The Hong Kong Government plans to invest \$50 billion in infrastructure

development over the next four years. There is also a \$7.5-billion plan to convert the old Kai Tak Airport.

The Consulate General of Canada in Hong Kong has reserved a block of space at IBEX '99 and is inviting Canadian companies to exhibit products under the Canadian Pavilion.

For more information, contact Eunice Wong, Commercial Officer, Consulate General of Canada, Hong Kong at fax: (011-85-2) 2847-7441.

Gourmet International 99 an Exporters' Feast

MONTREAL — April 29, 1999 — Gourmet International 99 (GI99), billed as the best agri-food export show in Canada and the only Canadian agri-food show dedicated exclusively to exports, will be held at the Montréal Bonaventure HILTON.

This one-day show will offer Canadian businesses an exceptional opportunity to show their products to nearly 100 foreign buyers.

Gourmet International's reputation is growing, and this is due to its governing principle: quick closing of export sales! Polls of last year's exhibitors and buyers report sales of over \$20 million.

Unique feature

GI99 has a unique feature that distinguishes it from all other trade fairs: it is a private show accessible only to the export managers of Canadian exhibitors, who will meet 100 or

so specially invited and qualified foreign buyers over table-top demonstrations of their products.

GI99 casts its net worldwide to recruit buyers — through Canadian embassies and consulates and Quebec trade delegations abroad — most closely suited to exhibitors' needs and expectations, so that the firms represented and the products displayed open up unique business prospects for each participant.

For 1999, buyers are expected from the United States (55 per cent), Asia (25 per cent), Europe and Middle East (10 per cent), Latin America and the Caribbean (5 per cent).

GI99 is different from other trade shows in that it is private, thus affording unrivalled opportunities to form business relationships with qualified international importers and distributors. It is a show devoted exclusively to exhibitors seeking to develop export markets.

Opportunities abound

Every year, Gourmet International offers:

- growing numbers of exhibitors and buyers;
- an increasingly varied range of products;
- carefully screened buyers from ever more diverse regions of the world;
- a wealth of business opportunities;
- a highly favourable business potential.

Exhibiting at GI99 is the most cost effective way (\$700 per booth) and most efficient of all food shows in Canada:

- to boost your international sales;
- to establish new contacts;
- to develop new export markets;
- to make your firm and your products known worldwide;
- to meet distributors serving a wide range of markets;

Continued on page 16 — GI99

Sports and Leisure Show in Tunis

TUNIS, TUNISIA — May 12-15, 1999 — The 5th International Exhibition of Sports and Leisure Equipment, RIADHA '99, is the only specialized show of its kind in Tunisia.

The products on display include equipment for individual and team sports, water sports, sports halls, saunas, martial arts, racing (bicycles, mopeds, motorcycles, etc.) and

physical fitness; fishing equipment; dance supplies; sports services; sportswear; and ground coverings (natural and artificial turf, tartan, etc.).

The Canadian Embassy in Tunisia will assist Canadian companies that wish to take part in the show by renting space on their behalf, accepting their brochures, sending invitations to local contacts, among other activities.

Depending on the number of Canadian participants, it may be possible to consolidate them in a Canadian Pavilion.

For more information, contact Russell Merifield, Counsellor (Commercial Affairs), or Lassaad Bourguiba, Trade Officer, Canadian Embassy, Trade Section, P.O. Box 31, 1002 Tunis-Belvédère, Tunisia, tel.: (011-216-1) 796-577, fax: (011-216-1) 792-371.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

International Development Days Take On the Next Millennium in Banff

BANFF, ALBERTA — April 15-16, 1999 — Find out what's new in Canada's international development agenda and how you can participate and benefit by attending the two-day session, Working with the World: The Challenge of International Cooperation in the Next Millennium.

Jointly sponsored by the Alliance of Manufacturers & Exporters Canada (Alliance) and the Canadian International Development Agency (CIDA), the session features workshops on international development successes, CIDA policies and programs, contracting, joint ventures, roundtable discussions, networking opportunities, one-on-one interviews with senior CIDA officers, representatives from international financial institutions and from other agencies.

Sponsorship and exhibiting opportunities are also available. The cost for the full program, which includes the reception, gala dinner, breakfast and two luncheon events, is \$325 for Alliance members and \$375 for non-members. However, participants can take advantage of an early-bird rate of \$275 (members) and \$325 (non-members) by registering before March 1, 1999.

For more information, or to register, contact Bob Saari, Vice-President, Alberta Division, Alliance at tel.: (403) 426-6622, fax: (403) 426-1509, e-mail: bcsaari@the-alliance.com or Laura Fenwick, Alliance at tel.: (416) 798-8000, ext. 249, fax: (416) 798-8157, e-mail: laura_fenwick@the-alliance.com

BUSINESSWOMEN'S EXPORTING ACTIVITIES

— Continued from page 1

The study, directed by the TRC, will speak to women entrepreneurs who want to start exporting or increase their exports, describing the successful strategies used by other women in international markets.

It will show the challenges that women business owners face as they enter foreign markets and, more importantly, what can be done. It will also offer tangible truths about Canadian women's businesses and recommendations for government and the private sector to help women continue to succeed as entrepreneurs.

You can participate by attending one of the women entrepreneur lunches, seminars or conferences,

which will share the *Connections: Entre Nous* national moment. Businesswomen's events across Canada, in Washington, D.C. and Los Angeles, will be linked for the half-hour video and interactive launch at 12 noon EST.

Events are confirmed for Vancouver, Calgary, Thunder Bay, Toronto, Montreal, Quebec City, Halifax, Los Angeles, and Washington, while other events are being planned across Canada.

For more information on an event in your area, contact Roberta O. Cross, Export Services - Small and Medium-Sized Enterprises (TSME), DFAIT, fax: (613) 996-9265, e-mail: roberta.cross@extott16.x400.gc.ca

G199 — Continued from page 15

- to meet potential customers who are looking for just what you have,
- to find out that your products have appeal in foreign markets you had not thought of.

Gourmet International, a Team Canada Inc effort, is a joint venture of Agriculture and Agri-food Canada, the Quebec Department of Agriculture, Fisheries and Food, the Department of Foreign Affairs and International Trade, and the Quebec Agri-food Export Club.

For more information, or to receive a complete registration and information package, contact Gourmet International 99 Secretariat, tel.: (514) 873-4147, ext. 247, fax: (514) 873-2364, e-mail: Gourmet.International@agr.gouv.qc.ca

Inquiries Services

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 InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Vol. 17, No. 4 — March 1, 1999

Highly Successful Trade Missions to Poland and Ukraine

During the recent visit of Prime Minister Chrétien to Poland and Ukraine (January 25-28, 1999), Minister for International Trade Sergio Marchi witnessed the signing of 56 commercial agreements worth an estimated \$295 million between Canadian firms and their Polish and Ukrainian counterparts.

Dept. of External Affairs
Minister of International Trade
FEB 26 1999

Nearly 150 Canadian businesses participated in the Canadian business development missions, which coincided with the first official visit by the Prime Minister to both countries.

In Warsaw, Canadian businesses signed 38 agreements valued at \$132 million. The signings included 10 contracts worth \$17 million, 10 memorandums of understanding valued at \$47 million, and 18 letters of intent estimated at \$68 million.

The deals, signed in most part by small and medium-sized enterprises, were largely concentrated in the agri-food,



Minister for International Trade Sergio Marchi (right) chats with Ryk Oliver Corporation Vice President Robert van Eyk (centre) and Polish partners Roman Dziekonsky, Chairman/President, Municipal Development Agency of Poland, and Mirosław Kruszynski (far left), President, Ostrow Wielkopolski City Hall, following the contract signing ceremony in Warsaw on January 25.

construction, energy and natural resources, and information technology sectors, as well as in less traditional areas such as assistance for the disabled and crisis management.

“These agreements demonstrate the increasing level of Canadian trade and investment in Poland,” said Minister Marchi. “They also help to confirm Poland’s successful transition to a market economy and its position as an attractive investment destination in Central Europe.”

(For a list of recent publications on the Polish market, see p. 15.)

The 18 agreements valued at \$163 million signed in Kyiv, Ukraine, included five contracts worth \$10 million, six memorandums of understanding valued at \$21 million, and seven letters

Continued on page 3 — Poland and Ukraine



Do You Have What It Takes? 1999 Canada Export Awards Open for Applications

Following another successful year, the Canada Export Award Program is now accepting applications for the 1999 competition.

Canada is one of the world’s leading trading nations. Exports are the fastest-growing sector of the Canadian economy, accounting for over 40 per cent of Canada’s gross domestic product. Since 1993, the value of Canadian exports has grown by more than 30 per cent. On a per-capita basis, Canada is the most export-oriented of the G-7 industrialized economies.

try’s top exporters with the Canada Export Award.

Under the theme, *Celebrating Excellence*, the Department of Foreign Affairs and International Trade has teamed up with the Canadian Imperial Bank of Commerce (CIBC), Export Development Corporation (EDC), and Teleglobe Communication Services Inc. as official sponsors of the Canada Export Award Program.

Continued on page 2 — 1999 Export Awards

It is fitting, then, to honour the coun-

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Y2K Preparedness Week Targets Canadian Consumers and Businesses

The Government of Canada held the first National Year 2000 Preparedness Week, February 8-12, 1999. The goal was to further educate Canadians on the importance of meeting the millennium challenge. In co-operation with the private sector, informative and interactive events were staged across Canada to encourage Canadian consumers and businesses to prepare for the year 2000.

Eleven million copies of the Government's *Millennium Bug Home Check*, a publication answering many questions regarding the Year 2000 challenge as it relates to Canadian households, were delivered to Canadians from coast to coast.

In Atlantic Canada, the February issue of *The Insider*, a monthly Southam News publication in Prince Edward Island, was dedicated entirely to the Year 2000 problem, and distributed to between 4,000 and 6,000 small and medium-sized businesses.

In Quebec, daily newspapers across the province carried information about the federal government's Student Connection Program and Year 2000 First Step in Quebec.

On February 9, at a small business seminar in Ottawa, Robert Parker of the Canadian Institute of Chartered Accountants (CICA) made a comprehensive presentation about the Year 2000 and small business. Small business seminars were also held

throughout most provinces. The CICA's Website is <http://www.cica.ca>

The Community Futures Development Corporation of Alberta distributed information on the Year 2000 computer problem to its small business clients across the province.

Western Economic Diversification Canada (WD) hosted a Year 2000 Forum and Panel Discussion at Simon Fraser University in Vancouver, featuring Michael Fletcher, a Year 2000 expert in Canada, as its keynote speaker and panelist. WD's Web site is <http://www.wd.gc.ca>

For more information on Y2K, contact the Task Force Year 2000 Secretariat's Web site at <http://strategis.ic.gc.ca/sos2000>, or call 1-800-270-8220.

1999 Canada Export Awards

Each year, the Minister for International Trade presents these Awards to a select number of firms, chosen by a panel of prominent business people from across Canada. Canadian companies that receive this Award are justifiably acclaimed for increasing their export sales, for introducing new products and/or services abroad or for penetrating new markets.

Under the auspices of the Canada Export Award Program, special recognition is given by the program's sponsors to three Award winners:

- CIBC Job Creation Achievement;
- EDC Smaller Exporter Achievement;
- Teleglobe Innovation and Technology Achievement.

Over 3,475 entrants have competed for this honour in the program's 16-year history, with 200 companies having been selected to receive a Canada Export Award. Winning companies range in size from small and medium-sized enterprises to large multinationals. Canada Export Award

recipients represent a broad spectrum of Canadian industry, from agriculture and food processing to transportation equipment, chemicals, electronics, consumer products, and information technology.

Winners may use the Canada Export Award logo in their advertising and promotional materials for three years following receipt of the Award. They are also recognized in national and local media for their outstanding achievements. Many award winners have participated in the federal

— Continued from page 1

government's export awareness and trade development activities, and on trade advisory committees.

The Canada Export Award logo, coupled with the successful company's name, reminds Canadians of the importance of exports and identifies the firm as a major contributor to Canadian prosperity and job creation.

For more information, visit the Awards Web site at: www.infoexport.gc.ca awards or through the Team Canada Inc Web site at www.exportsource.gc.ca

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

Poland and Ukraine Offer Good Opportunities — Continued from page 1

of intent estimated at \$132 million.

Canadian learning centres in Kyiv

On January 27, Minister Marchi opened the first of a new generation of Canadian Learning Centres at the Canadian Embassy in Kyiv.

Unlike centres in Asia and Latin America, which are designed to attract international students to study in Canada, the Kyiv Centre will use a tailored Internet/Intranet system to showcase Canadian learn-

ing technologies as well as education and training services in Ukraine.

"The Learning Centre in Kyiv will help market distance learning by giving Ukrainians immediate access to a broad range of state-of-the-art Canadian education and training services," said Minister Marchi.

The Centre will include Canada's world-recognized SchoolNet System, with Internet hook-up provided by Teleglobe Canada. Leading server application technology will be fur-

nished by Almerco International Inc. of Gatineau, Quebec.

Gery Brown, President of the Association of Canadian Community Colleges of Canada said "The community colleges of Canada have been looking for a marketing vehicle that would help provide more ground support for our training capacities, especially our on-line facilities. With the establishment of the Canadian Learning Centre, we think we have found it."

Canadian companies from all parts of the country and from a wide range of industry sectors signed commercial agreements during the business development missions to Poland and Ukraine. Here are some examples:

POLAND

Royal Europa, the European arm of Royal Technologies Group from Ontario, has invested US\$34 million to build a facility that will manufacture building products for the vast European and East European markets. A further US\$30-million investment is expected in subsequent stages of the project.

McCain Foods of New Brunswick is building a factory in Strzelin, with plans to start production later this year. At US\$54 million, this is one of the largest Canadian investments ever made in Poland.

Straight Crossing Group, the Saskatchewan Wheat Pool and Dessaport International are the Canadian partners in the U.S.-Canadian consortium behind the construction of a grain-handling facility and terminal at the port of Gdansk. The first phase of the project is worth nearly US\$77 million. (See also the previous issue of *CanadExport*)

Gemite Products Inc. of Mississauga, Ontario, and Prefabet Koziencie S.A. are forming a joint venture company, which will be licensed to manufacture and market a patented building system, *Omni-Globe*, in Poland. The venture is valued at \$20 million over five years with a Canadian content of \$4 million.

ESI Ecosystems International Ltd. of Montréal, and Pumped Storage Power Plants of Warsaw signed a contract to build three hydroelectric power plants on the Odra River, using Canadian technology for ultra-low head turbines. The project is planned for three years, with a Canadian content estimated at \$6 million for the first phase.

For a full list of participating Canadian companies and business deals signed in Poland and Ukraine, check the Web site at <http://infoexport.gc.ca/section4/missions/poland/menu-e.asp>

UKRAINE

4 Square Productions Ltd. of Regina, Saskatchewan, signed a \$500,000 contract (\$300,000 Canadian content) with Novvy Kanal of Kyiv to co-produce two TV documentaries, *The Catacomb Church of Markova*, which deals with the tragedy and triumph of the Ukrainian Catholic Church in Canada, Ukraine and the world, and *The Fatal Embrace: Ukrainians and Jews*, which explores the history of these two peoples.

Aurora Pacific Consulting and Development Corporation of Vancouver and Specialized Quarry of Ivaniv signed a contract to form a joint venture to establish Europe's largest abrasive garnet producing plant. The garnets will be used in Ukraine and exported to Europe for sandpaper, sand blasting, high-pressure water jet cutting, and water filtration. The total project value is \$6 million with a Canadian content of \$3.2 million.

Northland Power Inc. of Toronto and its Ukrainian partners, the State Property Fund and Darnitsia Workers Collective, have agreed to sign with the European Bank for Reconstruction and Development for a \$240-million project to rehabilitate the Darnitsia power plant.

Northern Telecom of Mississauga has a major project in Ukraine to develop a multimedia corporate network for the National Bank of Ukraine (NBU). The Nortel network connects all regional departments of the NBU and satisfies all requirements for voice and data communication between NBU sites. The existing NBU network is the first step in the creation of an advanced multimedia telecommunications network for the Ukrainian banking and finance community.



THE U.S. CONNECTION

This CanadExport regular feature is designed to help Canadian exporters take advantage of the vast and lucrative market south of the border. The U.S. Connection is produced in co-operation with the U.S. Business Development Division (UTO) of the Department of Foreign Affairs and International Trade (DFAIT). For further information, contact UTO by fax at (613) 944-9119, e-mail: commerce@dfait-maeci.gc.ca

YOUNG ENTREPRENEURS MISSION TO CALIFORNIA WILL SHOWCASE CANADIAN ADVANCED TECHNOLOGIES

SAN FRANCISCO — April 6-8, 1999 — Minister for International Trade Sergio Marchi will lead a Young Entrepreneurs Mission which will

feature some of Canada's brightest young entrepreneurs in the fields of Internet hardware and software, animation and environmental technolo-

gies. During the mission, participants will take part in a venture capital seminar and an animation education program, as well as have the opportunity to explore partnerships with their California-based counterparts.

For more information, call (613) 995-2194, or visit the Web site at www.infoexport.gc.ca

Welcome to CanApple!



The CanApple business development program, operated by the Canadian Consulate General in New York, assists both Canadian and U.S. firms to pursue cross-border business opportunities. The CanApple Web site (www.canapple.com), originally designed to promote business between Silicon Alley (NYC) and Canadian new media companies, is currently being expanded to include

information on other key sectors such as environment, apparel, agri-food, bio-informatics and U.S. procurement.

For more information, contact Matt Toner, Vice Consul, Canadian Consulate General, New York, tel.: (212) 596-1670, e-mail: matt@canapple.com

Trade Fairs and Missions

- * Chicago Retail Grocery Show Not to be Missed
- * Beer, Wine and Spirit NEBS

For full stories, see page 13

SHERIDAN ANIMATES MANHATTAN

Canada's cutting-edge computer animation technology took New York by storm on January 25 as Sheridan College, dubbed "the Harvard of Animation," hosted a highly successful one-day program that brought together the very best of North America's animation industry. Presented in collaboration with the Canadian Consulate General, the New York City Economic Development Corporation and Quebec Government House, the CanApple Animation Forum featured work by more than 25 U.S. and Canadian developers of computers and classical animation, special effects and graphic design for film, television and new media. The event formed part of the "Upper North Side - Canada in NY" series, and dramatically highlighted Canada's commanding lead in the animation technology field, as well as the exceptional and innovative talent emerging from colleges such as Toronto's Sheridan. This is the seventh time a CanApple event of this type has been held, but the first to focus on animation.

Did You Know?

The one-quarter of the American population that will be over 50 years old at the turn of the century has an annual personal income approaching US\$1 trillion. They control fully half of the country's disposable income, 75 per cent of its financial assets (worth more than US\$8 trillion) and 80 per cent of its savings and loan accounts.

Source: Economic Digest, A&A Customs Brokers Ltd.

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> for a wide array of valuable information on doing business in and with the United States.

Minister Marchi Launches Public Consultations on FTAA and WTO Negotiations

On February 8, 1999, Minister for International Trade Sergio Marchi announced that the Government of Canada is seeking the opinions of Canadians on the negotiations to establish the Free Trade Area of the Americas (FTAA), and for the anticipated negotiations at the World Trade Organization (WTO).

"We enter into trade agreements to better the lives of our citizens. In preparing for these negotiations, it is vitally important that we consult closely with all Canadians," the Minister said. "This is also a step in Canada's continuing efforts to make trade frameworks, such as the WTO, NAFTA [North American Free Trade Agreement] and the FTAA, more open and transparent."

In November 1999, Minister Marchi will welcome his counterparts in the hemisphere for the next meeting of FTAA trade ministers in Toronto. Later that month, the world's trade representatives will meet in Seattle, where they are expected to launch new negotiations under the WTO.

Canadians are asked to present their comments and submissions by April 30, 1999, as outlined in the February 6 notice published in the *Canada Gazette*, which is available on the DFAIT Web site at <http://www.dfait-maeci.gc.ca>. Views are welcome both on trade issues (in goods and services, investment and competition policy, intellectual property, culture, information technology) and the social dimension of trade (environment, labour, development).

The Minister's call for submissions coincides with a hemisphere-wide effort to seek input from civil society. Last November, an FTAA committee issued an open invitation to citizens to make written submissions.

The call for public input complements other consultations that the Government and Parliament are undertaking to give Canadians an opportunity to contribute to Canada's overall trade agenda. The Standing Committee on Foreign Affairs and International Trade has begun hearings on Canada's interests in the upcoming negotiations, while the Standing Committee on Agriculture has held hearings. Further activities are also planned to ensure that citizens are fully consulted as negotiations for an FTAA and under the WTO evolve.

The WTO process

The second WTO Ministerial Conference, held in May 1998, called for detailed recommendations to be considered at the third Conference, scheduled for November 30 to December 3, 1999, in the United States. Over the coming months, the 134 members of the WTO will be preparing recommendations that will cover the full range of issues, including the implementation of existing agreements, ongoing work programs, negotiations on agriculture and services, and the overall scope and process of new negotiations. The directions provided by Ministers at the November Conference will form the basis for new multilateral trade negotiations.

The FTAA process

Negotiations were launched in April 1998 by the leaders of 34 countries in the Americas with a target date of 2005 to reach agreement on a Free Trade Area of the Americas. Canada will play a key role in these negotiations as host for the ministerial meeting in November 1999 and as Chair of the 18-month start-up phase of negotiations.

Submissions by interested parties

All interested parties are invited to submit their views at the latest by April 30, 1999. They should:

- include the contributor's name and address;
- identify the sector and products and services being addressed and, where appropriate, the tariff item number; and
- provide precise information on the reasons for positions taken, including effects on employment and production in Canada, on import and export interests, and on any other social or economic interests in Canada.

Contributions can be sent to Trade Negotiations Consultations, Trade Policy Planning Division (EAI), DFAIT, 125 Sussex Drive, Ottawa, ON K1A 0G2, fax: (613) 944-0757, e-mail: consultations@dfait-maeci.gc.ca

Small Vancouver Company Sticks to its Guns for First Exports

Being small — very small — can be intimidating when launching into the huge market south of the border. But that's where a good strategy, along with expert advice, can make all the difference, as Vancouver Tool Corporation (VTC) found out.

For the two-person operation, this took a little time and some trials and errors.

Established three years ago to develop, manufacture and market Caulk-Rite — a unique tool for the application of caulking — the young enterprise is wholly run by Caulk-Rite inventor and CEO Andrew Dewberry, and Marketing Manager Jayne Seagrave.

"Our first objective was to establish a solid foothold in our own backyard," says Seagrave, "as we started marketing to major hardware retail stores in British Columbia back in 1996."

But that didn't prevent the young company with the slogan "Caulk stained jeans a thing of the past" from thinking exports.

First attempts at exporting

It was in the library of B.C.'s Ministry for Small Business that Seagrave saw mentioned the New Exporters to Border States (NEBS) program, run jointly by the Department of Foreign Affairs and International Trade (DFAIT) and the province.

"I phoned Trade Commissioner Harvey Rebalin at the International Trade Centre [ITC] in Vancouver," Seagrave recalls, "who got us on a home improvement and hardware NEBS mission to Seattle in February 1997."

It turned out to be a little premature for VTC.

"We learned a lot about brokerage, taxes, how to export," she says, "and they also took us to a home renovation show

where we got a good view of the competition, so overall it was very useful."

The same month, VTC also went to the Canadian National Hardware Show in Toronto and got listed with Canadian Tire Stores country-wide.



The Best New Product Award standing over the Caulk-Away tool.

Let them come to you

By then VTC was already listed on DFAIT's WIN Exports database — "thanks to the expert advice of Rebalin, back at the ITC in Vancouver," recalls Seagrave.

"Finding our name on WIN, we got a call in January 1998 from International Trade Officer Thomas Quinn at the Canadian Consulate General in Detroit, who was leading a group of U.S. buyers to the February Hardware Show in Toronto, asking us if we were interested in meeting him and U.S. companies.

"It didn't take much convincing for us to make a second appearance in Toronto," she says.

By the following month, the company's first export orders — 40,000 items worth US\$80,000 — were received from Florida-based Starbrite, a distributor of products for the marine industry.

The Toronto show also produced another very useful meeting for VTC: a bathroom company from Quebec, J.J. Barker, wanted to share a booth at the Kitchen and Bath Show slated for Chicago two months later.

"That's where we met Color-Caulk, the largest supplier of colour caulking in the United States," says an elated Seagrave, "subsequently ensuring our listing in stores like Walmart and Home Depot throughout the U.S. Midwest."

As a matter of fact, the bulk of VTC's current exports — already 46 per cent of total company sales — go south of the border.

"As an added bonus to our 1998 participation in Toronto," she says, "our second revolutionary new tool, Caulk-Away — for removing caulk — won the Best New Product Award, beating over 650 entries, many from international giants such as Black and Decker."

Foreign marketing can start at home

Coming from such a positive experience, it is little wonder that Seagrave's first recommendation is "to do major trade shows in your own business, in your own country."

"In fact," she adds, "that's how we, the little David, tamed the mighty Goliath, by letting him come to us. No more answers like 'you're too small' that we got when presenting our products directly in the United States — for example with the help

Continued on page 10 — VTC

Opportunities Sprout for Veteran Winnipeg Team Canada Participant

Even long-established companies with a solid international reputation like XCAN Grain Pool Ltd. — Canada's largest exporter of canola, flax, malting barley, peas and many other special crops and feeding ingredients — can benefit from Team Canada trade missions.

As the exporting arm of the Saskatchewan Wheat Pool and Agricore — the two largest grain-handling co-operatives in Western Canada — and an accredited exporter of wheat and barley for the Canadian Wheat Board, XCAN took part in most of the Team Canada trade missions since the first one went to China, back in 1994.

"We were already doing business in many of the countries visited by Team Canada," says XCAN Chief Executive Officer Kenneth L. Matchett, "but we still found it very useful."

So what motivated the 29-year-old Winnipeg-based firm to participate?

Raising company profile

To take the last mission, in January 1998, to Latin America as an example, leads that developed in Brazil, Chile and Argentina did not translate into sales.

"But in Mexico," says Matchett, "where we did a lot of business even before, we called on many customers, and even Saskatchewan Premier Roy Romanow participated in some of our meetings."

As it turned out, 1998 was a good year for XCAN sales to Mexico, topping US\$90 million — primarily from canola.

"Whether we can attribute these

sales directly to Team Canada is hard to say," comments Matchett. "The fact is that our participation certainly did help enhance our image."

According to Matchett, giving a company greater visibility is even more important in a country such as China, where the government plays a much greater role than in some countries.

"Being part of a delegation headed by the Prime Minister and all provincial Premiers and territorial Leaders brings a lot of local publicity," Matchett adds, "which in turn can only increase the stature and credibility of participating Canadian companies in the eyes of the host country."

Again taking last year as an example, XCAN's sales to China reached US\$190 million — the bulk of it from canola, with some from malting barley and peas.

"Our participation in the 1994 Team Canada trade mission — the first — to China certainly helped establish our credentials," Matchett confirms, "and may very well have had a beneficial effect in fostering further sales for our company."

Well-run missions

Matchett is full of praise for the Team Canada trade missions, finding them extremely well organized.

"The Canadian Embassy staff in each country visited," he adds, "go to great length in organizing business contacts and setting up appointments with potential clients."

According to Matchett, the stature of the mission is certainly not lost on these contacts either.

"The presence of top level Canadian politicians and trade officials," he says, "helps raise the prestige of the Canadian companies in the eyes of the country visited. 'You must be a serious businessman or businesswoman to be part of such an elite group,' contacts say, and this only adds to your credibility."

According to Matchett, the real testimonial to the success of these missions are the numerous contracts signed by participating companies.

"Although it is difficult to attribute any direct sales to these trips, being part of Team Canada trade missions has helped raise XCAN's profile in the markets visited," says Matchett.

Did that translate into sales?

"It is hard to say," Matchett replies, "but it certainly didn't hurt."

For more information on XCAN — it has offices in Vancouver, Tokyo, London, Hong Kong and Sydney — contact CEO Kenneth L. Matchett, tel.: (204) 949-4500, fax: (204) 949-1057.

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).



The Canadian Trade Commissioner Service

This is the fourth in a series of articles explaining the list of core services offered by the Canadian Trade Commissioner Service (TCS) abroad, recently published by the TCS.

Visit Information and Face-to-face Briefing Helping You Get to Know the Territory

There is no substitute for personal contact. To be successful in international business, you will find that all the phone calls, faxes, letters, and e-mail messages in the world won't have the power of a single handshake.

That's why the Canadian Trade Commissioner Service recommends personal visits to the territory for anyone developing a new foreign market. And you should plan on making not just one, but several visits to your target market to cement the business relationships so crucial to your success. Granted, a trip abroad can involve considerable time and expense, but it is always well worth the effort.

Of the six core services offered at every Trade Commissioner Service post abroad, two are especially intended to help you make the most of your visit experience. The first, Visit Information, will help you plan your visit. The second, Face-to-face Briefing, will add high value to your visit once you have arrived in the market.

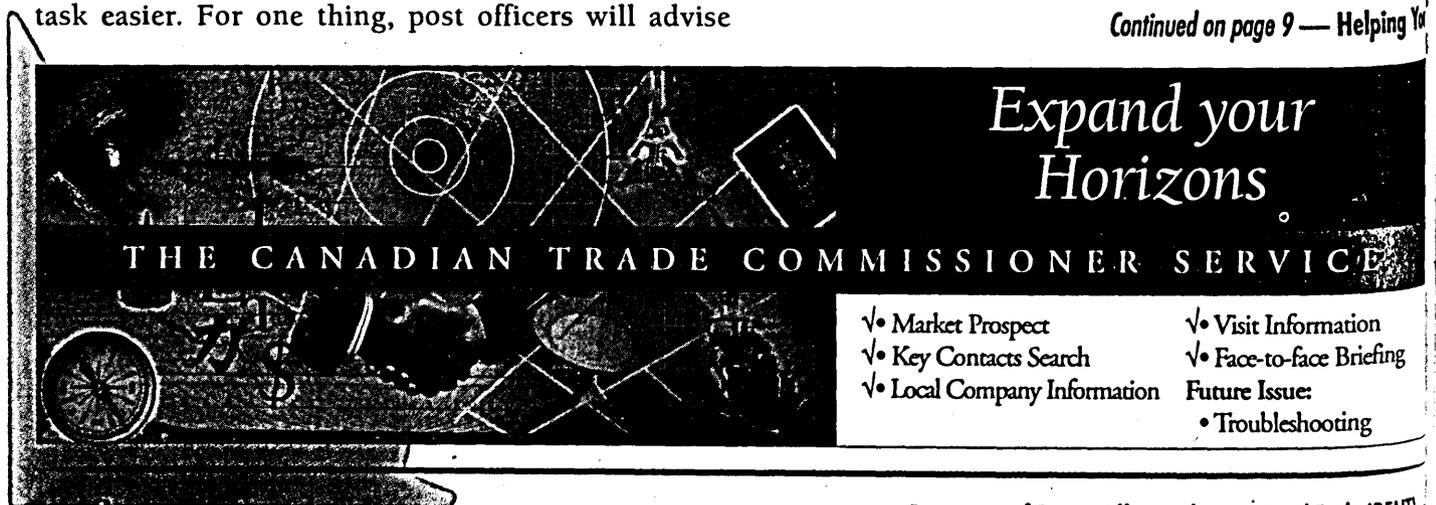
The TCS cannot make travel arrangements or program your visit for you, but it can provide a wide variety of Visit Information to make your planning task easier. For one thing, post officers will advise

you on the timing of your visit — letting you know, for instance, whether your proposed travel dates coincide with any local event or occasion that might affect the availability of accommodations or of the people you want to meet.

Officers can recommend good convenient hotels within your budget. They can also provide lists of reputable providers for services that you are likely to require during your stay — for example, local transport, translation and interpretation, business support and so on. The TCS will not make arrangements for you but it will give you all of the particulars you'll need.

One important advantage of a visit to the market is the opportunity to meet and speak in person with the Canadian trade officers posted there and working on your behalf. A Face-to-face Briefing with TCS officers is an excellent way to get up-to-date market intelligence in a confidential setting; but it is also more than that. It is a way to build a solid and abiding relationship with the Canadian trade professionals whose business it is to help you get results abroad. At the post you will be able to meet and confer with locally

Continued on page 9 — Helping You



Expand your Horizons

THE CANADIAN TRADE COMMISSIONER SERVICE

- ✓ Market Prospect
- ✓ Key Contacts Search
- ✓ Local Company Information
- ✓ Visit Information
- ✓ Face-to-face Briefing
- Future Issue:
 - Troubleshooting

New Trade Commissioners Abroad — Africa and the Middle East

For the last article in this series, CanadExport highlights the trade commissioners recently posted to Africa and the Middle East.

ABOU-GUENDIA, MAHER
Counsellor (Commercial)
at the Canadian Embassy in
Abu Dhabi (United Arab



Emirates). At Headquarters in Ottawa, Mr. Abou-Guendia was Deputy Director, Team Canada Division, and Trade Development Operations Division. His previous postings include Amman and Beijing. Before coming to the Department, he was Associate Director, Canagrex; Coordinator of Sales and Market Development with the Canadian Wheat Board in Winnipeg; and research scientist at various organizations in the United States.

BINGEMAN, DOUG
First Secretary (Commercial) and Consul at the
Canadian Embassy in
Kuwait City (Kuwait). At Headquarters
in Ottawa, Mr. Bingeman was Desk
Officer at the Japan Division,
United States Trade and Economic
Policy Division and the Advanced



Technologies Division. He has also
served in Tokyo and Detroit.

ROBINSON, ERIC
Third Secretary (Commercial) at the Canadian
Embassy in Tehran (Iran).



This is the first foreign posting for
Mr. Robinson who was Desk Officer
at Headquarters in Ottawa.

SCHERMANN, GOLDIE
First Secretary (Commercial) at the Canadian
Embassy in Tel Aviv
(Israel). At Headquarters in Ottawa,
Ms. Schermann was Desk Officer at
the Cultural Industries Division,
the United States Trade Relations
Division and the Latin America
and Caribbean Trade Division. She
served in Santiago, Chile from 1994
to 1997 coordinating Canada-Chile
FTA. Before joining the Department,
she worked in the private sector.



SÉGUIN, RICHARD
Consul and Trade Commissioner
(Agri-food) at the Canadian Consulate
in Dubai (United Arab Emirates).
Mr. Séguin comes from Agriculture
and Agri-food Canada.

VARY, ANDRÉE
First Secretary (Commercial) and African Development
Bank Liaison Officer



at the Canadian Embassy in Abidjan
(Côte d'Ivoire). Before her posting in
Abidjan, Ms. Vary was Consul and
Trade Commissioner in Mumbai. At
Headquarters in Ottawa, she was
Deputy Director, International
Finance Division. Her previous post-
ings include Montréal, Washington,
Chicago and Kuala Lumpur.



Helping You Get to Know the Territory — Continued from page 8

engaged officers who know the territory best and who specialize in your specific trade sector. You can book a Face-to-face Briefing not only to initiate your visit upon arrival, but also to follow up on your progress before leaving.

One word of advice: please don't just show up on the doorstep of a TCS post abroad. Trade officers require two weeks' notice of your visit to schedule a meeting

with you. They are there to help businesses that have researched and selected their target markets: so, before contacting our offices abroad, call Team Canada Inc at 1-888-811-1119 or browse exportsource.gc.ca

Networking, both at home and abroad, is extremely important in doing business in a foreign market. And, by far the best way for you to network abroad is to go to the market in person and exercise the human touch.

Explore Business Opportunities in Europe at Europartenariat

VIENNA, AUSTRIA — May 10-11, 1999 — Canadian small and medium enterprises (SMEs) interested in doing business in Europe will find a unique opportunity at Europartenariat to establish business links with their counterparts in the European Union (EU) and emerging markets in Central and Eastern Europe.

Europartenariat was launched by the European Commission in 1988 to encourage and establish the international business contacts of SMEs and their counterparts from the EU and other markets.

Regional opportunities

Some 450 Austrian host companies representing 14 industrial sectors and 120 additional host companies from Bulgaria, Romania, Slovenia, Hungary and the Czech and Slovak Republics are ready to meet with potential partners from Europe, North America, Latin America, Asia and the Mediterranean nations.

Over 2,500 visiting companies are expected from all over the world. Further information on the industrial sectors and detailed profiles of the exhibiting companies is available on the Europartenariat home page, www.europartenariat.at

A sophisticated computer system will recommend individual appointments for all exhibiting and visiting companies, based on their partnering interests. Support services for the meetings, such as translation services and computer terminals, will be provided.

Europartenariat in Vienna is the first event of this kind that offers countries in Central and Eastern Europe — “Phare-countries” candidates to the EU — the opportunity to participate as hosts.

Austria, gateway to the region

Due to its geographic proximity and common history, Austria is the traditional gateway to Central and Eastern European markets. It is also home for many multinational companies, including Nortel Networks and Magna International, that use Vienna as a base for their Central European headquarters.

Participation in this international partnering event — Canada will be provided with its own booth — is free for qualifying companies.

Interested companies can register on-line at www.europartenariat.at (look for the Canadian National Counsellors in “Registration form for visiting companies”) or directly at <http://www.wk.or.at/wk/aw/europart/at99.htm#registration>

Prospective participants are also invited to contact the National Counsellors for Canada listed below and request brochures containing brief profiles of the host companies, as well as information on Vienna and travel advice for Austria:

For Ontario, Manitoba, Saskatchewan: Gerhard Müller, Austrian Trade Commission in Toronto, 2 Bloor Street East, Suite 3330, Toronto, ON M4W 1A8; tel.: (416) 967-3348, fax: (416) 967-4101, e-mail: toronto@ahst.toronto.wk.or.at, Internet: <http://www.AustrianTrade.org>

For Quebec, New Brunswick, Prince Edward Island, Nova Scotia, Newfoundland: Peter Schwarz, Délégation Commerciale d’Autriche à Montréal, 1010 ouest, rue Sherbrooke, suite 1410, Montréal, QC H3A 2R7; tel.: (514) 849-3708, fax: (514) 849-9577, e-mail: atc_mtr@istar.ca

For British Columbia, Alberta: Michael Pötscher, Austrian Trade Commission in Vancouver, 200 Granville Street, Suite 1380, Vancouver, BC V6C 1S4; tel.: (604) 683-5808, fax: (604) 662-8528, e-mail: atradebc@uniserve.com

VTC — Continued from page 6

of Business Development Officer Brantley Haigh at the Canadian Consulate General in Los Angeles.”

Seagrave is a firm believer in trade shows — “they worked for us” — in making contacts with Canadian Trade Commissioners both at home and abroad, and in getting on WIN — “it gave us a winning ticket.”

In addition to two new products up its sleeves, VTC is aiming at penetrating the European market — it already has some good contacts from last year’s Toronto show.

For more information on VTC and its products — now available at major hardware and building supplies stores as well as through catalogues — contact Marketing Manager Jayne Seagrave, tel.: (604) 255-6953, fax: (604) 255-6905.

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

HONG KONG — Nu Life International Limited, one of the major multi-level marketing companies, distributes a line of natural health foods and supplements, and maintains a force of 150,000 active members globally. Nu Life invites bids for supplies of raw materials for health foods and supplements, as well as private label manufacture in Canada. Closing date for this opportunity is March 19, 1999. Contact Daniel Lemieux before March 19, 1999, fax: (613) 996-2635, quoting IBOC case no. 990108-00059.

HONG KONG — Ultra Care Company Limited specializes in the field of infection prevention (sterilization), anesthesiology, surgical support system, rehabilitation (elderly home), laboratory research and animal care facilities. Ultra Care invites bids for hospital beds, medical detergent, animal diet, vitamin and serum. Closing date for this opportunity is March 19,

1999. Contact Daniel Lemieux before March 19, 1999, fax: (613) 996-2635, quoting IBOC case no. 990108-00060.

HONG KONG — The Celki Medical Co. is the first local specialist of home respiratory care products and the first medical company to obtain ISO 9002 CERTIFICATION. Over the past 10 years, Celki has developed an extensive customer base ranging from public hospitals, nursing homes to rehabilitation centres. Celki Medical invites bids for the supply of innovative rehabilitation, and home-care products (e.g. air mattress bed, wheelchair and back support products). Closing date for this opportunity is March 19, 1999. Contact Daniel Lemieux before March 19, 1999, fax: (613) 996-2635, quoting IBOC case no. 990108-00061.

THAILAND — The Telephone Organization of Thailand invites qualified bidders for a Data Processing Zone

Project (DPZ) to form a joint venture consortium or partnership with experience in the field of advance technology, computer, telecommunications, and real estate development, with a strong financial base. Closing date is April 28, 1999. Cost of the bid documents is 10,000 Baht or US\$279, plus the second and subsequent sets of documents is 1,000 Baht or US\$27. Contact Daniel Lemieux before March 24, 1999, fax: (613) 996-2635, quoting IBOC case no. 981214-02176.

AUSTRALIA — The Sydney Organizing Committee for the Olympic Games 2000 (SOCOG) is looking for companies to associate their products/services with the 2000 Olympic Games. The following categories are open for these opportunities: temporary air-conditioning, catering, cabling, landscaping/gardening, health services, snack foods (excluding cereals), lighting, confectionery, flags and

Continued on page 12 — Business

IFInet: Getting Your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Tokyo Trade Lead Turns into Contract for Knight Trailer

A company's customer service often helps to make or break a trade deal. Knight Trailer Company Inc. of Langley, British Columbia, is one such company that takes the extra steps to cater specifically to its clients' business needs.

Knight Trailer manufactures and custom designs a variety of trailers for the forestry, mining, aggregate and construction industries. The company also offers its clients engineering expertise in designing resource and heavy transport hauls. Knight Trailer has opened sales offices in Prince George, British Columbia and Blaine, Washington, to better serve its growing clientele. The firm employs 50 people.

Knight Trailer negotiated a contract to supply Aquahancier Japan Limited of Tokyo with a custom-made prototype aluminum aggregate box and seven subsequent boxes, to be used for transporting gravel. The combined sales were valued at \$125,000.

The International Business Opportunities Centre (IBOC) received the trade lead from the Canadian Embassy in Tokyo, Japan, and searched for companies that met the criteria. IBOC informed several companies, including Knight Trailer, about the opportunity. Knight Trailer then contacted Aquahancier and, after a period of discussions, negotiated a deal.

Knight Trailer president Tom Yeadon says the company's willingness to change the aluminum extrusion to smaller qualifications was the deciding factor in getting the contract. "We had several discussions on how to modify our style and adapt it to theirs," says Yeadon. "The more I was able to develop our product to suit their requirements, the more confident they became in our company." In the end, Knight Trailer modified its aluminum extrusion used to build the boxes, to meet the strict dimensions of Japan's transport regulations.

Business Opportunities — Continued from page 11

banners, investment banking, floor coverings, vitamins, personal care, medical consumables, electronic games, sun screen/sun protection products, cleaning equipment, hardware, sunglasses/protective apparel, sugar, cosmetics, medical pharmaceuticals, optical goods. SOCOG is trying to acquire these items in three ways: a) most preferred method is sponsorship, the company donates the goods to SOCOG in

exchange for the recognition of being a sponsor. b) SOCOG leases or rents goods. c) SOCOG purchases items. Contact Daniel Lemieux before April 17, 1999, fax: (613) 996-2635, quoting IBOC case no. 981216-02217.

MAURITIUS — A Mauritian trading house would like to import Canadian products of all kinds and identify local suppliers in Mauritius



Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been put in touch with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Web site at www.dfait-maeci.gc.ca/iboc-coai

for the Canadian market. Contact Jackie Bczzie, c/o TEDECO Potable Water System, TEDECO Building Old Moka Road, Bell Village, Republic of Mauritius, tel.: (230) 211 6825 or 211 5214, fax: (230) 211 6288.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Chicago Retail Grocery Show Not to be Missed



CHICAGO, ILLINOIS — May 2-5, 1999

The 1999 FMI Show will again be the entry point for Canadian companies looking at the U.S. retail grocery industry.

The FMI Show will feature exhibits by the retail industry's largest suppliers, by small and mid-size companies as well as a Canadian Pavilion where innovative, one-of-a-kind products and services will be exhibited. Participating companies will showcase foods, merchandise, equipment, services, supplies and technology.

Over 35,000 food marketing industry leaders attend this event, including 6,500 international visitors from 117 countries. The majority are top-level executives, vice-presidents, general managers, directors and managers of retail and wholesale businesses. For those thousands of potential clients, Canadians have one message: buying Canadian means great products

at great prices. Few competitors can match the diversity of products from a country with an international reputation for outstanding food quality, reliability and innovation.

Because not all Canadian companies are able to come to Chicago, the Canadian Pavilion will feature an information booth to handle on-site inquiries and make the 1998 edition of the *Canadian Food and Beverage Exporters Directory*, a fully

searchable database of more than 1,800 world-class suppliers on CD-ROM, available to buyers and distributors.

For more information regarding the Canadian Pavilion and space reservations, contact Cathy Cameron, Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1870, fax: (312) 616-1878, e-mail: cathy.cameron@dfait-maeci.gc.ca

Momentum Building for Construction Events in Australia, Singapore

SYDNEY — June 6-9, 1999 —

SINGAPORE — June 14-16, 1999 — Canadian companies have a chance to take advantage of growing opportunities in the Asia-Pacific construction and building sectors by participating in Interbuild '99 in Australia and a Canadian Symposium in Singapore.

Organizers of these events will invite key local decision makers and buyers, from both the public and private sectors. Global attention will focus on Australia as that country prepares to host the 2000 Olympic Games. This will offer Canadian companies a unique opportunity to develop imaginative and innovative partnerships in infrastructure development projects as well as other business opportunities in the building and construction sector with Australian partners.

In Singapore, there is a strong interest in Canadian technology. The Symposium will offer Canadian participants an opportunity to find local

investors, technology partners and distributors for Canadian building and construction technology.

The events are organized by the Canadian Council for Export Development (CCED), in co-operation with the Ontario International Trade Corporation (OITC), and support from the Department of Foreign Affairs and International Trade (DFAIT), the Canadian Consulate General in Sydney and the Canadian High Commission in Singapore.

Companies may be able to obtain financial assistance from DFAIT's Program for Export Market Development (PEMD) for part of the costs to participate.

For more information on these events or how to participate, contact Robert Grison, CCED, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca or Bill Heslop, tel.: (613) 596-3083, fax: (613) 596-5348, e-mail: hesloptrade@silicon-north.com

Beer, Wine and Spirit NEBS

WINDSOR, ONTARIO — March 7-9, 1999 — Organized in co-operation with the Canadian Consulate General in Detroit, the Beer, Wine and Spirit NEBS will introduce you to exporting to the U.S.

For more information, contact Sharon Burke, Agriculture and Agri-Food Canada, tel.: (519) 837-5831.

MecanEx Show: Preparing for the 21st Century

MONTREAL — April 29-30, 1999 — This year's Eastern Canadian heating and plumbing fair, MecanEx Show '99, will focus on the new technologies available to all members of the industry. Manufacturers, wholesalers and contractors will have the opportunity to learn about solutions to make them more effective and profitable.

MecanEx '99 is a biennial joint venture of two industry associations, the Corporation of Master Pipe Mechanics of Quebec (CMMTQ) and the Canadian Institute of Plumbing & Heating

(CIPH). Together, these two associations represent over 90 per cent of Eastern Canada's key industry buyers, and a million-dollar market.

This year's MecanEx Show features new promotional programs, more product types and an expanded education program, which will provide greater value to contractors, wholesalers and industry buyers.

MecanEx will feature heating,

plumbing, hydronics, ventilation, air conditioning, tools, kitchen and bath, and software products.

For more information, contact Elizabeth McCullough, CIPH, tel.: (416) 695-0447, fax: (416) 695-0450, e-mail: ciph@ican.net, Internet: <http://www.ciph.com> or José Dallaire, CMMTQ, tel.: (514) 382-2668, fax: (514) 382-1566, e-mail: cmmtq@cmmtq.org

HOFEX 99: Largest Food Exhibition in Asia

HONG KONG — May 4-7, 1999 — The Consulate General of Canada in Hong Kong is organizing a national stand for at least 30 Canadian food companies to exhibit at HOFEX 99, the largest food exhibition and conference in Continental Asia. HOFEX 97 attracted 1,388 international exhibitors and 19,408 Asian buyers. Canadian companies interested in participating in the national stand are encouraged to make their arrangements soon as the deadline for the show is fast approaching.

For more information, contact Neil Clegg, Trade Commissioner, Consulate General of Canada in Hong Kong, tel.: (011-852) 2847-7414, fax: (011-852) 2847-7441, e-mail: neil.clegg@hkong02.x400.gc.ca

GENEVA, SWITZERLAND — April 30 - May 9, 1999 — The 27th International Exhibition of Inventions will be held at the Palexpo fairgrounds in Geneva. Last year, 625 exhibitors from 44 countries displayed some 1,000 inventions to almost 95,000 visitors from all parts of the world.

For more information, contact Salon International des Inventions, tel.: (011-41-22) 736-5949, fax: (011-41-22) 786-0096, e-mail:

promex@worldcom.ch, Internet: <http://inventions-geneva.com>

You may also wish to contact Mr. José Tenebaum, tel.: (514) 499-0194, fax: (514) 499-1093, e-mail: promex-america@usa.net, Internet: <http://home.sprynet.com/sprynet/jtenen> or Werner Naef, Commercial Officer, Canadian Embassy, Berne, Switzerland, tel.: (011-41-31) 357-3206, fax: (011-41-31) 357-3210, e-mail: werner.naef@bern01.x400.gc.ca

Healthcare '99 Comes to Istanbul

ISTANBUL, TURKEY — May 6-9, 1999 — The major annual medical and health care show, Healthcare '99, will draw exhibitors and visitors from all over the world, and buyers from Turkey and neighbouring countries. The show offers an excellent venue for manufacturers to promote their expertise and meet potential customers.

Given the fast-growing health-care

market in Turkey and world-class Canadian capability in this sector, the show will provide good opportunities for Canadian companies to tap into a growing market for their products.

For more information, contact Ms. Seda Mizrakli, Interteks International Trade Exhibitions, Mim Kemal Oke Caddesi No. 10, Nisantasi 80200, Istanbul, Turkey, fax: (011-90-212) 225-0933/0934.

Medical Events in Hong Kong

The following medical events will take place in Hong Kong over the next two years:

1999

April 18-21: Hospital Authority Convention 1999

April 30 - May 3: 12th Asian Conference of Radiographers and Radiological Technologists and 1st Safety and Health Workshop

July: Hong Kong Medical Forum '99

July 8-11: International Ginseng Conference '99

November 18-21: Asian Medex 2000

December: 11th Wilson T. S. Wang International Surgical Symposium

2000

March 10-15: 11th Asian-Pacific Congress of Gastroenterology/8th Asian-Pacific Congress of Digestive Endoscopy

June 11-14: 17th International Conference on Human Tumor Markers

July: Hong Kong Medical Forum 2000

For more information on these events, contact Fatima Lai, Commercial Officer, Canadian Consulate General, Hong Kong, tel.: (011-852) 2847-7414, fax: (011-852) 2847-7441.

Publications on the Polish Market

The Central European Division at the Department of Foreign Affairs and International Trade (DFAIT) has recently published *A Guide to Doing Business in Poland* to assist Canadian exporters planning to enter the Polish market.

The guide describes the regulations which govern commercial activities in Poland, presents an overview of the opportunities in the most dynamic sectors of the Polish economy, and lists the Polish agencies which would be most useful to Canadian companies wishing to increase their presence in this market.

DFAIT has also produced *Poland: A Market Reference Tool* for those who wish to familiarize themselves with Poland and to increase their network of Polish contacts. In fact,

this document contains an array of addresses of the most useful Polish agencies, publications on Poland, as well as federal government programs to encourage trade with Poland.

In addition, the Team Canada Division has published nine Country Market Reports pertaining to the most dynamic sectors in Poland, namely: agri-food, information technology and telecommu-

nications, construction, building materials and transportation, educational services, energy, environment, financial services, health services and natural resources.

These documents are available on the Internet at <http://www.dfait-maeci.gc.ca>

For more information, contact Joanne Lemay, Central Europe Division, DFAIT, fax: (613) 995-8756, e-mail: joanne.lemay@extott2.x400.gc.ca

CE MARKING PUBLICATIONS VALUABLE AIDS IN EUROPEAN UNION COMPLIANCE

A recently released series of publications and software is essential reading for Canadian businesses involved in international commercial relations with the European Union.

The CE Marking indicates that a

product complies with the "New Approach" directives, which contain essential requirements concerning safety, health, environment and consumer protection.

Continued on page 16 — CE Marking

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 475 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

International Ethics Challenge Workshops

CROSS-CANADA — Ottawa (March 25, 1999) — Montreal (March 26) — Halifax (March 30) — Toronto (March 31) — Winnipeg (April 13) — Vancouver (April 14) — Banff (April 16) — Bribery has once again been in the news because of the International Olympics Committee scandal, but this issue is no stranger to Canadian companies working internationally. In fact, shareholders, employees and customers are increasingly demanding that companies make their position clear, not just on bribery, but on exploitive child labour and human rights abuses in general.

Should you continue that partnership with a supplier that may be exploiting child labour to make its

products? Should you give your foreign agent that special "facilitating" commission? Questions like these have been brought into sharper focus by the recent passage of Bill S21, which makes bribery of foreign officials a criminal offence under Canadian law. And, they suggest that Canadian companies operating internationally seriously consider developing clear policies and codes of conduct on these issues.

To help companies in this area, a series of half-day, practical hands-on International Ethics Challenge Workshops is being organized by the Alliance of Manufacturers & Exporters Canada, with the support of the Department of Foreign Affairs

and International Trade. The workshops will take a close look at the implications of Bill S21, set out some of the best practices for dealing with ethical issues, and show participants how to get a code of conduct introduced, accepted and monitored. They will also deal with the issues associated with crisis management.

For more information, contact your local Alliance or International Trade Centre office, or register directly with Osprey Associates at fax: (613) 736-9604, e-mail: ospreya@istar.ca

Broader, More Comprehensive KPMG Study Soon to be Released

MARCH 1999 — KPMG, the international management consulting firm, is expected to release a comprehensive new report addressing the real costs of doing business in nine key production and service sectors, having researched 64 cities in eight North American, European and Asian countries. This, the third published edition of *The Competitive Alternative*, boasts the following

enhancements: coverage of all G7 countries; increased number of cities, from 42 to 64; expanded range of industrial sectors; a broadened base of sponsorship from the private sector, municipalities and the Government of Austria.

Watch for a special report of the 1999 KPMG study in a future issue of *CanadExport*.

Inquiries Services

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 InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

Return requested if undeliverable:
CANADEXPORT (BCS)
125 Sussex Drive
Ottawa, ON
K1A 0G2



CE MARKING PUBLICATIONS

— Continued from page 15

The series includes the following titles:

- *CE Marking in Electrical and Mechanical Engineering, Risk Analysis and User's Manual* (handbook)(\$545);
- *The Complete CE Marking Guide* (CD ROM) (\$140).

For more information, or to order copies, contact Hilary R. Burke, Point-to-Point, Box 133, Station B, Ottawa, ON K1P 6C3, tel.: (613) 237-4658, e-mail: cz173@ncf.ca

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LATEST ISSUE
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NUMEROUS

Dept. External Affairs
Min. des Affaires extérieures

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Vol. 17, No. 5 — March 15, 1999

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Federal-Provincial Trade Ministers Meet

Provincial Trade Ministers met last month in Ottawa with Minister for International Trade Sergio Marchi to review and discuss Canada's trade and investment agenda for 1999.

World Trade Organization

Starting with trade policy issues, Minister Marchi outlined Canada's preparations for the World Trade Organization (WTO) negotiations. The next WTO Ministerial Meeting in Seattle in late November is expected to launch multilateral negotiations intended to build on agricultural and services items while encompassing a much broader range of issues.

Minister Marchi stressed the importance of consulting and engaging Canadians to identify our national interests and priorities for the coming trade talks. Ministers discussed the need to relate to Canadians the benefits of enhanced trade and investment flows, while recognizing that there are legitimate questions on the impact of restructuring as a result of globalization, on how to ensure that governments continue to regulate in the national interest and on the relationship between trade, labour and the environment.

Public consultations

Minister Marchi highlighted the broad-based cross-Canada hearings that the Parliamentary Standing Committee on Foreign Affairs and International Trade launched upon his request, inviting the

Government of Canada hears from all sectors of society, including the notice for public submissions published recently in the *Canada Gazette* and consultations with non-governmental organizations, scheduled for April 26.

As a precursor to broader discussions, representatives of the business community — the engine of international trade — were invited to share their views on the coming trade talks.

EDC Services for Small and Medium-sized Enterprises



Minister for International Trade Sergio Marchi recently attended a briefing and demonstration on the Export Development Corporation's (EDC) streamlined services for small and medium-sized enterprises (SMEs) and met with members of EDC's SME Team. From left, Minister Marchi; Linda Graupner, Team Leader, SME Financial Services; A. Ian Gillespie, President and CEO; and John Hutchison, Vice-President, SME Services.

provinces to contribute the findings of their own trade-related consultations.

He noted that a diversity of tools are being used to ensure that the

Free Trade Area of the Americas

Provincial Ministers were also briefed on the state of the Free Trade Area of the Americas (FTAA) agreement negotiations, and of the many FTAA-related events scheduled for this year and next, leading up to the Toronto Ministerial in November, chaired by Minister Marchi.

Recent FTAA negotiations have focussed on business facilitation, and Canada's push for the participation of civil society.

Continued on page 8 — Federal-Provincial

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Y2K: A Golden Opportunity

The Y2K millennium "Bug" may be an obstacle to some, but for Golden Fortune Investments of Vancouver (www.gfil.com), in partnership with SKF Millennium Sales Inc. of Salmon Arm, B.C., it is a chance in a million.

These two groups have joined forces to slay the Bug in home electronics and home PCs in China. customers can avoid long line-ups of people with Y2K-related problems at the last minute," says Daniel Gallagher, Vice-President Corporate Finance.

"Y2K allows small or medium-sized Canadian enterprises to showcase the skill and expertise of the Canadian high-tech industry to China," says Golden Fortune President James Tong.

The English version of the Y2Kit has enjoyed a successful launch in the North American market, based on SKF's Y2Kit.

The new release is adapted for mainland China, Taiwan and Hong Kong. It has been pre-qualified among the Chinese North American communities in Canada and the United States with great success. Entry into the overseas Chinese market is anticipated within the next several weeks.

"When Prime Minister Chrétien visited China recently, and was the guest of the Chinese Premier, I was so proud to hear Premier Zhu Yong Ji say 'Canadians are China's best friends. With Canada, it's green lights all the way,'" beamed Tong.

Using the existing SKF Web site www.y2khometestkit.com as a template, Golden Fortune has arranged for its translation into Chinese. The site is in the final stages of construction and the address for the Chinese site is www.2000yearbug.com.

Golden Fortune is going to provide solutions well in advance so our

Official Opening of New Budapest Airport Terminal



Last December 7 marked the official opening of the new Budapest-Ferihegy International Airport Terminal built by a consortium of Canadian companies (see CanadExport Vol. 15, No. 9, May 20, 1997). The ribbon-cutting ceremony was attended by (left to right) Hungarian Minister of Transport Kálmán Katona, his Canadian counterpart David Collenette, and Canada's Ambassador to Hungary, Susan Cartwright.

According to SKF President Michael Kelly, one of the most challenging aspects of the Y2K problem is that of embedded chip technology. With the use of so many off-the-shelf chips a good majority of home electronics worldwide are categorized in the Y2K at-risk column.

Clearly for these two groups, one man's problem is another's golden opportunity.

For more information on these two companies, contact Daniel Gallagher, Golden Fortune Investments, tel. (604) 688-2623, fax: (604) 688-2611 or Michael Kelly, SKF Millennium Sales Inc., tel.: (250) 832-5777, fax: (250) 833-0015.

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Agreement Number 1453025

The Canada-Arab Business Council... Your Gateway to the Arab World

The Canada-Arab Business Council (CABC) is a private non-profit group of Canadian companies with an expressed interest in doing business with countries in the Arab World and a willingness to share this interest and knowledge with the Canadian business community.

Activities

CABC's activities focus on meeting the demands of Canadian companies by co-ordinating annual trade missions to various Arab countries; providing market intelligence on trade and investment opportunities for Canadians in the Arab World; conveying business views to federal and provincial governments; working with business organizations in Arab countries to promote and increase bilateral trade; organizing seminars/networking lunches and other events in Canada; and hosting incoming delegations from the Arab world.

Throughout the years, the Council has placed special emphasis on forging business linkages in the Middle East and North Africa. A specific initiative has been the establishment of beneficial relationships with most of the Chambers of Commerce and Industry in the region, namely with the Egyptian Businessmen Association ("Egypt-Canada Business Council"), the Jordanian Businessmen Association ("Jordan-Canada Business Council"), the Abu Dhabi Chamber of Commerce and Industry, the Chamber of Commerce of Oman, and L'Union Tunisienne de l'Industrie, du Commerce et de l'Artisanat (UTICA).

In 1999, the Saudi-Canada and Libya-Canada Business Councils will be formalized, and other alliances fostered. During last month's Business Development Mission to the Middle East, Minister for International Trade Sergio Marchi witnessed the signing of an agreement between CABC and the Council of Saudi Chambers of Commerce and Industry to create the new Saudi-Canada Business Council.

Membership

Membership in the Council is open to Canadian organizations with an interest, or activity, in Arab countries. Multinational organizations and small and medium-sized enterprises (SMEs) from all sectors are invited to join.

Members include Canada's leading companies in all sectors of export trade. The current membership is capable of providing architectural, engineering, educational, financial and legal services, as well as manufactured goods, technology transfer and primary products.

Opportunities

This is an opportune time for Canadian companies wishing to enter and/or expand into Middle East markets. Canadian high-technology products and services are in great demand.

Opportunities also exist in a variety of other sectors such as transportation, telecommunications, environmental technologies, agriculture, construction, oil and gas, power generation and transmission, as well as in education and training.

In 1997, exports to the region exceeded \$3.2 billion, while imports were approximately \$2.4 billion. Recent Canadian initiatives to assist the Middle East Peace Process have laid the basis for increased Canadian business presence in the region, and as business confidence is restored, Canada's share of this market is poised to grow further.

Contact

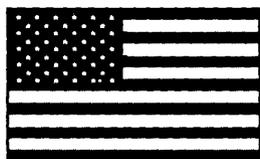
CABC invites companies with an interest in the region to join the Council, support its activities and bring greater momentum to Canada's growing presence in the rapidly changing Arab World.

For additional information on the Canada-Arab Business Council and its activities, visit its Web site at www.canada-arabbusiness.org

CABC's Secretariat is located at 350 Sparks Street, Suite 501, Ottawa, ON K1R 7S8; tel.: (613) 238-4000, fax: (613) 238-7643, e-mail: info@canada-arabbusiness.org

IFInet: Getting Your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.



THE U.S. CONNECTION

This CanadExport regular feature is designed to help Canadian exporters take advantage of the vast and lucrative market south of the border. The U.S. Connection is produced in co-operation with the U.S. Business Development Division (UTO) of the Department of Foreign Affairs and International Trade (DFAIT). For further information, contact UTO by fax at (613) 944-9119, e-mail: commerce@dfait-maeci.gc.ca

Hip Stick Girl

Cipher New Media Inc. of Toronto has licensed its animated comic strip "Stick Girl" to a "hip" Web site for young audiences managed by Universal Studios in California. Universal's animalhouse.com is a popular Internet site for university students, offering campus news, lifestyle advice, music, games, travel ideas and other "cool stuff."

Nominated as Best Youth Program a few years ago, Cipher's on-line "Stick Girl" will share her complicated teen life with a new legion of fans via the huge Universal site.

Gary Yentin, President of Cipher, credits support from Tom Palamides, animation and multimedia marketing officer at the Canadian Consulate General in Los Angeles, as "critical to our success in working with U.S. partners. We are deeply appreciative of Mr. Palamides' s encouragement."

Cipher's other projects include award-winning Web sites and CD-ROM creations for the National Hockey League, the Art Gallery of Ontario, and its own digital photography and educational CDs.

For more information, contact Gary Yentin, President, Cipher New Media, tel.: (416) 960-0388 or Internet: www.ciphermedia.com

Canadian Culture Breezes into Chicago



Pictured above are: Consul General, J. Christopher Poole, presenting a cheque from the Department of Foreign Affairs and International Trade to the Director and Chief Executive Officer of Chicago's Museum of Contemporary Art (MCA), Robert Fitzpatrick, in support of the Jana Sterbak exhibition at the MCA. This exhibition, the first major survey of Jana Sterbak's work to be organized by a museum in the United States, attracted an impressive 31,384 visitors from October 10, 1998 to January 3, 1999.

New Exporters to Border States Goes Western (For full story, see p. 12)

UPCOMING TRADE AND INVESTMENT ACTIVITIES

Date	Event	Location
APRIL		
6 - 9	Minister Sergio Marchi leads Young Entrepreneurs Mission to California	San Francisco
7 - 8	South Florida Plant Engineering and Maintenance Show	Fort Lauderdale
7 - 9	WTC Trade Mission - Transportation Sector	Washington
7 - 9	Private Label Expo	Las Vegas
12 - 15	Atlantic Premiers Trade Mission to New England	Boston/New York
15 - 23	International Home Furnishings Market, High Point	North Carolina
22 - May 6	42nd San Francisco International Film Festival	San Francisco
27 - 28	Canadian Food and Beverage Expo, Livonia	Michigan
28 - May 2	BookExpo America	Los Angeles

A complete listing of upcoming NEBS (New Exporters to Border States) missions is available at www.dfait-maeci.gc.ca/geo/usa/business-e.htm. For more trade shows, check the Canadian Consulate Web sites (linked to the DFAIT site) or Strategis (strategis.ic.gc.ca) and Expoguide (www.expoguide.com).

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> for a wide array of valuable information on doing business in and with the United States.

Calgary Company Lands Contract Walking through Minefields

There are times when a foreign country's business practices and documentation requirements have exporters running around in circles — even when it is the United States.

That's what **Military International Limited (MIL)** found out just before inking a \$2.3-million contract for 675 mine detectors to the Cambodia Mine Action Centre (CMAC) in Phnom Penh.

Canadian Embassy to the rescue

The Calgary-based distributor and agent approached the Canadian Embassy in Washington for help in finding the information and right sources in the U.S. State Department, where the transaction was financed.

Richard Malloy, a Defence and Aerospace Trade Officer at the Embassy, was able to help clear the way.

A seven-year veteran in the defence area, Malloy helped "lift the curtain on the vagaries of the State Department and help us, excuse the pun, walk through the minefield," says MIL General Manager Andy Wotherspoon.

"At one point, I had talked to nineteen colonels. Rich put us in touch with one person in the State Department and it opened all sorts of doors (for us)."

Need for landmine detection devices

With an estimated 60 to 100 million landmines deployed throughout the world (one landmine for every 100 persons), there is a strong need for landmine detection devices.

The Department of Foreign Affairs and International Trade (DFAIT) has committed \$100 million to the landmine effort to support, among other things, mine stockpile destruction, research, development and marketing

of appropriate Canadian technologies, as well as demining and mine awareness training.

"The United States," Wotherspoon reminds, "with a defence budget almost 45 times the size of Canada's, expects to fund an estimated US\$35 million that the U.S. Congress has earmarked for humanitarian demining projects in 1999-2000 alone."

Action backed by funding

So, little wonder that that's where MIL has been most successful in finding sales opportunities.

Being a Canadian company in this market is an "absolute" benefit. "The further we get away from Canada, the more Canada's name is synonymous with clearing minefields," states Wotherspoon.

Rich Malloy agrees. "When some Canadians think of defence, they only think of arms and munitions. But defence these days is now more information technology-oriented and focussed on detection and protection. These are crucial elements for the U.S. military.

"Canadians really excel in these technology areas and the U.S. military is receptive to quality products that help achieve its goals. We truly have to become more aggressive in the U.S. marketplace by exploring all avenues to sell a product. Our population may be smaller but the brainpower is there."

In addition to tapping into the World Bank — with little success so far —

MIL, which is registered with DFAIT's WIN Exports database, is now actively knocking on the doors of all Canadian Embassies, Consulates and High Commissions around the world where mine detectors could be put in.

"When you market yourself, you have to be very proactive," Wotherspoon reminds.

An old pro in the field

MIL is a 10-year-old training and equipment company manufacturing and selling anti-personnel mine effects simulators (APMES) and anti-tank mine effects simulators (ATMES).

In addition, the company markets various humanitarian demining equipment — "we look for the best products around the world," says Wotherspoon — such as detectors, mine-proof vehicles, boots, visors, aprons and other clothing.

The company recently sold 130 of its mine detectors to Jordan and 140 detectors for use in Northern Iraq. MIL is also currently bidding for projects in Greece, Sri Lanka, Thailand, Laos and Mozambique.

"Our overall goal," says Wotherspoon, "is to become a one-stop shop and assemble all components as well as offer training services."

For more information on Military International Limited, contact General Manager Andy Wotherspoon, tel.: (403) 236-2431, fax: (403) 236-1831, e-mail: mil@milcanada.com Internet: <http://milcanada.com>

Canada House Singapore Officially Open

Canada House Singapore was officially opened November 14 by Prime Minister Jean Chrétien, and Singapore's Deputy Prime Minister B.G. Lee Hsien Loong, and was also honoured by an informal visit on November 13 by International Trade Minister Sergio Marchi, who declared it an "outstanding innovation" in his address to the Singaporean investment community.

Canada House Singapore is located in the heart of Singapore's financial district. An innovation of the Canadian High Commission in Singapore, Canada House serves three distinct roles: it is a condominium of Canadian companies and organizations, including the Canadian Tourism Commission, Nortel Networks, Taylor Exhibition Services, Sapling Software and others; a Business Centre; and a technology demonstration unit.

The Business Centre is managed by the Canada Singapore Business Association, and offers business support services, short-term office space and meeting facilities to visiting Canadian companies. By offering low-cost business support services, such as hotel bookings, meeting arrangements, basic market information, access to legal services, telephone, fax and Internet access, the Business Centre operates as a natural partner to the High Commission's Trade Program under the new Performance Measurement Initiative guidelines. Access to the Business Centre is either through annual sponsorship, or on a daily, weekly or monthly basis.

The technology demonstration unit consists of direct access to Singapore's island-wide, 155-Mbs ATM network through a Nortel ATM switch and bay router, to the Centre's own high-speed server and workstations. This allows Canadian



Official opening of Canada House (second from left): Madame Aline Chrétien, Prime Minister Jean Chrétien, Singapore Deputy Prime Minister B.G. Lee Hsien Loong, and Canada's Secretary of State (Asia-Pacific) Raymond Chan. The scissor bearers are students of Singapore's Canadian School.

firms to either mirror Web sites on Singapore's broadband network, or to give demonstrations from Canada House to their Singaporean and regional clients.

Sponsors of Canada House Singapore include Nortel Networks Asia, Teknion Furniture Systems, Industry Canada, the National Research Council, the Ontario International Trade Corporation, Stikeman Elliott,

Bombardier, McLean Watson Capital, David Tokiwa and Associates, Jung and Lee Pte Ltd., and Corel Corporation.

For further information, contact the Canada Singapore Business Association at Canada House Business Centre, 7 Amoy Street, #03-03 Canada House, Singapore 049949, tel.: (011-65) 438-8328, fax: (011-65) 438-8329. Internet: www.csba-online.org or csba@cyberway.com.sg, or the Senior Trade Commissioner, Canadian High Commission, 80 Anson Road, #14-01 IBM Tower Singapore 079907, tel.: (011-65) 325-3200, fax: (011-65) 325-3296, Internet: cdata@singnet.com.sg

Notice

Canadian Consulate in Düsseldorf Moves to New Quarters

In February, the Canadian Consulate in Düsseldorf, Germany, along with the Canadian Tourism Commission, which shares space with the Consulate, moved into a brand-new expanded facility. The Consulate's new address is Benrather Strasse 8, D-40213, Düsseldorf, tel.: (011-49-211) 17 2170, fax: (011-49-211) 35 9165.

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613) 944-4946, from the National Capital Region.



Club Export Agro-alimentaire du Quebec Pays Productive Visit to China

The Club Export Agro-alimentaire du Quebec [Quebec Agri-food Export Club] played host to the Shanghai Import Food Enterprise Association (SIFEA) and its 300 member importers when they met in Shanghai in January 1999 for the Association's third annual meeting.

The invitation was issued as a result of a mission by Club Export and its members in September 1998, and shows that influential importers in Shanghai are keenly interested in the food products of Club Export's members.

Benefits

In September 1998, Club Export and SIFEA signed a trade co-operation agreement that resulted in a varied

program of trade activities, including visits back and forth and the provision of information on Quebec products.

Trade benefits quickly materialized. Products from some 20 Quebec manufacturers will soon be making their way to Shanghai in a group shipment organized by Club Export.

Attractive prospects are also opening up for several products, including mozzarella, margarine, pizza dough, frozen French fries and beer.

These rapid developments on a previously almost impenetrable market are viewed favourably in Quebec's export community. For example, SIFEA delegates had a leisurely taste of beer from Unibroue, a Quebec micro-brewery, in a magnificent presentation showcasing the know-how of Quebec manufacturers.

Three Quebec firms, Lassonde, Hydronov and Ferme Rechamakayajo, have already signed co-production agreements with Chinese partners.

Cornering markets

The days when Quebec exporters ventured timidly to the United States to present their products are quickly giving way to a determined attitude and increasingly intense activity on all five continents.

"China is the new milestone in cornering international markets for our businesses," confirms Club Export president Jacinthe Brasseur. "We have chosen the Shanghai

Continued on page 11— Club Export

MINISTER MARCHI ANNOUNCES FINANCIAL SUPPORT FOR AGRI-FOOD PRODUCTS TO RUSSIA

Last month, International Trade Minister Sergio Marchi announced the establishment of a revolving short-term insurance facility to support up to \$60 million in exports of Canadian agri-food products to Russia over three years.

"This facility will allow Canadian exporters traditionally selling to the Russian market to maintain their commercial relationship with Russian buyers during this period of economic difficulty," said Minister Marchi. "Canada remains committed to Russia and its efforts to create a more stable and transparent business environment."

Established under the Export Development Corporation (EDC) Canada Account, the facility provides coverage to Canadian financial institutions to support exports of Canadian agri-food products to Russia. The Canada Account is used to support export transactions that are in the national interest and that cannot be supported by EDC's Corporate Account.

"Over the long term, Russia is an important market for Canadian agri-food exports, and this insurance facility is designed to ensure that Canadian exporters are able to sustain their presence in the market," added the Minister.

Economic Security for Small and Medium Exporters

Ontario small and medium-sized agri-food exporters had a chance to increase their awareness of competitor intelligence and economic security-related activities at a symposium held in Toronto last month.

The event was co-ordinated by the Canadian Food Exporters Association (CFEA) in partnership with the Canadian Security Intelligence Service (CSIS) and the Ontario Agri-Food Trade Service (ATS) of Agriculture and Agri-Food Canada.

Since the demise of the former Soviet Union and the end of the Cold War, some countries are now actively involved in gathering economic and

Continued on page 8— Economic Security

1998 Exports Hit Record Levels

Record-setting year-end trade figures released by Statistics Canada in February strongly confirm that trade is continuing to strengthen Canada's economic growth and prosperity.

"All-time record trade figures during a period when many world economies have taken tough hits should tell us that we are on the right track, with the right trade policies, at the right time," said Minister for International Trade Sergio Marchi.

The Statistics Canada figures revealed that Canada's merchandise exports increased 7.4 per cent in 1998 over 1997. Sales of Canadian machinery and equipment rose 15.9 per cent. A 9.8-per-cent increase in merchan-

dise imports last year gave Canada an overall trade surplus of \$19.4 billion.

"The United States remains by far our most important trading partner," said Minister Marchi. "It's great to see that we are selling more high-skilled and knowledge-intensive products in one of the most competitive markets in the world."

Canada's strong export performance in 1998 is all the more remarkable given the tough econom-

ic times in Asia and Latin America. Canada's merchandise trade statistics indicate that overall exports declined by 27.7 per cent to most of Canada's Asian trading partners, and by 10.2 per cent to Latin America. Exports to Asia account for 5.7 per cent of total Canadian exports, while exports to Latin America represent 1.8 per cent.

Watch for an analysis of Canada's trade performance in 1998 in an upcoming issue of *CanadExport*.

Economic Security

— Continued from page 7

industrial intelligence that may potentially be used against Canada's commercial interests in export markets.

Activities included a presentation by CSIS on competitive intelligence-gathering activities that some foreign governments undertake both at home and abroad.

Scott MacKendrick's talk — of the Toronto law firm Aird & Berlis — on "Confidential Information and Breach of Confidence" touched on intellectual property, patents, trademarks, copyright, industrial designs and trade secrets. Robert Stonehouse of Secure Computing Corp. provided participants with computer security tips.

For more information, contact Ezio Di Emanuele, Deputy Director, Agri-Food Trade Service (AITS), Agriculture and Agri-Food Canada, Guelph, ON, tel: (519) 837-5625 fax: (519) 837-9782.

Federal-Provincial Meeting — Continued from page 1

North American Free Trade

The Ministers also reviewed matters relating to the North American Free Trade Agreement (NAFTA), now in its sixth year, specifically the NAFTA Commission Meeting to be held next month in Ottawa, as well as issues contained in Chapter 11 of the Agreement on investor-state provisions.

Trade development

Talking about trade development, Ministers agreed to extend the mandate of the Federal-Provincial International Business Development Task Force into a second year. Progress of the Task Force on sharing of databases and on exporter preparation services has been exemplary.

Minister Marchi was pleased to receive provincial support for the concept of a revitalized Canada Export Award Program.

The trade ministers also reviewed the work achieved to strengthen cooperation in investment attraction and to aggressively promote Canada's competitive business environment, and agreed to pursue their efforts by working together through different initiatives.

Overall satisfaction

Provincial ministers agreed that the discussion on trade policy issues was extremely beneficial, both in terms of bringing them up to date on Canada's position and progress in multilateral agreements and negotiations, and for the opportunity to present their views and concerns on these files.

All Ministers were unanimous in confirming the value of such meetings, agreeing to reconvene within the next year.

Working With The World Campaign Featured at Parliamentarian Day

The Working With The World Campaign was a special part of Parliamentarian Day during International Development Week in Ottawa on February 4, 1999. The event was hosted by the Alliance of Manufacturers & Exporters Canada, the Canadian International Development Agency (CIDA) and the Canadian Council for International Cooperation (CCIC).

Some 200 people enjoyed breakfast on Parliament Hill, which was followed by an interactive panel discussion with Diane Marleau, Minister of International Cooperation and Minister responsible for la Francophonie, and Cameron Charlebois, CCIC Chair of the Board.

Representing Working With The World, Mark Lusignan, Government Liaison, SR Telecom Inc., a campaign partner, said, "Many Canadian companies compete and operate in the global marketplace. But at the same time, many of those companies, and in particular the Working With The World partners, do

much more than that. Through their initiatives, they make a positive contribution in the developing world."

In his remarks, Mr. Lusignan stressed the important linkages between international development aid and trade, and how they work together. For every dollar invested in the developing world by CIDA, about \$5 is generated in commercial benefits to Canada.

In addition, said Lusignan, the market potential in the developing world is substantial. The World Bank estimates the developing world's infrastructure needs — water, transportation, sanitation, energy, telecommunications — at approximately \$250 billion per year, and Canadian companies are well positioned to provide expertise in these areas.

For more information on the Working With The World Campaign, contact Andrée Mongeon, Märkant Consultants, tel.: (613) 233-8617, fax: (613) 230-1258, e-mail: markant@intranet.ca

Corruption of Foreign Officials Act Comes into Force

On February 14, 1999, Minister for International Trade Sergio Marchi, Foreign Affairs Minister Lloyd Axworthy, and Minister of Justice and Attorney General of Canada Anne McLellan announced the enactment of a new law, the Corruption of Foreign Officials Act.

The new Act makes it a criminal offence to bribe a foreign official in the course of doing business. Businesses convicted under the Act face heavy fines, and individuals could be sentenced to a maximum of five years imprisonment.

The legislation reinforces Canada's leadership role in fighting corruption

and promoting good business practices internationally. It also confirms Canada's commitment to the Convention on Combating Bribery of Foreign Public Officials in International Business Transactions. The involvement of the Canadian business community has been important in creating this Convention that will help to level the playing field in global commercial transactions.

The Convention, negotiated at the Organization for Economic Co-operation and Development (OECD), was signed in December 1997 by all 29 OECD member countries and five non-member

countries. The Convention came into effect on February 15, 1999.

The Corruption of Foreign Officials Act is available under "Government Bills" on the Parliamentary Internet site at: http://www.parl.gc.ca/36/1/parlbus/chambus/house/bills/government/S-21/S-21_4/S-21_cover-E.html

A guide to the Act provides background information and is available on the Department of Justice Web site at: <http://canada.justice.gc.ca>. For printed copies, call (613) 957-4222.

(See Buying Trouble Conference, p. 15, and workshops listed in the previous issue of *CanadExport*, p. 16.)

The Canadian Trade Commissioner Service

The last few editions of CanadExport featured articles on the core services of the Trade Commissioner Service (TCS). In this article we focus on the service called Troubleshooting.

Troubleshooting: Support in Your Target Market

By the time you request our Troubleshooting service you have probably already tapped into other TCS services and are somewhat established in your target market. Troubleshooting is the advice our trade officers abroad provide companies that have an urgent business or market access issue. For example, if you have completed all the right paperwork and your goods are stuck at the border, or if you have reason to believe you have been treated unfairly, the TCS can advise you what to do. This advice may come in the form of a referral to an expert in the market or it may result in TCS intervention, if it promotes or protects Canadian international business interests.

Once you have gathered the facts, contact one of our offices abroad; the more information we have about your case the better we can judge what action should be taken. It is also important that we be kept in the loop if your situation is resolved or there are new developments. Keep in mind, however, that the TCS cannot do the job for you, and it cannot become involved in private disputes. Nor can the TCS act as a customs broker, sales agent, collection agent or lawyer.

Clients typically seek Troubleshooting services when they have problems with:

- market access;
- customs clearance;
- shipping;
- unfair business treatment;
- contract bidding;
- storage and warehousing;
- insurance coverage and claims;
- overdue accounts receivable.

An additional comment: we want to hear about major market access problems you may be facing. Through Troubleshooting services, TCS officers defend the interests of your company and the interests of all Canadian companies. When our officers receive information about major market access irritants they report them to headquarters in Ottawa, and these may then be addressed in future bilateral negotiations.

For more information on the services of the Canadian Trade Commissioner Service, call Team Canada Inc at 1-888-811-1119 or visit us on-line at infoexport.gc.ca

Expand your
Horizons

THE CANADIAN TRADE COMMISSIONER SERVICE

- ✓ Market Prospect
- ✓ Key Contacts Search
- ✓ Local Company Information
- ✓ Visit Information
- ✓ Face-to-face Briefing
- ✓ Troubleshooting



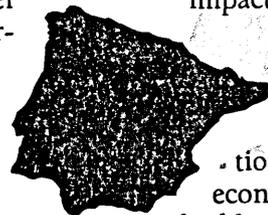
Focus on Spain



European Union Membership Puts Spain on World Trade Map

When Spain entered the European Economic Community (EEC), now the European Union (EU), on January 1, 1986, it became part of the second most important commercial area in the world, where barriers to the free movement of goods, capital and individuals no longer exist. As a result, Spain has become one of the most attractive gateways to the world's second-richest market.

On January 1, 1999, it became one of the founding members of the European Monetary Union (EMU), along with 10 other countries that now form a market with a single currency (the euro) for 290 million people with a combined gross domestic product (GDP) equal to that of the United States and almost 20 per cent of the world total.



EU Membership Spurs Revival

Thirteen years after Spain's entry into the former EEC, the impact on its economy is still being felt. In particular, it has led to the modernization of the Spanish economy, making it highly competitive and liberalized and more closely aligned with the European

Union's most developed member economies.

Spain's integration into the EU has also had a beneficial effect on its international trade. Since 1986, most of Spain's productive sectors have been left largely unprotected due to the elimination of custom tariffs and trade barriers. As a result, Spain now has a more open economy. This has contributed to a surge in exports, from 12 per cent of GDP in 1986 to 18 per cent in 1996, and in imports, from 15 per cent to 21 per cent over the same period.

Sectorally, there has also been a dramatic change in the makeup of the Spanish economy. Sectors with average to strong demand (capital goods and semi-manufactured products, basically in the chemical sector) have grown in importance, while those with weak demand, such as foodstuffs, energy products and consumer goods, have declined.

Did You Know?

- Twenty-five years ago Spain's GDP was only half of Canada's. Today, it is almost the same.
- Spain was ranked eleventh in the world in 1997 by the United Nations Human Development Index.
- Trading volume at Madrid's stock exchange increased tenfold between 1992 and 1998, and is the fourth largest in the EU and tenth largest in the world.
- Spain is the world's fourth-largest automobile producer.
- Spain has the most automated teller machines and point-of-sale terminals (per one million people) in the EU.
- In 1997, Spain launched its first fully designed and built satellite from the Canary Islands.
- Spain has the second-highest number of university students (per one million people) in the EU.
- Spain is the second most popular tourist destination in the world, with more than 47 million visitors in 1998.

Inside

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Canada-Spain Bilateral Relations Close, and Growing Closer

Spain's integration into the European Union brought with it an economic and commercial renewal — the annual inflation rate now stands at 1.4 per cent; the peseta remains strong; interest rates are falling and now stand at 3 per cent; the fiscal deficit is only 1.9 per cent of GDP; and the country is expected to register sustained net economic growth of over 3 per cent of GDP in 1999 — making Spain one of the fastest-growing economies in the European Union.

Valuable European Partner

Since democratic government was restored in 1976, Spain has become an increasingly important European partner for Canada. The two countries are now striving to develop a new relationship based on common interests, including multilateral issues, trade and cultural exchanges. This relationship was given further impetus by the official visit to Canada in October 1998 of Spanish Foreign Minister Abel Matutes, who met with Prime Minister Jean Chrétien, Foreign Affairs Minister Lloyd Axworthy, Minister for International Trade Sergio Marchi, and Intergovernmental Affairs Minister Stéphane Dion, as well as by a Spanish commercial mission from the CEOE (Confederation of Spanish Employers and Business Associations) to Montréal and Toronto.

Commercial Relations

These closer political and economic ties have contributed to a stronger commercial relationship. In 1997, bilateral trade rose by 14 per cent, reaching \$1.38 billion, with Canadian exports to Spain accounting for \$596 million

and Spanish exports to Canada \$783 million. From January to September 1998, Canadian exports totalled \$384 million and Spanish exports \$601 million.

Canada's major exports to Spain are mineral products such as slag and ashes (16.3%), vegetables, primarily pulses, plants, edible roots and tubers (14.5%), wood pulp (9%) and machinery (7%). The top items imported by Canada from Spain are machinery (12%), refined oil products (8.5%), automobiles and parts (7.7%), cast iron and steel (7.4%), organic chemical products (6.6%) and footwear (6%).

With similar and complementary economic structures, there are many commercial avenues that can be beneficially explored by each country. For Spanish companies, Canada represents a gateway to the huge North American market. For Canadian companies, Spain is an attractive launching pad for entering the robust European marketplace. Some 32 Canadian companies are already established in Spain in sectors as diverse as real estate, information technology, telecommunications, mining, recycling, banking and the petrochemical industry.

Third-Market Collaboration Holds Promise for Canadian Exporters

There is a high level of competition in the Spanish market because of its membership in the European Union and the presence of many companies from other member countries. However, Spain is undergoing a process of structural reform that promises to open doors for Canadian companies to enter the market.

Although Spain's privatization process began in the early 1990s, it has intensified and will continue to offer new opportunities. In addition, the ongoing liberalization of Spain's telecommunications, electricity and natural gas sectors should present new opportunities for Canadian companies in these vital areas.

Other prospects for collaboration between Spanish and Canadian

companies lie in third markets, especially in Latin America (but also in North Africa and Asia) with Canadian companies taking advantage of Canada's growing commitment in the region and Spain's strong presence there to either begin or expand operations in this market.

Spain has long enjoyed good relations with Latin America as illustrated by the signing of the

General Treaty on Co-operation and Friendship by Spain and Brazil on June 23, 1993, to foster investment projects, co-investment and partnerships between Spanish and Brazilian companies. Spain is also the leading EU investor in Latin America, with 27 per cent of its total foreign direct investment going to the region from 1990 to 1995.

Continued on page III — Collaboration

Collaboration — Continued from page II

Collaboration with Spanish companies is even more attractive because they have a shared language, similar traditions and a strong local presence in Latin America.

Market Opportunities

Environment

Compared with other European countries, Spain's experience in dealing with environmental problems is limited. It thus relies heavily on imports of environmental goods and services. While Canadian companies have a good reputation for quality and competitive pricing, they need to be flexible on financing and to provide excellent after-sales service to compete with European and Japanese companies. The most effective method to enter this market is with local representation through an agent or distributor, a local office, or a joint venture with a European company.

Among the most attractive areas to pursue are water treatment, solid and hazardous waste treatment, soil remediation and air pollution control. Spain spends some \$4 billion a year on water treatment and management. Under the National Plan for Water Cleansing, it will invest \$14.4 billion to install collection, desalination and purification equipment through 2005, and an additional \$15 billion in sewage treatment systems and hardware.

Trojan Technologies, a Canadian company specializing in water purification and wastewater treatment, has had considerable success in the Spanish market. Two major water treatment plants in Valencia have installed Trojan systems, as have

plants in Barcelona, Madrid and other regions of the country.

Over the next few years, Spain plans

sufficient. Among the most important exports to Spain are field peas, white and coloured beans and lentils, oil-seeds, alfalfa, flue-cured tobacco leaf, tree plantlets and seeds, strawberry plants and canary seed.

The Spanish market for consumer-ready foods is evolving through the major supermarket chains, and there are marketing opportunities for all types of frozen meals, frozen lobster and prepared shellfish.

Fisheries

Spain is the top fish-consuming country in the EU, and among the highest in the world. Due to ever-increasing restrictions in traditional fishing grounds, over half of Spain's fish requirements are now imported, creating a steady market of almost \$3 billion, which has been growing by about 5 per cent each year.

Strong demand exists for wet salted cod, frozen cod fillets, fresh and frozen Atlantic lobster, frozen smelt, swordfish, turbot, plaice, flounder and halibut. Spain is also a good market for fresh or frozen Pacific salmon, frozen squid, monkfish tails, Greenland halibut, and whiting as well as canned crab meat and salmon.

Medical Equipment

Spanish companies in this sector mainly supply equipment to hospitals, especially in developing countries. Canadian medical equipment companies will find opportunities in Spain for products such as electro-medical apparatus, cardiovascular equipment, in-vitro diagnostics, radiation therapy and therapy-

CANADIAN-SPANISH SUCCESSES

- Sol Melia and Sherrit Mining Canada entered into an agreement worth about \$200 million to construct 14 new hotels in Cuba. Sol-Melia and Sherrit are already partners in two Sol-Melia hotels in Cuba.
- In Brazil, Tafisa and Brascan contributed to the construction of a factory that manufactures pressed wood panels, with a value of \$200 million.
- The Spanish company Temoinsa, which produces internal equipment for passenger vehicles, has been established in Quebec since 1993 in order to facilitate access to contracts and markets offered by NAFTA.
- The Spanish company Abressa, which specializes in the production of abrasive resins for the marble industry, has been established in Canada since 1988. Since NAFTA was signed, 80% of its production has been directed toward the United States.

to invest \$1.3 billion in toxic waste treatment and pollution prevention and control, and about \$1.8 billion for urban solid waste collection.

Agriculture and Agri-Food

Products that can be offered to general importers/distributors include: powdered milk in bulk; pet foods in bulk; frozen blueberries; maple syrup; and honey. Pork and beef consumption in Spain is increasing steadily with a growing market for frozen pork, beef and poultry.

Canada also supplies ingredients for the animal feed industry, and durum wheat for pasta manufacturers, when production in Spain is in-

Continued on page IV — Collaboration

Upcoming Trade Events

- Meetings for Canadian construction professionals during the **Consumat Fair** in Barcelona in April 1999.
- Meetings for Canadian forestry and agriculture professionals as part of **Green Week** in Galicia in May 1999.
- Official Spanish mission to Canada during the **26th International Small Business Congress** in Toronto in October 1999.
- Information tour to Canada in February 2000 for regional authorities responsible for language training.
- Official Spanish mission on the environment during the **Globe 2000 Fair** in Vancouver in April 2000.
- Participation by Canada in the **Agri-Food Alimentaria 2000 Fair** in Barcelona in April 2000.

Collaboration — Continued from page III

planning equipment and software, ultrasonic scanners, dental and optical equipment.

Energy

The major attraction of the Spanish power market is that liberalization now allows free entry for new generating companies, which could hold exciting opportunities for Canadian companies, especially those involved in gas-based generation.

In third markets, Spanish and Canadian companies could cooperate, more than they already do, in oil exploration, distribution and marketing of gas, and in the generation of electricity.

For example, NOVA's construction of the Pacific Gas Pipeline in Chile, together with its gas distribution and retailing activities, could complement the initiatives of Gas Natural (45 per cent owned by Repsol) in Argentina, Brazil and Colombia.

Also, Iberdrola, one of the largest Spanish investors in Latin America, with over \$1.4 billion and more than 4.7 million customers, has announced plans to participate in various privatizations currently under way in the region for electricity, gas and water services.

Telecommunications

The liberalization of the Spanish telecommunications sector offers interesting possibilities for Canadian telecommunications equipment companies. The Spanish cable sector, for example, holds significant potential as it is still in its infancy.

The presence of Spanish companies such as Telefónica in Latin America adds incentive for Canadian companies to seek Spanish partners. Establishing a base in Spain would give Canadian firms more influence with the head offices of Spanish companies in the region. For example, Newbridge

has set up operations in Spain, not only because of the opportunities in the Spanish market, but also to establish closer ties with Telefónica.

Infrastructure

The ability of Spanish firms to manufacture electronic equipment for infrastructure control could be used in joint tenders between Spanish and Canadian companies for infrastructure construction in markets such as Latin America, North Africa or Asia. A case in point is the collaboration between Spanish firm Dragados-FCC and the Vancouver Airports Authority to construct and operate the Arturo Merino Benítez airport terminal in Chile, a project valued at \$228.5 million. Dragados-FCC contributes its financial capacity and its hydraulic construction experience, while the Vancouver Airports Authority provides its airport management expertise.

Contacts

Canadian Embassy in Spain

c/o Núñez de Balboa, 35
28001 Madrid, Spain
Tel.: (011-34) 91-423-3250
Fax: (011-34) 91-423-3252

Bureau du Québec, Barcelona

Passeig de Gracia 16-610
08007 Barcelona, Spain
Tel.: (011-34) 93-481-3188
Fax: (011-34) 93-318-8609

Spanish Embassy in Canada

Trade Office
151 Slater Street, Suite 801
Ottawa, ON K1P 5H3
Tel.: (613) 236-0409
Fax: (613) 563-2849

Trade Office of Spain in Toronto

Manulife Centre
55 Bloor Street West, Suite 1204
Toronto, ON M4W 1A5
Tel.: (416) 967-0488
Fax: (416) 968-9547

Canada Export Award

An Invitation



The Award Program Honours Canada's Top Exporters
Each year, the Minister for International Trade presents the Canada Export Award to a select number of firms chosen by a panel of business leaders from across Canada.

ELIGIBILITY

Application for an Award is open to all firms, or divisions of firms, resident in Canada, that have been exporting goods or services for at least three years. Firms facilitating exports in banking, transportation, market research, packaging and promotion are also eligible. Only achievements that benefit from the applicant's own international marketing efforts will be recognized.

In the event that manufacturers of major components can demonstrate that they themselves have undertaken the overseas promotion of components of a final exported package, the value of sales from the actual exporter will be regarded as eligible export earnings.

SELECTION CRITERIA

The Selection Committee is guided by, but not limited to, the following criteria:

- export growth over the past three fiscal years
- introduction of new products and services into world markets
- breaking into new markets

Other achievements in export markets that contribute to Canada's economic well-being or to the reputation of a firm as a world-class exporter are also considered, including:

- level of Canadian content
- range of markets
- holding markets in the face of strong foreign competition
- ratio of export sales to total sales
- uniqueness of product or service
- R&D that leads to export expansion

Also considered is particular merit in activities related to the promotion, financing or facilitation of export sales by Canadian firms.

BRANDED AWARDS

Special recognition is given by the Program's sponsors to three of the Award winners:

CIBC JOB CREATION ACHIEVEMENT

- employment growth
- number of quality jobs
- employment growth in a high unemployment area
- unique job creation strategies



TELEGLOBE INNOVATION AND TECHNOLOGY ACHIEVEMENT



TELEGLOBE

- investment spent on new technology and innovation
- sharing of new technologies with partners or suppliers
- technological innovation tied to expansion

EDC SMALLER EXPORTER ACHIEVEMENT

- total annual sales of less than \$25 million
- total number of export countries served
- export growth



EDC
SEE

CERTIFICATION

Applications are considered only when a senior executive of the applying firm signs the last page of the application form (or a reasonable facsimile thereof), confirming that all information provided in support of the application can be substantiated.

All financial information provided by an applicant will be treated in a **confidential** manner, and will not be released to outside organizations without the specific consent of the applicant.

NOMINATION

Firms do not need to be nominated by a third party, and may apply directly for an Award.

Individuals, associations, organizations or governments may nominate firms for the Canada Export Award.

APPLICATIONS

Applications must be completed and self-contained. Applications may be accompanied by photographs of the products or projects involved, or by relevant promotional material that may assist the Selection Committee. If more space is needed, attach a single sheet to the application form.

CLOSING DATE

Applications must be faxed or mailed to the following address, post-marked on or before May 1, 1999.

Canada Export Award Program (TBX)
Department of Foreign Affairs and International Trade
125 Sussex Drive, Ottawa, Ontario K1A 0G2

Telephone: (613) 996-2274

Fax: (613) 996-8688

Ce document est aussi disponible en français.

Canada

Application



1. COMPANY INFORMATION

Company Name

Address

City

Province

Postal Code

Name of Chief Executive Officer/President

Name of Working Contact

Telephone

Fax

Nomination Submitted by (if different from above)

Name

Position/Title

Business Name

Address

Telephone

Fax

2. Provide one current copy of your corporate profile. We require a short precis of your company, i.e. history, accomplishments, impact on community, unique and innovative approaches. In addition, describe why you believe your company deserves to win this Award.

What are you doing in R&D? What percentage of revenue do you dedicate to this? Has technological innovation helped your company export? Do you share new technologies with partners or suppliers? Does your company encourage innovation?

How do you ensure continuous quality improvement? What role does quality assurance play in your company?



3. PLEASE CHECK ONE SECTOR THAT BEST DESCRIBES YOUR FIRM'S EXPORT ACTIVITIES:

- | | | |
|---|--|---|
| <input type="checkbox"/> Agriculture & Agri-food | <input type="checkbox"/> Advanced Technology | <input type="checkbox"/> Medical & Health Care |
| <input type="checkbox"/> Business & Professional Services | <input type="checkbox"/> Construction, Architectural & Engineering | <input type="checkbox"/> Services Not Included Elsewhere (please specify) |
| <input type="checkbox"/> Consumer Products & Services | <input type="checkbox"/> Chemical & Petrochemical | <input type="checkbox"/> Power & Energy |
| <input type="checkbox"/> Defence | <input type="checkbox"/> Education and Training | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Fisheries & Seafoods | <input type="checkbox"/> Forest Products | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Industrial Plants & Machinery | <input type="checkbox"/> Information Technology & Telecommunications | |

4. Total Staff _____ % Employee Growth (1996-98) _____ Years in Business _____ Years Exporting _____

5. SALES INFORMATION

	Total Sales Value	Export Sales Value	Canadian Content	% Growth from Previous Year	Export Sales as % of Total Sales
1998	\$ _____	\$ _____	_____ %	_____ %	_____ %
1997	\$ _____	\$ _____	_____ %	_____ %	_____ %
1996	\$ _____	\$ _____	_____ %	_____ %	_____ %

6. EXPORT MARKET INFORMATION

Top Export Markets	Export Sales	% of Total Export Sales	% Growth Over Last Three Years
a _____	\$ _____	_____ %	_____ %
b _____	\$ _____	_____ %	_____ %
c _____	\$ _____	_____ %	_____ %
d _____	\$ _____	_____ %	_____ %

Primary means of market entry (e.g. joint ventures, trading houses, direct sales, parent company) and time required.

Major obstacle(s) your company had to overcome to get into the export market, and nature of competition.

Creative, unique marketing techniques your company used to gain market entry or to sustain presence.

New products/services exported and new markets penetrated.

For Exporters of Services ONLY



What was the key to the successful introduction of the service?

For Service Companies ONLY

CONTRACTS SIGNED	CONTRACT VALUE	LENGTH OF CONTRACT (YEARS)	START AND FINISH DATES

For Trade Facilitation Companies ONLY

Describe and "quantify" how your services helped your customer(s) to become successful in their export markets.

Years of service provided to client(s). Which regions are you supporting your client in?
Number of years client(s) has been in that market.

Your keys to success.

SUPPORTING LETTERS FROM CANADIAN EXPORTERS DESCRIBING THE IMPACT OF THE USE OF THE SERVICE(S) IN RELATION TO THE ABOVE ISSUES WOULD SERVE TO SUBSTANTIATE THE APPLICATION.

CERTIFICATION

I hereby certify that the information contained in this application can be substantiated.

Name of senior executive submitting this application

Official Title

Signature

Date

MGI International Turns Trade Lead into Sales Contract

MGI International Marine Safety Solutions is always prepared to provide lifesaving equipment and training to marine operators and passengers. The company specializes in life rafts, stowage deployment systems, and emergency evacuation training programs such as its CD-ROM-formatted *Code Red Mariner*. The North Vancouver company has offices in Ottawa, Mokena, Illinois, and Amsterdam. MGI International's markets include Canada, Europe, New Zealand and the United States.

MGI International supplied 34 units of its patented *Thermal Protective Aid (TPA)* to Dolphin Cruise Lines of Miami, valued at \$21,000. The TPA is a universal-sized body suit worn during emergencies to help reduce the loss of body heat and prevent hypothermia.

MGI International won the contract from the cruise liner, in part, due to its readiness to provide the TPA standards test report and its certificate of approval. This means that the TPA has met the marine standards set by Transport Canada.

In addition, the lightweight and compact TPA, which weighs only 170 grams, is Canadian Coast Guard approved.

TPA division manager Eva Tymke notes that Canadian companies that export lifesaving equipment must get certificates of approval, and must meet standards tests in each country to which they export. "It's not easy to obtain approval from other countries," says Tymke. "So when a client approaches us, we have all of the data and test reports ready for submission. This helps to quicken the product certification and standards testing processes in the client's country of origin."

The International Business Opportunities Centre (IBOC) received this trade lead from the Canadian Consulate in Miami, and searched for companies that met the trade lead criteria. IBOC informed several companies, including MGI International about the opportunity. MGI contacted Dolphin Cruise Lines and, after a period of discussions, negotiated a deal.



Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been put in touch with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Web site at www.dfait-maeci.gc.ca/iboc-coai

Club Export Agro-alimentaire du Quebec

— Continued from page 7

region because it is China's fastest-growing region, and because we found a dynamic and professional partner, SIFEA."

Exporters and all decision makers in Quebec's agri-food sector have set themselves an ambitious tar-

get. With government assistance, they plan to increase the level of exports to \$5 billion by the year 2005.

Club Export's members took the opportunity to invite their Chinese counterparts to visit Gourmet

International in Montreal on April 29, 1999.

For more information, contact Paul-Arthur Huot, Director General, Club Export Agro-alimentaire du Quebec. Tel: (450) 349-4032, fax: (450) 349-6923.

APEC Mart Highlights Investment Opportunities in Asia-Pacific

SEOUL, KOREA — June 2-5, 1999 — The first APEC FDI Mart (Foreign Direct Investment) will be a gathering place for the 21-member Asia-Pacific Economic Cooperation nations to showcase their investment opportunities to over 2,000 prospective investors from both APEC and other economies.

The APEC FDI Mart is being organized by the Korea Trade-Investment Promotion Agency (KOTRA), which has established over 100 branch offices

around the world (including Toronto) to promote trade and investment with Korea. The Mart is sponsored by Korea's Ministry of Foreign Affairs, and the Ministry of Commerce, Industry and Energy.

For more information on the APEC FDI Mart, contact Ted Hwang, Commercial Section, Consulate General of the Republic of Korea (KOTRA Toronto) at tel.: (416) 368-3399, fax: (416) 368-2893.

Build Up Your International Network at Havana Construction Fair

HAVANA, CUBA — April 6-10, 1999 — fecons'99, the International Construction Fair, presents unlimited opportunities for Canadian companies in the booming Cuban construction sector, particularly in the construction and finishing of hotels.

fecons'99 will feature exhibits and presentations covering a wide array of construction technologies, including: structural and prefabricated construction; finishing; carpentry, grids, fences and accessories; tools and equipment; chemical products; and installations.

For more information, contact GALAX INC., tel.: (514) 735-5141, fax: (514) 735-8765.

FOOD AND BEVERAGE SHOW IN MICHIGAN

LIVONIA, MICHIGAN — April 27-28, 1999 — Canadian Food and Beverage Expo II is a chance for Canadian businesses in the food and beverage industry to meet potential buyers. Organizers of the event are the Canadian Consulate General in Detroit, the Associated Food Dealers of Michigan, and Agriculture and Agri-Food Canada. Companies interested in exhibiting their products and services should contact Keith Jozwik, Canadian Consulate General in Detroit, tel.: (313) 567-2208, ext. 3361, or Frank Webster, Agri-Food Trade Service, tel.: (519) 837-5855 immediately.

NEW EXPORTERS TO BORDER STATES GOES WESTERN

The first NEBS Mission to the Western & English Sales Association (WESA) show in Denver was held January 15-17, 1999. Organized by the Canadian Consulate General in Minneapolis in conjunction with Aboriginal Business Canada, this event drew eight interested companies - six of which were Native-owned. The main objective was to introduce principals of these firms to the largest "western" market in the world. In addition to touring the WESA show, the group visited a range of western

stores from Denver to Boulder, met with local reps, and heard presentations from U.S. Customs and the U.S. Fish & Wildlife Service on technical considerations of getting products across the border. One participant summed up the NEBS mission this way, "Through the mission, I became exposed to a market I would otherwise not have tapped into at this time. It enabled me to gain insight into the nature of the market and the opportunities firsthand." And, that's what NEBS is all about!

World Fair for the Forestry and Wood Industries

HANNOVER, GERMANY — May 10-15, 1999 — Representatives from the forestry, sawmill, furniture, veneer and wood materials, and solid woodworking industries, as well as those involved in joinery and carpentry are invited to attend LIGNA HANNOVERPLUS '99, the World Fair for the Forestry and Wood Industries.

The exhibition is expected to attract nearly 1,700 exhibitors, half of them from outside Germany, as well as more than 100,000 visitors.

For more information, contact the Canadian Representative for Hannover Trade Fairs, 1110-8 King St. E., Toronto, ON M5C 1B5, tel: 1-800-727-4183 or (416) 364-5352,

fax: (416) 364-6557, e-mail: comar@baldhead.com, Internet: <http://www.hfcanada.com> Companies can also visit the show Web site at <http://www.ligna99.de>

Data Processing, Office Automation and Communication in Algeria

ALGIERS, ALGERIA — March 31-April 6, 1999 — The Société Algérienne des Foires et Expositions (SAFEX) [Algerian Fairs and Exhibitions Corporation] invites Canadian businesspeople to take part in the eighth annual Salon International de l'Informatique, de la Bureautique et de la Communication (SICOM) [International Data Processing, Office Automation and Communication Show]. Each year, the show attracts a large number of participants from

Algerian and foreign companies. Its purpose is to bring together operators in this sector who wish to showcase their products and innovations, and to develop business relations with partners.

For more information, contact the Société Alérienne des Foires et Expositions (SAFEX), Palais des Expositions-Pins Maritimes, Algiers, Algeria; tel.: (011-213-2) 21 01 23 to 30, fax: (011-213-2) 21 05.40.

Making Trade Shows Work Now on Audio

A live recording has been produced of *Making Trade Shows Work*, a program Barry Siskind has been presenting across Canada for a number of years.

The audio tape educational package includes eight cassette tapes, a copy of Barry Siskind's bestseller *The Power of Exhibit Marketing*, a workbook and a lead card template.

For more information on how to obtain the package, call toll-free 1-800-358-6079, or e-mail itmc@ican.net

The live program will continue to be offered, as follows:

- Winnipeg, April 22, 1999;
- Halifax, May 6, 1999; and
- Edmonton, May 20, 1999.

International Medical Salon in Algiers

ALGIERS, ALGERIA — May 4-10, 1999 — The International Medical Show (SIM 99), now in its eighth year, is a major meeting-place for operators in this sector looking for new opportunities for business, investment and partnership.

The show will focus mainly on pharmaceutical and veterinary production equipment; laboratory equipment; X-ray equipment;

hospital equipment; equipment for the disabled; transportation equipment; pharmaceutical and veterinary products; engineering and services; medical information and publishing.

For more information, contact the Société Algérienne des Foires et Expositions (SAFEX), Palais des Expositions-Pins Maritimes, Algiers, Algeria; tel.: (011-213-2) 21 01 23 to 30, fax: (011-213-2) 21 05.40.

Calgary Conference/Forum Highlights Opportunities in Mexico's Energy Sector

CALGARY, ALBERTA — April 11-13, 1999 — Energy Mexico 99 is a unique opportunity for Canadian companies and government representatives to hear directly from senior Mexican business leaders and government officials about the tremendous opportunities for investment unfolding in Mexico's energy sector.

The two-day conference and matchmaking forum is being hosted by the Mexican Ministry of Energy,

the Department of Foreign Affairs and International Trade, Natural Resources Canada, Industry Canada, the Government of Alberta, the Canadian Embassy in Mexico and the Canadian Energy Research Institute.

Energy 99 will focus on a broad range of energy-related issues in the oil and gas sector, as well as electricity and alternate energy sources.

Minister of Natural Resources

Ralph Goodale and Mexico's Secretary of Energy Luis Tellez, are the featured speakers at the conference forum.

For more information, contact Canadian Energy Research Institute Conference Division, 3512 - 33 Street NW, Suite 150, Calgary Alberta T2L 2A6, tel.: (403) 282-1231, fax: (403) 289-2344 or 284-4181, e-mail: conference@ceri.ca Internet: <http://www.ceri.ca>

Workshops on European Information Technology Markets

CROSS-CANADA — Toronto (June 1, 1999) — Vancouver (June 4, 1999) — Calgary (June 7, 1999) — Expand Your European Horizons: The Crossing the Pond partners are organizing three more Knowledge Cafés in June. If you have the European information technology (IT) market in your sights, you should be sure to attend these events. The Toronto Café is being held in association with newMedia 99, the Vancouver event with the International Trade Centre and the Calgary one with the CATA Alliance Annual Conference.

Knowledge Cafés are workshops that give small and medium-sized enterprises (SMEs) the opportunity to interact directly with experienced IT industry leaders and trade commissioners from key European markets. These experts, along with other SMEs, provide insights and solutions for getting started in the European market, gathering market



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intelligence, developing sales channels, winning corporate sales, securing trade finance and venture capital, and forming strategic alliances. It will likely be the most intensive and useful three hours you will spend preparing for the vast and lucrative European market.

Crossing the Pond is a Team Canada Inc partnership, co-founded by the Department of Foreign Affairs and International Trade and the Toronto law firm Grasset-Fleisher, which assists Canadian IT companies to expand into Europe.

Canadian Imperial Bank of Commerce (CIBC) is the lead sponsor of the Knowledge Cafés. It has been co-operating with the Export Development Corporation since 1996 in *GrowExport*, a program supporting the export activities

of knowledge-based businesses. *GrowExport* is designed for companies with a proven product that need timely financing to enhance their position in the international marketplace.

For more information on *GrowExport*, contact the CIBC knowledge-based business professionals at 1-800-551-0606.

If you are ready to fast-track your European expansion, make plans to attend one of the Knowledge Cafés now, and fill out the registration form on our Web site at: [www.crossingthepond.com/Getting your butt](http://www.crossingthepond.com/Getting_your_butt)

For more information on the Knowledge Cafés, fax your business card to (613) 995-6319 (attention: Crossing the Pond) or call (613) 943-0893.

World's Largest Offshore Technology Show Gathers Steam



HOUSTON, TEXAS — May 3-6, 1999
 — The 1999 Offshore Technology Conference (OTC) is expected to attract more than 50,000 engineering and technical professionals involved in all aspects of offshore oil and gas development.

This year's conference builds on 31 years of success as the oil and gas industry's foremost event devoted to offshore exploration and environmental protection. OTC '99 will feature almost 300 technical presentations as well as its largest exhibition in 15 years - more than 1,800 companies from 24 countries will be exhibiting their products and services, covering every facet of offshore operations and technology.

keynote presentations on the economic outlook for the industry in the new millennium.

Other sessions will focus on key offshore developments such as the Ursa and Britannia projects, deepwater production, reservoir surveys and characterization, and offshore construction technologies.

For more information on the show or how to attend, contact OTC, tel.: (972) 952-9494, e-mail: otc@otcnet.org

The program will include

International Conference on Meat Safety in Global Markets

BANFF, ALBERTA — April 14-16, 1999
 — Given the significance of the meat industry in international markets, food safety and international competitiveness are hot topics in the agriculture and food sector. The Agriculture Food Council, the University of Saskatchewan, and AVAC Ltd. (Calgary) invite you to attend an international conference entitled Food Safety and International Competitiveness: The Case of Meat. Conference information and registration forms are available through AVAC's Web site (<http://www.avacld.com>).

For more information, contact Dan Fullerton (AVAC Ltd.), tel.: (403) 274-2774, e-mail: dfullerton@avacld.com; or Iris Meck (Adfarm), tel.: (403) 215-3225, e-mail: imeck@adfarmonline.com

Buying Trouble: Bribery and other "Iffy" Payments in International Business

TORONTO — March 22, 1999 — Canadian companies engaged in international business will soon face stiff new criminal penalties for conduct they may have considered "business as usual" in the past. The recently legislated Corruption of Foreign Public Officials Act (see story p. 9) makes it a criminal offence for Canadian businesses to make payments or offer other inducements to foreign officials to obtain or retain their business.

sponsored by the Canadian Bar Association - Ontario, will give participants a detailed review of the new legislation, its practical implications for businesses and lawyers, as well as an overview by leading U.S. authorities of two decades of American experience under similar legislation.

For more information, contact the Canadian Bar Association - Ontario, 20 Toronto Street, Suite 200, Toronto, ON M5C 2B8, tel.: (416) 869-1047 or 1-800-668-8900, fax: (416) 869-1390, TDX #104.

The Buying Trouble Conference,

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 475 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Canadian Companies Find Continued Success in Japan

The Japan External Trade Organization (JETRO) recently unveiled the most recent edition of its publication *Success in the Making — How Canadian companies are winning new markets in Japan*.

The fifth in an annual series, the 1999 version of *Success in the Making* profiles 22 Canadian companies that have found business success in the Japanese market in the past year.

Despite recent challenges faced by foreign firms due to the downturn in the Japanese economy, Canadian companies continued to have success penetrating the Japanese market, particularly in the areas of construction, housing materials and technological products. Other sectors profiled include food and beverage, furniture products, and health care.

"We are very pleased to see that Canadian companies have not been discouraged by economic conditions in Japan," says Nobuhiko Yoshida, Executive Director, JETRO Toronto. "It is clear that those companies that are persistent in developing business relationships in Japan are being rewarded."

In addition to profiling Canadian companies that have been successful in Japan, *Success in the Making* provides valuable advice to companies considering Japanese business opportunities.

For example, some Canadian companies have been able to expand through direct investment.

"We encourage direct investment in Japan by Canadian companies and strategic alliances such as third-country co-operation and region-to-region trade and business links," says Yoshida.

A recent annual JETRO survey examined 3,280 foreign companies operating in Japan and found that despite challenging economic conditions many are succeeding.

Foreign companies see the climate for investment in Japan improving. According to the survey, foreign firms saw definite improvement in their respective industries in 1998 as a result of ongoing deregulation in the non-manufacturing sector and greater mobility in the workforce.

JETRO is a government-related organization dedicated to promoting trade and economic relationships between Japan and other nations. Its *Success in the Making* shows the keys to success of each profiled company.

Copies of the publication are available through JETRO Toronto. Contact Tyson Garbe at (416) 861-0000, ext. 227.

New Journal Collects the Goods on International Payments

L/C Monitor, a new monthly financial journal covering the practical and legal aspects of international trade payment instruments, has just been launched by Toronto-based Continental Publishing.

The journal focusses specifically on practical advice, gained from experience, for structuring complex documentary credit transactions and avoiding payment collection problems. It also provides an analysis of current documentary

credit issues and an assessment of country and bank risks.

L/C Monitor On-line will feature a searchable Internet database of past issues accessible to subscribers at <http://www.ccex.org/lc/>

The annual subscription price for 12 issues is US\$34.

For more information, contact David Jack, tel: (416) 661-8520, fax: (416) 661-2139/663-1973, e-mail: lc@ccex.org

Inquiries Services

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 InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Vol. 17, No. 6 — April 1, 1999

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Canadian Business Mission

Renewing Bilateral Ties with the Middle East

Minister for International Trade Sergio Marchi led a business development mission of 44 Canadian companies to the Middle East from February 22 to 28, 1999, to promote Canadian trade and investment and to strengthen Canada's commercial and political relations with the region. Stops included the Kingdom of Saudi Arabia, the United Arab Emirates, Israel, and Gaza and the West Bank.



Minister Sergio Marchi opened the new Canadian Embassy in Abu Dhabi. Seen (left to right), UAE Foreign Affairs Undersecretary Saif Saed Bin Saad, Minister Marchi, and Canada's Ambassador Stuart McDowall.

"Canada's exports to these four markets totalled more than \$1.3 billion in 1997," said Minister Marchi. "This mission was a great opportunity for Canadian business to build on existing partnerships, and to further expand into a region that holds strong promise economically."

Canadian companies ink deals in Saudi Arabia
During the two-day mission to Saudi Arabia Minister Marchi witnessed the signing of an agreement in Riyadh between the Canada-Arab Business Council and the Council of Saudi Chambers of Commerce and Industry establishing the new Saudi-Canada Business Council. The new organization aims to intensify business-to-business partnerships between the two countries.

Minister Marchi also took part in the ninth session of the Canada-Saudi Joint Economic Commission, which works to improve relations and enhance awareness of Canadian capabilities.

"Canada's bilateral trade with Saudi Arabia has consistently surpassed \$1 billion a year," Mr. Marchi said. "We believe there is even greater economic potential in the country, and this mission has helped to further develop Canadian commercial interests here."

More than 200 Canadian firms are active in Saudi Arabia, over 7,000 Canadians work in the country, and 400 Saudi students are studying in Canada.

Minister Marchi also observed the signing of two agreements by Canadian companies. SHL Vision Solutions of Ottawa and Al-Daleel International

Continued on page 12 — Bilateral Ties

Canada Has Lowest Business Costs

A new study, *The Competitive Alternatives: A Comparison of Business Costs in North America, Europe and Japan*, by the international management consulting firm KPMG, concludes that Canada has the lowest costs for doing business among G-7 countries. The study (see details in supplement inside) was officially released on March 11, 1999, at the Royal Bank of Canada in Ottawa.

Minister for International Trade Sergio Marchi said that the study removes any remaining myths that Canada is a high-cost business location. "Any business leader thinking about expansion —

especially in the North American market — should take a serious look at this report," said Mr. Marchi. "It provides hard facts to show there are clear cost

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KPMG Study Shows Canada's Advantage — Continued from page 1

advantages to setting up or expanding an international business in Canada."

The report contains comparative data on typical costs of doing business in eight countries (the G-7 and Austria) for nine high-growth industries, in both manufacturing and services, in 64 cities around the world. Cost factors include labour, real estate, transportation, utilities, interest and taxes. The research found that Canadian costs are consistently among the lowest, while in leading-edge, high value-added sectors, especially in software, the Canadian advantage is particularly significant.

With corporate support from the Royal Bank of Canada, Ontario Power Generation and Bell Canada, the study was also sponsored by economic development agencies from every part of Canada, as well as the

Government of Austria. The March 11 launch event, hosted by the Royal Bank of Canada, was attended by repre-

foreign investors," said Chief Economist of the Royal Bank John McCallum. "Canada's cost advantage compared with the U.S. is robust."

"Our report offers a wealth of independently developed business cost information," said KPMG Project Director Stuart MacKay. "The evidence that Canada offers the lowest-cost alternative clearly refutes many of the myths that exist in the minds of decision makers and investors in other countries."

Twenty-five cities across Canada are included in the study; consistently they ranked almost universally as the lowest-cost locations when compared with cities in the United States, Europe and Japan.

A summary of the KPMG study is available at: <http://www.dfait-maeci.gc.ca/investcan>



Minister for International Trade Sergio Marchi (right) and Austrian Ambassador to Canada, Walther Lichem.

representatives of participating countries, sponsors, Canadian Ambassadors, corporate and industry association executives as well as media.

"This study shows the outstanding cost advantage that Canada offers to

New Report Sheds Light on Women Exporters

The results of a new report, *Beyond Borders: Canadian Businesswomen in International Trade*, released on March 8, 1999, shows that Canadian businesswomen are becoming a new force in world markets. The report was the focus of a teleconference linking businesswomen at International Women's Day events in nine cities across Canada as well as in Los Angeles, London, England and Buenos Aires, Argentina.

Beyond Borders was produced by the Trade Research Coalition (TRC), a public/private-sector consortium established by Minister for International Trade Sergio Marchi to study the international trade activities of Canadian businesswomen and to recommend ways of expanding their participation in export markets.

"We knew that women-led SMEs [small and medium-sized enterprises] had become a significant force in the domestic Canadian economy," said Minister Marchi, "and we had good data on the rapid rate at which they were starting new businesses and creating new jobs. But until this

report, we didn't know much about their international activities."

It is well documented that Canadian

women are starting new businesses at twice the rate of firms in general, and

Continued on page 11 — Women Exporters

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

Agreement Number 1453025

Well-established Company Meets the Bug Head On

With the year 2000 fast approaching, Ordinatek Inc. of Montréal is growing by leaps and bounds trying to take care of other small and medium-sized enterprises' (SMEs) problems, namely the Year 2000 Bug.

Headquartered in Montréal but with offices in Québec City and Toronto, the 27-year-old company provides hardware and software solutions to SMEs, dealing mainly with accounting, inventory control and point of sales (e.g. computerized cash registers).

But little did Ordinatek know that when it started dealing with the Year 2000 Bug three years ago, that most of its OMNI Software would now be devoted almost exclusively to treating the Bug.

"As a matter of fact," says Ordinatek Vice-President of Sales Pierre Moreau, "the market is expanding tremendously into the rest of Canada and the United States as a lot of companies having problems with the Bug are coming to us to convert to OMNI solutions."

Learning the hard way

How did Ordinatek come up with the solution?

"The hard way," says Moreau emphatically.

Originally, when the company thought it had found the perfect solution, it soon realized that although its system sailed smoothly past the year 2000, it was only to bog down at the end of February 2000, with March 1 missing.

"That led to a quick trip to the local library," admits Moreau, "where I soon came to realize some of the tricks that our Gregorian calendar can play on us."

What he discovered is that every fourth year is a leap year, or that every year that can be divided by four is a leap year. But if it can also be divided by 100, it is not a leap year. In addition if it can be divided by 400, it is a leap year when it shouldn't be.

"This is exactly the case with 2000," Moreau points out, "which explains why our system was missing March 1."

Increased awareness needed

Now that his company has come up with the right solution, Moreau can hardly keep up with the demand.

"Most people are looking for turnkey solutions — both mainframe hardware and software replacements," he says, "which is exactly what we offer."

And the demand keeps growing — over 550 SME customers — both in Canada and in the United States, where Ordinatek's services are also vastly expanding.

Moreau is spreading the word at every trade show he goes to in the United States and will soon be tapping into the Canadian Trade Commissioner Service for new markets.

As to the reason for such high demand?

"It's quite simple," says Moreau. "So many people don't really know what it's all about, so the biggest problem is not understanding the problem."

He also thinks that the Y2K issue has not received enough attention.

"So there's quite a bit of education to be done," he says, "to sensitize people to the disasters that can plague their businesses if they wait until the last minute."

Government doing its share

According to Moreau, the government has already done a great deal to make people aware of the looming problem.

"We have had a lot of success with the government subsidy to replace non-compliant with Year-2000-compliant hardware and software," he says, "but I think that time is running out."

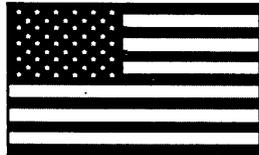
In fact, small businesses can only claim expenditures for replacements made between January 1, 1998 and June 30, 1999, so Moreau strongly urges companies to act quickly.

"It's not a big problem," he admits, "but you still have to deal with it. If you got the Bug, we got the solution."

For more information, contact Vice-President of Sales, Pierre Moreau, tel.: (905) 567-6664, fax: (905) 567-3490.

IFInet: Getting Your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.



THE U.S. CONNECTION

This CanadExport regular feature is designed to help Canadian exporters take advantage of the vast and lucrative market south of the border. The U.S. Connection is produced in co-operation with the U.S. Business Development Division (UTO) of the Department of Foreign Affairs and International Trade (DFAIT). For further information, contact UTO by fax at (613) 944-9119, e-mail: commerce@dfait-maeci.gc.ca

BOOMING CALIFORNIA MARKET BECKONS CANADIAN EXPORTERS

The Canadian Consulate General in Los Angeles and the Trade Offices in San Francisco and San Jose work together to find partners and profits for Canada in a state where all the growth charts — new populations, personal income, exports, job creation — soar exuberantly upwards. International Trade Minister Sergio Marchi will be focusing renewed attention on the area's bonanza markets this week, as he

leads a group of 40 Canadian advanced technology innovators on the first ever Young Entrepreneurs Partnering Mission to Northern California. (Details at www.infoexport.gc.ca)

California is a prime target for new business expansion. It is the most populated state with 33 million people, and the nation's leading exporter, accounting for one-sixth of all U.S. trade. Canada and California exchange

over \$16.6 billion in merchandise annually, as well as billions of dollars in services.



Dozens of non-stop flights between cities in Canada and California make access convenient for Canadian businesses. Therefore, the rapidly growing Southwest U.S. market is not far away.

Here's what our representatives have to say about California...

"California offers solid opportunities for Canadian companies able to target niches where their expertise and experience gives them an advantage. Working on behalf of Canadian business, we also play an important political role to ensure market access and to resolve trade disputes on Canadian imports, notably forest products and cultural products."

Kim Campbell, Consul General, Los Angeles

"Many Canadian firms have made successful inroads here, but there are still many opportunities in a wide variety of areas. That's why we are here — to help Canadian companies take advantage of these commercial opportunities."

Jim Leach, Deputy Consul General, Los Angeles

"In Northern California, the obvious business leader is computer-based technology. Through our trade missions and venture capital matching sessions we help to bring our top players to the table."

Norman Lomow, Consul and Trade Commissioner, San Francisco

"The opportunities and the competition are huge in this information technology mecca. We build respect for

Canadian competence that new companies can benefit from. Our on-line newsletter *InfoTech* (www.cdnttrade.com) is known throughout the industry as a noticeboard for export-ready Canadian innovations."

Brian Cox, Trade Commissioner, San Jose (Silicon Valley)

"We contact California companies likely to be interested in investment or site location, and work with provincial and regional agencies to get the business. Canada's solid e-commerce infrastructure, skilled workforce, attractive quality of life, and other factors, give us a definite edge."

Ron Merrick, Trade Commissioner, Los Angeles

"Canada has earned a reputation in software development and chip design. We're here to let U.S. companies know about the advantages we have to offer."

Shaun Wedick, Trade Commissioner, San Francisco

For Canadian government business development services in the California region, visit the Consulate Web site at www.cdaconsulat-la.com And bookmark the San Francisco/San Jose site for multimedia and software market intelligence (www.cdacommerce.com)

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> for a wide array of valuable information on doing business in and with the United States.

The Consulate's Key Business Development Sections

The U.S. Connection

Multimedia and Software

Mark Ritchie's marketing advice helps multimedia and software companies break into the lucrative Silicon Valley market. He works closely with Jeane Weaver on IT promotion which includes trade missions and briefings from industry leaders and key contacts in Northern California. Their on-line PR Training and Positioning Strategy programs have helped Canadian firms launch new software, internet and multimedia products. (See <http://www.cdnttrade.com>)

Digital Animation Software

Tom Palamides assists Canadian film and television animation producers to identify prospective clients in the Los Angeles film industry through matching events and his best-selling directory, *Exploring Digital Hollywood*. More partnering prospects will be found at the E3 (Electronic Entertainment Exposition) in L.A. in May where Canadians can tap into the \$5.6-billion computer game market. (See www.CNET.com; www.cyberactive.net; www.NextGeneration.com; www.gameweek.com)

Biotechnology and Medical Devices

The industry cluster in San Diego is monitored by Brantley Haigh, and alliances are encouraged at his annual Bio-Partnership event in November. The San Francisco biotechnology community is overseen by Shaun Wedick, who predicts that streamlined approval regulations in Canada for new products will attract more clinical trials to

Canadian facilities. Tom Palamides is completing a market study on health-care products and medical devices for Utah, Nevada and Arizona, based on the premise that Canadian companies can be more competitive in these smaller centres.

Aerospace and Government Procurement

According to Jeff Gray, "Aerospace is

Consumer Products

Carl Light works with small companies entering the California market with specialty foods, clothing, giftware and products for home and office. "A good reputation in Canada makes for attractive prospects in the United States." He is equally confident about opportunities in the multibillion-dollar furniture industry.

Surfin' California

Useful Web sites to help you tap into the lucrative California market:

- State of California economics and politics (www.ca.gov)
- California Trade and Commerce Agency (www.commerce.ca.gov)
- Market research, trade show listings, directories on the California marketplace (www.tradeport.org)
- Registries of California manufacturers and other listings (www.databasepublishing.com)
- State of California business forms, current news releases (www.ss.ca.gov)

still alive in California!" The Space and Naval Warfare Systems Center in San Diego is interested in outsourcing as much as possible. (See www.spawar.navy.mil/contract) To do business with the Department of Defense, you must register with the Central Contractor Registry.

Environment Technology

Michael Pascal provides market intelligence on California-based headquarters of major environmental consulting firms. "Reaching these companies means access to global opportunities. We capitalize on Canada's expertise in treatment of wastewater for municipal and industrial applications."

Automotive Parts and Accessories/Public Transportation/Oil and Gas

Bernard Brandenburg, watching the \$19.3-billion U.S. market for retail auto parts, encourages Canadian companies to present their goods at key trade shows. "The expense of representation can be repaid many times." Canadian supplies of buses and equipment continues to expand and urban rail transit projects in

California, Arizona and Utah offer promising business openings. California, the fourth-largest oil-producing state behind Texas, Alaska and Louisiana, has good potential for Canadian technology.

Construction Services and Products

California leads the nation in new housing starts, which means there is a strong market for Canadian building products. Brantley Haigh sees a need for architecture, engineering and construction services. "An injection of \$9.2 billion from a vote in last November's elections will go into elementary school construction over the next four years."

Continued on page 15 — Key Sections

Innovative Moulding Machinery Builder Makes First Export Sale

It only took W. Amsler Equipment Inc. of Concord, Ontario, a couple of months to go after a sales lead received from the Canadian Embassy in Washington before turning it — by showing good flexibility — into a full-fledged contract.

It was back in 1995 that Werner Amsler founded the small company with the idea to use his 25 years of experience to develop and manufacture an innovative polyethylene terephthalate (PET) reheat stretch blow moulding machine.

Key government support for research

Equipment for PET bottles was already being built in Europe and the U.S., but Amsler decided to improve on them — thanks to the support of the federal government.

"In addition to investing over \$1.5 million of our own," says company Marketing Manager Renzo Mueller, "we received valuable support from Industry Canada's Research and Development Program to research the equipment, and from the Industrial Research Assistance Program, for the development part."

Most plastic bottles are still made with the standard extrusion blow moulding method on equipment built with hydraulics, while Amsler's new equipment uses a revolutionary servo electric force-compensated clamping mechanism.

"One great advantage of our equipment," Mueller adds, "is that it cuts down total energy consumption for the machine by one-half."

A lead out of the blue

After three years of testing and development, Amsler's new equipment was ready to test the waters — of the market.

"So last October we were rather happily surprised," Mueller recalls, "to receive a phone call, followed by a fax, from Manuel Ellenbogen, at the Canadian Embassy in Washington, telling us that a Wisconsin company was interested in our kind of product."

A Business Development Officer at the Embassy, Ellenbogen had received a request from a prospective U.S. client who was looking for plastic bottles for dispensing grated cheese.

"I immediately went to work searching for Canadian capabilities," Ellenbogen recalls, "contacting trade

associations and a trusted network of contacts, and within a couple of days came up with Amsler."

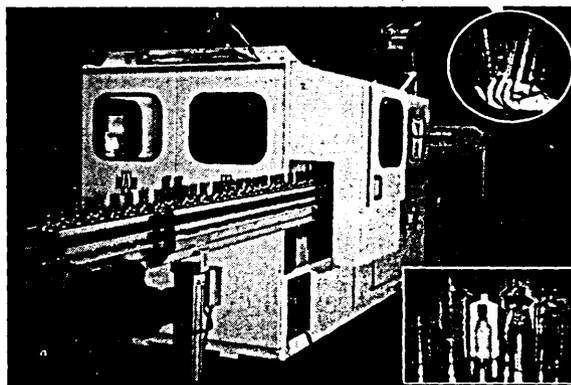
Amsler didn't waste any time either in contacting the prospective client, a large cheese manufacturer.

"There followed an intense two months of negotiations and trips back and forth," Mueller describes, "resulting in us presenting the client with a cheese bottle prototype, based on a mould made to his specifications.

"The U.S. company not only liked what it saw but was even happier to realize that it could source its bottles cheaper than before, prompting it to place an order for 2.5 million bottles," says a happy Mueller.

"We didn't yet sell our equipment," he adds, "but at least we made a US\$350,000 sale — our first export — with options for more bottles and perhaps even a machine further down the road."

Mueller credits the deal to Amsler's fast reaction to the sales lead, its versatility in adapting to the client's needs by offering a proven and quality product demonstrating at the same time the equipment's advantages over those of competitors.



Amsler's innovative model L-22 reheat stretch blow moulding machine, with cheese bottles (insets).

On the road to success

Based on this successful formula — demonstrating the equipment's capabilities to prospective clients — Amsler has set up a production showroom where it can process orders on behalf of clients.

"This has already paid some good dividends," says Mueller. "We have built several machines in Canada and sold our first one outside, to Puerto Rico, just a couple of weeks ago."

How did that come about?

"Through a lead picked up at a Chicago Packaging trade show," says Mueller. "Getting sales leads from the Canadian Trade Commissioner Service — the lead from Manuel Ellenbogen was invaluable — is one thing," he admits, "but you still have to go out there and be proactive because that's the only way to keep up with the competition."

For more information, contact Renzo Mueller, tel.: (905) 738-4355, fax: (905) 738-9473.

TransCanada PipeLines Finds Good Value in Team Canada Missions

Even as a major Canadian company, both in terms of size and assets, as well as international experience, Calgary-based TransCanada PipeLines always finds good value in Team Canada trade missions, having participated in most of them.

That conviction comes all the way from the top, starting with TransCanada President and CEO Gary Mihaichuk, who is a firm believer in government ventures such as the Team Canada missions.

"As a member of the Team Canada delegation, TransCanada welcomed the opportunity to solidify its international relationships and assure local partners that we are firmly committed to conducting business in their country for the long term."

Trade missions a facilitator

On last year's trade mission to Mexico, TransCanada signed agreements for the construction of a pipeline to transport natural gas to power plants in the Yucatan peninsula. The project is valued at \$380 million, of which 62.5 per cent is Canadian content.

"As with many such contracts," says TransCanada Senior Vice-President, Government Relations and Public Affairs, Jake Epp, "much of the groundwork for this deal was done prior to the mission, although the final touches to the agreement took place during the high-level Team Canada mission."

Since the mission, TransCanada has entered into several other agreements in Mexico, including a con-

sulting contract with PEMEX, the state-owned petroleum corporation, and has received a license to build the El Baijo gas pipeline.

"We are now probably one of the major Canadian investors in Mexico," says Epp.

But large, well-established companies and smaller ones alike find value in these missions, he thinks.

"For smaller companies, Team Canada trade missions can be real door openers," says Epp, "but for us the trade missions facilitate in increasing our presence in the countries visited."

"Team Canada gives greater profile to Canada in the host countries, which," Epp adds, "is essential to keep pace with aggressive marketing by other trade powers like the United States, Japan and Europe."

Embassies backed by Team Canada

TransCanada has offices in many countries, including Thailand, where, during the 1997 Team Canada trade mission, the company signed a Memorandum of Understanding for a joint venture to build the Thailand Northern and Northeastern Products Pipeline.

"Here again," says Epp, "we have to remember all the preparatory work that preceded the signing, and much of that work was facilitated by

trade commissioners at the Canadian Embassy in Bangkok.

"In every country where we have customers," he adds, "we try to keep the Canadian Trade Commissioners informed of our activities, and they in turn assist us in making the right contacts as well as providing information on how to deal with government officials and businesspeople in that country."

Since in most countries the government is heavily involved in the energy sector, Epp is convinced that "the presence of the Canadian Prime Minister, together with the premiers and federal and provincial ministers, has a very strong impact on host countries."

TransCanada is active in many of them

During the past four years, the environment-conscious company, which has won several awards, has extended its geographic reach around the world. At the same time, it has moved beyond its traditional roots in energy transmission, transforming itself into an integrated energy services company.

With its vast wealth of knowledge and 40 years of experience, TransCanada brings customized energy solutions to clients in Latin America, the Middle East and Southeast Asia.

For more information, contact Senior Vice-President Jake Epp, tel.: (403)267-2661, fax: (403)267-2668.



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).

Canada and Mexico Reach Out to Further Advance Co-operative Efforts

The Government of Canada recently announced the results of the 13th meeting of the Canada-Mexico Joint Ministerial Committee (JMC), which took place in Ottawa on February 17 and 18, 1999. The meeting brought together Canadian and Mexican ministers to build on co-operative efforts in a wide array of areas such as social development, environment, Indigenous relations, culture, security, trade and investment, information technology and telecommunications (IT&T), and transport.

Prior to the meeting, Minister for International Trade Sergio Marchi commented, "We have rapidly growing trade and investment relations with Mexico as a result of the North American Free Trade Agreement [NAFTA], with opportunities for current as well as new exporters, particularly small and medium-sized enterprises [SMEs]. Canada wants to explore with Mexico, a key voice in the hemisphere, co-operative efforts to further trade liberalization in the context of wider, shared values."

Canadian and Mexican ministers reached the following agreements:

- A Declaration of Intent on satellite co-operation was signed by Industry Minister John Manley and Mexico's Secretary of Communications and Transport Carlos Ruiz to advance co-operation in satellite communication services. The declaration formalizes both countries' intention to conclude a co-operation agreement for mobile and fixed satellite services.

- A Memorandum of Understanding (MOU) on test data acceptance was signed by Minister Marchi and Herminio Blanco, Mexico's Secretary of Commerce and Industrial Development, to ensure that IT&T products traded between both countries meet all necessary safety standards. The MOU enables laboratories accredited to test IT&T products in one country to exchange data with laboratories in the other country.

- The Ocean Charter, for which Canada is the sponsoring nation, was signed by Mexico's Secretary of the Environment, Natural Resources and Fisheries Julia Carabias formalizing a

commitment to protect oceans and to use their resources in a sustainable manner.

- A Declaration of Intent on joint co-operation projects on Indigenous affairs commits Canada's Department of Indian Affairs and Northern Development and Mexico's National Institute for Indigenous Affairs to develop co-operative projects, exchanges and initiatives. The declaration will help foster economic and cultural ties between Indigenous groups in both countries.

- A Canada-Mexico Joint Statement on small arms and anti-personnel mines was signed by Foreign Affairs Minister Lloyd Axworthy and Mexico's Secretary of Foreign Affairs Rosario Green highlighting the need to tackle problems associated with the proliferation of small arms and their joint support for the global elimination of anti-personnel landmines. It also formalizes their commitment to work with the Pan-American Health Organization in mine victim assistance and community rehabilitation in Central America.

- A US\$50-million line of credit was signed by the Export Development Corporation and Petroleos Mexicanos, Mexico's state-owned oil company. It is designed to help increase trade between Canada and Mexico in oil and gas, and is structured to finance transactions that accommodate contracts awarded to Canadian SMEs (see p. 9).

- A Canada-Mexico Joint Communiqué on cultural diversity was issued by Canadian Heritage Minister Sheila Copps and Mexico's President of the National Council for Culture and the Arts Rafael Tovar y de Teresa confirming their commitment to collaborate

on promoting and preserving cultural and linguistic diversity.

- A Joint Statement on Canada-Mexico agricultural relations was tabled by Lyle Vanclief, Minister of Agriculture and Agri-Food and Romárico Arroyo, Mexico's Secretary of Agriculture, Livestock and Rural Development, outlining achievements to date and establishing a plan for future agricultural initiatives.

- An expansion of air rights under the Canada-Mexico Air Transport Agreement was announced by Transport Minister David Collenette and Minister Ruiz, which features improved access for airlines, charter carriers, travellers and shippers from both countries.

- A Letter of Intent on climate change was signed by Environment Minister Christine Stewart and Minister Carabias committing both countries to develop initiatives to share information, techniques and solutions on global climate change, help developed countries reach their emission reduction commitments (under the Kyoto Protocol), and assist developing nations meet their development goals in a sustainable manner.

- A Letter of Intent on co-operation in watershed management was signed by Minister Stewart and Minister Carabias by which both countries would collaborate on a workshop to adopt an integrated approach for the ecological management of the Lake Chapala watershed, the main source of water for the city of Guadalajara.

Since the Canada-Mexico Joint Ministerial Committee was established in 1968, meetings have been held regularly with the two countries alternating as hosts.

Focus on

Canada's Competitive Edge

Comprehensive New KPMG Study

Puts **Canada On Top** Again

A new, more detailed study comparing business costs in all G-7 countries, as well as Austria, by the international management consulting firm KPMG ranked Canada as the lowest-cost country in which to do business. In Canada, the costs of doing business were 7.8 per cent lower than the average in the United States, and 2.6 per cent below the United Kingdom average. (See Exhibit 4, p. VI) Of the 64 cities studied, the 24 most cost-effective were Canadian. (See Exhibit 2, p. III)

The 160-page study, *The Competitive Alternatives: A Comparison of Business Costs in North America, Europe and Japan*, compared business costs in eight countries (Austria, Canada, France, Germany, Italy, Japan, United Kingdom, and United States) across nine high-growth industries (electronics, food processing, medical devices, metal fabrication, pharmaceuticals, plastic products, telecommunications equipment, packaged software, and advanced software) spanning five sectors.

The study, released in March 1999, is the third published edition in *The Competitive Alternatives* series, and is an expanded, updated version of the October 1997 International Edition, which also ranked Canada as the most cost-effective country in which to do business. "This study is an invaluable guide for companies seeking competitive advantages in the high-growth North American Free Trade Agreement and European Union marketplaces," said Minister for International Trade Sergio Marchi. "It provides us with a powerful tool to advance Canada's trade and investment interests, both at home and abroad."



Canada is at the frontier of telecommunications

The Study:

Its Purpose and Methodology

Selecting the right location for a business requires careful evaluation of a broad range of financial and non-financial factors specific to each location. For firms considering where to locate, a key first step is to identify locations which offer a cost-competitive business environment.

The purpose of this *Competitive Alternatives* report is to help firms understand the business cost fundamentals in the North American, European and Japanese cities studied, and to help them identify promising locations for their operations. It presents an independent analysis of the major cost factors that affect the selection of a business location, and analyzes their individual and combined impact on overall costs. The study is based on a KPMG model built around typical costs for medium-sized firms operating in nine industries. Each firm was assumed to have annual sales of at least US\$13 million and a minimum of 90 employees. This study used over 10,000 data points and 576 separate business scenarios.

All results are sensitive to exchange rates and labour productivity assumptions. The exchange rate used for Canada and the U.S., for instance, was C\$1.50 = US\$1.00. Even with a devaluation of 18 per cent of the Canadian dollar, Canada would achieve second place in the survey.

The specific industries and cost factors examined in this study are illustrated in Exhibit 1 below.

Highlights

- Canada and the United Kingdom rank as the lowest-cost countries, followed by the United States.
- Costs in Austria, France and Italy are closely grouped in fourth through sixth place, with higher costs placing Germany seventh overall.
- Japan ranks as the highest-cost country.
- Costs of doing business in Canada are 7.8 per cent below the U.S. average. For the nine industries examined, this translates into an average annual saving of US\$1.3 million for Canada.
- Austria, France and Italy all have costs approximately 13 per cent above Canada's average.
- Total annual costs in Japan are some 32 per cent higher than in Canada.
- Labour costs (including all benefits) represent the most significant location-sensitive cost factor, and are key to country rankings.
 - Canada offers the most competitive labour costs for technical and professional employees;
 - Canada ranks number one in manufacturing labour costs.
- Canada's cost advantages are greatest in high technology areas, especially in software where Canada's costs are up to 14.5 per cent less expensive than in the United States.

Exhibit 1 STUDY OVERVIEW

Manufacturing Industries Examined

- o Electronics
- o Food Processing
- o Medical Devices
- o Metal Fabrication
- o Pharmaceutical
- o Plastic Products
- o Telecommunications Equipment

Service Industries Examined

- o Advanced Software
- o Packaged Software

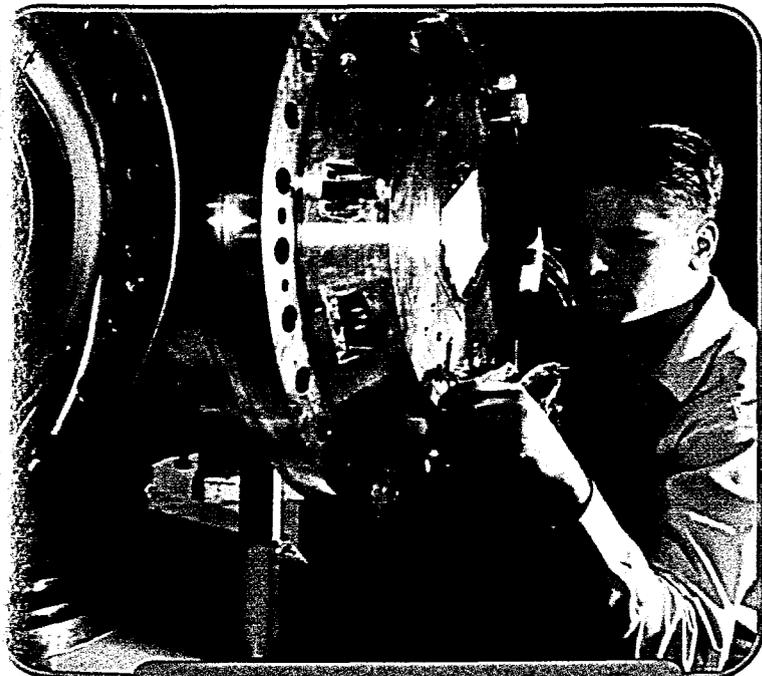
Location-sensitive Cost Factors Examined

- o Income and Other Taxes
- o Industrial Construction
- o Industrial Land
- o Interest/Depreciation
- o Electricity
- o Labour - wages and salaries
 - statutory benefits
 - other benefits
- o Office Lease
- o Telecommunications
- o Transportation

Who's **Good** at What

Exhibit 2 CITY / COUNTRY RANKINGS

- Cost differentials are greater in knowledge-intensive software industries than in more capital-intensive manufacturing industries. For example, the average Canadian advantage over France in the seven manufacturing industries studied is just 10.4 per cent. But in the two software industries, it is 32 per cent.
- Canada's advantage over the U.S. averages 7 per cent in the manufacturing industries, but that margin more than doubles to 14.3 per cent in the software industries. This translates into a saving of US\$1.6 million a year to run a 110-employee software firm in Canada instead of in the United States.
- In food processing — where Canada ranks second — the United Kingdom (first), Austria (third) and Italy (fourth) all rank relatively well, partially because of their compact markets and low road freight costs. (See Exhibit 3, p. IV)
- In the advanced manufacturing sector (electronics, telecommunications), Canada and the United Kingdom have virtually identical labour costs, but lower transportation and electricity costs give Canada an overall cost advantage.



U.K.'s labour costs second overall

Continued on page IV — Who's Good

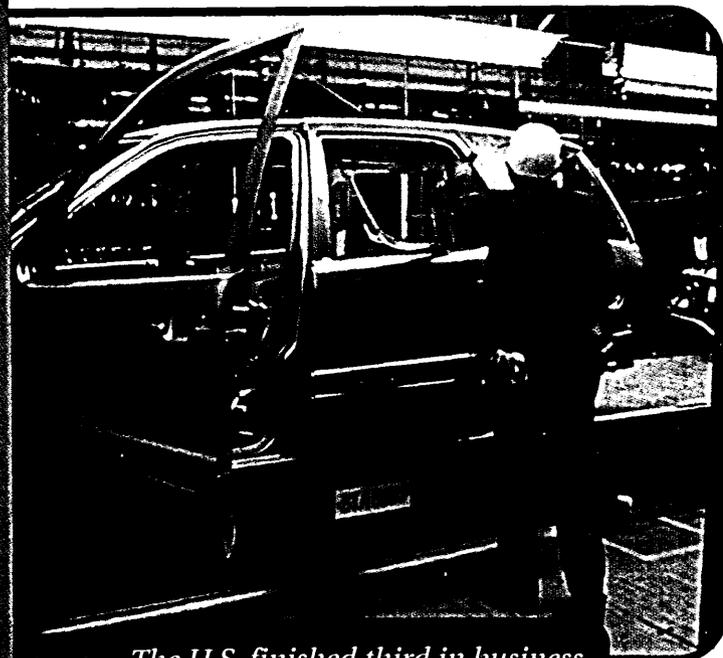
CITY	COUNTRY	INDEX	RANK IN REGION
NORT AMERICA: EAST			
Sherbrooke	Canada	89.2	1
St. John's	Canada	89.7	2
Charlottetown	Canada	89.8	3
Quebec City	Canada	90.3	4
Halifax	Canada	90.5	5
Montréal	Canada	90.9	6
Moncton	Canada	91.3	7
Sarnia	Canada	92.5	8
Kingston	Canada	92.5	9
Ottawa	Canada	92.6	10
London	Canada	92.8	11
Kitchener	Canada	93.0	12
Hamilton	Canada	93.1	13
Windsor	Canada	93.1	14
Mississauga	Canada	93.2	15
Toronto	Canada	93.8	16
San Juan	United States	95.1	17
Anniston	United States	96.2	18
Raleigh	United States	98.9	19
Jacksonville	United States	98.9	20
Atlanta	United States	99.6	21
Columbus	United States	99.8	22
Scranton	United States	100.4	23
Lewiston	United States	100.5	24
Burlington	United States	100.9	25
Saginaw	United States	101.9	26
Hartford	United States	103.1	27
Newark	United States	103.6	28
Boston	United States	103.9	29
NORT AMERICA: WEST			
Regina	Canada	90.8	1
Edmonton	Canada	90.8	2
Saskatoon	Canada	90.9	3
Brandon	Canada	91.7	4
Calgary	Canada	92.3	5
Winnipeg	Canada	92.7	6
Oklahoma City	United States	98.9	7
Cedar Rapids	United States	99.4	8
Colorado Springs	United States	99.7	9
Dallas	United States	99.7	9
Ft. Worth	United States	100.9	10
Minneapolis	United States	101.6	11
NORT AMERICA: PACIFIC			
Kelowna	Canada	92.8	1
Kamloops	Canada	93.1	2
Vancouver	Canada	94.9	3
Boise	United States	98.2	4
San Diego	United States	102.2	5
Seattle	United States	103.4	6
EUROPE			
Telford	United Kingdom	94.2	1
Cardiff	United Kingdom	95.0	2
Manchester	United Kingdom	95.3	3
Valenciennes	France	103.0	4
Linz	Austria	103.4	5
Avezzano	Italy	103.6	6
Graz	Austria	103.8	7
Grenoble	France	104.0	8
Turin	Italy	104.3	9
Modena	Italy	104.6	10
Vienna	Austria	105.2	11
Toulouse	France	105.5	12
Dresden	Germany	105.6	13
Darmstadt	Germany	108.7	14
Düsseldorf	Germany	109.6	15
JAPAN			
Hammamatsu	Japan	115.3	1
Fukuoka	Japan	118.6	2
Yokohama	Japan	131.9	3

Who's **Good** at What

— Continued from page III

Exhibit 3 NATIONAL RANKINGS

Industry	Austria	Canada	France	Germany	Italy	Japan	United Kingdom	United States
Electronics	6	1	5	7	4	8	2	3
Food Processing	3	2	6	7	4	8	1	5
Medical Devices	6	1	4	7	5	8	2	3
Metal Fabrication	4	1	6	7	5	8	2	3
Pharmaceutical	4	1	5	7	6	8	2	3
Plastic Products	5	1	6	7	4	8	2	3
Telecom Equipment	5	1	4	7	6	8	2	3
Packaged Software	6	1	4	7	5	8	2	3
Advanced Software	6	1	4	7	5	8	2	3
OVERALL	4	1	5	7	6	8	2	3



The U.S. finished third in business costs in most categories

The Bottom Line

- Over the nine industries examined, costs in Canada are 7.8 per cent below the U.S. average.
- Costs in France, Italy and Austria are very closely grouped — all three countries are approximately 13 per cent more expensive than Canada.
- Costs in seventh-place Germany are 17 per cent higher than in Canada; eighth-place Japan's costs are 32 per cent higher.

The First Ten Years

The KPMG model provides a snapshot of business costs in each location, scaled to the significance of each cost item affecting a new facility's start-up phase and first 10 years of operations.

Analysis of *manufacturing* operations is based on establishing a facility on a purchased site in a suburban area zoned for industrial use. Analysis of *service* operations is based on establishing a facility in a leased suburban office building.

Using standard financial assumptions, the model generates 10-year, pro-forma reports, including income and cash-flow statements. These reports form the basis of the cost comparisons contained in the report.



Testimonial

The KPMG business cost study was critical to our evaluation on whether to proceed with a large investment in Canada. Our company had never stepped outside the U.S. boundaries and we were truly operating in "foreign" territory.

The KPMG report addressed many of our concerns and we realized that we would be dealing in a very favorable business climate. We were especially surprised at Canada's favorable labor cost comparisons and certainly the exchange rate has been working in our favor. It was also very enlightening to see that Canada was excelling in industries such as high tech.

We are pleased with our decision. Total revenues have gone from \$60M (CDN) to in excess of \$100M (CDN) and employment has increased by 200. Canada and Mississauga have benefited as we were able to participate in a plan where the company continued as a proud Canadian company, grew in financial strength and provided many additional jobs.

We would have been hard pressed to undertake this large investment without the information contained in the KPMG report and through the services of the Canadian Consulate in Minneapolis. All in all, the KPMG study was a very practical, valuable part of our due diligence process and we recommend it to others considering an investment in Canada.

Jeff Jessem
President
Western States Fire
Protection Co./ API Fire
Protection Group

Lowest-cost Cities by Sector

- Manchester, United Kingdom — Food Processing
- ~~Halifax, Canada~~ — Life Sciences (medical devices, pharmaceutical)
- San Juan, United States — Software/Services
- ~~Sherbrooke, Canada~~ — Traditional and Advanced Manufacturing

Labour Costs Key

- Labour costs represent 58 per cent of key location-sensitive costs, followed by costs related to initial investment (interest and depreciation) at 17 per cent, taxes at 12 per cent, transportation at 9 per cent, electricity at 3 per cent and telecommunications at 1 per cent. (See Exhibit 5, p. VIII)
- Canada's labour costs for technical and professional employees are 65 per cent of comparable U.S. costs. Overall, Canada has the lowest labour costs of all eight countries.
- High base wages and salaries in Japan, and statutory benefit costs in Austria, France and Italy, drove labour costs for these countries well above the Canadian and U.S. averages.
- Modest U.S. wage inflation as a result of a tight labour market is one reason that overall costs for Canada and the United Kingdom are lower than U.S. costs, even in the U.S. Sunbelt locations.

Exhibit 4 Business Cost Index Ratings (US=100)

Location	Electronics	Food Processing	Medical Devices	Metal Fabrication	Pharmaceutical	Plastic Products	Telecom Equipment	Packaged Software	Advanced Software	OVERALL
Austria	106.7	98.6	103.7	101.4	102.8	100.8	102.7	115.2	114.5	104.1
Canada	91.5	94.3	92.4	92.1	93.4	92.2	94.9	86.0	85.5	92.2
France	106.0	100.3	103.2	102.6	102.9	101.3	102.5	114.2	112.6	104.2
Germany	111.8	102.4	107.7	108.6	106.1	107.9	104.8	118.0	116.0	108.0
Italy	105.8	99.6	103.4	101.8	103.0	100.7	102.8	115.0	114.2	104.2
Japan	132.7	113.6	121.8	139.5	117.9	141.4	109.0	125.4	121.9	121.9
United Kingdom	98.4	93.1	94.0	92.5	94.8	93.2	97.3	94.0	93.9	94.8
United States	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Other Bargains

- **Industrial Land:** Canada and the United States are runaway leaders when it comes to industrial land prices.
- **Construction:** Average construction costs are lowest in Canada at US\$29 per square foot, and highest in Japan at US\$213 per square foot.
- **Electricity:** Electricity costs are significantly lower in Canada than in all countries surveyed.

Statutory benefit costs range from 8 per cent of payroll in Canada and the United Kingdom to 45 per cent in France and 61 per cent in Italy.

Exhibit 5 ACTUAL COST**(Nine-industry Average, US\$000, 90-120-person Firm)****Initial Investment Costs**

	Austria	Canada	France	Germany	Italy	Japan	U.K.	U.S.
Land	5,828	934	1,417	6,397	1,484	29,651	3,219	987
Buildings	5,144	2,325	2,428	5,128	2,471	17,372	4,442	2,779

Location-sensitive Costs

	Austria	Canada	France	Germany	Italy	Japan	U.K.	U.S.
Labour and benefits	6,612	3,835	6,598	7,048	6,332	7,312	4,087	5,646
Road freight	184	323	303	300	306	943	204	339
Sea freight	128	109	118	108	92	127	97	165
Air freight	288	52	239	222	245	126	235	55
Electricity	264	132	201	270	302	395	189	174
Lease	73	73	70	69	52	227	153	101
Telecom	174	52	99	145	164	153	127	48
Interest	424	304	256	432	324	591	607	351
Depreciation	809	663	669	810	672	1,445	772	688
Property taxes	11	137	287	141	-	923	285	116
Transaction taxes	-	70	-	-	-	-	-	132
Income taxes	427	1,587	562	492	918	49	1,098	878
(effective tax rate)	32.7%	35.7%	39.2%	na*	51.5%	na*	31.2%	36.0%
Other taxes	-	76	-	-	-	59	-	18

Non-location-sensitive Costs

	Austria	Canada	France	Germany	Italy	Japan	U.K.	U.S.
Other direct costs	5,894	5,894	5,894	5,894	5,894	5,894	5,894	5,894
Other indirect costs	2,005	2,005	2,005	2,005	2,005	2,005	2,005	2,005
	7,899	7,899	7,899	7,899	7,899	7,899	7,899	7,899
TOTAL ANNUAL COSTS	17,293	15,312	17,301	17,936	17,306	20,249	15,753	16,610

DOLLAR ADVANTAGE FROM U.S. COSTS

	-683	+1,298	-691	-1,326	-696	-3,639	+857	-
Index (US=100.0)	104.1	92.2	104.2	108.0	104.2	121.9	94.8	100.0
Rank	4	1	5	7	6	8	2	3

*Effective tax rates not shown as marginal profitability in some industries results in a rate not reflective of true tax rates.

Sponsorship **Support** Invaluable

This latest KPMG study was made possible by the principal sponsorship of the Royal Bank of Canada, Ontario Power Generation, Bell Canada, the Government of Austria, the Telford Development Agency, U.K., and the Government of Canada. A great many additional sponsors also contributed significantly to the production of this report, including:

- Alberta Economic Development
- Atlantic Canada Opportunities Agency
- British Columbia Trade and Investment Office
- Calgary Economic Development Authority
- Canada's Technology Triangle
- City of Mississauga
- City of Toronto
- Economic Development Edmonton
- Economic Development Winnipeg
- Greater Quebec City Economic Development Corporation
- Greater Sherbrooke Economic Development Corporation
- Investissement-Québec
- Kamloops Economic Development Corporation

Employer-paid benefits range from 18 per cent of payroll in Canada to 32 per cent in the United States.

- Kingston Economic Development Corporation
- London Economic Development Corporation
- Manitoba Economic Development Board
- Montreal International
- Ottawa Economic Development Corporation
- Regina Regional Economic Development Authority



Professional and technical workers provide Canadian advantage.

- Regional District of Central Okanagan
- Regional Municipality of Hamilton-Wentworth
- Sarnia-London Office of Economic Development
- Saskatoon Regional Economic Development Authority
- Windsor-Essex County Development Corporation

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Market Access Report Outlines Canada's International Trade Priorities

The Department of Foreign Affairs and International Trade (DFAIT) has just released the Government's annual report on Canada's priorities for improving access to foreign markets for Canadian businesses.

Opening Doors to the World: Canada's International Market Access Priorities - 1999 describes how Canada is seeking greater access for goods, services and investments in key markets.

"This report demonstrates the benefits that may be realized through freer trade by identifying the obstacles that stand in the way of Canadians trying to do business abroad," said Minister for International Trade Sergio Marchi upon release of the report.

Opening Doors to the World notes Canada's important

market access successes in 1998, which include a government procurement agreement with Korea, a Mutual Recognition Agreement on conformity assessment and an agreement on veterinary equivalency with the European Union, as well as the implementation of a second round of accelerated North American Free Trade Agreement tariff reductions.

Improving market access is one of the Government's three international trade priorities, along with trade and development promotion, and investment promotion.

The report is available at two Web sites: www.dfait-maeci.gc.ca and www.exportsource.gc.ca. It is also available through DFAIT at 1-800-267-8376, or (613) 944-4000 in the Ottawa area.

Sanitary and Phytosanitary Certificates

Elimination of Venezuela's Requirement for Consular Validation

Venezuelan authorities have informed Canadian authorities that sanitary and phytosanitary certificates issued by the Canadian Food Inspection Agency (CFIA) will no longer have to be validated by Venezuelan Consulate officials in Canada.

The Embassy of Venezuela has already informed the Venezuelan

Consulates. The Government of Venezuela had previously required the validation at a charge of \$US70 per shipment.

The elimination of the validation requirement is in response to concerns raised by Canadian exporters, which in turn prompted the Canadian Government to make several representations to the Venezuelan Government requesting the removal of this requirement.

The removal of the validation requirement means improved market access conditions for the export of Canadian agri-food exports to Venezuela.

Canadian exporters who may experience any difficulties should contact Jacques Desjardins, Commercial Counsellor, or David Ramirez, Trade Officer, Canadian Embassy, Trade Section, Caracas, Venezuela, tel.: (011-58-2) 263-4666, fax: (011-58-2) 263-5349.

CUBA APPLIES STRICTER ENFORCEMENT OF BUSINESS VISA REGULATIONS

It has come to the attention of the Canadian Embassy in Havana, Cuba, that Cuban officials are becoming more strict about business-people travelling to Cuba without valid business visas. The Trade Section of the Embassy advises that Canadians conducting business in Cuba without the proper documentation may face expulsion.

New EDC Financing for Canadian Oil and Gas Exports to Mexico

Canadian companies selling to the oil and gas industry in Mexico can now benefit from new Export Development Corporation (EDC) financing.

EDC has signed a US\$50-million line of credit with Petroleos Mexicanos (PEMEX), Mexico's state-owned oil company, to finance sales of Canadian goods and services exports. The line of credit also accommodates the financing of equipment and related services for Canadian companies that are acting as sub-suppliers to Mexican companies with PEMEX contracts.

Transactions as low as US\$50,000 will be financed under the credit facility.

Everything You Wanted to Know about PEMD-I

PEMD-I is a recently announced expansion of the Government's popular Program for Export Market Development (PEMD) to include foreign investment promotion. The new program offers up to \$5 million annually to assist local levels of government and their private-sector partners to attract foreign investment to their communities. (See *CanadExport*, Vol. 17, No. 2 - February 1, 1999.)

The following questions and answers have been developed to give readers a quick and easy overview of the new PEMD-I.

Why is the Government becoming involved in promoting investment at the local level?

Foreign investment is important to Canada's economy, and attracting foreign investment is becoming increasingly competitive. A Team Canada approach, involving co-operation across the three levels of government, offers the greatest chance of success.

Communities are becoming more involved in international business development because foreign investors choose specific local sites for investment after targeting Canada. It is another example of thinking globally, but acting locally.

Five million dollars is not much money; what can be accomplished with such a small amount?

Five million dollars is the share that the federal government will contribute annually. The Government sees great potential to use this money in partnership with other levels of government and with the private sector. Moreover, for many small communities, a modest

amount from the federal government can be the first step in starting to promote foreign investment.

The Federation of Canadian Municipalities and the Economic Developers Association of Canada see PEMD-I as a very positive development in helping to attract foreign investors and site locators to Canada.

Will each province receive an equal share?

Each province will have a fair share. A formula has been developed whereby the larger provinces receive allocations relative to their size and smaller provinces receive threshold-level allocations so a fair amount of money is available to finance individual-level projects in each province or territory. Municipalities in all provinces will be able to compete for Tier Two funding. (See next question.)

How will the funds be allocated?

There are two parts to the program. Tier One is aimed at smaller projects that will give communities some basic capabilities in foreign investment promotion and support the implementation of modest initiatives. The maximum level of support is \$50,000 per application. Tier Two, for applications between \$50,000 to \$300,000, will focus on comprehensive promotion programs.

Is the federal share repayable?

No. Unlike export promotion support to companies and other elements under the regular PEMD program, federal contributions under PEMD-I are non-repayable. This is because of the nature of investment activities, where benefits

are long term and difficult to quantify, as well as the program's focus on non-profit organizations.

How can a community apply?

Information on PEMD-I is available from the International Trade Centre in each province. Tier One applications will be made to the Senior Trade Commissioner in each province and Tier Two applications to the Deputy Director, Investment, Science and Technology Division, Department of Foreign Affairs and International Trade, Ottawa. This information is also available on the Internet at: www.dfait-maeci.gc.ca/investcan

What activities are eligible for PEMD-I support?

Assistance is available for training, development of community databases, strategic plans and generic proposals for prospective investors, studies of regional marketing strengths, identification of investment targets, activities to promote the advantages of a region/community to investors, implementation of investment promotion plans, and servicing visiting groups of potential investors.

It should be kept in mind, however, that PEMD-I is aimed at developing and communicating content. It does not cover the costs of foreign travel, business incentives, infrastructure development staffing or overhead.

How long will PEMD-I last?

PEMD-I has been approved by Cabinet as a permanent program. It will be reviewed in four years to assess how well it has performed in enhancing community-level foreign investment promotion activities.

Crossing the Pond's European Spring Information and Communication Technologies in Germany

Crossing the Pond brings you the first in a series of articles hitting the high points of the vast European market awaiting Canadian information and communication technology (ICT) companies. This first installment covers the German market.

The German ICT sector is extremely large, with annual revenue estimated to reach \$180 billion in 1999. The \$50-billion market for software products and services is expected to grow exponentially, with PC penetration into the home and end-user market

now beginning to boom. In 1998, 30 million PCs were installed in German households. Internet access providers have only recently come into the market, with 35 per cent of German companies now with Internet access, and 16 per cent with a presence on the

Internet. The number of Internet users, including on-line services, has increased by 40 per cent over the last six months.

Where Canadian expertise and German demand best meet is in

Continued on page 16 — Information

Women Exporters Becoming a New Force — Continued from page 2

that one-third of self-employed entrepreneurs in Canada are now women. However, very little data existed on their export business. The TRC study addressed this information gap by surveying 254 Canadian businesswomen, creating a profile of women-led, export-oriented SMEs.

The report reveals that women-led businesses are active exporters. Seventy-six per cent of those surveyed are product-based firms, and 22 per cent are services companies. They earn more than 40 per cent of their revenues from export sales, and they are exporting all over the world. The report also shows that most women exporters enter foreign markets fairly quickly, usually within two years of start-up.

The *Beyond Borders* report tells us that Canadian businesswomen are achieving real export success," added the Minister. "I see great potential to build on this success, and I look forward to continuing to work with the Trade Research

Coalition on ways to promote the interests of Canada's businesswomen in the international marketplace."

The Canadian TRC study, and a parallel United States study, will form the basis for policy discussions and strategic planning sessions at the Canada-U.S. Businesswomen's Trade

Summit, which will be hosted by Canada in Toronto in May.

The Coalition will seek private-sector input through women's business organizations, such as Women Entrepreneurs of Canada and Women Business Owners of Canada, to hold cross-country roundtables to discuss the findings of the study and to draw up recommendations for action.

Beyond Borders is available on-line at: <http://www.infoexport.gc.ca/businesswomen/menu-e.asp>

For more information on Canadian businesswomen, visit the Businesswomen in Trade Web site at: www.dfait-maeci.gc.ca

Key Findings of Beyond Borders Report

- *Canadian women are selling their products and services all over the world.* Women-owned firms are doing business with Canada's most important trading partners. The U.S. is the dominant market where 74 per cent of women exporters are making sales. Sixty per cent report activity in Asia and 58 per cent in Europe.
- *Women exporters are experienced managers.* Active exporters surveyed have an average of 15 years of industry experience. Over 70 per cent have a college or university degree, and close to 30 per cent speak more than one language.
- *Women exporters start exporting quickly.* Thirty per cent of the firms surveyed began exporting right away. Fifty-five per cent made their first foreign sale within two years of starting their businesses.
- *International success is based on contacts.* Active exporters and export planners agree that the key to international success is making strategic contacts with potential customers and business associates through networking and personal visits to foreign markets.
- *Women-owned SME exporters are primarily product-based firms.* Less than one in four of the companies surveyed are service-oriented. This confirms the findings of previous research that women exporters are primarily focused in manufacturing.
- *Women exporters use a full range of distribution channels to reach foreign markets.* However, the most consistently mentioned approaches are direct exporting and the use of sales intermediaries such as agents and distributors.

Bilateral Ties with the Middle East — Continued from page 1

Systems of Riyadh will pursue opportunities in large-scale spatial data management systems in Saudi Arabia. Initially, the partnership will result in projects valued at \$5 million, leading to potential revenues of \$100 million over the next three to five years. Edwin Industries Canada Inc. of Richmond Hill, Ontario, and Almamee Trading and Industrial Corporation of Riyadh agreed to appoint Almamee as the Saudi agent to promote and sell Canadian-made medical equipment for cancer treatment. The agreement is valued at \$5 million in its first year.

New Canadian Embassy opened in UAE

On February 24, Minister Marchi officially opened the new Canadian Chancery in Abu Dhabi in the United Arab Emirates (UAE).

"The expansion of our diplomatic presence here demonstrates the tremendous growth in business between our two countries," the Minister said.

The UAE is the fastest-growing market for Canadians in the Middle East. In 1998, Canadian exports reached an estimated \$270 million, an almost fivefold increase over the past six years. While in the UAE, Minister Marchi witnessed the signing of five agreements worth \$5 million between Canadian and UAE businesses.

Mr. Marchi met with several senior UAE government officials, and also attended the Canadian Technology Showcase in Sharjah, the first exclusively Canadian trade exhibition to be held in the Emirates, where 22 Canadian companies were exhibiting their products and services.

The two countries agreed to conclude a double taxation agreement, and Minister Marchi stated that

Canada and the UAE would pursue the completion of a visa agreement, which would facilitate business travel between the two countries.

West Bank and Gaza: new links

On February 26, Minister Marchi met with Palestinian Authority Chairman Yasser Arafat to discuss economic relations between Canada and the West Bank and Gaza.

"One of the main objectives of this mission is to strengthen our commercial ties," Mr. Marchi said. "We believe economic prosperity for Palestinians is an essential part of building peace in the Middle East."

During the meeting, Mr. Arafat and Mr. Marchi discussed the status of the Middle East peace process, Canadian commercial objectives in the region, and the Joint Canadian-Palestinian Framework on Economic Co-operation and Trade, which was signed with the Palestinian Authority in Ramallah.

"The Framework represents an important milestone in economic relations between Canadians and Palestinians. It formalizes a bilateral free trade arrangement between us and opens the way for significantly more commercial activity," Minister Marchi said. "By eliminating almost all tariffs on manufactured goods and facilitating access to each other's markets, the Framework will create opportunities on both sides."

During his stop, Minister Marchi also officially opened the Canadian Representative Office in Ramallah. "The presence of this office reflects the growth in our relations," said Mr. Marchi.

Canada-Israel free trade agreement review

In Israel, Minister Marchi attended a meeting with Israeli Trade Minister

Natan Sharansky to review the two-year-old Canada-Israel Free Trade Agreement (CIFTA) and explore ways to continue advancing Canada's trade relationship with Israel. The trip to Israel was the final portion of the business development mission to the Middle East.

"We are ending our trade mission to the Middle East where our free trade efforts in the region began," said Mr. Marchi. "Our review of the CIFTA has served to further enhance the already tremendously successful trade relationship between our countries."

Two-way trade reached a record \$650 million in 1998, an increase of 30 per cent since the CIFTA came into force on January 1, 1997.

During the meeting with Minister Sharansky, the two ministers agreed to begin negotiations to expand free trade benefits over a wider range of products in the agri-food sector. The CIFTA Commission agreed to pursue the creation of a Canadian-Israeli Business Advisory Group to promote the commercial advantages of the CIFTA for both corporate communities.

Minister Marchi also witnessed the signing of an agreement between Canadian Highways International Corporation and its partner Africa Israel Investment Ltd. to conclude the financial arrangement to build the \$1.1-billion Cross-Israel Highway.

In Jerusalem, the Minister signed a Memorandum of Understanding on Cultural, Academic and Sports Relations. He then announced a grant of \$60,000 to contribute to Canadian studies in Israel. As well, Mr. Marchi signed a Protocol of Discussion on Communications that will result in increased co-operation in the telecommunications sector.

Doing Business with the U.S. Government — the GSA Way

The General Services Administration (GSA) facilitates purchases by the U.S. Government (the world's largest customer) and buys some goods and services outright. Its annual procurements total more than US\$40 billion.

One part of the GSA, the Federal Supply Service (FSS), creates purchasing vehicles known as GSA schedules from which government agencies can buy goods and services. GSA schedules are similar to Master Standing Offers used by Public Works and Government Services Canada.

When a vendor is placed on a schedule, this is not a guarantee of sales but, rather, authorization to market specified products and services to government departments under negotiated terms and conditions.

The GSA actively seeks new bidders and competition for its supply and service contracts. The regional GSA contracting offices advertise, award and manage most GSA contracts.

The following notices are upcoming solicitations. The information below was current as of CanadExport's deadline for submission for publication; changes may have occurred in the interim.

Schedule Identification: 77

Description: Audio and Video Equipment
Estimated Value: \$13 million-\$15 million
Contract Period: FY 99
Procurement Method: Multiple Award Schedule
Contact: Rita Hatley
Tel.: (817) 978-8651
Fax: (817) 978-8672

Contract Period: FY 99
Procurement Method: Negotiated
Contact: Christy Cousin
Tel.: (703) 305-3097
Fax: (703) 305-3034

Schedule Identification: 7340

Description: Cutlery and Flatware
Estimated Value: \$492,100-\$543,900
Contract Period: FY 99
Procurement Method: n/a
Contact: Debbie Jones
Tel.: (817) 978-3438

Schedule Identification: R (Professional Administrative and Management Support)

Description: Relocation Services
Estimated Value: \$60 million
Contract Period: FY 99
Procurement Method: Negotiated
Contact: Brenda Samuels
Tel.: (703) 308-0805
Fax: (703) 305-5094

Schedule Identification: 7240

Description: Multiple Award Schedule FSC 72 VII B, Recycling Collection Containers and Specialty Waste Receptacles
Estimated Value: \$3 million
Contract Period: FY 99
Procurement Method: Negotiated
Contact: Valerie Bindel
Tel.: (817) 978-8652

Information about the GSA and its schedules is available at www.gsa.gov. In addition, the Federal Supply Service can be accessed at www.fss.gsa.gov. A new pilot, the Electronic Posting System, posts notices for seven federal agencies and allows registration for e-mail notifications (like the GSA). It is currently accessible at www.eps.gov.

For more information about the GSA, contact Allison Saunders, Canadian Embassy in Washington, fax: (202) 682-7619, e-mail: allison.saunders@wshdc01.x400.gc.ca

Schedule Identification: 25

Description: Vehicular Equipment and Accessories
Estimated Value: \$25,000 - \$1 million





International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

SWITZERLAND — The Swiss Parliament has approved the construction of two-lane base tunnels (Gothard and Ceneri) and Lotschberg base tunnel as part of the Swiss Alpine Transit. It is looking for a Gallery Pollegio-Loderio (3162 m long, 5 m diameter) for the transportation of excavation equipment for the la Buzza di Biasca base tunnel. Submissions should be made in German. Closing date: May 11, 1999. Contact Daniel Lemieux before April 13, 1999, fax: (613) 996-2635, quoting IBOC case no. 990226-00547.

ALGERIA — The SIDER iron and steel complex is calling for tenders from companies in order to establish a list of suppliers of non-ferrous metals and iron alloys for its production plant. The product list includes: aluminum ingots, aluminum wire, pyramid aluminum, flux-cored aluminum wire, granulated aluminum, ferromanganese carbide, refined ferromanganese, ferrosilicon, ferrovanadium, CaSi flux-cored wire, calcium silicon, titanium aluminum, molybdenum oxide, ferrochrome, nickel, silicomanganese, ferrophosphorous, ferriobium, ferromolybdenum. Contact Daniel Lemieux before May 3, 1999, fax: (613) 996-2635, quoting IBOC case no. 990201-00280.

ENGLAND — The Canadian High Commission in London has identified a number of licensing and alliance opportunities as a result of the Medical Devices & Scientific Innovation Fair held in Durham (U.K.) in October. These opportunities are specifically of medical innovations from medical and academic physics departments. The following is a list of these partnering opportunities:

Active charge protection of catheters from Ankle Prosthesis, Bi-Planner Osteotomy Cutting Guide, Centrum Spinal Positioning System, Dental Materials, Depth of Anaesthesia Monitoring, Design and Testing of a new Hip Fracture Protector, Disposable Catheter, Disposable Face Mask for UV Protection during PUVA, Easi-Breathe, Electrophysiological Signal Simulator, Femoral De-Rotation Osteotomy Guide, Functional Electronic Stimulator, Functional Thermographic Imaging, Ganzfeld Stimulator, Improving CAPD, Liquid Crystal Molecular Sensors, Magnetic Stimulation of the Brain, Manufacture of Dental Crowns, Neurotronic Therapy System, New Oxygen Monitor for Babies, Novel Neurosurgical Pattie, Peripheral Blood-flow Imaging using Laser Dropller, Pilocare, Programmable Cardiac Stimulator, Radiation Force

Balance, Skin Oxygen Level Imaging System (SOLIS), Sliding Patella, Soft Start Nerve Stimulator, Spinal Pedicle Screw Guide, Sway Magnetometry System, Uni-compartmental Knee, Urodynamics Commode.

Contact Daniel Lemieux before May 4, 1999, at fax: (613) 996-2635, quoting IBOC case no. 981215-02179.

INDIA — BMC International (P) Limited wishes to extend its operations in the field of bulk trading in cargo commodities, chemicals, fertilizers, minerals and metals. BMC group employs over 600 people, has offices and factories in over 30 locations in India. This financially sound group capable of executing millions of dollars of bulk trading operations invites business proposals from overseas companies or their immediate buying agents to establish bulk trading business in the subject areas. Closing date: May 17, 1999. Contact Daniel Lemieux before May 17, 1999, fax: (613) 996-2635, quoting IBOC case no. 990216-00443.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Telecommunications and Software Interprise in Finland

OULU, FINLAND — May 27-28, 1999
— Why spend two days in northern Finland, in the town of Oulu?

Key Sections

— Continued from page 5

Cultural Products

The political and public affairs unit headed by Jerry Kramer, with colleagues Sue Garbowitz and Roz Wolfe, uses Canadian cultural events to highlight our excellence in this area, and to support and celebrate Canadian film and TV achievement. Pam Johnson has opened doors for crafts and Aboriginal giftware to California museum stores, and doubled the volume of Canadian art seen at the L.A. Biennial. (A study on the Visual Art Market in Los Angeles will be issued in April.) Her collaboration with Andrew Thompson in San Francisco to promote performing talent has made Canadian musicians, ballet companies and theatre troupes regulars on the West Coast circuit.

Entrepreneurial Immigration

Ian Rankin, Director of the Immigration Office in Los Angeles, is currently working on 600 files seeking to establish new enterprises in Canada. Information booths at major IT shows such as Comdex or Computer Telephony are set up to attract valuable skills to Canadian industry and encourage investment (see <http://cicnet.ci.gc.ca>).

Because it is a unique opportunity to meet 140 telecommunications hardware and software companies from Finland, Sweden, Norway, Germany, France and the United Kingdom at the Telecommunications and Software Interprise. Oulu is one of Finland's high-tech centres, where two of the largest employers, Nokia and Elektrobitt, are located.

Canadian companies can meet their European counterparts at this two-day matchmaking event to network and make deals. Participants will have up to eight pre-arranged 40-minute meetings, as well as being able to attend seminars by Interprise partners such as Nokia, ADC Solitra, PK Cables, LK Products and the largest Finnish telecom operator Sonera.

Some 60 Finnish companies and

80 from other European countries are expected to attend the event.

The \$835 participation fee covers accommodation for one person in a single room for two nights, meals, social events, a personalized schedule of meetings and local transportation in Oulu.

For more information, or to register, contact Karita Huotari, Business Development Officer, Canadian Embassy, Helsinki, Finland, fax: 011-358-9-601-060, e-mail: karita.huotari@paris03.x400.gc.ca

Registration deadline is April 15, 1999. The final show catalogue will be published at the end of April.

You can check out the profiles of the Finnish participants at www oulu.chamber.fi/interprise/current.html and Finland's software and telecommunications sector at www.canada.fi

Argentina/Chile New Exporters to South America Mission Focuses on Furniture

BUENOS AIRES, ARGENTINA AND SANTIAGO, CHILE — May 17-21, 1999

— The New Exporters to South America (NEXSA) program will introduce export-ready Canadian residential furniture manufacturers to these two South American markets.

Participants will have the opportunity to visit the annual furniture trade show Expomeuble 99, where domestic and foreign manufacturers show their new lines and establish their programs for the coming year.

NEXSA is a unique approach to trade missions which offers partici-

pants market training and preparation in Canada, followed by a five-day customized program of appointments. The mission may also include networking receptions with local associations and trade media, factory tours, private visits to retailers, distributors, agents' showrooms and meetings with potential joint-venture partners.

For more information, contact your nearest International Trade Centre or Doreen Conrad, South America Division, Department of Foreign Affairs and International Trade, fax: (613) 943-8806.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 475 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

CanadExport

Set Your Sights on Calgary for International Trade Conference

CALGARY, ALBERTA — April 25-26, 1999 — Anyone wanting to enhance their network of international trade sources should be sure to attend the second annual *Set Your Sights on the World: Going Beyond Your Borders Conference*.

Organized by the Forum for International Trade Training (FITT), the Conference features a unique mix of keynote presentations, workshops, exhibits and networking opportunities. Participants can choose from

one or more of three "tracks" of activities — Electronic Commerce, Business and Marketing Strategies, and Money Matters — running concurrently throughout the two-day event.

Invited featured speakers include Minister for International Trade Sergio Marchi, Minister of Industry John Manley, Minister of Human Resources Development Canada Pierre Pettigrew and John Crispo, author of *Making Canada Work*.

A pre-conference workshop, *Going Global: An Introduction to International Trade*, will also be held to acquaint new exporters with the basic steps involved in entering the global arena.

For more information, or to register, contact Osprey Associates, 3483 Southgate Road, Ottawa, ON K1V 7Y5, tel.: (613) 737-9247, fax: (613) 736-9604, e-mail: osprey@istar.ca or visit the FITT Web site at: www.fitt.ca

Information and Communication Technologies in Germany — *Continued from page 11*

graphics programs, imaging, geographic information systems, network management software, network/client server tools, relational databases, document management and object-oriented software tools.

The \$36-billion German computer hardware market holds considerable potential for Canadian companies in data communication products, graphics and sound cards, multimedia hardware, local area network (LAN) and mobile LAN products, mobile computing, CTI solutions, UPS systems as PC add-on and peripheral products.

Specific opportunities in the multimedia market (\$1.2 billion in 1998) exist in multimedia language

and science programs, "edutainment" products, and vertical market products for the automobile, pharmaceutical, banking and insurance industries.



CROSSING • THE POND
TRAVERSER • L'ATLANTIQUE

The \$97-billion German telecommunications market for Canadian firms is rich in Internet applications, electronic commerce solutions, network infrastructure equipment and solutions, data communication equipment, value-added service solutions, mobile radio terminal and network equipment, telecommunications hardware and software PC solutions, CTI solutions and for network operators.

For more information on the German ICT market, contact Ina Hoelzmann at the Canadian Embassy in Berlin, tel.: 49-30-261-11-61, e-mail: ina.hoelzmann@bonn03.x400.gc.ca

To learn more about the European market, you can meet face-to-face with our Trade Team from Europe, as well as other entrepreneurs and executives experienced in European ICT markets, at one of our *Knowledge Cafés* being held in Toronto (June 1), Vancouver (June 4) and Calgary (June 7).

For more information on the *Knowledge Cafés*, or to register, visit our Web site at www.crossingthepond.com or call (613) 943-0893.

Inquiries Services

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 InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Vol. 17, No. 7 — April 15, 1999

Canada's Senior Diplomats to Latin America Meet Alberta's Business Leaders

by Barbara Cameron, Calgary International Trade Centre

Dept. of External Affairs
 Min. des Affaires extérieures

APR 19 1999

RETURN TO DEPARTMENTAL LIBRARY
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In recognition of Alberta's growing ties with Latin America, the Department of Foreign Affairs and International Trade (DFAIT) held its recent round of policy consultations with Canada's senior diplomats to the region in Calgary, March 14-17. Our Ambassadors and High Commissioners (Heads of Missions, or HOMs) subsequently took advantage of their presence in Canada to meet with business leaders across the country.

Before the HOMs left Calgary, the Canada Council for the Americas - Alberta Chapter, the International where guests were seated at the table of the HOM or senior DFAIT official of their choice. A networking session

the Alberta business community was very appreciative of the time, valuable insights, information and real interest the HOMs offered to all of their Calgary meetings.

Dennis Woronuk, Executive VP of MegaSys Computer Technologies said, "It is impossible to overstate the value of having these senior people from priority markets all available for consultations in one place.

"Through the course of one evening's conversations," he added, "I was able to make tremendous progress in focussing and prioritizing my marketing efforts in this region. The market reports and documentation available on site were also of great benefit."

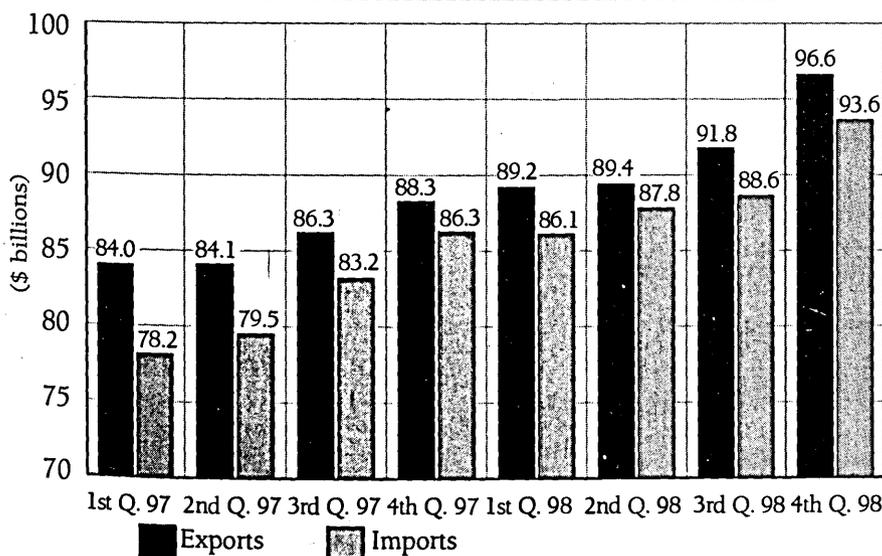
Dave Shaw, Manager, Geology of Hycal Energy Research Labs, was also

Continued on page 2 — Diplomats

Canadian Trade Review

(See insert)

Canada's Trade in Goods and Services
 (First Quarter 1997 to Fourth Quarter 1998)



Source: Statistics Canada

Trade Centre and the Export Development Corporation launched a business outreach program. This included a networking dinner for 200 people

followed where each HOM had brief one-on-one meetings with an additional 12 business leaders.

According to the feedback received,

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New Small and Medium-sized Enterprise Task Force Holds First Session

The newly appointed Small and Medium-sized Enterprise Task Force on International Trade held its inaugural meeting in Ottawa on February 1, 1999. Chaired by Dr. Barbara Orser, Principal of Equinox Management Consultants Ltd. and professor at Ottawa's Carleton University, the Task Force will advise the Minister for International Trade over the next three years on trade development issues and the international activities of Canada's small and medium exporters.

Featured below are the members of the Task Force, along with representatives from the Department of Foreign Affairs and International Trade (DFAIT). From left to right: Andrew Delisle, President, Indio International Trade Ltd.



(Quebec); Dr. Orser; Lois McIntosh, President and CEO, Micro Mac Products (Alberta); Rita Egizii, Executive Director, IMAGE Consulting (Alberta); Greg Gillis, CEO, Washburn & Gillis Associates Ltd. (New Brunswick); Roger Ferland, DFAIT; Robert Wright, Deputy Minister for International Trade; Carole Nap, President, TradeStrat Inc. (Ontario); Bianca Battistini, President, Can-Am Export Services Inc. (Quebec); Kelly Lendsay, Professor, University of Saskatchewan; Rossana Magnotta, President, Festa Juice (Ontario); Nadja Piatka, President, Three Blondes and a Brownie (Alberta); Wolf Haessler, President, Skyjack Inc. (Ontario); JoAnna Townsend, DFAIT; Calvin Helin, Calvin Helin Personal Law Corporation (British Columbia); Mark Scullion, DFAIT.

Absent: Byron J. Hildebrand, President, Cinnamon City Bakery Café Inc. (B.C.); David McAllister, Vice-President, Marketing, Sabian Limited (N.B.); Michael Serruya, Co-President, Co-Chairman, Co-CEO, Yogen Früz World-Wide Inc. (Ontario); Mary Fote, President, The Medea Group (Ontario); Emmanuel Triassi, President, Group T.E.Q. (Quebec).

Diplomats Visit with Calgary Business Leaders — Continued from page 1

pleased. "It was exceptionally useful to make contact with other Canadian companies doing business in that region."

Leona Badke of Imperial Rubber & Urethane Corp. offered these comments: "The dinner provided a wonderful opportunity to have a prolonged informal discussion with the Ambassador which greatly enhanced my understanding of the Argentine market.

"The follow-up one-on-one meetings," she remarked, "gave us the opportunity to introduce ourselves to several HOMs and ask specific questions. We have already received answers to some of our requests!"

On March 15, Minister for International Trade Sergio Marchi addressed the Calgary and Canadian Chambers of Commerce.

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

Agreement Number 1453025

Small and Medium-sized Enterprises and the Y2K Bug

While Canada is considered among the better prepared countries in the world, the so-called Y2K bug could cause serious disruptions with your out-of-country business operations.

According to JoAnna Townsend, Director of Export Services for Small and Medium-sized Enterprises at the Department of Foreign Affairs and International Trade (DFAIT), prudent managers will want to address whether their goods, information, finances and people that are "in transit" on December 31, 1999, could be subjected to serious delays.

Shipping, customs

Although it is not possible to control customs clearances for goods, it is advisable to enquire what measures your freight forwarder and customs broker have taken to reduce the risk that your goods may be unnecessarily delayed in customs due to a Y2K bug.

Computer systems

A second point to consider is the transfer of information. Keep in mind that while software companies can provide remediation patches for their products, that copy of a program from your cousin Joe will probably be on its own. Verify your computer-dependent resources and have back-up plans in place.

Your Electronic Data Interchange (EDI) and/or Just-In-Time (JIT) systems should also be examined in this light. A break at any point in either of these systems could cause expensive shipping delays or result in your shipment being bumped from the receiving queue.

Here, it is worthwhile to consult your banker to ensure that adequate back-up plans have been implemented, and to alert your banker of any transactions that may be in progress on December 31, 1999.

People in transit

The fourth component of your business that may be "in transit" is people.

Your consultants doing feasibility studies, sales people, or executives will all need to be equipped with adequate documentation prior to departure. If visas, passports, or other documents such as carnets, are required during the trip, prepare in advance to ensure they will be valid for the entire trip and for each country to be visited.

DFAIT's Web site (http://www.dfait-maeci.gc.ca/travelreport/menu_e.htm) has a special section devoted to travellers and their needs. It was created to inform travellers and encourage adequate preparation while in Canada to avoid problems when they arrive.

A reminder

Tax Relief to Help You Meet the Y2K Challenge

The federal government is providing special tax relief to help small and medium-sized businesses solve their Year 2000 (Y2K) computer problems.

The program applies to the cost of hardware and software acquired between January 1, 1998 and June 30 this year, to replace equipment that is not Y2K compliant.

The tax relief takes the form of accelerated capital cost allowance (CCA) deductions of up to \$50,000. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

To focus the benefit on smaller businesses, only unincorporated firms and corporations not subject to the Large Corporations Tax will be eligible.

For more information, contact your local Revenue Canada Tax Services office.

Financial institutions

Financial institutions will be a big item on your checklist. Will your bank be able to continue transactions with your suppliers' or buyers' banks?



THE U.S. CONNECTION

This regular CanadExport feature is designed to help Canadian exporters take advantage of the vast and lucrative market south of the border. The U.S. Connection is produced in co-operation with the U.S. Business Development Division (UTO) of the Department of Foreign Affairs and International Trade (DFAIT). For further information, contact UTO by fax at (613) 944-9119 or e-mail: commerce@dfait-maeci.gc.ca

Canadian Businesswomen Make their Mark in Los Angeles

Seventy-five women entrepreneurs from across Canada took part last month in a highly productive three-day mission to Los Angeles. The mission, designed for small and medium-sized companies, brought

a dynamic group of Canadian businesswomen together with over 150 L.A.-based companies to explore commercial opportunities.



Some of the participants at the Canadian Business Women's Trade Mission to Los Angeles (from left to right): Canadian Consul General in Los Angeles, Kim Campbell; Dr. Judy Rosener, Professor, University of California, Irvine; Wendy McDonald, Chairman and CEO, B.C. Bearing Engineers Ltd., Burnaby, B.C.; and Sandra Miles, President, Angus Miles Professional Recruitment Ltd., Vancouver, and President, Women Entrepreneurs of Canada-B.C. Chapter.

New Study Updates Giftware and Craft Market

DFAIT has commissioned an update on the *National Giftware and Craft Market Study for the United States*. The original study has undergone several reprints and is currently out of stock, but is still available on the DFAIT Web site. The new and improved study will be available through the Enquiries Service (1-800-267-8376) in May, and will include new contacts, coverage of industry trends and a complete section on the impact of the Internet on retailing in the United States.

The visit produced a great many successful results. For example, Umeeda Switlo, President of CBO/e.space Entertainment in Vancouver, is on the brink of concluding a contract for one of her artists, which could yield a \$2-million return. Vera Goodman, President of Reading Wings Inc. of De Winton, Alberta, received an offer to translate her *Parent's Guide for Reading* into Spanish for distribution to Hispanic markets.

As well, others from the mission are moving quickly to pursue expressions of interest. Renée Strong, President of Couture Fashions of Burnaby, British Columbia, is just one of many businesswomen who stayed on in L.A. to follow up on contacts

made during the mission and leads suggested by the Consulate's business development officers.

Initiated by the British Columbia Chapter of Women Entrepreneurs of Canada, in association with the Canadian Consulate General in Los Angeles, the mission received support from its principal sponsor, the Royal Bank of Canada, as well as additional support from private sector corporations and federal and provincial export development agencies.

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> for a wide array of valuable information on doing business in and with the United States.

UPCOMING EVENTS IN THE CHICAGO POST TERRITORY

CHICAGO, ILLINOIS — May 22-25, 1999 — National Restaurant Hotel-Motel Show

The 80th National Restaurant Hotel-Motel Show welcomes the food services industry to McCormick Place in Chicago this spring. The show features exhibits by a wide variety of manufacturers and suppliers, showcasing food merchandise, equipment, services, supplies and technology.

Over 90,000 food services industry leaders are expected to attend this event, including 6 500 international visitors from 117 countries. The majority are top-level executives, vice-presidents, general managers, food brokers, distributors and wholesalers. The National Restaurant Show is the only venue that represents every segment of the massive restaurant and hospitality marketplace.

For more information, contact Cathy Cameron, Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1870, fax: (312) 616-1878, e-mail: cathy.cameron@dfait-maeci.gc.ca

St. LOUIS, MISSOURI — June 20-24, 1999 — Air & Waste Management Conference & Expo

More than 300 products and services will be on display when the Air & Waste Management Association holds its 92nd annual meeting in St. Louis. This is a great opportunity to discover new tools, to

build relationships with thousands of potential customers and business partners, and to network with counterparts from around the world.

Industry experts will update

series of training sessions and seminars. Program tracks include Air Quality, Environmental Management, Waste Management, and Strategic and Policy Issues.

For more information on the NEBS/NEBS PLUS

mission being planned in conjunction with this event, contact Chris Bigall, Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1870, fax: (312) 616-

1878, e-mail: chris.bigall@dfait-maeci.gc.ca

Hot Off the Press — Export Newsletters

Check out the DFAIT Web site or the contact numbers listed below for these brand-new editions of sectoral newsletters.

- Special issue of *New Directions*, craft and giftware newsletter. (tel.: (613) 944-6566, fax: (613) 944-9119)
- *Transportation Export Review*, an update on the U.S. transportation market. (tel.: (312) 616-1870, fax: (312) 616-1878)
- *Washington Notes*, a quarterly report on the U.S. defence and aerospace market. (tel.: (202) 682-1740, fax: (202) 682-7795/7619)

you on research, techniques, applications, technologies, regulations and innovations through a

New on the Canada-U.S. Relations Web Site Canada's Action Plan for the U.S.

A valuable new resource for Canadian business is now available on the Department of Foreign Affairs and International Trade's (DFAIT) U.S. Bureau Web site. *Canada's Action Plan for the United States* is a comprehensive guide designed to help Canadian businesses, especially small and medium-sized enterprises, seek out and take advantage of export opportunities south of the border. The plan is a strategic framework through which government and business can work together to promote Canadian business in the multi-faceted American market.

For Canadian companies to compete effectively in the United States,

it is important for them to focus their energies on a target market or niche area. The action plan provides integrated market information to help companies do this, beginning with an overview of the U.S. business environment, followed by descriptions of various regional markets. Profiles of the Canadian government's priority sectors, as well as other promising sectors, outline the current business climate, market opportunities and challenges in each sector, and set out a proposed plan of action.

You can find *Canada's Action Plan for the United States* at: www.dfait-maeci.gc.ca/geo/usa/cap1e.htm

The French Chamber of Commerce in Canada

The French Chamber of Commerce in Canada (Ontario) is a non-profit organization that forms part of a network of four FCCCs in Canada. Its role is to participate in the development of bilateral economic ties between France and Ontario.

Promoting exchanges

The FCCC assists Canadian businesses wishing to get established in Ile de France through the Agency for Corporate Development (*see below*).

It also helps French firms wanting to do business in Ontario. For example, the FCCC organizes visits by French high-technology companies to the Toronto COMDEX show, arranging meetings with Canadian partners.

FCCC members have an opportunity to mix business with pleasure by taking part in various events such as luncheon meetings, cocktail receptions and dinner dances where they can meet and do business.

Among upcoming activities are a wine-tasting evening at the end of April; a dinner dance on May 16 at the Windsor Arms in Toronto (a "five-star" event that will bring together the best-known businesses in Toronto); and a summer soirée on June 24.

Regular contact with membership

The French Chamber of Commerce in Canada publishes a business guide that goes to its members across Canada with a complete membership list, providing for an effective business network.

In addition, its monthly magazine, *Action Canada*, offers readers a special focus article in each issue. Finally, its monthly *Chamber of Commerce Link* enables members to stay informed on important issues.

The FCCC strongly urges any firm interested in business in Ontario, France-Ontario exchanges or being part of the FCCC business network to become a member.

A new partner

Since the beginning of this year, the FCCC (Ontario) has represented the Agency for Corporate Development in Ile de France (AIE).

The AIE's mission is to help Canadian businesses get established in Ile de France, Europe's most important

economic region. It identifies firms that have an international project, especially a European-oriented one, and then helps them at all stages as a unique partner—and free of charge.

Priority sectors

The AIE operates as an economic development agency and tries to attract companies to Ile de France that are working in high value-added sectors, for example:

- telecommunications and affiliated technologies;
- finance and financial services;
- agri-food;
- pharmaceutical industry and biotechnology;
- high-technology industries.

AIE assistance

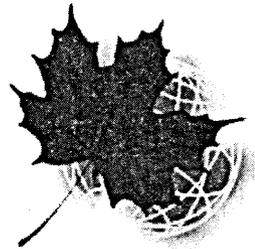
The AIE is a unique contact for Canadian businesses needing economic, financial and marketing data; information about business real estate; liaison with appropriate authorities; and provides dynamic follow-up to companies and their projects.

Ile de France is the only French region represented in Canada, through the Chamber of Commerce in Toronto, because it feels it is important to provide businesses with a face and direct contact and to be available to assist them with their international development projects.

For more information about the French Chamber of Commerce in Canada (Ontario), whose president is Ms. Chantal Haas, contact Mr. Stéphane Kabène, Executive Director and Director of Canadian Operations for the AIE, in Toronto at tel.: (416) 777-9658, fax: (416) 777-9659, e-mail: ccfe@accglobal.net

Here are the numbers for the other FCCCs in Canada: Montreal, tel.: (514) 281-1246, fax: (514) 289-9594; Quebec City, tel.: (418) 692-5002, fax: (418) 643-3053; Vancouver, tel.: (604) 987-4440, fax: (604) 987-1969.

Canadian Trade Review



A QUARTERLY REVIEW OF CANADA'S TRADE PERFORMANCE

FOURTH QUARTER 1998

This trade and investment quarterly reports on Canada's economic growth in the fourth quarter of 1998, and highlights our trade and investment performance in key sectors and markets, with a brief year-end review.

OVERVIEW

Trade Expansion Contributes to Economic Growth

Consistent with historical trends, Canada's trade grew at a much faster pace than did the economy in the fourth quarter of 1998.

Total exports rose 5.2 per cent, while gross domestic product (GDP) increased by about 1.2 per cent compared to the previous quarter. Strong demand from Canada's main trading partner, the United States, was the main factor underpinning this strong export performance.

Imports into Canada grew significantly in the fourth quarter, by 6.6 per cent from the third quarter of 1998, reflecting strength in domestic demand, particularly in the area of business and residential investment.

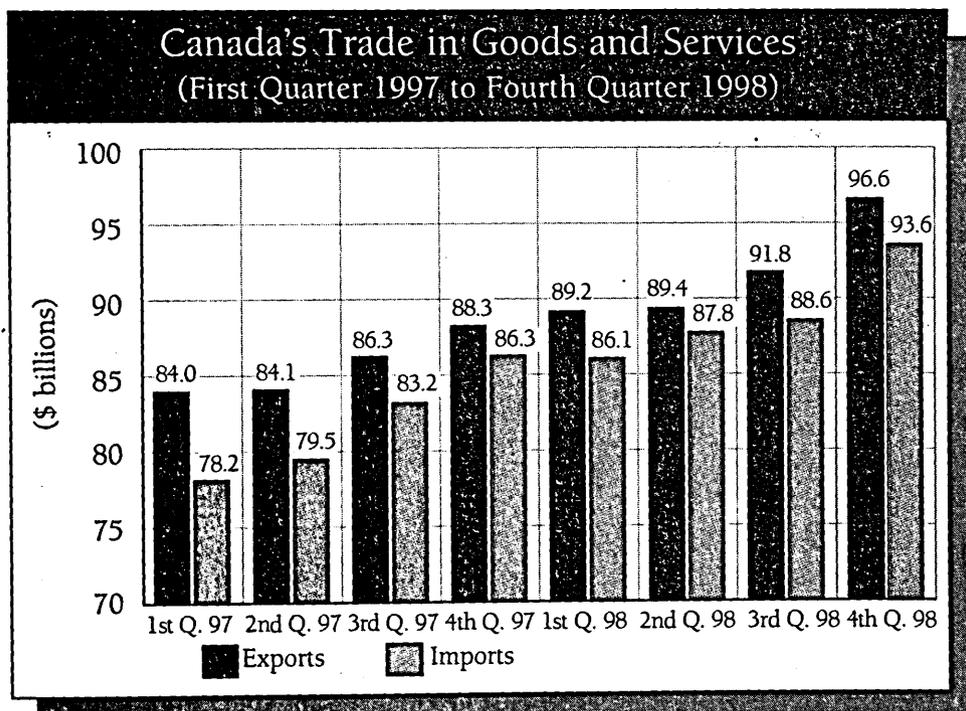
With the increase in imports outpacing the increase in ex-

ports, Canada's trade surplus decreased slightly.

Foreign direct investment (FDI) into Canada and Canadian direct investment abroad (CDIA), which reached record levels in previous quarters, did not grow significantly during the fourth quarter.

ments both in Canada and in the global economy, the most important of which were:

- continued strong economic expansion in the United States;
- weak commodity prices;
- economic stagnation in Asia;
- the economic uncertainty in Eastern Europe and Latin America; and



Source: Statistics Canada

Overall, Canada's trade and investment performance for the fourth quarter of 1998 remained solid in the context of develop-

- the further depreciation of the Canadian dollar vis-à-vis the U.S. dollar.



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada

TRADE & INVESTMENT HIGHLIGHTS

Automotive Exports Lead the Way

Exports in the automotive sector grew 26.9 per cent, leading the overall increase of merchandise exports in the fourth quarter over the previous quarter.

This growth was due to continuing strong consumer demand in the U.S. and the ability of Canadian-based firms to make up the production lost during the strike earlier in the year. Exports of energy products, industrial goods, and machinery and equipment (M&E) declined during the same period, offsetting gains made by other sectors. This was the first decline in machinery and equipment exports since 1996.

In contrast to the decline in machinery and equipment exports, M&E imports continued to grow in the fourth quarter. For 1998 as a whole, the share of M&E in total imports grew to

33.4 per cent; this reflected the high level of business investment in Canada and highlighted the importance of trade in expanding Canada's productive capacity.

Canada's merchandise trade surplus declined marginally

Canada's merchandise trade surplus with the United States fell marginally; however, the balance with Japan swung back into a surplus after two negative quarters.

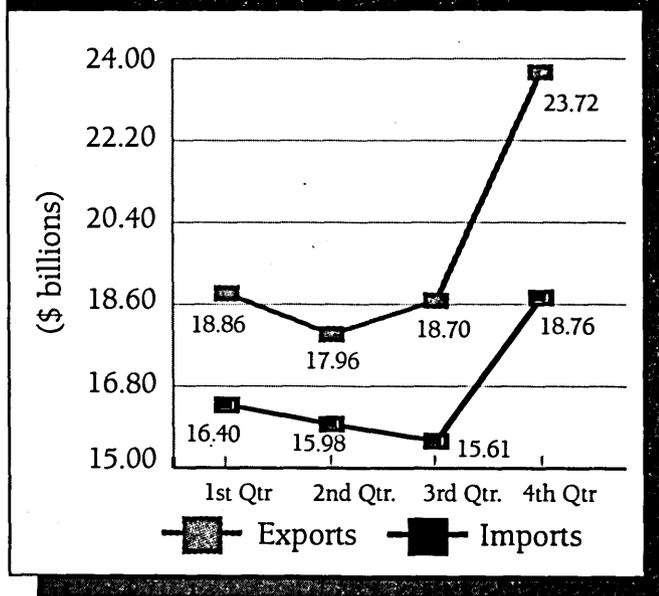
Steady Increase in Knowledge-intensive Commercial Services

Since 1992, total services imports and exports (travel, transportation, government and commercial services) have grown steadily, helping to narrow Canada's services trade deficit over time. In the fourth quarter of 1998, service exports increased 3.5 per cent, while services imports rose by 3.4 per cent.

To a significant extent, this trend in Canada's trade in services is a result of the consistent growth of commercial services, which accounted for 48 per cent

of Canada's total services trade in 1998. The increasing importance of commercial services exports demonstrates the competitive advantage that Canadian businesses have achieved in knowledge-intensive services (engineering, communication technology, financial, research and development royalties and management services). The growth

Canadian Trade in Automotive Products, 1998

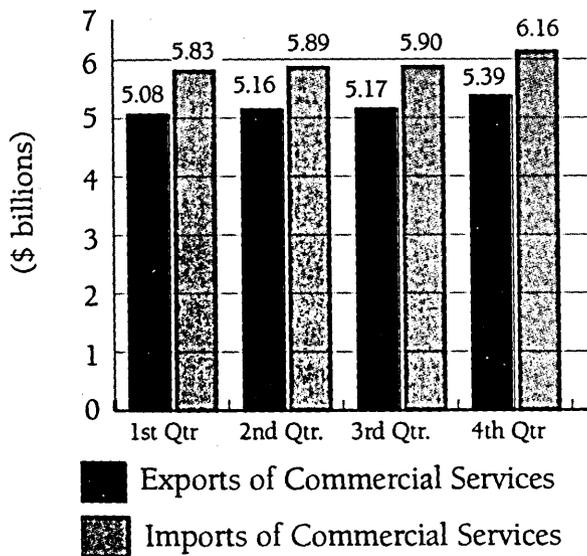


Source: Statistics Canada

in the fourth quarter, notwithstanding a rise of \$1.9 billion in the surplus on automotive products. The main offsetting factors were a rise in the deficit in M&E by \$1 billion, a rise in the deficit in industrial goods by \$0.7 billion and a \$0.8-billion decline in the surplus in energy products. On a bilateral basis,

in commercial services exports is important to the Canadian economy because this sector is characterized by high productivity and real wage rates.*

Canada's Commercial Services Trade, 1998



Source: Statistics Canada

Imports of commercial services during the fourth quarter of 1998 rose 4.4 per cent over the third quarter. With imports growing slightly faster than exports, Canada's trade deficit in this area increased marginally.

Investment Boosts Technology Transfer

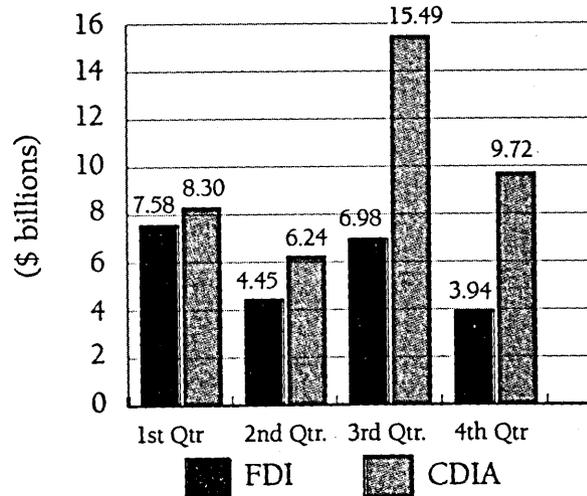
Canada attracted \$3.94 billion of FDI in the fourth quarter, bringing the total net inflow for the year to an annual record of \$22.9 billion. The inflows were directed primarily to the wood and paper, energy, and metallic minerals sectors.

* *Developments in Canada's Trade and Foreign Investment in 1997*, Trade and Economic Policy Commentary, No. 20, Department of Foreign Affairs and International Trade (DFAIT).

Canadian direct investment abroad (CDIA) also rose to a new annual record of \$39.8 billion, including \$9.7 billion in the fourth quarter, which was down from a quarterly record of \$15.5 billion in the third quarter. The fourth quarter figures reflect largely the acquisition by Canadians of existing firms in the United States.

The strong two-way direct investment flows help to strengthen Canada's links with our major trading partners. FDI inflows inject capital into the economy, pave the way for inflows of foreign technology and bring to bear new management practices in these various ways. FDI helps boost productivity and create jobs. Canadian investment abroad is also important as it generates investment income while spreading the use of Canadian technologies, supporting Canadian exports of goods and services and establishing the reputation of Canadian firms abroad.

Foreign Direct Investment (FDI) into Canada and Canadian Direct Investment Abroad (CDIA), 1998



Source: Statistics Canada

FEATURES SECTION

Canada's Trade and Investment Year-end Review

1998 marked yet another year of impressive performance in Canada's international trade and investment, notwithstanding the turbulent conditions abroad throughout the year. The following were the key factors influencing Canada's trade and investment last year.

Growth in the U.S. Economy

The United States, Canada's largest trading partner, achieved above-average growth of 3.9 per cent in 1998. Strong U.S. domestic demand fuelled growth in Canada's exports of goods and services to that market of almost 11 per cent. This increase more than offset the decline of Canada's exports in 1998 to other markets, particularly to the Asian economies and to some Latin American countries.

Slump in the Asian Economy

The economic crisis in Asia that started in mid-1997, deepened and widened in 1998. The most affected East Asian economies experienced a sharp contraction in economic activity and a massive compression of imports as they took measures to stabilize their currencies and economies. Other Asian economies saw growth decline sharply and experienced exchange rate depreciations. Japan, Canada's second-largest trading partner, experienced its deepest recession of the postwar period, with real GDP declining by over 2 per cent. Reflecting this difficult environment, Canada's merchandise exports to Asian markets decreased by 27.7 per cent, while merchandise imports from these economies increased by 13.2 per cent in 1998.

Weak Oil and Commodity Prices

The downturn in Canada's exports of energy and other commodities was the result of cyclically low international

commodity prices, and in particular, of extremely low petroleum prices. In 1998, the value of Canada's energy exports fell 12.8 per cent, notwithstanding an increase in volume. Exports of agriculture and forestry products experienced a partial rebound in the second half of the year.

Depreciation of the Canadian Dollar

The Canadian dollar depreciated vis-à-vis the U.S. dollar, falling by 7 per cent between January and December 1998. Canadian goods and services became less expensive in the U.S. market, which contributed to the robust performance of Canadian exports to the U.S. last year.

U.S. Auto Strike

The auto strike in the U.S. significantly affected trade in the automotive sector over the course of 1998, lowering two-way trade in the second and third quarters but rebounding in the fourth quarter. For the year as a whole, exports of automotive products were up 13.1 per cent. Imports of automotive products were up 10.1 per cent last year.

FDI and CDIA Stocks

The buoyant investment activity in 1998 increased the stock of FDI in Canada to \$217.1 billion, up from \$196.7 billion in 1997. Of the total, 68 per cent originates from the U.S. and 12 per cent from the United Kingdom. The financial sector accounts for about 19 per cent of the total, followed by energy and metals at 18 per cent and machine and transportation equipment at 14 per cent.

The stock of CDIA rose in 1998 to \$239.8 billion, up from \$205.7 billion in 1997. Of this total, 53 per cent is in the U.S. and about 19 per cent in the European Union. In terms of sectors, the stock of Canadian outward investment is broad-based, with investments in the finance and insurance sector accounting for about 33 per cent of the total and the energy and metallic mineral sector for 23 per cent.

The Canadian Trade Commissioner Service (TCS) of the Department of Foreign Affairs and International Trade (DFAIT) has more than 120 offices and over 800 trade officers around the world. TCS can help open doors abroad for Canadian companies that have researched and selected their markets. DFAIT also facilitates exports by negotiating and administering a broad range of trade and investment agreements for Canada and helps resolve trade disputes on behalf of Canadian industries. For more information: <http://www.dfait-maeci.gc.ca> (DFAIT), tel.: 1-888-811-1119 (Team Canada Inc), <http://exporthsource.gc.ca> (for research), <http://www.infoexport.gc.ca> (TCS).

Main source of data: Statistics Canada

Disponible également en français

Groupe Savoie, a Rapidly Growing Concern

by the Moncton International Trade Centre/Industry Canada

By adjusting to client needs and new market trends over the years, Groupe Savoie Inc. has succeeded in positioning itself nationally and internationally.

Founded in 1978 at St. Quentin in northern New Brunswick, Groupe Savoie specializes in hardwood processing.

"Our main activities include making new pallets and recycling used pallets, along with cutting and drying quality lumber and hardwood components," explains Jean-Claude Savoie, the firm's owner and president.

Groupe Savoie operates two hardwood plants in St. Quentin, a handling pallet plant and a dimension lumber plant that produce various components for the furniture and construction industries.

Exports generate expansion

"We built our second plant in the early 1990s," Savoie says, "under an agreement with a German firm that was looking for maple wood for its furniture factory."

Unfortunately, when the Berlin Wall came down shortly thereafter, the agreement fell apart, forcing Savoie to look for other customers.

"This is how we came into contact with the International Trade Centre in Moncton," Savoie recalls, "where we were put in touch with Canada's trade commissioners in Germany, who helped us find reliable representatives."

Since then, Groupe Savoie has been exporting its products — hardwood flooring, wood for making furniture and flooring — not only to Germany but also to Italy, France and Belgium.



Mr. Jean-Claude Savoie displays a stack of pallets, one of his company's many products.

But these are not really Savoie's first "exports," as the firm has been selling to the United States for the past 20 years.

"That market is so nearby," Savoie says with a smile, "that for us it is not really exporting. But obviously, there is still customs," he adds.

On the cutting edge of progress

Groupe Savoie is unquestionably a fast-growing concern, with sales of

\$38 million in 1998 compared to \$21 million two years ago.

It is mainly through investing in modern technology that the firm has managed to corner such a presence in the marketplace.

"The new investments and greater productivity have enabled us, over the last three years, to grow to 350 employees, creating an average of over 50 jobs a year in the St. Quentin area," Savoie explains.

Success in exporting

According to Savoie, the main requirement for success in exporting is having a quality product. Since the company exports 50 per cent of its finished products (20 per cent to Europe and 30 per cent to the U.S.), this is important.

"It is also important to stay loyal to your customers," Savoie adds, "and not abandon them for somebody who will pay more, as many people do."

Finding a reliable representative is just as essential — someone with a solid reputation.

"Here, the International Trade Centre of the Department of Foreign Affairs and International Trade and

Continued on page 9 — Groupe Savoie



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).



World Bank Announces New Guarantees

The guarantee team of the World Bank's Europe and Central Asia private/financial sector development group has announced it is developing new mechanisms for guarantees for a number of small transactions.

New modes of co-operation with export credit agencies, private risk insurers and other financial institutions are being examined by the Bank.

The Eastern Europe and Central Asia guarantees team was established by the Multilateral Investment

Guarantee Agency (MIGA) to promote the use of partial risk guarantees in the region.

The group is working on a number of facilities, including two identical but legally separate guarantees. The first underwrites the repayment of \$US100 million of commercial bank loans to finance the Sea Launch project's development phase investment expenditures in the Russian Federation.

The second is for the repayment of \$US100 million of commercial bank

loans to finance the project's development phase of expenditures in Ukraine.

Additional information is available at the following sites:

- <http://www.dfait-maeci.gc.ca/ifinet> then click on the "International Financial Institutions" icon, and click again on the "World Bank" hot link, or go to:
- <http://www.worldbank.org/ecsp/guarantees/overview.htm>

New Internet Service Alerts Businesses of Changes in Product Rules

Canadian companies can now stay a step ahead of changing government requirements through *Export Alert!*, a unique Internet-based service offered by the Standards Council of Canada.

The free *Export Alert!* service automatically e-mails companies when governments in any of 134 World Trade Organization (WTO) member countries — including Canada — propose changes to rules that govern products and services.

Users can choose from among 41 fields of interest they want to track. They are then notified by e-mail

whenever a government is proposing a change to a technical regulation, conformity assessment regime or mandatory standard. They can also use the service to obtain full regulatory texts and to relay comments back to government officials.

The Standards Council also operates the *Canadian WTO/NAFTA Enquiry Point*, which conducts research on behalf of clients into standards and regulations in global markets.

To subscribe to *Export Alert!* free of charge, visit the Standards Council's Web site at: <http://www.scc.ca>

CONTRACTS AWARDED

FTS Forest Technology Systems Ltd., a Victoria-based high-tech company, beat out international competition to supply a nationwide network of automated weather stations to the Mexican Weather Service. The first shipment, worth about \$500,000, is one of the largest in FTS's history.

Calgary-based Krupp Canada Inc. has added to an impressive list of South American projects with two new contracts. Krupp signed a \$5-million contract for the design and supply of an overland conveyor for Peru's Pierina gold mine project. The second contract, worth \$4 million, is for an environmentally friendly shiploader in the Collahuasi copper export terminal in Chile.

IFInet: Getting Your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Successful Seminar on Access to Credit for Women Entrepreneurs

The seminar held in September 1998 on "Access to Credit for Women Entrepreneurs: Realities and New Financing Strategies" (see CanadExport, September 14) was a tremendous success.

Organized by the Groupe Conseil Femmes-Expertise inc., in partnership with Canadian Heritage, Status of Women Canada, and the Department of Industry, Commerce, Science and Technology of Quebec, the seminar sought to make key entrepreneurial stakeholders aware of the problems faced by women entrepreneurs in accessing credit, eliminating obstacles and improving their credibility with financial institutions.

Progress to date

The Royal Bank, the Bank of Montreal, the National Bank, the Business Development Bank of Canada, the Desjardins credit union movement and the Fonds de solidarit des travailleurs du Quebec attended the seminar. They affirmed that concrete action has been taken since 1995 on access to credit for women entrepreneurs.

Representatives of these institutions showed in turn how they are changing

their strategies to meet the financial needs of women more appropriately. They mentioned in particular that turnover among account managers has been reduced, that borrowers could obtain a loan without being asked their sex, and so on.

Financial institutions are opening up to women entrepreneurs as an attractive market segment. Many management tools and training programs are being made available to them. Attitudes of account managers are changing. Women are being appointed to senior positions in financial institutions (50 per cent in the Royal Bank Financial Group and the Desjardins credit union movement). This shows the progress that has been made in this regard to date.

Future prospects

Despite efforts to date, however, Jeanne Puya Onokoko, Executive Director, Groupe Conseil Femmes-Expertise, says that the financial com-

munity and women entrepreneurs still have a lot of progress to make.

"It is in the interest of financial institutions to co-operate with women entrepreneurs to establish viable and sustainable mechanisms that reflect the trend toward more women in business," she says.

The proceedings of the seminar, launched last February by Quebec's Minister of Revenue, Rita Dionne-Marsolais, contain all of the papers, lectures, workshop reports, roundtables, discussions, feedback and recommendations that emerged from this forum.

The document is available from Groupe Conseil Femmes-Expertise, tel.: (418) 650-5191, fax: (418) 871-2692.



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Groupe Savoie, a Rapidly Growing Concern — Continued from page 7

Industry Canada has helped us immensely by setting up important contacts between ourselves and the Canadian consulates abroad, not to mention its invaluable financial assistance.

"These contacts have been very useful," adds Savoie, "because they have enabled us to meet people from

the forest industry, furniture manufacturers and representatives."

He also recommends having potential clients visit the facilities ("it reassures them") and taking part, sometimes with government assistance, in targeted trade shows — next month, Savoie will be going back to Interzum at Cologne.

Now registered in DEAIT's WIN Exports database, Savoie expects to find still more markets.

For further information about Groupe Savoie or its Pallets Plus subsidiary in Moncton, contact Jean-Claude Savoie, at tel.: (506) 235-2228, fax: (506) 235-3200.

Canadian Stand Featured at Oil and Gas Malaysia 99

KUALA LUMPUR, MALAYSIA — July 13-16, 1999 — The Canadian High Commission in Kuala Lumpur is organizing a 24-square-metre Canadian Stand to showcase Canada's oil and gas industry at Oil and Gas Malaysia 99 (OGM). All of the industry's major players participate in OGM, making it the biggest oil and gas event in Malaysia.

With the current economic downturn, there is a strong push to develop Malaysia's oil and gas industry, which remains one of the world's most productive and profitable, and offers significant potential for Canadian companies in this sector. Canadian firms are invited to exhibit alongside the Canadian Stand, and those that wish to attend but not exhibit can use the Stand as a central meeting point.

The costs for a booth are US\$295 per square metre for raw space, US\$335 per square metre for space and shell stand, or US\$345 per square metre for space and walk-on stand.

The highly successful 1997 OGM show featured 510 exhibitors from 34 countries, with over 6,000 visitors. OGM 99 will be held in conjunction with three other international fairs: Instrument Malaysia (instrumentation, control, measurement and testing equipment for oil and gas and petrochemical industries); Environmex Malaysia (environmental and water management technology), and Watermex Malaysia (water supply and treatment).

A short briefing note and detailed market study on the Malaysian oil and gas sector is available from the

Canadian High Commission in Kuala Lumpur.

For more information, contact Pamela O'Donnell, Trade Commissioner, tel.: (011-603) 261-2000, ext. 3807, fax: (011-603) 261-1270.

For information on booths, contact Derek Complin, Unilink, tel.: (613) 549-0404, fax: (613) 549-2528, e-mail: dc@unilinkfairs.com

Erratum

In the March 15 issue of *CanadExport*, the map on the front page of the *Focus on Spain* supplement mistakenly incorporates the country of Portugal. We apologize for any inconvenience this oversight may have caused.

The BIG 5 Show

Largest Annual Multi-sector Trade Show in the Middle East

DUBAI, UNITED ARAB EMIRATES — October 17-21, 1999 — The largest annual trade show of its kind in the Middle East — it has attracted over 1,000 exhibitors from more than 30 countries — the BIG 5 Show, will be held at the Dubai World Trade Centre.

With recent market trends making the Arabian Gulf an increasingly attractive venue for Canadian exporters, the importance of the show is also on the rise. The region's ambitious private- and public-sector developments offer literally billions of dollars worth of opportunities to suppliers in the key industry sectors served by the show: building, water techno-

logy and environment, air conditioning and refrigeration, cleaning and maintenance, and glass and metal.

Directly following the 1998 show, over 70 per cent of the space available for this year's event was reserved by individual exhibitors or government representatives eager to secure access to the highly specialized audience that the show attracts — 18,000 key public- and private-sector buyers from throughout the Arabian Gulf.

The quality and size of the show as well as Dubai's reputation as the exhibition centre of the Gulf are major incentives for this impressive collection of visitors.

The importance of the Middle East is further highlighted by Minister for International Trade Sergio Marchi's visit to Saudi Arabia and the United Arab Emirates, last February. The increased commitment to the region by the Canadian Government offers encouragement to Canadian companies interested in pursuing the important opportunities available in this market.

For more information, contact The Canadian Showhouse Consortium, Suite 209 - 2628 Granville Street, Vancouver, B.C. V6H 3H8, tel.: (604) 731-9663, fax: (604) 263-1652, e-mail: cpic@cosmospacific.bc.ca, Internet: <http://www.direct.ca/cosmos/>

Tunis International Automotive Show

TUNIS, TUNISIA — June 23-27, 1999 — The 3rd Tunis International Automotive Show is an ideal medium for promoting the automotive and auto components sectors in Tunisia, the Maghreb and the Arab and African world.

This biennial event is open to manufacturers of automobiles, heavy- and light-duty vehicles, motorcycles, components, replacement parts and accessories, as well as specialized service providers in the automotive sector.

The show is also a source of information on the most advanced techniques

in the automobile and components manufacturing industries, featuring a conference on The Automobile Components Industry: Technological and Strategic Changes for the Future.

Some 25 international automobile manufacturers and 200 equipment suppliers took part in the 2nd edition of the show. Depending on the number of Canadian participants, it may be possible to house them all in a Canadian Pavilion. The Canadian Embassy in Tunisia can assist Canadian firms wishing to participate by leasing space on their behalf, dis-

playing their brochures, and mailing local invitations, among others.

For further information, contact Russell Merifield, (Commercial) or Lassaad Bourguiba, Commercial Officer, Canadian Embassy, Commercial Section, P.O. Box 31, 1002 Tunis-Belvédère, Tunisia, tel.: (011-216-1) 796-577, fax: (011-216-1) 792-371.

CANADIAN PAVILION SET FOR HABITAT '99

PRAGUE, CZECH REPUBLIC — May 26-30, 1999 — The Canadian Pavilion is an excellent venue for manufacturers, sellers, suppliers and service organizations to present their products and services at the 6th International Trade Fair on Housing, Living and Home Improvement (HABITAT '99).

Last year, HABITAT '99, the Czech Republic's largest trade fair, welcomed over 36,000 international visitors and featured 314 exhibitors. It is one of the best venues for Canadian construction and building companies to establish valuable contacts in the lucrative Czech Republic and Central European markets. The fair focuses on building, reconstruction, family houses and apartments, home improvement products and services, and leisure and outdoor products. Registration for HABITAT '99 ends April 30, 1999.

For more information, contact Mirjana Sebek-Heroldova, M. Sebek Consulting, tel.: (416) 665-3187, fax: (416) 665-6011, e-mail: ccrcc@cpol.com

Last Call: Europartenariat in Europe

VIENNA, AUSTRIA — May 10-11, 1999 — Canadian small and medium enterprises (SMEs) interested in doing business in Europe will find a unique opportunity to establish business links with their counterparts in the European Union (EU) and the emerging markets in Central and Eastern Europe at the Europartenariat (see full story in *CanadExport*, March 1, 1999).

Continued on page 12 — Europartenariat

Healthy Argentine Health-care Market

BUENOS AIRES, ARGENTINA — November 3-6, 1999 — The Canadian Embassy in Argentina will be mounting a Canada Stand at Hospitalaria '99. This annual event, now gearing up for its fifth edition, is a key regional showcase for products, equipment and services for the health-care sector.

The show has grown quickly, reflecting the increasing importance of the sector in Argentina, as well as the country's position as a gateway to Mercosur, a market of almost 200 million people including Argentina, Brazil, Uruguay and Paraguay. Last year, Hospitalaria featured 253 exhibitors and drew 17,722 visitors.

Interested Canadian companies are invited to participate by sending brochures to be displayed at the Canada Stand, or by mounting their own booths.

For more information, contact the Commercial Section of the Canadian Embassy in Argentina, fax: (011-54-11) 4806-1209, e-mail: bairs-commerce@dfait-maeci.gc.ca

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 475 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Crossing the Pond: FRANCE

The Information Technology and Telecommunications Market

TORONTO, June 1, 1999 — VANCOUVER, June 4, 1999 — CALGARY, June 7, 1999 — The partners in *Crossing the Pond* present you with the second article (see last issue) on information technology in Europe.

A fast-growing market

The information technology and telecommunications (IT&T) market in Western Europe is constantly growing. A 9-per-cent increase in the value of this market was recorded in 1997-1998. The estimates for 1999 and 2000 are highly optimistic, with the value of the market going up by 8.2 per cent and 7.5 per cent. France alone represents 16.4 per cent of this market.

French home and professional consumers have regained their buying momentum and are demonstrating increasing demand for leisure, culture and high-technology products.

Big outlets in France

Representing over \$8.5 billion in 1998, the French market for con-

sumer electronics is today driven by strong sales growth in micro-computers and mobile telephones.

Telephones were the sales champions at Christmas 1998, adding 1.4 million subscribers in December alone. The mobile telephone's penetration rate in France has gone beyond 20 per cent.

Micro-computer sales amounted to 3.4 million units, 19 million leisure software programs and 5 million office automation/ networking programs.

The number of French Internet

surfers virtually tripled from 1997 to 1998, exceeding 3 million users. These were the firms (they represent about 40 per cent of the wired public) that saw the strongest growth, with rates varying from 48 per cent for businesses with fewer than 50 employees to over 80 per cent for firms with over 500 employees.

The market for services is also growing very rapidly, having in-

creased over 18 per cent in 1998 to nearly \$29 billion.

Crossing the Pond

Crossing the Pond was founded by the Department of Foreign Affairs and International Trade, Grasset-Fleisher Solicitors and CIBC to help small Canadian enterprises do business in Europe.

If you want to know more about how to do business on the other side of the Atlantic, make sure to take part in one of the *Knowledge Cafés* being organized in Toronto with newMedia 99, in Vancouver with the International Trade Centre and in Calgary with CATAAlliance. You can register directly at: <http://www.traverserlatlantique.com>

For more information, contact François Gauthé, Canadian Embassy in Paris (<http://www.dfait-maeci.gc.ca/paris/>), tel.: (011-33) 1 44 43 23 58, e-mail: fgauth@dfait-maeci.gc.ca. Mr. Gauthé will be there at the three *Knowledge Cafés* this June. Register now and come and meet him!



CROSSING • THE POND
TRAVERSER • L'ATLANTIQUE

Europartenariat Is Fast Approaching — Continued from page 11

(Information on the industrial sectors and detailed profiles of the exhibiting companies can be found on the Europartenariat homepage www.europartenariat.at)

For more information, contact the National Counsellors for Canada listed below:

For Ontario, Manitoba, Saskatchewan: Gerhard Müller or Gisela Fedora, Austrian Trade Commission in Toronto, tel.: (416) 967-3348, fax: (416) 967-4101, e-mail: [\[ahst.toronto.wk.or.at\]\(mailto:ahst.toronto.wk.or.at\) Internet: \[www.AustrianTrade.org\]\(http://www.AustrianTrade.org\)](mailto:toronto@</p>
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For Québec, New Brunswick, Prince Edward Island, Nova Scotia, Newfoundland: Peter Schwarz or Mimi Chugani, Délégation Commerciale d'Autriche à Montréal, tel.: (514) 849-3708, fax: (514) 849-9577, e-mail: atc_mtr@istar.ca

For British Columbia, Alberta: Michael Pötscher, Anneliese Egger, Austrian Trade Commission in Vancouver, tel.: (604) 683-5808, fax: (604) 662-8528, e-mail: atradebc@uniserve.com

Enquiries Service

DFAIT's Enquiries Service 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 Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

Return requested
if undeliverable:
CANADEXPORT (BCS)
125 Sussex Drive
Ottawa, ON
K1A 0G2



Canada Export

<http://www.dfaic-maeci.gc.ca/english/news/newsletr/canex>

Vol. 17, No. 8 — May 3, 1999

NAFTA Commission Meeting Held in Canada

On April 23, 1999, Canada hosted the annual NAFTA Commission Meeting in Ottawa, marking the fifth anniversary of the North American Free Trade Agreement. Minister for International Trade Sergio Marchi was joined by United States Trade Representative Charlene Barshefsky and Mexican Secretary of Commerce and Industrial Development Hermino Blanco.

"After five years, NAFTA has been a resounding success for all its partners, promoting strong economic growth, increased investment and trade between our three countries and historically low unemployment levels," said Minister Marchi.

During the meeting, the three Ministers reviewed the results of the operational review launched last year to establish priorities for the NAFTA Working Groups and Committees and discussed issues of shared interest with respect to the broader trade agenda.

(See inside for the special fifth anniversary brochure, *NAFTA Works: Five Years, Three Countries, One Partnership*. For further up-to-date information on NAFTA, see contacts at bottom of p. 16.)

Canada Showcases Its Young Entrepreneurs in California's High-tech Mecca

The expertise and dynamism of Canada's young entrepreneurs were on display as some 60 representatives of Canadian firms and educational institutions participated in a mission to the high-tech mecca of Northern California — San Francisco/Silicon Valley.

According to Minister for International Trade Sergio Marchi, who led the mission, it was highly successful in "opening more than a few doors in the region." The mission was intended to demonstrate to local business



The 61-member Canadian delegation — with Minister Marchi, Steven Mahoney, MP for Mississauga, Marlene Jennings, MP for Notre-Dame-de-Grâce, and San Francisco/Silicon Valley Canadian Consul and Senior Trade Commissioner Norman Lomow — at a networking event with contacts of the Canadian Consulate.

the innovation and expertise of Canadians in the high-technology areas of animation, environmental technology and the Internet.

Continued on page 16 — Canada

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Spin Doctors: A New...and Successful Y2K Twist

Using Canadian products, Ottawa-based HighSpin Corporation provides affordable and effective tools for small and medium-sized businesses to create a complete Y2K remediation workplan.

Products include a book, video tape, three different software packages, document kit with templates, and Y2K project management workbook, all packaged in one easy-to-use tool box.

HighSpin CEO Mike Fletcher recently shared some of his concerns with *CanadExport* about the need for Canadian small and medium-sized enterprises to be Y2K-ready.

Be prepared

"Y2K is a tough problem," says Fletcher, "because it's a 'first time' problem. There is nothing else like it that we've ever done from which we can learn."

There has been a tendency for Canadian businesses to consider only the domestic aspects of the Y2K problem.

"With Canada aware of the problem," he explains, "and being among the leading countries working to become Y2K problem-free, it is important for Canadian businesses to direct their attention to their external business partners and customers."

According to Fletcher, the most important Y2K task for a businessperson is to stay in business.

"And the way to do that," he adds, "is to put your risk management skills into play."

Plan ahead

Fletcher is quick to remind that the number-one job is to plan; to do it early and to revise it often. Here are the "Fletcher Five" for Y2K readiness.

1. Be aware of Y2K and really understand how the problem affects your business. Look at each component of your business and your business transactions. Which one would be critical to your success...or failure? Could it be inventory supply? How about customs?

2. Work your way through your business plan, see where it might be undermined by a Y2K failure either internally or on the part of your suppliers or customers. Write out a plan to remedy the situation. Then write out a contingency plan, just in case.

3. Assign someone to carry out the plan, and test the results. Don't take anything for granted.

*Continued on page 7 -
Spin Doctors*

A reminder

Tax Relief to Help You Meet the Y2K Challenge

The federal government is providing special tax relief to help small and medium-sized businesses solve their Year 2000 (Y2K) computer problems.

The program applies to the cost of hardware and software acquired between January 1, 1998 and June 30 this year, to replace equipment that is not Y2K compliant.

The tax relief takes the form of accelerated capital cost allowance (CCA) deductions of up to \$50,000. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

To focus the benefit on smaller businesses, only unincorporated firms and corporations not subject to the Large Corporations Tax will be eligible.

For more information, contact your local Revenue Canada Tax Services office.

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

Agreement Number 1453025

Two-time Participant Finds Good Value in Team Canada Trade Missions

For Technophar Equipment & Services Limited, Team Canada trade missions have provided priceless opportunities to stake claims in the international marketplace.

The Tecumseh (near Windsor)-based world leader in the design and manufacture of hard and, more recently, soft gelatin capsule-production machines and associated technology, took part in the 1994 and 1997 Team Canada trade missions.

"Team Canada provided a truly Canadian vehicle for promoting Canadian companies to the world," said Technophar President Herman Victorov after the 1994 mission to China.

Groundwork important

Although Technophar signed contracts during both trade missions, much of the work leading to the signings takes place months before.

"In China, where we signed two contracts, each about US\$5 million in value," recalls Technophar Vice-President, Administration and Finance, Dale Martin, "we made a number of trips to talk to our agents and pursue negotiations with the Chinese, who are tough business-people.

"We also work very hard," he adds, "at carefully selecting the right contacts and establishing a solid network of people in the capsule industry."

In addition, the company makes extensive use of the resources available at the Canadian Embassy and Consulates in China.

"There are really good people there," Martin recommends. "The Trade Commissioners gave us leads and we still get good information from them."

But it is really up to the company to select its agents.

"This can take some time," Martin explains, "with a lot of exploring before each side is comfortable with the other, which can be very expensive since you might have to return three or four times to establish a solid relationship."

In one of the two Chinese contracts, the Team Canada presence was not only the icing on the cake but actually helped secure the deal itself.

"The Prime Minister, all the Premiers and the whole delegation of Canadian businesspeople helped bring out for us the right combination of high level Chinese officials. This really helped speed along the negotiations and bring all parties to the signing table," explains a happy Martin.

Technophar had also laid the groundwork for a similar turnkey hard gelatin plant in Vietnam, where the company accompanied the Prime Minister after his Team Canada trade mission to China.

High visibility pays off

"We signed the US\$5-million contract in the presence of the Prime Minister," says Martin, who is convinced that it is likely thanks to that high visibility that his company is currently in negotiation for an additional US\$4.5 million in contracts for Technophar equipment in Vietnam.

In Vietnam too, Technophar is in constant contact with Canadian Trade Commissioners, mainly in Ho Chi Minh City as the plants are near the Mekong Delta.

Technophar once again scored big when it returned to Asia with Team Canada in 1997. The company signed a \$5.3-million letter of intent in Seoul to supply five gelatin-capsule manufacturing machines and auxiliary equipment.

"Thanks again to the Team Canada visibility we received," Martin explains, "further negotiations have since increased the value of this contract to US\$7.8 million."

The visibility goes both ways

"It not only gives us higher visibility," he adds, "but it also helps bring out higher profile officials in the host countries visited, giving added value to the negotiation process."

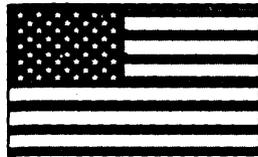
Exports mean jobs

In business since 1988, Technophar today has a staff of 115 thanks, in part, to its success in exporting.

Two years ago, the company also set up a subsidiary, Gelcell Capsule Ltd., to manufacture high-precision soft and hard gelatine capsules, with hard cellulose capsules in production shortly, allowing the company to conduct turnkey training, in-house.

"Now instead of just exporting our machinery," explains Martin, "we can also sell the finished capsules, capitalizing on our largest market just south of the border."

For more information on Technophar, contact Vice-President, Administration and Finance, Dale Martin, tel.: (519) 727-4114, fax: (519) 727-4333, Internet: www.technophar.com



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (UTO). For information about articles on this page, contact UTO by fax at (613) 944-9119 or email: commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc. Export Info Service toll-free at 1-888-811-1119.

New Exporters to Border States (NEBS) Missions

May 10-14 — Moncton, St. John's, Corner Brook — Reverse NEBS, Giftware. Contact: C. Lekborg, Boston, tel.: (617) 262-3760, ext. 3357.

May 12-13 — Des Moines — NEBS, Advanced Manufacturing Sector. Contact: C. McGriff, Minneapolis, tel.: (612) 332-7486, ext. 3355.

May 26-27 — Minneapolis — NEBS, Advanced Manufacturing Sector. Contact: C. McGriff, Minneapolis, tel.: as above.

May 27 — Charlevoix — Reverse NEBS, Multi-Sector. Contact: M. Mokka, Buffalo, tel.: (716) 858-9556.

May 28 — Montreal — Reverse NEBS, Multi-sector. Contact: M. Mokka, Buffalo, tel.: as above.

June 1-3 — Oakridge, TN — NEBS Plus, Environment Sector. Contact: J. Alexander, Atlanta, tel.: (404) 532-2000, ext. 3356.

June 9 — Montreal — Reverse NEBS, Multi-sector. Contact: M. Mokka, Buffalo, tel.: as above.

June 9-10 — Portland — NEBS, Advanced Manufacturing Sector. Contact: J. Sheehan, Seattle, tel.: (206) 443-1777, ext. 3358.

June 16-17 — Buffalo — NEBS, Multi-sector. Contact: M. Mokka, Buffalo, tel.: as above.

June 20-25 — St. Louis — NEBS, Environment Sector. Contact: C. Bigall, Chicago, tel.: (312) 616-1860, ext. 3354.

June 21 — Toronto — Reverse NEBS, Health Sector. Contact: P. Wahba, New York, tel.: (212) 596-1658.

June 21-25 — Northern Ontario — Reverse NEBS, Advanced Manufacturing Sector. Contact: C. McGriff, Minneapolis, tel.: as above.

June 23-26 — San Francisco — NEBS Plus, Building Products Sector. Contact: B. Haight, Los Angeles, tel.: (213) 346-2700, ext. 3361.

June 27 — Dallas — NEBS Plus, Agri-food Sector. Contact: C. Lisak, Dallas, tel.: (214) 922-9806, ext. 3357.

June 30 — Detroit — NEBS, Automotive Sector. Contact: T. Quinn, Detroit, tel.: (313) 567-2340, ext. 3364.

July 14-16 — Chicago — NEBS, Sporting Goods Sector. Contact: A. Rosen, Chicago, tel.: (312) 616-1860, ext. 3357.

July 22-23 — Chicago — NEBS, BioTech Sector. Contact: C. Bigall, Chicago, tel.: (312) 616-1860, ext. 3354.

A complete listing of upcoming NEBS missions is available on the Internet (see below).

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> for a wide array of valuable information on doing business in and with the United States.

Pssst! Have you ever thought about attending a NEBS Mission?



All you have to do is contact the NEBS Co-ordinator at the ITC Office in your province!

To U.S. Border States and Beyond



For a Young Vancouver Computer Graphics Company, it's Love — and Sale — at First Sight

New Exporter of the Month

Five years of dedicated research have just paid off for Xing-Xing Computer Graphics Inc., with its first export sales — made recently at a trade show in France.

The product, a CD-ROM called *Lotus Spring*, is described by its inventor and company founding president Lifeng Wang as “a beautiful fully featured 3D ‘edutainment’ adventure game that let’s you explore a mysterious Chinese Imperial Garden to discover a love story.”

A dream come true

After seeing similar work at a conference, Wang was inspired to undertake rebuilding — “with computer and mouse,” he explains — the 900 acres of the Chinese Imperial Garden that had been burned down in 1860 at the height of the Second Opium War.

Built by six generations of Chinese emperors, the garden was made up of scenic wonders such as ponds, trees and palaces, and filled with more than a century of priceless treasures.

“Now, thanks to the magic of multimedia technology, people can once again set foot in Yuan Ming Yuan, the Garden of Perfect Brightness — the scene of the love story between a Chinese Emperor and his lover, *Lotus Spring*,” Wang says.

Wang’s first two years were almost solely dedicated to research. Only after he and his four other designers — they all own shares in the compa-

ny — had gathered enough information did they begin to physically design the CD-ROM, which occupied much of the last two years.

Testing the market

Firmly believing that his product is one that truly appeals to both men and women of all ages, and to game-playing experts and novices alike, Wang began marketing *Lotus Spring*.

“Our first stop, with only a demo,” he recalls, “was at COMDEX Canada West — part of the world’s largest computer trade show — here in Vancouver, last January, which yielded a few sales but a high degree of interest from retailers and distributors.”

The following month, he participated with a finished copy at Milia — the world’s premier international trade show and festival dedicated to interactive content (see article on p. 13) — in Cannes, France, where *Lotus Spring* was enthusiastically received by international audiences.

The first sale

“The response was really overwhelming,” recalls Wang. “We promptly received offers from two French companies the day after *Lotus Spring*’s unveiling.”

One of the two companies, a leading CD-ROM publisher, sent a copy of the game back to its head office in Paris that same day, and even called the museum housing the largest Chinese collection, which immediately agreed to participate in the launch of the French version of the product.

By the third day of the exhibition, three people from the company, including the president, came to sign a contract to manufacture and distribute an initial 10,000 copies of the game. “They also thought,” says Wang, “that *Lotus Spring* has the potential of doing even better than their current best seller.”

Positive exposure and networking

With over 50 countries participating at Milia, Wang is following up on many leads and talking to interested buyers from every corner of the world.

“Milia was probably the best exposure we could get, especially for the European market,” says Wang, thankful for the help received from Gayle McCallum and Sylvie Morissette at Department of Foreign Affairs and International Trade as well as François Gauthé and Danielle Pomay at the Canadian Embassy in Paris.

Continued on page 15 — Xing Xing



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).

Trade Commissioners Receive Training in IFI Procedures and Opportunities

Fifty-four Canadian Trade Commissioners and Commercial Officers, representing posts from Alma to Tokyo, attended international financial institution (IFI) seminars held in Washington and Manila last February.

The seminars are designed to enhance officers' awareness of IFI procedures and business opportunities in developing countries and emerging markets.

They were organized and delivered by the International Financing Division of the Department of Foreign Affairs and International Trade, in collaboration with international financial institutions.

Future seminars will be held in May in Abidjan and Tunis, and during the fall for the Americas.



The officers were welcomed by the Canadian Ambassador in Manila, John Trelaeven (first row, third from right) and Trade Commissioner Lucie Tremblay (fourth from the right).

\$60 Billion in Annual IFI Contracts Up for Grabs

Canadian exporters will now have better access to information about international financial institutions (IFIs), thanks to the creation of the IFI-Team Canada Network.

The Network, active in all regions of the country, will help steer companies through the IFI process. It will also provide co-ordinated, focussed and timely market intelligence to Canadian companies at a time when IFIs finance more than \$60 billion worth of projects in developing countries every year. IFI sectors in which Canadian companies have the most expertise include telecommunica-

tions, transportation, health, education, energy and the environment.

"Considering the importance of export markets to Canadian companies, IFIs should be featured more prominently in their export strategies," said Minister for International Trade Sergio Marchi. "This network of provinces, International Trade Centres, the Department of Foreign Affairs and International Trade and national industry associations will ensure that our firms have better local access to the advice, information and market intelligence they need to bid successfully on IFI-financed projects. It will also help Canadian companies

form alliances and partnerships that are integral to winning these types of projects."

The launch of the IFI-Team Canada Network is particularly good news for small and medium-sized businesses. As only about 10 per cent of these companies are currently exporting, one of the Network's main objectives is to help increase the number of Canadian companies that seize opportunities abroad.

Firms interested in learning more about the Network should visit the Department of Foreign Affairs and International Trade's Web site at <http://www.dfait-maeci.gc.ca/ifinet>

IFInet: Getting Your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Prime Minister Urges Mexico to Work towards FTAA during Recent Visit

During Prime Minister Jean Chrétien's recent visit to Mexico, April 8-11, 1999, he urged the Mexican government to further strengthen its democracy and to work with Canada to achieve a Free Trade Agreement of the Americas (FTAA) by 2005.

In a speech to the Senate, Mr. Chrétien praised Mexico for its democratic reforms over the past years, but said there was still work to be done.

The Prime Minister said Canada and Mexico had benefited from the North American Free Trade Agreement with bilateral trade between the two countries having increased by 65 per cent.

The Prime Minister and President Zedillo endorsed *New Directions: 1999 Declaration of Objectives and Action Plan*, a comprehensive new "road map" for Canadian-Mexican relations over the next few years.

The Declaration maps out plans for increased co-operation in a number of new areas. New agreements were also signed in air services, satellite and telecommunications services, health and forest fire monitoring.

The two leaders also discussed a wide range of topics including the fifth anniversary of the North American Free Trade Agreement, and co-operation on the growing hemispheric agenda.

Prime Minister Chrétien delivered a speech to the Mexican Congress focussing on Canada's leadership role in the hemisphere as well as

democracy and human rights. He also met with business leaders, and visited a community school supported by the Canada Fund.

For more information on Canada-Mexico trade relations, visit DFAIT's Web site: www.dfait-maeci-gc.ca

Customer Demand Drives EDC Business to Record Levels

In its year-end statement, the Export Development Corporation (EDC) reported that more than 4,000 Canadian exporters used its trade finance services in 1998 and concluded a record \$34.7 billion in sales and foreign investments in 155 countries.

The crown Corporation, which provides financial and risk management services to Canadian exporters, served a record 4,183 customers last year, a 13-per-cent increase over the previous year. The \$34.7 billion in business volume represented a 21-per-cent increase over 1997, while net income rose \$7 million to \$135 million.

Nearly 90 per cent of EDC's cus-

tomers are small and medium-sized companies. The Corporation served over 3,600 of these customers in 1998, providing more than \$5.7 billion in financing and insurance.

"This is more than twice the export finance and insurance volume done with smaller companies in 1995, the first year of our dedicated services for small and medium-sized business," says President and CEO A. Ian Gillespie. "It's equally positive to see some 100 of our smaller customers increase their export sales to more than \$1 million in 1998. There's no better proof that sales abroad mean economic growth and jobs right here at home."

Spin Doctors

— Continued from page 2

4. If you have to replace or remediate your software or systems, do it early. Remember, even with your cheque book in hand, if you wait until the last minute, suppliers often rely on Just-In-Time delivery systems and you may be out of luck.

5. Give yourself a deadline...in writing. Make it earlier rather than later. Give yourself time to check and check again.

Do all of the above, and walk through each step with your partners, your suppliers and your customers. Remember the "iron triangle": telecom, energy and finances; and make sure that you include these in your planning.

For more information on HighSpin, contact Michael Fletcher, tel.: (613) 727-4477, Internet: www.highspin.com

Additional Y2K help for small and medium-sized enterprises is available at <http://strategis.ic.gc.ca/SSG/yk04725e.html>

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

CÔTE D'IVOIRE — The Government is seeking expressions of interest concerning an industrial plastic waste recycling plant to manufacture non-food packaging such as garbage bags, garbage cans, cases, containers for lubricants and herbicides, using materials recovered from recycling plastic waste. Contact Daniel Lemieux by May 31, 1999, fax: (613) 996-2635, quoting IBOC case no. 990326-00851.

CÔTE D'IVOIRE — The Government is seeking expressions of interest concerning a cardboard and paper recycling plant for the manufacture of white or beige kraft liner paper of various quality. Contact Daniel Lemieux by May 31, 1999, fax: (613) 996-2635, quoting IBOC case no. 990326-00852.

CÔTE D'IVOIRE — The Government is seeking expressions of interest concerning a paper production plant to produce white or beige (tan) kraft liner paper of various quality from cellulose waste (bagasse and sugar cane residue). Contact Daniel Lemieux by May 31, 1999, fax: (613) 996-2635, quoting IBOC case no. 990326-00853.

CÔTE D'IVOIRE — The Government is seeking expressions of interest concerning a used broken glass recycling

plant that will produce a variety of glass containers (bottles, flasks, jars, etc.). Contact Daniel Lemieux by May 31, 1999, fax: (613) 996-2635, quoting IBOC case no. 990326-00854.

CÔTE D'IVOIRE — The Government is seeking expressions of interest concerning a container glassware and pressed glass production plant for processing glass sand available off Port-Bouet and Grand-Bassam to produce bottles, flasks, jars, etc. Contact Daniel Lemieux by May 31, 1999, fax: (613) 996-2635, quoting IBOC case no. 990326-00855.

CÔTE D'IVOIRE — The Government is seeking expressions of interest concerning a spinning and weaving plant producing packaging material made from local fibres of various palms (coconut, oil, raffia, and palmyra) that will be used for making farm bags, baskets, etc. Contact Daniel Lemieux by May 31, 1999, fax: (613) 996-2635, quoting IBOC case no. 990326-00856.

COLOMBIA — The Government has recently decided to extend the Elcerrojon Norte coal mining exploration/production contract for an additional 25 years. The project will be carried out by INTERCOR, a joint venture partnership between North American

EXXON and Colombia CARBOCOL. This will involve an investment of over US\$160 million to reach a production of 21 million tonnes annually over a five-year period. These plans will require the acquisition of significant equipment and services. Main items considered for purchasing include three locomotives, 100 cars, a new 20 m³ electric shovel for every million tonnes, six new 140-ton trucks for every million tonnes, new bulldozers and loaders, one new crushing plant, one new search beam, and conveyor systems. There are also preliminary plans for further development after the year 2005 involving contracting of a general project consultant, possible construction of new railway and port facilities, replacement of 20 m³ with 50 m³ electric shovels, purchasing of 300-ton trucks, etc. Contact Daniel Lemieux before May 31, 1999, fax: (613) 996-2635, quoting IBOC case no. 990304-00615.

SYRIA — Syria's Deputy Minister of Higher Education, together with the United Nations Development Program (UNDP) and UNESCO invites Canadian companies for an upcoming computer network project for universities in Syria. A tender will

Continued on page 9 — Business Opportunities

NAFTA Works



Five Years

Three Countries

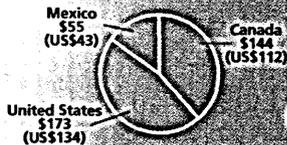
One Partnership

In days past, closed borders hampered trade and increased costs to consumers and governments alike. But times change. Markets are opening up, barriers are tumbling down and the free flows of goods, services, investment and ideas mean our economies are integrating as never before. Today, companies are treating the world as their marketplace — and the opportunities for investors, businesses, workers and consumers are better than ever before.

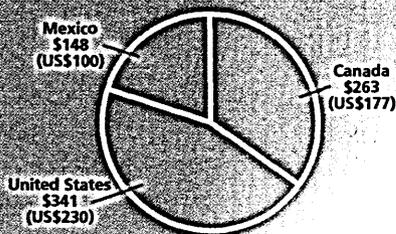
NAFTA fuels

economic growth..

Exports to NAFTA Partners, 1993
(billions of dollars)



Exports to NAFTA Partners, 1998
(billions of dollars)



Source: Import data from U.S. Department of Commerce (USDOC), Statistics Canada and Secretaría de Comercio y Fomento Industrial (SECOFI)

In 1994, Canada, the United States and Mexico launched the North American Free Trade Agreement (NAFTA) and formed the world's largest free trade area. Our decision to open doors and break down barriers is producing a thriving relationship among our three countries — one that has led to strong economic growth in the region and that has helped to fuel global economic growth in recent years. Between 1994 and 1998, Canada's economy grew by an average of 2.8 percent, while the U.S. and Mexican economies grew by an average of 3.3 percent and 3 percent, respectively.

...and dynamic trade

Since NAFTA was implemented, trade within North America has increased around 75 percent. All three NAFTA partners now enjoy a bigger piece of a much larger trade pie — and the jobs and economic opportunities created are key to our continued well-being. Merchandise trade¹ among NAFTA's partners reached \$752 billion (US\$507 billion) in 1998, a leap of \$380 billion (US\$218 billion) in just five years.

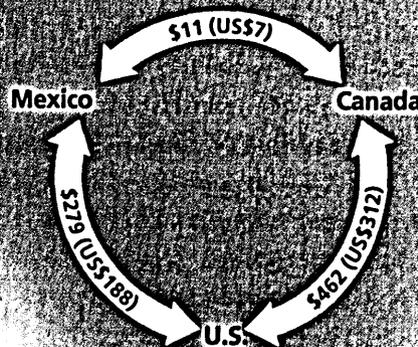
- The United States remains Canada's and Mexico's largest trading partner.
- Canada is the United States' largest trading partner.
- Mexico is the second-largest market for U.S. goods.
- Canada is the second-largest market for Mexican goods.

During NAFTA's first five years:

- Mexico-U.S. trade has nearly doubled, surging an average of 17 percent annually;
- Canada and the United States have increased their already substantial trade by an average annual growth rate of almost 10 percent; and
- Canada-Mexico trade has increased by almost 13 percent annually.

NAFTA has resulted in strong and steady growth in merchandise trade and has stimulated trade in services, a sector we expect will grow in the future. NAFTA has benefited all three of its partners and has helped North America become a more prosperous trading region.

Bilateral Trade Between NAFTA Partners, 1998
(billions of dollars)



Source: Import data from USDOC, Statistics Canada and SECOFI

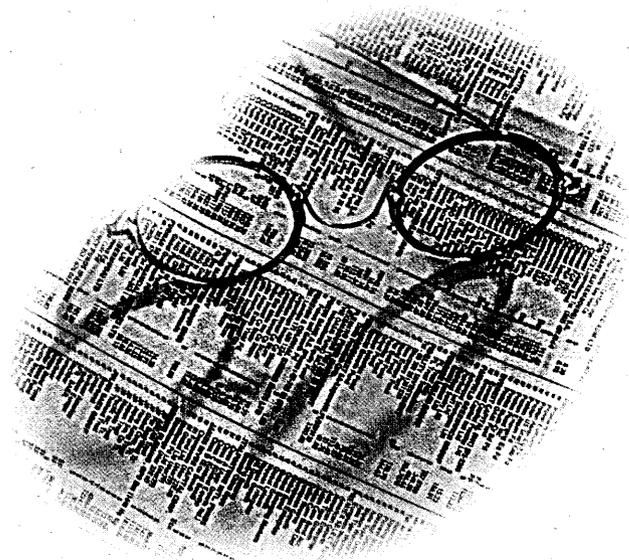
¹ Unless otherwise specified, the trade statistics herein refer to merchandise trade and are in Canadian dollars. Each country supplied import data on a customs-value basis. Data source: U.S. Department of Commerce (USDOC), Statistics Canada and Secretaría de Comercio y Fomento Industrial (SECOFI).

NAFTA stimulates investment...

NAFTA has increased opportunities for investors. Since 1994, investment in Canada, the United States and Mexico has been dynamic and growing:

- NAFTA partners have invested \$262 billion (US\$189 billion) in one another's economies, while total foreign direct investment in NAFTA countries has reached \$1.2 trillion (US\$864 billion).
- Total foreign direct investment in Canada through 1997 totalled \$187 billion (US\$135 billion), nearly 70 percent of which came from the United States and Mexico. Since NAFTA came into effect, investment from the United States and Mexico has increased more than 43 percent.
- The flow of foreign investment into Mexico between 1994 and 1997 reached \$65 billion (US\$47 billion), with more than 60 percent coming from Canada and the United States.
- Total foreign direct investment in the United States through 1997 totalled almost \$944 billion (US\$682 billion), 9.6 percent of which came from Canada and Mexico. Since NAFTA came into effect, investment from Canada and Mexico has increased 58 percent.

While NAFTA's success is usually linked with opening markets to goods and services, its ability to attract foreign investment within the region may prove to be one of the Agreement's most powerful and enduring legacies.



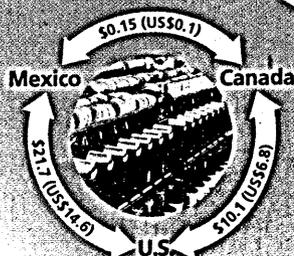
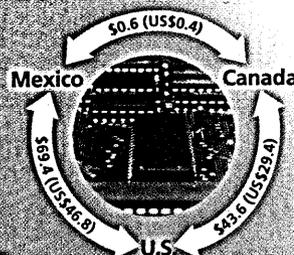
...while creating productive partnerships

Bilateral Trade Between NAFTA Partners in Key Sectors, 1998 (billions of dollars)

Transportation Equipment



Electronics and Electrical Equipment (excludes computers)



Textiles and Apparel

Source: USDOC and SECOFI

NAFTA has helped create a more integrated North American market. The Agreement strengthens trade by reducing barriers and guaranteeing access to each country's market. This frees businesses to make decisions based on the most efficient use of resources and fosters production-sharing partnerships in which different parts of the manufacturing process are performed throughout the region.

In an integrated market, a company can design a product in one NAFTA country, manufacture parts in a second NAFTA country, assemble the goods in a third NAFTA country and sell the finished items in the region and around the world. Production partnerships in the electronics, automotive and textile industries have helped spark strong growth in these sectors, boosting exports around the world of North American-made goods.

NAFTA works for small and medium-sized businesses...

Trade involves companies large and small creating jobs in our communities.

Small and medium-sized companies are the engines of economic opportunity and job growth. They are the most vibrant ingredient of our economies. Their size makes them nimble, their products make them competitive and their energy makes them successful. Recent studies show that 97 percent of Canadian, 96 percent of U.S. and 95 percent of Mexican exporters are small and medium-sized businesses.

When you consider that most new jobs are created by smaller businesses, it is clear that we need to encourage our small and medium-sized enterprises to look abroad for new opportunities — and reap the benefits of being part of North America's dynamic exporting sector.

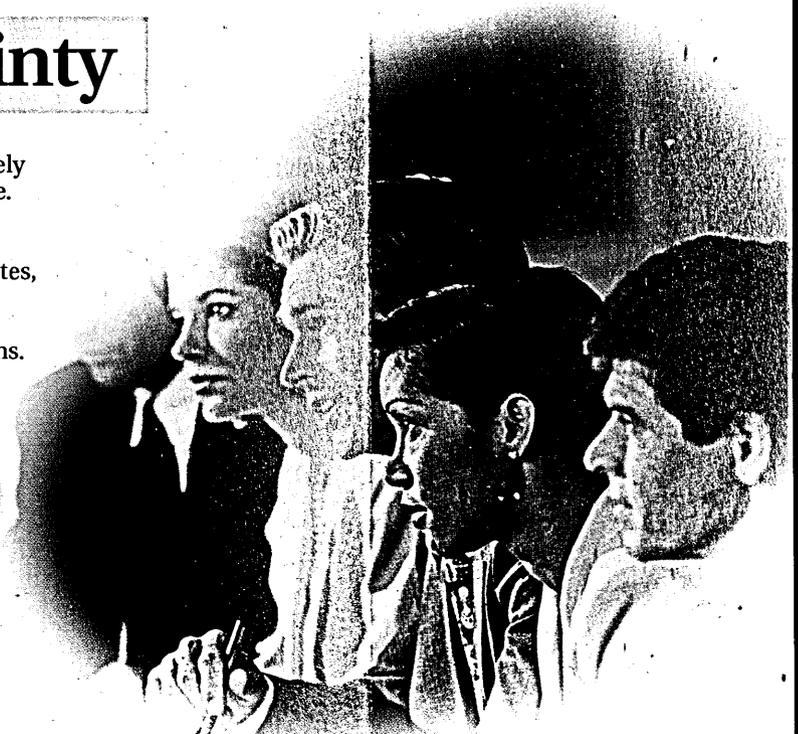


...and provides fairness and certainty

Even where the bulk of trade and investment flows freely across borders, some disagreements are bound to arise.

That is why NAFTA's partners created an independent and effective rules-based system. In the event of disputes, NAFTA directs the governments concerned to seek to resolve their differences amicably through NAFTA's Committees and Working Groups or other consultations. NAFTA also provides for expeditious and effective panel procedures.

We have seen this system work, experienced its effectiveness and understand its value.



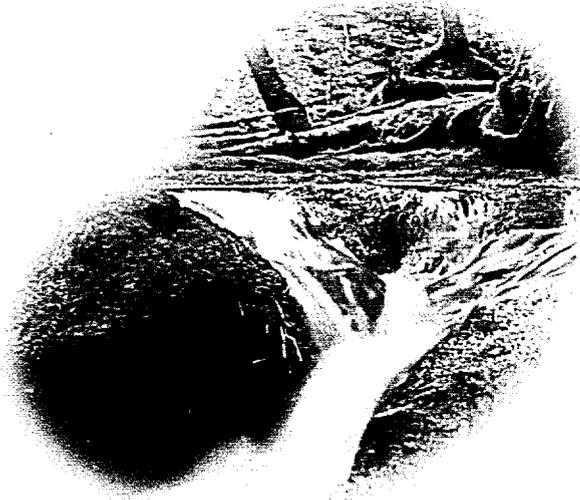
NAFTA partners promote environmental protection...

NAFTA partners recognize the importance of enhancing environmental protection, and the need to cooperate in the enforcement of environmental laws. In order to achieve these goals, NAFTA partners have established several institutions through the North American Agreement on Environmental Cooperation.

Along the U.S.-Mexico border the North American Development Bank and the Border Environmental Cooperation Commission are working on the development and financing of environmental infrastructure projects. To date, 27 projects have been certified.

The Commission for Environmental Cooperation (CEC) promotes environmental protection and conservation through projects for pollution prevention, waterways

management and wildlife protection, among others. Through the North American Fund for Environmental Cooperation, the CEC has financed over 90 community-based environmental projects in Canada, Mexico and the United States.



NAFTA enriches us all...

NAFTA delivers real benefits for workers and their families. To secure these benefits an institution-building process has taken place. Through the North American Agreement on Labour Cooperation and its Commission, each

NAFTA partner is committed to enforcing its labour laws and to cooperating in areas of industrial relations, employment standards, occupational safety and health, and human resource development, among others.

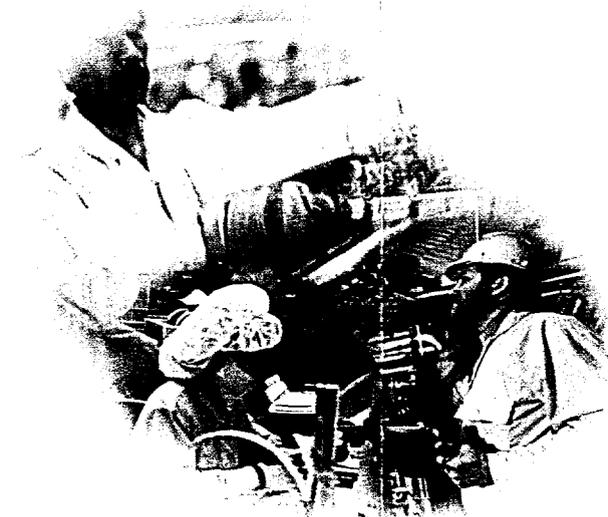
...and provides greater job opportunities in North America

Since NAFTA took effect, employment has risen in all three NAFTA countries.

During NAFTA's first five years:

- Employment in Canada grew by 10.1 percent, generating 1.3 million jobs;
- Employment in Mexico grew by 22 percent, generating 2.2 million jobs; and
- Employment in the United States grew by more than 7 percent, generating 12.8 million jobs.

Clearly, trade has helped to boost employment in all three countries. New exports create more and better jobs in the home market. Since the Agreement was implemented, all three countries have registered substantial growth in their exports, and a significant portion of total job growth has been export-related.



Looking forward

Five successful years of NAFTA are just the beginning. In the years ahead, opportunities will continue to grow as trade barriers are lowered even further, production partnerships continue to flourish and our global competitiveness solidifies.

Quality of life will continue to improve as consumers across North America gain access to better products at cheaper prices.

Five years, three countries and one NAFTA partnership. It's a formula for economic and social success today and in the years to come.



For more information about NAFTA, visit our Web sites:

- Canada: <http://www.dfait-maeci.gc.ca>
- United States: <http://www.ustr.gov>
- Mexico: <http://www.secofi.gob.mx>



Sergio Marchi
Canada's Minister
for International Trade



Herminio Blanco Mendoza
Secretary of Commerce &
Industrial Development
of Mexico



Charlene Barshefsky
United States
Trade Representative



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international



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Snowboard Company Carves New Niche

IBOC Successes

Canadian-made snowboards are carving down Japanese mountains after a Toronto-based company got a tip from the International Business Opportunities Centre (IBOC).

IBOC's Lori Emmet called Kuusport Manufacturing Limited in June 1998 to see if it was interested in selling its snowboards to Kabushiki Gaisha Freetime Japan. Emmet found Kuusport in the WIN Exports database after receiving a request on behalf of the Japanese company from Yvonne Gruenthaler, a trade officer with Canada's Embassy in Tokyo.

"We certainly welcomed the tip and started corresponding by e-mail with the Japanese contact to find out what they wanted," said Eric Sum, Kuusport's Director of Sales and Production. "Via the Internet we hammered out a plan that encompassed design specifications, a production schedule and pricing. The customer decided to go with our basic model — this saved them money because we could manufacture the boards on our regular production line. Two months later, after our initial e-mail, we shipped the order."

The shipment was 60 snowboards worth approximately \$10,000. As requested by the customer, the boards were without brand names or graphic designs — Kabushiki planning to customize the artwork for its market.

Kuusport, which employs up to 15 people on a seasonal basis, also supplies waxes, tools and accessories to the ski and snowboard industry. The 14-year-old company only started

designing and manufacturing its custom snowboards in 1996. Exports now make up 25 per cent of its sales.

"While we have exported our snowboards and other products to Japan before, this was the first time we've been asked to provide a basic board for an OEM supplier," said Eric Sum. "It was a new opportunity that will hopefully open doors for us to this lucrative market."

IBOC works with Canada's trade commissioners around the globe to match Canadian companies with trade and investment opportunities and strategic partnerships worldwide. As the sourcing centre for Team Canada Inc, the federal government's network of export service providers, IBOC also works closely with a variety of departments (see IBOC box) and the Canadian Commercial Corporation.

IBOC COAI Quick Facts

International Business Opportunities Centre Centre des occasions d'affaires internationales

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been put in touch with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc. Want to learn more? Visit IBOC's Web site at www.dfait-maeci.gc.ca/iboc-coai

Business Opportunities — Continued from page 8

be announced in the next two to three months for providing and setting up the required infrastructure at each of the four Syrian universities and establishing a communications network for data transmission within the infrastructure and to connect it with the

network of the Ministry of Higher Education and then with the Internet. Each university will have about 400 links to the local network and to the Internet. The project will include a training package for the national staff. Contact Daniel Lemieux before

June 7, 1999, fax: (613) 996-2635, quoting IBOC case no. 990309-00643.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newslett/canex>

Crossing the Pond European Spring

Information and Communications Technologies in the United Kingdom

A vast and technically literate market awaits your information and communications technology (ICT) company in the United Kingdom. The ICT market in the U.K. is the second largest in Europe, after Germany, at around \$132 billion in 1999, and growing 10 per cent annually.

According to a 1998 survey, the number of Internet-based U.K. companies has grown from 27 per cent to 37 per cent in the past few years. For PCs with modems, the U.K., together with the United States, leads all the other countries surveyed. In use of ICT applications such as e-mail, Web sites and videoconferencing, the U.K. is consistently ahead of Germany and France.

There has been explosive growth in Internet use since Dixons, the leading U.K. PC retailer, launched a free dial-up Internet service in 1998. It has become the largest Internet service provider (ISP) in the U.K.,

with 1.3 million subscribers. British Telecom estimated in February 1999 that the Internet represented 15 per cent of its local call traffic and already data volume exceeds voice across British Telecom's network. Soon, cable TV companies will be offering Internet services over their TV networks (the U.K. launched digital satellite and terrestrial TV networks in late 1998).



CROSSING • THE POND
TRAVERSER • L'ATLANTIQUE

The Internet is attracting 11,000 new users in Great Britain every day. Some 10.6 million people accessed the Internet at least once during 1998, a 48-per-cent annual increase.

The surging areas of opportunity in the U.K. ICT sector are Internet-related, including e-commerce, security, Web-enabling legacy applications, education and training. Over \$2 billion has been designated by the Government to connect schools and

libraries to the Internet and to train teachers in the use of ICT.

Crossing the Pond is a Team Canada Inc partnership founded by the Department of Foreign Affairs and International Trade, the Toronto law firm Grasset|Fleisher and CIBC to help Canadian technology-based companies expand their European business. Be sure to register now for the *Knowledge Cafés* organized in June by the *Crossing the Pond* partners: June 1 in Toronto, June 4 in Vancouver and June 7

in Calgary. George Edwards, a commercial officer specializing in ICT at the Canadian High Commission in London, will be on hand at the *Technology Cafés*. He can be reached at: tel.: (011-44-171) 258-6680, e-mail: cdaukit@canada.com or Internet: <http://ds.dial.pipex.com/george.edwards/>

For more information, or to register for a *Knowledge Café*, call (613) 943-0893 or visit the Web site at www.crossingthepond.com

Economic Forum Focuses on Canadian-Romanian Relations

TORONTO, ONTARIO — June 2, 1999 — Invest Romania Forum, a private media planning company, in association with East European Investment Institute Inc., is organizing The Economic Forum: The Development of Romanian-Canadian Economic Relations. The Forum will be held as part of the Romanian Economic Mission (May 31-June 4, 1999) under the auspices of the Embassy of Canada in Romania and the Embassy of Romania in Canada.

Along with Romanian business executives, several members of the Romanian Government and Parliament will participate in the Conference, together with the

managers of the most important Romanian companies.

The US\$395 participation fee entitles participants to: all conference sessions; official reception (June 1, Ontario Club, Commerce Court South); business luncheon; all conference materials; one-year free subscription to *Invest Romania Magazine*, the official publication of the conference; and free listing on the Invest Romania Web site (www.investromania.ro).

For more information, contact Judy Burke, East European Investment Institute Inc., tel./fax: (410) 268-8733, e-mail: amro@sprintmail.com, Internet: www.investromania.ro/irforum

Senior Canadian Trade Commissioners from Southeast Asia to Hold Seminars in Ontario and Quebec

May 10-13, 1999 — Senior Trade Commissioners from Canadian missions in Southeast Asia will present business seminars on their region in Montréal, Quebec, Toronto and Kitchener.

These experts will advise Canadian companies on the business climate in Southeast Asia and on how to take advantage of the many opportunities that still exist in the region despite the recent economic downturn.

The seminars will cover Indonesia, Malaysia, the Philippines, Singapore and Thailand and will provide an excellent opportunity to gain insight into securing business in these countries.

Attendees will be able to arrange individual meetings with Trade Commissioners and, in some cases, representatives of agencies such as Export Development Corporation, Canadian Commercial Corporation and CIDA Inc.

Trade Commissioners from the region include Marta Moszczenska from Jakarta, Indonesia; Ottfried Von Finckenstein from Kuala Lumpur, Malaysia; Eric Bertram from Manila, the Philippines; David Wynne from Singapore; and Ken Lewis from Bangkok, Thailand.

Sponsored by the Department of Foreign Affairs and International Trade (DFAIT), in partnership with the International Trade Centres and local organizations, the seminars will take place at the following locations:

MONTREAL — May 10 — Alliance of Manufacturers and Exporters of Quebec, fax: (514) 866-3779. Contact: France D'Aragon, tel.: (514) 866-7774, ext. 124.

QUEBEC — May 11 — Centre Commercial International du Québec, fax: (418) 694-2286. Contact: Frédéric Couttet; tel.: (418) 694-0226.

Développement Économique Canada, fax: (418) 648-7291. Contact: Johanne Benoit-Guillot, tel.: (418) 648-2240.

TORONTO — May 12 — Alliance of Manufacturers & Exporters Canada, fax: (905) 568-8330. Contact: Lisa Thorsteinson, tel.: (905) 568-8300, ext. 240, or Carolyn Hambley, tel.: (905) 568-8300, ext. 248.

KITCHENER — May 13 — Canadian Technology Triangle (covering Kitchener, Waterloo, Guelph, Cambridge), fax: (519) 575-4448. Contact: Shirley Dean, tel.: (519) 575-4002.

To register for the seminars, see contacts above.

First Canadian Conference on Energy Efficiency

OTTAWA — May 18-20 — Natural Resources Canada (NRCan) will host the first-ever Canadian Conference on Energy Efficiency.

"This conference will take stock of what Canada has done in the area of energy efficiency and examine how we can improve our overall performance

in the near future," says Ralph Goodale, Natural Resources Minister. "It is an important part of our efforts to address climate changes and to achieve Canada's commitment under the Kyoto Protocol."

The conference, under the auspices of the Office of Energy Efficiency (OEE), brings together world-renowned public and private-sector participants to discuss Canadian accomplishments and explore new ways to optimize energy efficiency.

The Canadian National Energy Efficiency Awards will also be presented for the first time. Winners must have made a major and innova-

tive contribution to energy efficiency. The conference will also feature more than 50 exhibitors demonstrating the latest technological developments as well as innovative services and programs targeted at industry, households and institutions.

"Participants from both the public and private sectors can share new ideas to improve energy efficiency programs and technologies while expanding their contacts in the field," adds Minister Goodale.

For more information, contact Pierre D'Amour, tel.: (514) 393-1378, fax: (514) 875-7505, e-mail: pdamour@marcon.qc.ca



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More Events Planned in Japan Following Successful Canadian Software Seminar in Tokyo

Canadian software developers made promising new contacts with Japanese information technology (IT) firms at the Canadian Education/Edutainment Software Seminar, hosted by the Canadian Embassy in Tokyo on March 5, 1999. This was the fourth in a series of seminars designed to showcase Canadian software expertise and provide matchmaking opportunities with Japanese companies.

Industry Canada's SchoolNet led off the afternoon of presentations with an overview of their work and discussed Canada's "Connectedness" agenda.

One new-to-market company — Stephenville, Newfoundland's Innova Multimedia generated considerable interest. For DNA Media, it was a chance to gain new market insight as the company looks to establish a local office. Other participating companies included Hummingbird Communications and Corel, along with its recently established local agent, Media Vision.

Favourable feedback

Initial feedback from Canadian participants was very favourable, with one company representative remarking that he expects to return to Japan very soon to follow up on contacts made at the seminar. Another Canadian firm contacted the Canadian Embassy to seek background information on a Japanese IT firm interested in carrying its product.

The event was the culmination of many months of co-ordinated planning and recruitment both in Japan and Canada. The recruitment efforts were shared by the Japan Division of the Department of Foreign Affairs and International Trade, International Trade Centres in Toronto and Vancouver, Industry Canada, SchoolNet and the

Canadian Embassy in Tokyo.

The seminar coincided with an education mission to Hong Kong by



Software seminar in Tokyo showcases Canadian technology and expertise.

Industry Canada's Deputy Minister Kevin Lynch.

Considerable interest generated

Through the targeted recruitment efforts of the Canadian Embassy, the seminar generated considerable interest in the Japanese industry. Over 180 peo-

ple attended the event, including representatives from the Japanese Ministry of Education, the Ministry of International Trade and Industry, Nippon Telegraph and Telephone, as well as publishing houses, the academic community, the media, and IT agents and distributors.

The Canadian Embassy is currently recruiting Canadian firms for an e-commerce software showcase to take place at the Consulate General in Osaka on June 28, 1999, as well as at the Canadian Embassy in Tokyo on June 30, 1999. The Canadian Embassy is also recruiting Canadian firms for a planned Intelligent Transportation Systems (ITS) Product Showcase in the fall, followed by a Telecommunications Software Seminar, both at the Embassy in Tokyo.

For more information, contact Andrew Smith, Canadian Embassy: e-mail: andrew.smith@tokyo04.x400.gc.ca

Cairo Hosts First International Home Interiors Exhibition

CAIRO, EGYPT — June 17-20, 1999 — Top fashion houses, business representatives and importers from the Middle East, Arab countries and Europe will be in attendance at the First International Exhibition for Decoration and Home Necessities (HOME INTERIORS) Show. Exhibitors will display a wide variety of products including furniture, interior design, appliances, air conditioning, gifts and antiques, lighting, and carpet, among others.

For more information, contact Delile Creation Co., tel.: (011-20-2) 303-5007, fax: (011-20-2) 303-5008.

Tunisia Investment Forum

Trade Fairs and Missions

TUNIS, TUNISIA — June 10-11, 1999 — Co-organized by the Tunisian Foreign Investment Promotion Agency (FIPA) and the United Nations Industrial Development Organization (UNIDO, Vienna), the Investment Forum of Carthage (a suburb of Tunis) seeks to inform the North American and Asian business communities about the investment climate in Tunisia.

The choice of these continents is consistent with the Tunisian Government's desire to further diversify its co-operation with for-

ign countries outside Europe.

The Forum will focus on the promotion of the automobile, electronic and electrical parts, packaging and textile sectors. It is aimed not only at multinationals, but also small and medium-sized firms.

Standard & Poors has given Tunisia a BBB- investment rating, while the World Economic Forum in Davos ranked it second among the most competitive African countries.

The advantages Tunisia offers foreign investors include a liberal, competitive economy; open or preferen-

tial access to many markets; a skilled work force; good infrastructure; and an attractive tax system which allows the free transfer of profits and capital.

The Canadian Embassy in Tunisia offers its assistance to Canadian firms wishing to take part in the Forum.

For further information, contact Russell Merifield, Counsellor (Commercial) or Lassaad Bourguiba, Commercial Officer, Canadian Embassy, P.O. Box 31, 1002 Tunis-Belvédère, Tunisia, tel.: (011-216-1) 796-577, fax: (011-216-1) 792-371.

Guatemala's Largest Construction Congress and Fair

GUATEMALA — June 9-11, 1999 — In Guatemala, there is a healthy import market for a variety of construction materials and services, especially for road infrastructure, commercial developments, high-rise condominiums and housing developments, particularly employing low-cost technologies to meet the substantial housing gap.

Since the first National Construction Industry Congress, held in Guatemala 15 years ago, many significant achievements have come to fruition, including increased and improved popular housing, the creation of the Council for the Highway Fund, implementation of the construction of public works through concessions, and the creation of a specialized training institute for the sector.

The National Construction Industry Fair (CONSTRUEXPO '99), held in conjunction with the Congress, is Guatemala's largest construction fair and it provides

local and foreign companies the opportunity to exhibit machinery, technology, building systems, equipment, supplies, and services for the housing and infrastructure industry. More than 10,000 visitors are expected to attend the three-day event.

The theme of this year's congress will be "The Modernization of Infrastructure System." CONSTRUEXPO will offer a series of technical presentations on technology and equipment, highway construction, housing construction and the promotion and

Continued on page 16 — Guatemala

Canadian Contracts Signed at Milia 99

CANNES, FRANCE — February 2000 — Canadian firms represented at the national pavilion at last year's *Marché International de l'Interactivité et du Multimédia (Milia)* were very satisfied with their participation in the fair. Indeed, several signed distribution contracts (*see article on p. 5*) during the exhibition and partnership events organized at the Canada pavilion.

Because of the larger presence of buyers and publishers of games, *Milia* is increasingly becoming a business show, and next year's show will again feature a Canadian presence.

For further information on *Milia*, contact François Gauthé, Commercial Attaché (Information Technologies), Canadian Embassy in Paris, France, tel.: (011-33) 144.43.23.58, fax: (011-33) 144.43.29.98, e-mail: fgauthé@dfait-maeci.gc.ca

Latin Cards '99 Dedicated to Card Technologies and Applications

BUENOS AIRES, ARGENTINA — June 16-18, 1999 — The 4th annual Latin Cards is the largest trade event in Latin America dedicated to card technologies and applications in banking, commerce, transport, telecommunications, retail, government, insurance, health care and entertainment.

Latin Cards '99 will be of interest to Canadian manufacturers or suppliers of IC chips; ATMs; POSs; biometric hardware and software; card software systems; magnetic strip cards and readers; network systems; data management systems; electronic commerce hardware, software and security; authentication systems; and pay phones and equipment.

Many Canadian companies wishing to penetrate new markets have already registered to participate in Latin Cards '99 to exhibit products and services, demonstrate new technologies, enhance corporate images or sources for distributors.

The widespread demand and use of plastic cards has set the stage for new card technologies and applications. Over 200 million chip cards have currently reached Latin American consumers, and forecasts concur that this number is going to greatly increase through the year 2000.

For more information, contact Thomas Cassart, Commercial Officer, Canadian Embassy, Argentina, tel.:

(011-54-1) 805-3032, fax: (011-54-1) 806-1209; or Thomas Breen, AIC Worldwide, Casilla de Correo 2289, Correo Central, 1000 Cap. Fed., Buenos Aires, Argentina, tel: (011-54-1) 312-2992, fax: (011-54-1) 312-8585, Internet: <http://www.aicgroup.com>

BUILDING PARTNERSHIPS IN THE MEDICAL INDUSTRY

TORONTO, ONTARIO — June 21-23, 1999 — A dynamic medical corridor is emerging in the region stretching from Toronto through Buffalo to Rochester, New York — home to more than 400 medical research, manufacturing, pharmaceutical and biotech firms. With a population of 7.8 million, this is the fourth-highest concentration in North America.

The Cross-Border Exchange began four years ago to foster collaboration between Canada and the United States. This year, for the first time, the event will be organized in conjunction with an international trade show Intermed '99 in Toronto, and is expected to draw over 600 exhibitors and 15,000 attendees from around the world.

Canadian Consulates in Buffalo

and Detroit will be working with the Ontario Government and a number of cross-border organizations to coordinate partnering activities during the show. Companies from both Canada and the United States will have the opportunity to present their products, technologies and services to an audience of health-care professionals, buyers, distributors and other manufacturers. In addition, there will be a Cross-Border Pavilion at Intermed for Canadian exhibitors.

For more information, contact Mary Mokka, Canadian Consulate General, Buffalo, tel.: (716) 858-9556, e-mail: mary.mokka@dfait-maeci.gc.ca, or Ann Cascadden, Canadian Consulate General, Detroit, tel.: (313) 567-2340, e-mail: ann.cascadden@dfait-maeci.gc.ca

NEXSA

CARACAS AND MARACAIBO, VENEZUELA AND LIMA, PERU — July 12-16, 1999 — A new program will introduce export-ready Canadian firms with oil and gas equipment and services or related environmental technologies to two South American markets. New Exporters to South America (NEXSA) is a new approach to trade missions which offers participants market training and preparation in Canada, followed by a five-day customized program of appointments.

This NEXSA mission also gives participants an opportunity to visit the Maracaibo Oil & Gas Show where all of Venezuela's oil and gas industry meets annually. In addition, the mission program may include networking receptions with local associations and trade media, site visits and individual meetings with distributors, agents and joint venture partners.

For more information, contact your local International Trade Centre or Doreen Conrad, South America Division, Department of Foreign Affairs and International Trade, fax: (613) 943-8806, e-mail: doreen.conrad@dfait-maeci.gc.ca

Canadian Free Trader and Directory

As of this month, the *Canadian Free Trader*, the first Canadian publication to focus on the benefits of free trade for Canada, will merge with the *Canadian International Trade Directory* and be published as the *Canadian Free Trader and Directory*. With the new combination, readers will not only get topical trade information but also notes on treaties and protocols and other

trade negotiations; information on acquisitions, mergers, joint ventures and other strategic alliances; technology transfers, export financing, notes on international product standards and transfer pricing.

The *Directory* also includes lists of trade consultants and services in most of the trade areas such as international trade law, anti-dumping and countervail, patents and trademarks, transportation law.

For more information, or to list your trade consulting expertise free of charge, fax InTraTech at (613) 594-3857.

1999 Fish and Seafood Directory

The 1999 edition of the *Canadian Fish and Seafood Exporters Directory* will be available this month. This practical publication provides profiles, product information, trade names and sales contact information on some 600 fish-processing and exporting companies across Canada.

For more information, or to order a copy, contact Astwood Strategy Corp., tel.: (613) 823-6611, fax: (613) 823-4925, e-mail: robin@astwood.ca

Xing Xing Computer Graphics Inc. — Continued from page 5

At Milia, Wang also met a Toronto company that wants to team up with him for the North American rights; as well as the president of a Boston company who later used a copy of *Lotus Spring* in a presentation to a teachers' conference in Texas to show how multimedia can be used in education.

"We are now working together to open the educational market in the United States," says Wang.

It all adds up

Wang attributes part of his success to the help he has received from other quarters — research money from Heritage Canada, Industry Canada and the B.C. Ministry of Small Business — as well as market information from Canadian trade com-

missioners in various countries.

"We are also in the process of registering in the WIN Exports database," he adds, "and drawing on the expertise offered by the International Trade Centre in Vancouver."

But he also points to the importance of personal initiative.

"I think it's very important that you have an original idea and that you put a piece of your life into it. You have to love it," advises Wang.

Of course, that's no guarantee for success.

"To have a market advantage, you need a new idea. But every new idea will not necessarily appeal to everyone. That's the gamble you take," he warns.

So far, he considers this his biggest reward, having a finished product

that appeals to a wide variety of people, and being able to continue to work on projects of this type.

For more information on Xing-Xing Computer Graphics Inc., contact Lifeng Wang, tel.: (604) 822-6994, fax: (604) 822-5485.

Erratum

In the *CanadExport* supplement, *Focus on Canada's Competitive Edge* (Vol. 17, No. 6 — April 1, 1999), an error appeared on page II under "The Study: Its Purpose and Methodology." The last sentence of the third paragraph should read "Even with an appreciation of 18 per cent of the Canadian dollar, Canada would achieve second place in the survey."

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 475 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Canada Showcases Its Young Entrepreneurs — Continued from page 1

The Minister added that the mission was also successful in promoting investment in Canada by demonstrating how Canada has retooled to become a world-class, competitive, knowledge-based economy.

Mission's approach on three fronts

The mission featured a three-pronged approach to tapping business and networking opportunities in the area. First, an extensive networking session allowed Canada's young entrepreneurs to demonstrate to local businesses what they had to offer.

Second, Canada's leading animation and multimedia schools made their debut in the Bay Area, showing local guidance counsellors, technology instructors and potential foreign students how an education in Canada can be both low-cost and high-quality.

Third, participants met with civic leaders and CEOs in San Francisco and San Jose, and Minister Marchi asked them to collaborate with their local chambers of commerce in drawing up a delegation of American businesspeople to visit Canada.

"There is no doubt that the team approach opens doors and gives small and medium-sized companies a tremendous boost in penetrating lucrative but competitive markets," said Guy Cadieux, Acting Director, U.S. Business Development Division, Department of Foreign Affairs and International Trade (DFAIT). "Even

an audience as seasoned as that in Silicon Valley sits up and takes notice when a Minister arrives accompanied by a delegation of dynamic and enthusiastic mission members."

In addition, key speeches and several elements of the mission program were recorded using Canadian technology pioneered by INSINC of Vancouver and broadcast live on the Internet — a first for DFAIT. The Minister's speech to the Commonwealth Club was also broadcast nationally to 220 radio stations. These recordings will be accessible until the end of May via the San Francisco Consulate's Web site (www.cdntrade.com).

Strong showing and lasting impression

Clem Pelletier, President of Vancouver-based Rescan Environmental Services, reported an immediate follow-up from one of the meetings arranged by the Consulate Trade Office. "It was a great opportunity to be included in such a well-organized mission; the potential is exciting and we are already being

contacted by U.S. companies asking us to share our skills on a bid for a significant opportunity in California."

Newly appointed International Marketing Director of Sheridan College Ron Holgerson commented that Sheridan's student recruitment objectives had been furthered by the mission. "Student recruitment is a long-range prospect, and it will take time to see direct benefits," added Holgerson. He does, however, expect positive results for Sheridan, adding that the College's participation in the mission was very worthwhile.

"I think we left a lasting impression," added Minister Marchi in summing up the mission. "It's a strong start in one of the world's most important, concentrated markets. We now have to redouble our efforts and work even harder in building exports and alliances with this corridor of prosperity."

For a full list of mission participants, check the Consulate's Web site at www.cdntrade.com/mission/profiles.htm

Guatemala's Construction — Continued from page 13

development of housing projects. The event organizers, with the assistance of the Canadian Embassy, also offer matchmaking meetings.

The trade section of the Canadian Embassy in Guatemala is considering setting up a solo Canadian seminar to be held as part of CONSTRUExPO depending on the interest of participating companies.

For more information, contact Margo Dannemiller, Canadian Embassy in Guatemala, tel.: (011-502) 333-6102, fax: (011-502) 333-6189, e-mail: gtmla-td@dfait-maeci.gc.ca

Enquiries Service

DFAIT's Enquiries Service 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) 944-4500; or by accessing the DFAIT Internet Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet site at <http://www.dfait-maeci.gc.ca>

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A Chance to Participate in Trade Mission to Ireland

Minister for International Trade Sergio Marchi will be leading a trade mission to Ireland next month, showcasing Canadian companies with active interest in that country.

The June 13 to 15 mission will coincide with Prime Minister Jean Chrétien's official visit to Ireland.

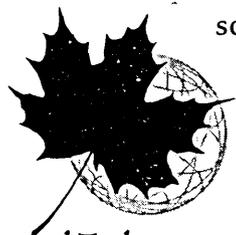
The Irish economy continues to be the fastest growing in Europe and has earned the name "Celtic Tiger" from years of success in strategically targeted, export-oriented industries.

Canada-Ireland two way trade is substantial and growing rapidly — it has more than doubled in the past three years, from \$750 million in 1995 to \$1.5 billion in 1998.

Many Canadian businesses have found Ireland to be an ideal partner and gateway to Europe, in large part, due to the similarities in language, culture and the abundance of skilled labour and strengths in certain sectors. This

trend is reflected in the 28-per-cent jump in Canadian exports to Ireland in 1998 alone.

Many priority sectors will be highlighted during the mission, including telecommunications, information technology and software, agri-food,



*International Trade
Commerce internationale*

construction and building products, environmental services, medical and health products and cultural industries. But

participation is open to anyone with business interests in Ireland.

A program of seminars, sectoral meetings and hospitality events will be organized with both Canadian and Irish senior business and

political leaders. These events are designed to further knowledge of local markets, encourage links with local firms and increase prospects for bilateral business co-operation.

Canadian trade missions are proven vehicles for capitalizing on new and existing markets. They create unparalleled opportunities to develop contacts, advance negotiations and facilitate the signing of contracts.

This mission is an excellent opportunity for Canadian companies to exploit the exciting new possibilities offered by this dynamic European market.

For more information on the mission or to participate, contact Peter McGovern, Director, Canada Trade Mission to Ireland, Department of Foreign Affairs and International Trade, tel.: (613) 944-2520, fax: (613) 996-3406.

Consultations for Trade Negotiations — New Deadline

On February 6, 1999, the Government of Canada published a notice, "Consultations for Trade Negotiations", in the *Canada Gazette* (Part I), seeking Canadians' views, interests and priorities in negotiations now underway on the Free Trade Area of the Americas (FTAA) and in the anticipated negotiations at the World Trade Organization (WTO).

The deadline for comments and submissions has been extended to June 18, 1999.

Continued on page 16 — Consultations

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Ireland-Canada Chamber Gearing up for Trade Mission to Ireland

The Ireland-Canada Chamber of Commerce (ICCC) — located in Montreal, Toronto, and Vancouver — and the Ireland-Canada Business Association (ICBA) — based in Dublin, Ireland — are delighted that Prime Minister Jean Chrétien will be visiting Ireland on an official visit next month.

They also welcome the June 13-15 trade mission led by Minister for International Trade Sergio Marchi that will coincide with this official visit.

Upcoming trade mission

The trade mission comes at an opportune time because both countries are increasingly seeing each other as important economic gateways to their respective continental markets. Both countries share several common corridors of excellence such as information technology, biotechnology, aerospace, agri-foods, construction, financial services, and tourism where companies in these fields need to extend their market reach as well as consider beneficial alliances.

The basis of these common corridors for both countries is a well-educated work force, proven access to their respective markets, comparative location cost benefits, historically close cultural ties, and very similar institutional frameworks.

All of these factors represent significant advantages in a growing world economy where knowledge and human capital are increasingly becoming key ingredients.

Goals and activities

The ICCC and ICBA's main missions are to provide a network to promote their members' business interests and to foster trade and commerce

between Ireland and Canada.

Both organizations reflect the Irish dimension in that their members are of Irish descent, have Irish connections, or are interested in doing business in the two areas. Their combined memberships number over 500 entrepreneurs, small and medium enterprises, and major corporations. Close links are maintained with pertinent government agencies and private-sector bodies on both sides of the ocean.

All four cities hold a wide variety of events for their memberships. In general, these include business luncheons, breakfast meetings, seminars, and pub nights where special business personalities involved in Ireland-Canada business relations are often featured. Other activities include annual balls (Dublin and Vancouver) and annual receptions (Montreal and Toronto), and members from other cities are encouraged to attend.

The ICCC and ICBA are currently working together to have in place a common Web site to enable members and all interested parties to augment their networking as well as their knowledge of economic relations between Ireland and Canada.

Contacts

In the meantime, for further information about the ICCC or the ICBA, contact the following:

ICBA

Olney, Gordon Avenue
Dublin 18

Tel.: 353-1-289-3985

Fax: 353-1-289-9138

Attention:

President Jim Friars

E-Mail: icba@esatclear.ie

*Continued on page 16—
Ireland-Canada Chamber*

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

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WATCH OUT, SMEs! The Chain is as Strong as the Weakest Link

Y2K Guru Peter de Jager was in Ottawa recently and made time to share his concerns about the Y2K readiness of small and medium-sized businesses with CanadExport.

While time is running out, problems facing small companies are not as big as those for large companies, so...it's never too late to put into practice de Jager's Top Ten Hints.

You can divide the task into two parts: YOU and THEM. But before you do that, first look at your business and ask yourself these questions:

- A. What are the top 10 services on which I rely to carry out my business?
- B. Is there technology involved in any of them?
- C. What would happen to my business if that service wasn't there?

YOUR RESPONSIBILITY

1. Which services do you provide that answer question A or B?
2. In providing those services, is it possible that there is a date involved?
3. If you don't know, look to your software and hardware manufacturer for answers.

Based on that information, there either is a solution or there is no solution!

4. If there is a solution, replace the software. You need to ask the supplier when and how to do this.
5. If there is no solution, then you have to create contingency plans or work-arounds.
6. Current parlance refers to the 'Iron Triangle' of telecommunications, finances and energy. It sounds untouchable and far away, but if one of those sides of the triangle falls down, your business can be affected.

Here's what you can do: Ask your provider, software, hardware or service, for the results of an external audit. Have them prove to an independent body that they can deliver the goods when and how they promise.

THEIR RESPONSIBILITY

7. Think Supply Chain
You depend on others to supply you with elements for your business. As the January 1 deadline approaches, prepare yourself by taking a good look at your needs for January to March 2000. Can your suppliers deliver more than Just-In-Time (JIT)? Can their suppliers deliver to them so they can deliver to you?
8. By what proportion will your January 2000 needs increase? How can you be certain you can meet the needs of your customers?
9. How's your comfort zone? What cushion do you need in order to survive a delivery hiccup? One month? Two months? Check your JIT delivery levels with your suppliers in mind.
10. Review the Iron Triangle from their part too! Can they pay you, can they communicate with you, can their manufacturing sector continue to function within their infrastructure? Can you get their goods to keep yourself in business?

De Jager's top hints and more can be found on his Web site: <http://Year2000.com>

More on Y2K from Revenue Canada at www.rc.gc.ca/y2k and from Industry Canada Task Force 2000: www.strategis.ic.ca/sos2000/

A reminder

TAX RELIEF TO HELP YOU MEET THE Y2K CHALLENGE

The federal government is providing special tax relief to help small and medium-sized businesses solve their Year 2000 (Y2K) computer problems.

The program applies to the cost of hardware and software acquired between January 1, 1998 and June 30 this year, to replace equipment that is not Y2K compliant.

The tax relief takes the form of accelerated capital cost allowance (CCA) deductions of up to \$50,000. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

To focus the benefit on smaller businesses, only unincorporated firms and corporations not subject to the Large Corporations Tax will be eligible.

For more information, contact your local Revenue Canada Tax Services office.



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (UTO). For information about articles on this page, contact UTO by fax at (613) 944-9119 or e-mail: commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Construction Companies Profit from Detroit Seminar

The surging economy of America's Great Lakes region is opening new sales possibilities for Ontario's contractors, building products makers and service professionals such as architects and surveyors.

"The U.S. economy is strong, particularly around southeastern Michigan and northern Ohio and Indiana," says Tom Quinn, Business Development Officer at the Canadian Consulate General in Detroit.

And Ontario companies, taking advantage of improved access to the United States under the North American Free Trade Agreement, are showing considerable interest in the growing construction services market south of the border.

Over 100 representatives of more than 75 Canadian companies from Southern Ontario attended a one-day seminar on March 30, 1999, in Detroit, organized by the Canadian Consulate on doing business in the four-state region. Made up of Michigan, Ohio, Indiana and Kentucky, it has 31 million people in an area the size of Alberta.

The very successful CEXED seminar covered a broad range of issues — from taxation and cross-border trade to labour and employment

issues and financing — specific to construction companies looking for business in the region.

Construction trade companies interested in the four-state region

should contact Tom Quinn, Canadian Consulate General, Detroit, 600 Renaissance Center, Suite 1100, Detroit, MI 48243, tel.: (313) 567-2208, fax: (313) 567-2164.

TWO GIFTWARE EVENTS PROMISE CREATIVE RETURNS

Minneapolis

The Canadian Consulate General in Minneapolis has announced its tenth Giftware Rep Locator event, June 21-23, 1999, designed to help Canadian giftware manufacturers and craftspeople find representation in the Upper Midwest U.S. market.

The event, which has received rave reviews from past participants, includes a tour of local retailers, a marketing seminar and a tour of the Minneapolis Gift Mart. It also includes an evening reception for local sales agents where participating firms can display their lines to interested agents and representatives.

For more information, contact Dana Boyle, Canadian Consulate General, Minneapolis, tel.: (612) 332-7486, ext. 3358, fax: (612) 332-4061.

San Francisco

The Canadian Consulates in Los Angeles, Seattle and Minneapolis

are joining forces on a New Exporters to Border States (NEBS) mission to the San Francisco International Gift Fair, August 8-10, 1999. The purpose of this first-ever NEBS mission to the San Francisco Gift Fair is to introduce Canadian giftware professionals to one of the top five gift shows in the United States. This promises to be a great event for anyone interested in the growing Western U.S. giftware market.

The NEBS mission will give participants a chance to tour San Francisco retailers, the Gift Fair and the San Francisco Gift and Jewelry Mart. As well, a half-day seminar will feature presentations by a "U.S." customs expert, local sales agents and buyers, and Canadian Consulate business development officers.

Interested firms should contact Carl Light, Canadian Consulate General, Los Angeles, tel.: (213) 346-2756, fax: (213) 346-2767.

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> for a wide array of valuable information on doing business in and with the United States.

Small Toronto Cosmetic Firm Gets One Up on the Competition... Down Under

By Joan Bryan, Editor, Cellex-C International Newsletter

The story of Cellex-C International began over 12 years ago when the owner of a small mail order skin-care product company and a friend were discussing the merits, or lack thereof, of supposed anti-aging products currently available in the marketplace.

The discussion was all about anti-aging creams, their high price and ineffectiveness.

"You know what I think," said Cellex-C President and CEO Meagan McLellan, "I believe we're looking in the wrong place. It's not the cosmetic industry that will provide the answers but doctors and scientists working on skin diseases and the aging problem."

Solid research

It started McLellan on a long quest that finally led her to two doctors/researchers — Lorraine Faxon Meisner and Michael Schinitsky — who, after years of research into repairing the effects of stress, chemical and UV damage on connective tissue, realized that UV damage could be helped by vitamin C in conjunction with other nutrients. Together, they patented a formula that not only helps protect cells against sun-induced oxy radicals, but also stimulates collagen production.

The outcome of the research together with McLellan's visionary marketing expertise led to the amazing success of the Cellex-C serum. This anti-aging product has swept not only the Canadian and American markets but is now firmly established throughout the world.

The latest success with Cellex-C has been in Australia. In fact, it has proven to be the most amazing success story in the history of the product.

A natural market

Due to its close proximity to the hole in the ozone layer and legendary sunny climate, it is a well-known

fact that the highest instance of melanoma is recorded in Australia where they were desperate for a product that would help guard against this killer.

Following market research, it was decided to launch a public relations and fact-finding trip to the subcontinent to determine the potential of this market. In June 1997, Cellex-C Director of International Public Relations Carolyn Lengyel, together with a team of representatives of the company's U.S. distributor, visited The World Congress of Dermatology in Sydney.

"This trip proved to be extremely successful," Lengyel recalls.

"With excellent follow up and hard work by representative Jennifer Mlynski, Cellex-C was introduced to the Australian public at David Jones — a large, upscale department store. And after only seven months of promotion, Cellex-C took the number-one position — from fifth — as the best-selling skin-care brand in the store, including all cosmetics and perfumes!" she adds.

David Jones' General Manager, Cosmetics, Clara Hilscher, confirmed that consumer response had been "unprecedented" in her 35 years with the company. This, together with excellent coverage by the media, including print and TV, all helped bring Cellex-C to the paramount position it now holds on that continent.

Mlynski credits the success of some of the TV appearances to the fact that Australians like the idea of the "little guy" becoming successful.

Continued on page 6 — Cellex-C International



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).

Ontario Exports Inc. Prepares to Open Doors Worldwide

Ontario Exports Inc. was established to stimulate new employment by promoting the export of Ontario goods and services. This new corporation replaces the former Ontario International Trade Corporation (OITC).

As the province's lead trade promotion agency, Ontario Exports Inc. will provide a broad range of programs and services for Ontario companies, with special emphasis on

small and medium-sized enterprises. These services include basic export education, market intelligence, commercial advocacy, trade missions and the development of consortia for large international projects.

For more information, contact Ontario Exports Inc., 56 Wellesley Street West, 7th Floor, Toronto, ON M7A 2E4, tel. (toll-free): 1-877-468-7233 (Ontario only), (416) 314-8200 (from Toronto),

fax: (416) 314-8222, e-mail: trade@simcoe.ois.on.ca, Internet: www.ontario-canada.com/export



Cellex-C International — Continued from page 5

"As a matter of fact," says Lengyel, "some of this success even reached Commercial Officer Kevin Skauge at the Canadian Consulate in Sydney who came to see us last September during his visit to Canada. He has since been most helpful, offering advice and information and opening new doors for us in Australia.

"And with 6,000 miles between us and our marketplace, we 'Pommies' — as Australians affectionately call us — need all the help we can get," says Lengyel with a smile.

Success breeds success

Cellex-C serum was originally sold through the mail order data-

base that McLellan had established for her other high-end skin-care products. However, in 1991 she decided to open a shop in Toronto as an outlet for the many products the company had developed and particularly for Cellex-C. She named it the Anti-Aging Shop. It was quickly followed by others.

The next marketing push for Cellex-C came through the Home Shopping Network on television, which proved to be highly successful. Everyone was now talking about Cellex-C. The press and major glossy magazines gave it excellent ratings and the repeat orders proved its credibility.

The product is now distributed

throughout North America to doctors, dermatologists, upscale spas and better quality department stores and is sold in a dozen countries throughout the world while the company is constantly being solicited by others.

A soft-spoken unorthodox entrepreneur with an incredible instinct for tuning into what works, McLellan has put together a strong innovative team based on her belief that "you're only as strong as your weakest link."

For more information on Cellex-C International, contact Director of International Public Relations Carolyn Lengyel, tel.: (416) 923-6445, fax: (416) 925-7887.

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Doing Business with the U.S. Government — the GSA Way

Business Opportunities

The General Services Administration (GSA) facilitates purchases by the U.S. government (the world's largest customer) and purchases some goods and services outright. Its annual procurements total more than US\$40 billion.

One part of the GSA, the Federal Supply Service (FSS), creates purchasing vehicles known as GSA schedules from which government agencies can buy goods and services.

GSA schedules are similar to Master Standing Offers used by Public Works and Government Services Canada. When a vendor is placed on a schedule, this is not a guarantee of sales but, rather, authorization to market specified products and services to government departments under negotiated terms and conditions.

The GSA actively seeks new bidders and competition for its supply and service contracts. The regional GSA contracting offices advertise, award and manage most GSA contracts.

The following notices are upcoming solicitations. The information below was current as of CanadExport's deadline for submission for publication; changes may have occurred in the interim.

Schedule Identification: 2320 Truck and Truck Tractors - Wheeled

Description: Multiple Award Schedule FSC 23 I
- Wheel and Track Vehicles
Estimated Value: \$4 million
Contract Period: FY 99
Procurement Method: Negotiated
Contact: John Gallagher
Tel.: (817) 978-2927

Schedule Identification: R - Professional Administrative and Management Support

Description: Auditing and Financial Management Services
Estimated Value: \$15 million
Contract Period: FY 99
Procurement Method: Negotiated
Contact: Alexandra Walker
Tel.: (703) 305-6747
Fax: (703) 305-5094

Multiple Award Schedule with a five-year option.

Schedule Identification: 25 - Vehicular Equipment

Description: Steel Storage Shelves for Vehicular Equipment
Estimated value: \$25,000-\$1 million
Contract Period: FY 99
Procurement Method: Negotiated
Contact: Christy Cousin
Tel.: (703) 305-3097
Fax: (703) 305-3034

Schedule Identification: R - Professional Administrative and Management Support

Description: Marketing and Media Services
Estimated Value: \$275 million
Contract Period: FY 99
Procurement Method: Negotiated
Contact: Jacquelin Draughn
Tel.: (703) 305-7118
Fax: (703) 305-5094

This is a Multiple Award Schedule in the developmental stage.

This is a Multiple Award Schedule. One five-year option.

Schedule Identification: R - Professional Administrative and Management Support

Description: Business Information Services
Estimated Value: \$15 million
Contract Period: FY 99
Procurement Method: Negotiated
Contact: Tom Uberto
Tel.: (703) 305-7812
Fax: (703) 305-6268

One five-year option.

Information about the GSA and its schedules is available at www.gsa.gov. In addition, you can access the Federal Supply Service at www.fss.gsa.gov.

A new pilot, the Electronic Posting System, posts notices for seven federal agencies and allows registration for e-mail notifications (like the GSA).

Continued on page 9 — Doing Business

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

PERU — The United Nations Services Office for Projects (UNOPS), has been engaged by ECECEN S.A., a public entity dependent on the Ministry of Energy and Mines. It invites bids for the supply of hydro-mechanical equipment for the Yuncan Hydroelectric Central. Financing for this project is to be provided by the Overseas Economic Cooperation Fund of Japan (OECF). Cost of the bid documents is US\$475.00. Closing date: July 5, 1999. Contact Daniel Lemieux before June 7, 1999, fax: (613) 996-2635, quoting IBOC case no. 990422-01203.

URUGUAY — The Ministry of National Defense invites bids for the installation and operation of two commercial systems for the national Radio Connection Service. Cost of bid documents (available in Spanish only) is US\$4,670. Closing date: July 16, 1999. Contact Daniel Lemieux before June 11, 1999, fax: (613) 996-2635, quoting IBOC case no. 990329-00878.

THAILAND — MDX Lao Company Ltd, the government and a Japanese consortium invite pre-qualification bids for a turnkey contract for the design, engineering, procurement, construction, erection, commissioning and testing of all mechanical and electrical works for the Nam Ngum 3 Hydro-power Project. The project includes a 220 m concrete-

faced rock-fill dam, an 11 km concrete-lined power tunnel, a 4 x 110 MW underground power station and a 144 km, 230/500 KV transmission line to the border of Thailand. Requirements for the pre-qualification include: demonstrated expertise and experience, as well as sufficient financial capability, to undertake a turnkey contract for projects of similar type and complexity. Preference will be given to applicants with demonstrated experience with engineering, procurement and construction (EPC) contracts. Cost of bid documents is US\$20. Closing date: June 30, 1999. Contact Daniel Lemieux before June 14, 1999, fax: (613) 996-2635, quoting IBOC case no. 990416-01145.

URUGUAY — The government, through the Ministry of Transport and Public Works (MTO), and the Direccion Nacional de Hidrografia (DNH), announces the development of a deep water port on the Uruguayan Atlantic coast, to be financed, built and operated by private enterprise. DNH invites investors, contractors, shipping companies, port operators and groups active in the port sector to participate in this opportunity. Closing date: July 21, 1999. Contact Daniel Lemieux before June 16, 1999, fax: (613) 996-2635, quoting IBOC case no. 990317-00743.

ETHIOPIA — The government has received a grant from the African Development Fund to finance the Seven Roads Studies. The principal objectives of the studies are: 1) to determine the technical feasibility and economic viability of improving the Seven Roads in order to lower the transport costs sufficiently to meet the needs of existing, planned and future economic and social development in these areas. The studies consist of the following three packages: Package 1) detailed feasibility study for Butajira-Hossaina-Sodo (200 km), feasibility study and environmental impact assesment (EIA) for Jimma-Mizan Road (209 km), and feasibility study for Watcha-Maji Road (157 km); Package 2) feasibility and EIA for Konso-Yabello Road (155 km) and Woito-Omo Rate Road (220 km), design and preparation of tender documents for the viable options; Package 3) feasibility and EIA for Sawla-Kalo-Road (100 km) and Keyafer-Namraputh Road (250 km). Contact Daniel Lemieux before June 30, 1999, fax: (613) 996-2635, quoting IBOC case no. 990407-00984.

Other tender calls and trade opportunities can be found on CanadExport Online at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>



Focus on The United Kingdom



Canadian Trade Reaches New Heights

The United Kingdom of Great Britain and Northern Ireland is Canada's fastest-growing market for exports, after the United States. In the last few years, the U.K. has imported ever increasing amounts of Canadian manufactured products, as well as food and drink, dramatically expanding the opportunities available for Canadian exporters in this long-standing, sophisticated and dynamic market. The United Kingdom has long been a solid trading partner for Canada, as well as one of our strongest political allies. Recently, the strength of the European economy and Britain's position as gateway to the European Single Market have electrified this trading relationship.

In 1998, Canadian exports to the United Kingdom grew by 13 per cent from the previous year, increasing by \$511 million to reach a record of almost \$4.4 billion. This strong growth is not a one-year phenomenon. In fact, Britain has seen a greater increase in Canadian exports over the past five years than any other offshore market. Between 1993 and 1998, Canadian exports to the U.K. increased by an astonishing \$1.4 billion, or nearly 46 per cent.

"Shift to Value-added Products and Services"

Traditionally an importer of Canada's natural resources, the United Kingdom has now emerged as a prime destination for our manufactured products. In 1998, the proportion of Canadian exports to Britain that were agri-food or manufactured products rose to 58 per cent, compared with 20 per cent a decade ago. Machinery alone accounts for more than a quarter of Canadian exports to Britain. The overall increase in total

exports in 1998 was boosted considerably by an increase of 27 per cent in manufactured products exports over 1997 figures. Dynamic sectors such as aerospace and transportation equipment, plastics, machinery, instrumentation, consumer products, and processed food and beverage products all showed particularly strong growth.

Gateway to European Union

Canadian companies are increasingly choosing the United Kingdom as a gateway to the vast 15-nation market of the European Union.

Continued on page IV —
Canadian Trade

Trade Action Plan for Britain

Export Opportunities for Value-added Products

To help small and medium-sized exporting companies take advantage of opportunities in the United Kingdom the Department of Foreign Affairs and International Trade (DFAIT) has revised and updated its Action Plan for Britain. *Canada-Britain: Links for Business Growth* is a road map designed to expand trade relations, investment flows and technology co-operation between the two countries. The Action Plan is available electronically at the DFAIT Web site: <http://www.dfait-maeci.gc.ca/english/geo/europe/uk-actie.htm> This CanadExport supplement summarizes the areas of opportunity highlighted in the plan.

Aerospace and Defence

The U.K. is a major producer of aerospace and defence technology, with several world-class prime contractors for large projects. These projects offer myriad opportunities for Canadian companies

to supply products unique in technology, capability and/or price. Canadian aerospace exports to the United Kingdom were some \$400 million in 1997. Canadian companies have met with several major recent

successes selling to the British Ministry of Defence (MoD). These reflect the MoD's openness to ISO-9000-certified offshore suppliers under its

Continued on page II —
Export Opportunities

Export Opportunities — Continued from page I

"value for money" approach to procurement. The High Commission tracks the MoD's purchasing intentions and informs Canadian suppliers of opportunities.

Agriculture, Food and Fish Products

In 1998, the value of Canadian agri-food exports to the U.K. increased by some 20 per cent to reach \$423 million. About 60 per cent of these exports were processed foods. The Canadian High Commission prepares regular reports on *Trends in the U.K. Food Market*, and conducts a wide range of market research that profiles specific market/product niches and opportunities. The agri-food program at the High Commission is an important link in Canada's Agri-Food Trade Service (ATS). Visit: <http://atn-riac.agr.ca/public/atn-e.htm>

Building Products

The largest sector of the British construction market is housing. Valued at over \$22 billion, the new housing market is forecast to grow by 2 per cent per annum. A recent government report projected a need for 5 million new homes by 2021. With Europe's oldest housing stock, the renovation and refurbishment market is valued at over \$41 billion. These two sectors will create a prosperous market for suppliers. A renewed interest in timber frame houses is increasing the demand for imported timber and other value-added wood products. In 1998, Canadian firms exported almost \$110 million in value-added wood products to the U.K., an increase of over 35 per cent in five years.

Consumer Products

Consumer products are a vast market in the U.K., accounting for annual retail sales in excess of \$120 billion. Canadian firms exported \$300 million worth of consumer products to Britain in 1998, a 50-per-cent

jump over 1996. Canadians have a competitive advantage in supplying upper-end products for which design, technical content, style, service or other value-added elements are important. Canada's furniture exports to the U.K. doubled between 1994 and 1998. Other successful niches have been in toys and games, textiles, clothing (particularly womenswear), and outdoor sports/adventure equipment.

Cultural Products and Services

Britain has one of the largest markets for cultural products in the English-speaking world. The Canadian government seeks to increase sales and promotion of Canadian products and services through networking with British arts communities in sound recording, publishing, film, video, television, new media and visual arts. Britain is Canada's largest film and television co-production partner. The High Commission organizes a week-long immersion program in the U.K. industry for Canadian

producers. The newly reopened Canada House, Canada's London flagship for cultural industries, hosts many exhibitions, screenings, lectures, CD and book launchings, and concerts.

Health Care

Britain is a major pharmaceutical producer, as well as a world leader in research and development. Several Canadian biotech companies have already developed successful partnerships with British firms. Good potential exists for further co-operation. The medical devices market, with 1,500 companies and over 60,000 employees, is valued at \$6 billion. Recently, there have been strong British importations of bandages and dressings, aids for people with

Continued on page III — Export Opportunities

Market Research At Your Fingertips...

There is no substitute for doing preliminary research before taking the potentially expensive plunge into a new market. To help companies in their research endeavours, the Market Research Centre at the Department of Foreign Affairs and International Trade prepares market reports that focus on specific sectors and countries. The reports can easily be accessed at the *InfoExport* Web site. To date, over 30 reports on key sectors in the United Kingdom are available.

Visit the site at <http://www.infoexport.gc.ca/section2/country-e.asp?continent=12&country=GB>

Export Opportunities — Continued from page II

disabilities, pacemakers, orthopaedic implants, mechanotherapy and respiratory apparatus. Continuing growth in demand is anticipated for surgical, X-ray and laboratory equipment. The National Health Service and private hospitals emphasize achieving cost-effective solutions in their purchasing strategies.

Information and Communication Technologies

Valued at more than \$88 billion, the U.K. information and communication technologies (ICT) market is the third largest in Europe and is growing by 9 per cent annually. Main growth areas are PCs, local area networks, network services (including data), professional software services, and Internet/Intranet software and services. The market is open and relatively easy to develop with the right preparation and partner, and provides excellent opportunities for Canadian firms. The Blair government has given ICT a high profile in U.K. education and training.

Service Industries

The U.K. market for service industries is one of the largest in the world. With many international firms headquartered in the U.K., the market is characterized by intense local competition. Nevertheless, the U.K. is Canada's largest offshore market for services, and many Canadian companies have achieved outstanding success in recent years in developing niche products, offering unique solutions to common problems. Many firms have also found a local partner, who can provide necessary market intelligence and the ability to

submit prompt and competitive proposals to prospective clients. For Canadian firms looking to create or join networks in Europe, the U.K. is often the preferred market in which to begin, as a result of commonality of language and business practices.

Tourism

The United Kingdom was Canada's most important overseas market in 1998 for both overnight trips and receipts. Between 1993 and 1997, U.K. overnight trips to Canada grew by 30.6 per cent,

while Canada improved its share of the U.K. long-haul outbound travel market. The Canadian Tourism Commission (CTC) operates an office at Canada House in Trafalgar Square in London, to promote tourism from the British market. CTC's goals in the U.K. market for 1999/2000 are to challenge the perception that Canada is only a once-in-a-lifetime destination; focus resources on segments offering the best growth potential; encourage the regional and seasonal spread of visits, with a special emphasis on winter.

Canada-U.K. Declaration

In 1997, Canada and the United Kingdom signed a Joint Declaration to ensure a more modern and dynamic partnership for the 21st century. This initiative spawned a number of activities and agreements designed to broaden the range and depth of the ties between the two countries in a number of areas. Some have a decidedly business angle.

Trade departments in both countries are working more closely together, particularly in the partnering of firms. On March 4, 1999, the British Overseas Trade Board, a private-sector group, named Canada as one of 15 priority markets. The British government will use this designation to direct expenditure on trade fairs, missions and seminars.

The Industry Canada/SchoolNet agreement with the Department for Education & Employment will facilitate co-operation between Canadian and U.K. firms in education and training technology.

Canada is participating in the Research And Development between Ireland And North America program (RADIAN),

which supports innovative and technology-based joint ventures in product and process development between service and manufacturing companies based in Ireland, including Northern Ireland, and those in the U.S. or Canada.

Co-operation agreements have been signed between Canadian and British defence industry associations, as well as between the two national aerospace associations. These have led to collaborative projects, and in one case, to a joint research project. The High Commission is assisting other national industrial associations to develop similar agreements with their British counterpart organizations.

Upcoming Promotional Events

An array of missions, trade fairs and partnering events is planned for 1999 and 2000. The following are just some of the many available to give exporters the opportunity to meet with potential partners and to showcase their products and services. Exporters are advised to contact the Canadian High Commission in London, England, to confirm dates and locations.

- **Knowledge Café Workshops** — Toronto, June 1; Vancouver, June 4; Calgary, June 7, 1999. Organized by DFAIT and its *Crossing the Pond* partners, to help Canadian high-tech SMEs develop successful strategies in Europe. For more information — space is limited — visit the Web site www.crossingthepond.com/
- **Health Products Partnering Event** — Ontario and Quebec, June 1999. Incoming medical devices partnering mission, to coincide with Intermed Show in Toronto.
- **Partnering Event at Interactive Learning Conference** — Edinburgh, August 30-31, 1999. To be organized by the High Commission.
- **Canadian Food Festivals** — The High Commission promotes a number of Canadian grocery retail and food-service festivals around the U.K.
- **Defence Systems & Equipment International Trade Show** — Chertsey (Surrey), September 14-17, 1999. Canada Stand to be hosted by the High Commission. Possible partnering session with U.K. Defence Manufacturers Association.
- **Interplas 1999** — Birmingham, Fall 1999. Association-organized Canadian pavilion.
- **Aerospace Mission to meet U.K. Tier II/III suppliers to Airbus** — Filton, Fall 1999. A follow-up to the Trade Team Canada mission to Airbus partner, British Aerospace, in March 1998.
- **Partnering Event at British Education & Training Technology Exhibition** — London, January 12-15,

2000. To be organized by the High Commission, along with British Educational Suppliers Association (BESA).

- **Do-it-yourself (DIY) & Home Improvement Show** — London, January 2000. Canada Stand. Pre-show market briefings, marketing and PR campaign to be organized by the High Commission.
- **Advanced Manufacturing Technology Partnering Event** — London (date tba) To cover either rapid prototyping or industrial vision systems.

NEXOS Missions

New Exporters Overseas (NEXOS) educational missions introduce between six and ten new exporters to a sector within a specific overseas market. The missions often involve one or two days of presentations by sector experts, as well as attendance at a national trade show and appointments with potential partners in the sector. The following are five upcoming NEXOS missions to the United Kingdom.

- **Housing Manufacturers NEXOS** — London, September 15-17, 1999. Coincides with National Selfbuild Show.
- **Offshore Oil and Gas NEXOS** — Aberdeen, Scotland, September 1999.
- **Health Products NEXOS** — London, September 1999. Coincides with Chemex trade show (September 3-5, 1999).
- **Environment NEXOS** — Birmingham, October 1999. Mission for water and wastewater sector companies. Coincides with IWEX show (October 19-21, 1999).
- **Furniture Manufacturers NEXOS** — Birmingham, January 25-28, 2000. Coincides with Furniture Show.

Contacts

IN CANADA

Department of Foreign Affairs and International Trade
United Kingdom Desk, Northern Europe Division (REN)
125 Sussex Drive, Ottawa, Ontario K1A 0G2
Tel.: (613) 995-9766, Fax: (613) 995-6319

IN THE UNITED KINGDOM

Canadian High Commission
Macdonald House
One Grosvenor Square, London W1X 0AB United Kingdom
Commercial and Economic Division, fax: (011-44-171) 258-6384
Cultural Affairs Section, fax: (011-44-171) 258-6434
Canadian Tourism Commission, fax: (011-44-171) 258-6322
Internet: <http://www.dfait-maeci.gc.ca/london/menu.htm>

Canadian Trade

— Continued from page 1

Canadian investment in the U.K. has tripled over the past 10 years to a stock of direct investment worth \$22.7 billion. Over 450 Canadian offices are established in the U.K. Although Britain is not yet among the EU countries that are switching over to the new common currency, the euro, more than half of Britain's exports are to its European Union partners. British direct investment in Canada climbed to \$17.7 billion in 1998.



Santa Comes Early to New Brunswick Company

An unexpected Christmas present in the form of a trade lead put Stuart Bolster, Secretary and Treasurer of Christmas Mountains Manufacturing Inc., in a festive mood.

The Christmas tree stand manufacturer received a fax in November 1998 from Sean McCabe of the International Business Opportunities Centre (IBOC) asking if he would be interested in supplying his high-quality *Santa's Solution* stands to Holly International, a British distributor of Yuletide ornaments and decorations. McCabe then sent Bolster the pertinent information.

"We were delighted with the opportunity and called the contact at Holly International immediately," said Bolster from his factory in Perth-Andover, New Brunswick. "We sent them some samples, which they loved, and flew over in February 1999 to discuss their requirements and attend a trade show with them in Birmingham."

The meeting went well — Bolster expects to ship more than 1,800 Christmas tree stands to Holly International in time for the last Christmas before the millennium.

Although Christmas Mountains is not new to the export market —

the U.S. we'd look elsewhere too," said Bolster. "The lead from IBOC really gave us the impetus."

The lead originally came from Patrick Stratton, a trade officer with the Canadian High Commission in London, England. Stratton called McCabe, requesting a list of potential Canadian suppliers.

McCabe found Christmas Mountains Manufacturing Inc., along with two other tree-stand suppliers, by searching through the WIN Exports database.

IBOC works with Canada's trade commissioners around the globe to match Canadian companies with trade and investment opportunities and strategic partnerships worldwide. As the sourcing centre for Team Canada Inc, the federal government's network of

export service providers, IBOC also works closely with a variety of government departments and agencies including the Department of Foreign Affairs and International Trade, Industry Canada, Agriculture and Agri-Food Canada and the Canadian Commercial Corporation.

IBOC COAI Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been put in touch with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Web site at www.dfait-maeci.gc.ca/iboc-coai

in 1998 it exported 55 per cent of its steel stands to the United States — the company, which employs 23 people during peak season, had never cracked the European market.

"It was always in the back of our minds that once we had penetrated

Doing Business with the U.S. Government — Continued from page 7

It is currently accessible at <http://www.eps.gov>
(Note: the site does move around.)

For more information about the GSA, contact

Allison Saunders at the Canadian Embassy in Washington, fax: (202) 682-7619, e-mail: allison.saunders@wshdc01.x400.gc.ca

Consumer Electronics in France: Leisure and Education are Leading the Way

Sales of personal computers jumped by over 21 per cent in 1998 in Western Europe, the region with the highest growth in the world thanks to the Internet craze and the drop in prices. If France was reticent for many years about computer technology, it isn't anymore.

The French market is catching up in a hurry. Out of a population of over 60 million, the French purchased 3.7 million computers in 1998, up 19.9 per cent over 1997 (IDC source: www.idc.fr).

For 1999, the consumer electronics (also referred to as home electronics) market segment is leading the surge, with 12-month growth estimated at 24 per cent.

Home electronics consumption geared to leisure use

More and more French households are being seduced by the new technologies, with 10 million individuals owning a portable telephone and over 4 million hooked up to the Internet.

Valued at 33 billion FF (nearly \$8.3 billion) in 1998, the French consumer electronics market is largely being driven today by the strong growth in the sales of personal computers.

In 1998, 23 per cent of households were equipped. This is expected to rise to 25 per cent in 1999.

With the French back in the mood to buy, especially products that give them pleasure, the high-tech sector most affected is leisure/culture. The French purchased 18 million units of recreational software in 1998.

Emphasis on education and training

The initial report card for the Programme d'action gouvernemental pour la société de l'information (PAGSI) [Program of Government Action for the Information Society], launched in January 1998, is quite good.

stuck at the back of the class, has become one of the top three countries in the world in terms of the use of new technologies in education, thanks to an injection of some 1.5 billion FF (\$375 million) a year, of which 250 million FF (\$62.5 million) was earmarked for production, the same amount for continuous teacher training and 500 million FF (\$125 million) for equipment.

Languages and Education

PARIS, FRANCE — November 24-28, 1999 — Canada will participate at Languages and Education, one of three shows organized during Educatec, the first great European showcase that is expected to attract over 300,000 visitors, both professionals and general public.

A Canadian pavilion will be set up under the auspices of the Canadian Embassy in Paris and in close co-operation with the Canadian Commission for Tourism and with the support of the Department of Canadian Heritage.

Come and exhibit at the great French education and language gathering and meet representatives of the language industry abroad and their clients.

Join Canadian ESL language schools and universities at the Canadian pavilion. There will also be a multimedia space featuring Canadian ESL tools and techniques.

For more information on exhibiting, contact DP Expos Services Inc. in Montréal, tel.: (514) 871-3838; or in Paris, tel./fax: (011-33-1).39.73.95.27, e-mail: dpexpos@easynet.fr

In the area of education, the objectives of the program were to integrate information and communication technologies into teaching, prioritize teacher training and increase access to computer equipment and the Internet.

One year after the launch of the PAGSI, France, which had been

Opportunities at two key fairs: leisure and education

The Canadian Embassy in Paris, in co-operation with the Department of Foreign Affairs and International Trade and Industry Canada, is seeing to it that Canadian know-how will be represented at the trade shows for each of the two aforementioned market segments: Educatec, the Salon de l'Éducation (November 24-28, 1999) and Milia (February 14-17, 2000).

Éducatec is the largest annual gathering of education stakeholders (industry representatives, publishers and teachers). Created by the Ligue française de l'enseignement [French Education League] with the support of the Ministère de l'Éducation nationale, de la Recherche et de la Technologie [Ministry of National Education,

Continued on page 11 — Leisure

Agro Mart '99, Vietnam's Premier Agriculture and Agri-food Trade Show

HO CHI MINH CITY, VIETNAM — June 9-12 — Canadian agriculture and agri-food companies have an excellent chance to generate a market entry strategy or expand current market operations in Vietnam by participating in Agro Mart '99.

This is the only international trade exhibition devoted to agriculture, agri-food and food processing in Vietnam — with a proven track record for creating business success.

The annual Agro Mart fair has attracted over 400 companies from 17 countries since 1991, with over 12,000 visi-

tors — including a large percentage of managers with decision making and purchasing authority — expected at next month's show.

The Canadian Consulate General in Ho Chi Minh City invites Canadian agri-food companies, as well as breeding, processing and packaging specialists to join in an official Canadian representation at this important show. If a trip to Vietnam is not possible this year, the Consulate would welcome the opportunity to display your

Continued on page 13 — Agro Mart '99

High-tech Partnership Opportunity with Japan

OSAKA, JAPAN — October 21-22, 1999 — As Japan restructures to cope with its current economic situation, many of its companies, large and small, are actively looking for new technologies that specifically address marketing opportunities. The Global Venture Forum (GVF), held annually in Osaka, is an excel-

lent place to meet innovative foreign and domestic partners.

GVF brings technology companies together with Japanese investors and corporate development managers in four sectors: information and communications; biotechnology and health care; environment and energy; and new materials.

To participate, you must submit a draft presentation to the GVF nominating committee, which selects and invites the most promising companies to register. Finalists travel to Osaka in October to make a 25-minute presentation to the GVF, after which presenters meet interested parties in a series of pre-arranged meetings to discuss possible partnerships. Since the event began in 1995, more than one in three presenters have initiated new partnerships within a year.

This year's deadline for business plan submissions is June 15, 1999. There will be 45 finalists travelling to Osaka.

Canadian companies with innovative high-tech products and services in the above four sectors are encouraged to apply. Further information is available through GVF's North American Secretariat Web site at: <http://www.wibv.com>, or by contacting the Canadian Consulate General in Osaka at fax: (011-81-6) 6212-4914, e-mail: christain.hansen@tokyo05.x400.gc.ca, or in Canada, Rick McElrea in the Japan Division, DFAIT, tel: (613) 996-2460, fax: (613) 944-2397, e-mail: rick.mcelrea@dfait-maeci.gc.ca

Trade Fairs and Missions

Leisure and Education — *Continued from page 10*

Research and Technology], this fair brings together those in the fields of education, training and new information technologies as they apply to teaching.

The Canadian booth will be located in the area reserved for professionals (in the field of training, as well as the people they deal with in the business community and the world of education, from kindergarten all the way up to higher education).

Two thousand exhibitors and 350,000 visitors are expected to descend on the 70,000 m² site.

Milia is Europe's international showcase for multimedia and interactivity. Geared to entertainment and recreational education interactive contents, this market-

place (as opposed to a fair) is the meeting place for European and international producers, publishers, developers and buyers.

For the 1999 edition (see the previous issue of *CanadExport*, pp. 5 and 13), 984 exhibitor firms and 2,220 participating companies took in the exhibition at its 7,470 m² site.

There are real opportunities for your company to penetrate the French market.

For information on how you can participate in either of these French events, contact François Gauthé, Commercial Attaché (Information Technologies), Canadian Embassy in Paris, tel.: (011-33-1) 44 43 23 58, fax: (011-33-1) 44 43 29 98, e-mail: francois.gauthé@dfait-maeci.gc.ca

Oil Company Consortium

Targeting the Middle East through the Arab Oil and Gas Show

DUBAI, UNITED ARAB EMIRATES — October 16-19, 1999 — The biannual Arab Oil and Gas Show features the technology, services and equipment associated with the exploration, extraction, processing, storage and transportation of oil and gas.

This year's show is expected to further strengthen its reputation as an unparalleled opportunity for North American companies to access the huge oil and gas market in the Gulf Region.

With almost two-thirds of the world's proven oil reserves located in the Middle East, this region has become the most rewarding market in the world for suppliers of oil and gas-related technology and equipment.

Gas production is expected to continue expanding at an even greater scale, while a major oil conglomerate in the region, the Abu Dhabi National Oil Company (ADNOC) is scheduled to double its gas production within the next three years.

The incredible number of opportunities available to North American oil companies will now be targeted by a newly formed consortium. Managed from the offices of Cosmos Pacific Investment & Consulting Inc. in Vancouver, the consortium will target oil exploration and production projects through the Gulf Region.

Backed by the United Gulf Refinery of Abu Dhabi, the consortium will also investigate

opportunities in the area related to the expansion of onshore and offshore oil and gas production, the improvement of maintenance and refurbishment programs, the installation of hundreds of kilometres of pipelines, the expansion of refining and storage capacities, the drilling of additional wells, and the implementation of new environmental programs.

Companies interested in the consortium or in participating in

the delegation to the Arab Oil and Gas Show, should contact the consortium immediately and provide information on their products and/or services and their international experience.

For more information, contact Cosmos Pacific Investment & Consulting Inc., #209 - 2628 Granville Street, Vancouver, B.C. V6H 3H8, tel.: (604) 731-9663, fax: (604) 2631-652, e-mail: cpic@comospacific.bc.ca Web: www.direct.ca/cosmos

1998 Success Bodes Well for Next Canadian Food, Fisheries and Beverage Show in Florida

MIAMI, FLORIDA — September 27-28, 1999 — Ninety-five Canadian companies — many of them small and medium businesses — discovered new sales opportunities to markets in Florida, the Caribbean and Latin America at the 7th annual Canadian Food, Fisheries and Beverage Exhibition in Fort Lauderdale from September 14 to 15, 1998.

More than half the exhibitors had participated in the show before, and the 1998 show reached an all-time high for Canadian exhibitors as well as being the largest all-Canadian show ever held in Florida.

Company representatives introduced their products to more than 375 buyers, approximately 100 of whom were from the Caribbean, Central America and Venezuela. Canadian products included meats

and deli items, fresh and frozen vegetables, seafood, pastries and snack foods, beverages, dairy products, health foods, specialty gift items and other hospitality-related products.

The opening night VIP reception was very well attended and included an advance tour to showcase the exhibitors' products and displays. The Exhibition also featured a seminar for exhibitors with presentations on market opportunities by Canadian trade officers based in Florida and the Caribbean/Latin American region.

For more information on this year's Exhibition, contact Normand Villeneuve, Consul and Trade Commissioner, Canadian Consulate, Miami, tel.: (305) 374-6774, e-mail: normand.villeneuve@dfait-maeci.gc.ca

Canada Featured Nation at Baufach '99... Where all Roads Lead to Canada's Pavilion

LEIPZIG, GERMANY — October 20-24, 1999 — The eyes of the European housing industry will soon be on Baufach '99, one of Europe's leading construction trade shows. Baufach '99 promises to be the highlight of the year for the Canadian housing and building products industries, with Canada as the featured nation for this show.

The Leipzig Construction Fair, simply referred to as the Baufach

Fair — started in 1990 — was one of the first specialized fairs in Germany. Focusing on Germany in particular, and the growing markets of Central and Eastern Europe, Baufach '99 boasts a broad range of products and services. Held every two years, the last show in 1997 was a great success. Over 1,700 exhibitors from 34 countries — including 31 Canadian firms — attracted 109,500 visitors.

This year's main themes are: building economically; building ecologically; and innovation in the building products industry.

With Canada as the featured nation at Baufach '99, this is a unique opportunity for Canadian companies to present their products and services to German and other European decision makers. Canadian companies are invited to team up with Canada Mortgage and Housing Corporation (CMHC) and their Team Canada Inc partners.

Companies will benefit from:

- extensive pre-show marketing support in Germany and the rest of Europe;
- special media and business attention during the event;
- access to important decision makers in both the Canadian and German governments;
- prominent, high-quality exhibit space;
- exposure to more than 100,000 visitors; and
- partnering and matchmaking opportunities.

The German market looks promising for Canadian housing technology. Sales of wood housing structures are accelerating, while traditional German masonry housing has tapered off. Germany's ongoing liberalization of building regulations will likely support the trend toward timber frame housing. Also, new minimal government regulations for thermal insulation should open up opportunities for Canadian products.

For more information, contact Roger Léger, CMHC, 1045 Main Street, Unit 103, Moncton, New Brunswick E1C 1H1, tel.: (506) 851-6512, fax: (506) 851-6188, e-mail: rleger@cmhc-schi.gc.ca

Ninth ACI-Pacific Airport Conference Set for Kuala Lumpur

KUALA LUMPUR, MALAYSIA — July 18-21, 1999 — The 9th ACI-Pacific Regional Assembly and Conference will include sessions on the following five key areas: economics; technical safety; security; environment; and facilitation. A session targeted specifically for small airport operators will also be included.

Some 300 international airport industry executives are expected to attend the event, which will be hosted by Malaysia Airports Berhad, operator of the Kuala Lumpur International Airport (KLIA). Opened in June 1998, KLIA, reputed to be a testament to modern airport development, is a fitting venue for the conference with its theme, *Next Generation Airports*.

For more information, contact Laura Daley, ACI-Pacific, tel.: (604) 276-6773, fax: (604) 276-6070, e-mail: ldaley@aci-pacific.org

Agro Mart '99 — Continued from page 11

company's promotional material, including videos, brochures and samples.

Agro Mart '99 will give Canadian companies access to emerging opportunities in this prominent economic sector. There is an ever increasing need for foreign technology and know-how in Vietnam and the government is particularly encouraging foreign investment in this area.

In addition, the rising living standards and consumer purchasing power in Vietnam has created a growing market for imported food products.

For more information or to participate — directly or through promotional material — contact Bonny R. Berger, Trade Commissioner, Consulate General of Canada, Ho Chi Minh City, tel.: (011-848) 824-5025, fax: (011-848) 829-4528, e-mail: bonny.berger@dfait-maeci.gc.ca; or Jean-Marc Chaligne, Agro Mart '99, Ho Chi Minh City, tel.: (011-848) 822-2982, fax: (011-848) 822-2983, e-mail: jaarbeurs@hcmc.netnam.vn; or Doug Paterson, Trade Commissioner, DFAIT, tel.: (613) 995-7662, fax: (613) 944-1604.

Canada-Japan Trade Council Publication Description Service Opportunities in Japan



The Canada-Japan Trade Council has issued a publication entitled *The Japanese Market For Canadian Services*, which should be of value to Canadian individuals and enterprises interested in the financial and professional services market in Japan.

This 84-page publication was prepared by David M. Graham, a Vancouver-based consultant with extensive experience in the Japa-

nese market. It covers a wide range of topics including trends in Canada-Japan services trade and detailed discussion of the market for legal, accounting, financial and professional services.

Over the past 35 years, the Canada-Japan Trade Council has sought to promote trade and to enhance economic relations between Canada and Japan. The Council actively maintains contact with pub-

lic and private-sector organizations, media and individuals involved in trade in both countries, and offers a wide array of programs and services.

The Japanese Market For Canadian Services can be purchased for \$25 by contacting the Council at 75 Albert Street, Suite 903, Ottawa ON K1P 5E7, tel.: (613) 233-4047, fax: (613) 233-2256, e-mail: cjtc@magi.com, Web site: www.magi.com/~cjtc

Import/Export Resource Library Everything you Need to Know

Whether your business is importing, exporting or shipping goods, PRIMEDIA Information Inc.'s International Trade Guides give you all the information you need to do your job more efficiently. For decades, these updated resource publications have provided comprehensive and understandable information on how to import and export.

Titles in this year's resource library series include:

- *1999 U.S. Custom House Guide* - U.S. Harmonized Tariff Schedule, U.S. Customs Regulations, index of binding classification rulings, samples of essential import documents, import how-to manual, directory of trade and transportation services, profiles of U.S. and Canadian ports, guide to information sources (US\$475, book or CD-ROM).
- *1999 Official Export Guide* - Schedule B classification codes, export administration regulations, hazardous materials shipping regulations, market profiles, samples of essential export documents, export how-to manual, directory of trade and transportation services, profiles of world port

facilities (US\$475, book or CD-ROM).

- *1999 North American Trade Guide* - tri-nation commodities tariff schedule, NAFTA synopsis and commentary, market analysis by country and commodity, guide to distributors, wholesalers and buyers, NAFTA how-to guide to importing, exporting and shipping, directory of trade and transportation services, list of foreign trade zones (US\$475, book only).

For more information, contact International Press Publications, Inc., 90 Nolan Court, #21, Markham, ON L3R 4L9, tel.: (905) 946-9588 or 1-800-679-2514, fax: (905) 946-9590, e-mail: ipp@interlog.com, Internet: www.interlog.com/~ipp

International Market Business Guides Now On-line

A recently released resource document, *Guide to Doing Business in the Caucass*, is now available on the Department of Foreign Affairs and International Trade Web site at: www.dfait-maeci.gc.ca/english/geo/europe/cau-wp-g.htm

A European Test Market for Advanced ICT Products

The hallmarks of information and communications technologies (ICT) in Sweden are their advanced technological innovation, domestic penetration, and strong sector capabilities. All of these impact on European opportunities and market entry strategies for Canadian ICT exporters.

The Swedish market for ICT products and services will reach \$27 billion in 1999, an overall growth rate of about 9 per cent (European IT Observatory estimate, <http://www.eito.com/DEF-EITO.HTM>). The major growth areas being NT servers (38%), software (16.2%) and a steadily growing services sector (14%).

Over 500 interactive media firms have been established since 1996, some of which are growing rapidly and forming international alliances. These companies are looking for partners to provide animation and graphics technology, Java-based technology, and aids to productivity and security.

Swedes are early adopters of technology with definite standards for product function,

ergonomics and safety. If your products offer something unique, Sweden may very well be the best place to start — the rest of Europe will be waiting.

About half of all Swedes have a home PC, and about 38 per cent use

the Internet (International Data Corporation - European Internet Household Survey, May 1998). Sweden currently has the world's highest percentage of retail securities trading via the Internet, handling at least 30 per cent of total private investor volume.

Sweden's low population density, advanced telecom infrastructure — boasting the first European telecom to deregulate in 1993 — and high ICT penetration paved the way for telecom-based working habits. About 3.8 per cent of the workforce are "teleworkers," the highest percentage in Europe. The health and education sectors are making investments in "telehealth," "telemedicine" and distance learn-

ing. These, together with new digital TV services, are fueling considerable demand for advanced "teleapplications," "edutainment" and educational content.

For more information on market opportunities or partner searches, see www.canadaemb.se or contact Robbin M. Battison at the Canadian Embassy in Stockholm, tel.: (011-46-8) 453-3013, fax: (011-46-8) 242-491 or e-mail: robbin.battison@stkhm01.x400.gc.ca.

Robbin will be at the *Knowledge Cafés* in June, so sign up now to meet him, his European colleagues, and other ICT experts!

The *Crossing the Pond* partners, the Department of Foreign Affairs and International Trade, Grasset Fleisher Solicitors and CIBC, invite you to one of the June *Knowledge Cafés* in Toronto, June 1, in Vancouver, June 4 and in Calgary, June 7.

Space is limited! Register now through the *Crossing the Pond* Web site at www.crossingthepond.com or fax your business card to (613) 995-6319 (attention: *Crossing the Pond*).



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MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 475 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Consultations for Trade Negotiations — Continued from page 1

To complement these consultations and to promote further consideration, the Government of Canada has also developed a series of discussion papers both on trade issues and the social dimension of trade. The discussion papers, as well as the notice published in the *Canada Gazette*, are available on the Department of Foreign Affairs and International Trade Web site (<http://www.dfait-maeci.gc.ca>).

Please send us your comments by:
E-mail: consultations@dfait-maeci.gc.ca
Fax: (613) 944-0757, or

Mail: International Trade
Trade Negotiations Consultations Lester B. Pearson Building
Trade Policy Planning Division (EAI) 125 Sussex Drive
Department of Foreign Affairs and International Trade Ottawa, Ontario K1A 0G2

On the Move

BOGOTA — The Bogota Chancery is moving to Cra 7, No. 115-33, Bogota, Colombia, tel.: (011-57-1) 657-9800 (main number), (011-57-1) 657-9951 (immigration inquiries), fax: (011-57-1) 657-9912 (main number), (011-57-1) 657-9914 (immigration), (011-57-1) 657-9910 (general relations), (011-57-1) 657-9918 (RCMP), (011-57-1) 657-9915 (trace).

HO CHI MINH CITY — The Consulate General of Canada in Ho Chi Minh City, Vietnam, is moving to the following new location: The Metropolitan, 10th Floor, 235 Dong Khoi Street, District 1, Ho Chi Minh City, Vietnam, tel.: (011-84-8) 824-5025, fax: (011-84-8) 829-4528.

Ireland-Canada Chamber — Continued from page 2

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Internet: <http://www.ire-can-cc.bc.ca/>

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Vol. 17, No. 10 — June 1, 1999

New EDC Initiative for Environmental Exporters

The Export Development Corporation (EDC) recently announced a new initiative that commits more resources to help Canadian companies export environmental technology.

The world market for environmental industries is currently estimated at \$600 billion per year and growing rapidly with industrial expansion in Latin America, South-east Asia, Eastern Europe and other regions.

"I have asked EDC to take more initiative in supporting environmental exports. This initiative will raise the profile of EDC as a supplier of leading-edge financial solutions to this important industry, and help Canadian firms capture a larger share of the global market," said International Trade Minister Sergio Marchi.

EDC, a Crown corporation that operates as a commercial financial institution, provides trade finance services in support of Canadian exporters and investors in over 200 countries worldwide. This new initiative is intended to increase both stand-alone environmental exports as well as those encompassed within projects. It also includes a range of

marketing activities to build awareness within the environmental industry about how the Corporation can

with government and key environmental associations, participating at trade shows and sponsoring industry events and conferences.

"Last year alone, we supported \$466 million in export sales and we expect to be capable of supporting upwards of \$1 billion annually by 2002," said EDC President and CEO, A. Ian Gillespie. This projection is based on anticipated annual growth of about 30 per cent.

"Growth potential for environmental exports is enormous," said Ronald Portelli,

*Continued on page 15 —
 EDC's New Initiative*

Pillitteri Estates the Toast of Vietnam



Agriculture and Agri-food Minister Lyle Vanclief (left) proudly exhibiting Pillitteri Estates' Icewine with La Cave's owner Youri Korsakoff during his visit to Ho Chi Minh City last January. Inset: Charles Pillitteri in his vineyards. (See story on page 9)

help companies reduce the risks of doing business abroad, and access financing, counselling and referral services.

EDC will draw upon resources from across the Corporation to provide customers with industry-specific expertise. This will entail developing more support for the environmental sector by cultivating relationships

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Crossing the Pond: European Spring Information and Communications Technologies in the Netherlands

Information technology (IT) sales (computer hardware, software and services) in the Netherlands reached \$15.9 billion in 1998, an increase of 12.5 per cent over 1997, and was led by exceptional growth in software (up 21.4 per cent) and services (up 27.7 per cent). Sales for 1999 are growing steadily at 11.7 per cent, totalling \$17.9 billion.

For Canadian companies, market opportunities exist in specialized (technical) software such as graphics and CAD/CAM, desktop publishing and expert systems. Documentary information systems (DIS), including optical data storage and EDI/e-commerce are important growth areas as are communications-related PC software and add-on products (networking and Internet products, voice-related systems). The multimedia software industry is growing rapidly in key areas such as education, where the government has established an extensive program to stimulate the use of multimedia IT in education.

The Dutch telecommunications market was estimated at \$15.6 billion in 1998, 85 per cent of which was in services. The market grew by 8.6 per cent in 1998, and is expected to drop slightly in 1999 to 6.2 per cent.

In October 1998, companies became free to create telecom networks and offer every kind of service based on fixed networks. Key growth areas for Canadian telecom equipment suppliers are Internet products (including Internet telephony), mobile telephony, networking (including wireless LANs), computer telephony integration and voice/data integration.

The e-commerce market in the Netherlands is growing at a rate of 200 per cent a year, and is valued at \$535.8 million, with projected growth to \$1.8 billion by the end of 1999 and over \$18.5 billion by 2002.

As well, the number of Internet users is expected to reach 3.8 million

by 2002. Canadian suppliers of privacy-enhancing and encryption solutions (software), as well as networking hardware (particularly routers), remote access servers and WAN switches are in great demand.

Gateway to Europe

The Netherlands is a popular point of entry into Europe for Canadian com-

Puredata Ltd., Twenty-Twenty, Pika and Concord-Eracom Computer Ltd.

The Netherlands is attractive both as a test market for entry into Europe and as a strategic base of operations for co-ordinating activities throughout Europe. The relatively sophisticated domestic software industry provides a good pool of potential companies for joint ventures and partnerships.



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panies. English is widely spoken and per-capita IT expenditure is high. Many Canadian information and communications technology (ICT) companies are located here, including Nortel, Eicon Technologies, Corel, Cognos, Newbridge Networks, and GEAC, while many more are actively selling via distributors or resellers. Canadian IT firms active in the Netherlands include Corporate Software & Technology, CAE Inc., Le Groupe Berclain, Gallium Inc.,

Knowledge Cafés

To meet face-to-face with the Crossing the Pond Trade Team

from Europe, as well as other entrepreneurs and business executives in European ICT markets, register now for one of the Knowledge Cafés being held June 4 in Vancouver and June 7 in Calgary. To register, visit www.crossingthepond.com, or call (613) 943-0893. Chris Rowley is a Commercial Officer at the Canadian Embassy in The Hague, Netherlands. You can meet Chris and his European colleagues at any of the above Knowledge Cafés.

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

Agreement Number 1453025



FreeBalance, Safety Net: Y2K Success at Home and Abroad

The key to good government rests in proper financial management," says Kevin Higgins, President and CEO of FreeBalance. "Other systems and programs may stumble, but evidence of having the public coffers in check is what is going to ease public tension."

Whether part of a contingency plan or as regular operating software, the FreeBalance Foundation financial administration package is available in versions tailor-made for small or large government departments, municipalities, school boards, hospitals or any other public-sector institution. Installation is easy: Plug and Play.

"What we are offering our clients on this CD-ROM is a solution which can be implemented well before the new millennium, and one that can be scaled to reflect the operational requirements of any size department. In the end, not only will FreeBalance clients have an innovative Year 2000 solution, but they will also have a flexible 'best-of-breed' system which will significantly improve management and frontline accounting processes," says Bruce Lazenby, Vice-President, Business Development.

FreeBalance Foundation has been distributed by the Federation of Canadian Municipalities, as part of its recent Y2K mailing. It has also become the financial software package of choice for the new territorial government of Nunavut. Administrators found that when setting up their new systems,

the software, in addition to being Y2K ready, could easily accept any new school board, hospital or municipal government.

as a backup contingency plan — and the Immigration and Refugee Board of Canada. Several federal departments in the U.S., such as the United States Information Agency (USIA), the Department of Transport (DOT) and the Department of State are some other satisfied customers.

As a matter of fact, the 15-year-old company with a staff of 60 people — "and growing by leaps and bounds," adds Director of Marketing and Communications Dave DeRosa — is interested in promoting this useful tool in developing countries.

"So far the United States is the only country outside Canada where we have established a presence for our product, thanks to our office in Washington," says DeRosa. "But there is plenty of opportunity for setting up partnerships with us for expansion abroad."

For further information on FreeBalance or to obtain a free copy of the CD-ROM, contact Dave DeRosa, Director of Marketing and Communications, tel.: (613) 236-5150, fax: (613) 236-7785, Internet: www.FreeBalance.com

A reminder

Tax Relief to Help you Meet the Y2K Challenge

The federal government is providing special tax relief to help small and medium-sized businesses solve their Year 2000 (Y2K) computer problems.

The program applies to the cost of hardware and software acquired between January 1, 1998 and June 30 this year, to replace equipment that is not Y2K compliant.

The tax relief takes the form of accelerated capital cost allowance (CCA) deductions of up to \$50,000. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

To focus the benefit on smaller businesses, only unincorporated firms and corporations not subject to the Large Corporations Tax will be eligible.

For more information, contact your local Revenue Canada Tax Services office.

Organizations which act as executing agencies for government activities both in Canada and overseas may well find this software useful as part of their Y2K contingency plan.

Satisfied clients at home include Revenue Canada, country-wide —



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (UTO). For information about articles on this page, contact UTO by fax at (613) 944-9119 or e-mail: commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Software Partnering Event Builds on Past Success

The third annual Chicago Software Association (CSA) Partnering Event, March 23, 1999, introduced Canadian information technology (IT) companies to the Chicago marketplace, gave them the opportunity to network with local companies, and present their products and services to the local IT community.

Sponsored by the Canadian Consulate in Chicago, CSA, KPMG, and Freeborn and Peters, this year's event had its best-ever turnout, with over 350 participants at the afternoon session and 32 at the Canadian Networking Luncheon.

The event consisted of a morning educational session with guest speakers, followed by a networking luncheon with local software executives and media representatives. Companies then made individual presentations to prospective partners, and were also provided with booth space to display their wares.

Twelve Canadian companies from across the country took part in the event, including: Angel Lake Multimedia Inc. (Elliot Lake, Ontario); Axyn Corporation (Vanier, Ontario); Discoverware Inc. (Calgary, Alberta); EPS Software (Mississauga, Ontario); InTime Solutions Inc. (Burnaby,

British Columbia); MetaQuest Software Inc. (Montreal, Quebec); Provance Technologies (Gatineau, Quebec); Sand Technology Systems (Aylmer, Quebec); Saturn Solutions

(St. Laurent, Quebec); ShareLine Systems Inc. (Moncton, New Brunswick); VytaNet Inc. (Oakville, Ontario); and Waterloo Maple (Waterloo, Ontario).

Study in Canada Trucking Off to Buffalo

A travelling three-day Study in Canada information series for school counsellors hit the road in the Buffalo Consulate area April 14, 1999. Promoting Canadian schools and post-secondary education, each session included displays by the 13 participating Golden Horseshoe colleges and universities, a comprehensive overview of higher education in Canada and its benefits, a regional/cross-border analysis, and detailed information on student authorizations. Over 100 school counsellors attended one of the three sessions held in Buffalo, Niagara Falls and Pittsburgh.

The 13 Canadian institutions introduced school counsellors in upstate New York and Pennsylvania to the idea of *Studying in Canada*. This was the first occasion for Canadian schools to actively market themselves as a group in this region. The information series

was planned to coincide with the NACAC Fair in Syracuse as well as with the annual meeting of the Western New York Suburban Counsellors Association, which devoted half of its April 15 morning session to the Canadian educational system.

For many, the information sessions were a unique opportunity to learn more about well-known Canadian institutions such as the University of Toronto, but more importantly, they served to introduce many unknown or lesser known schools to the region's counselling community.

Participating institutions included University of Guelph, McMaster University, Ryerson Polytechnic University, University of Toronto, Trent University, York University, Conestoga College, Humber College, Mohawk College, Niagara College, Sir Sandford Fleming College, Seneca College and Sheridan College.

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> for a wide array of valuable information on doing business in and with the United States.

New Exporters Trade Mission Going to the National Sporting Goods Show in Chicago

Is your Canadian sporting goods company looking to enter the U.S. market...soon?

Do you need additional market information to make a decision on your market-entry strategy?

Would you like to hear from industry experts in a focussed educational forum, and tour the largest sporting goods show in the United States?

If so, the Canadian Consulate General in Chicago would like to invite you to attend the New Exporters to Border States (NEBS) mission in Chicago, Illinois, July 9-11, 1999.

This trade mission will combine an educational session with industry experts, a retail tour of Chicago's

sporting goods retailers, and entry to the National Sporting Goods Association Trade Show, the largest show in the U.S. Over 90,000 U.S. and international buyers are expected to attend the show to visit the more than 1,500 exhibitors that will be displaying their products and services.

If you are interested in participat-

ing in this trade mission, contact Ann F. Rosen, Senior Business Development Officer, Canadian Consulate General in Chicago, Two Prudential Plaza, 180 North Stetson Avenue, Suite 2400, Chicago Illinois 60601, tel.: (312) 616-1860, fax: (312) 616-1877; or Holly Inoshita, tel.: (312) 616-1860, ext. 3353.

NEBS MISSION AND NATIONAL STAND TO HIGHLIGHT CHICAGO BUILDING SHOW

CHICAGO, ILLINOIS — August 15-18, 1999 — Space is available on the National Stand at the National Hardware Show, North America's foremost trade venue devoted to home improvement and building supplies industries. Attending the event will be leading retailers, wholesalers, distributors, professional contractors, builders, architects and many others.

Recruitment is also under way for a New Exporters to Border States (NEBS) mission running in conjunction with the National Hardware Show. Educational sessions featuring local industry experts will be held the afternoon of Saturday, August 14, 1999, followed by a full day at the show.

To reserve space on the National Stand, contact Monique Deschamps at Kadoke Exhibition Services, tel.: (613) 241-4088. To find out more about the NEBS mission, contact Dustchin Rock at the Canadian Consulate General in Chicago, tel.: (312) 616-1870, ext. 3366.

New Century... New Challenges: American Supply Association Sets its Sights on San Antonio

SAN ANTONIO, TEXAS — September 15-18, 1999 — Over 400 exhibitors and 3,500 industry personnel are expected to attend the American Supply Association's 30th Annual Convention and Fair. This year's convention, with its theme *New Century...New Challenges*, will feature nationally recognized author, speaker and former Congressman Ed Foreman.

Convention workshop topics have been specifically designed to address many of the leading changes taking place in the PHCP (plumbing, heating, cooling, piping) industry. A special educational tracking program for CEOs and principals, middle managers, manufacturers and representatives will also be held. The noted author of *Consultative Selling*, Mack Hanan, will be

Continued on page 16 — San Antonio

CANADIAN EMBASSY LAUNCHES NEW WEB SITE

Raymond Chrétien, Canada's Ambassador to the United States recently announced the launch of the Year 2000 version of the Canadian Embassy's Web site. Significantly expanded and completely redesigned for ease of navigation, the site presents a wealth of information on Canada's government, economy, people and culture, and its relations with its closest partner and ally, the United States. The site can be accessed in Canada's two official languages; in English at www.canadianembassy.org and in French at www.ambassadeducanada.org. The new site also features an introductory video and a virtual tour of the Embassy.



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IFInet provides Canadian exporters with access to information on projects financed by International Financial Institutions (IFI) in nearly 20 sectors of activities in emerging markets and developing economies. Business guides to help companies bid on these business opportunities, as well as relevant Web Sites, can be directly accessed from this site. Our objective is to assist Canadian exporters increase their chances of success in pursuing IFI business opportunities. IFInet provides information on IFI business opportunities on an ongoing basis and is updated regularly. Access to IFInet requires registration (free) and a password.



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- Advice for SMEs Pursuing Export Opportunities Financed by The World Bank and the IADB
- Arch and Island Development Funds and Financial Institutions
- The Canadian Technical Cooperation Fund (CTCF) and the Caribbean Development Bank
- The African Development Bank Group: A Guide to Business Opportunities for Canadians
- Canadian Commercial Bank of the African Development Bank
- African Development Bank (ADB) Ltd
- The World Bank Group and the Inter-American Development Bank: A Canadian Business Guide
- Canadian Commercial Bank of the World Bank Group and the Inter-American Development Bank: A Canadian Business Guide
- How to Capitalize Upon the Profits in Asia's Infrastructure Market
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Since January 1st, 1999, this site has been accessed 02956 times.

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Home Page

Deals Sprout for Small Newfoundland Composting Company

Priding itself to be the fastest-growing dedicated composting company in Canada, Genesis Organic Inc. is sold on the benefits of participating in Team Canada trade missions.

Based in Corner Brook and Wild Cove, Newfoundland, Genesis is a waste recycling company that uses aerobic composting technology to transform pure organic waste, like wood bark and fish, into high-grade organic soil conditioners.

First Team Canada participation

After experiencing his first Team Canada trade mission last year, Genesis President and CEO Dr. Bob Richards doesn't need to be convinced of its worth. "In just two weeks, I generated over six months of work in trade development for our company," he says.

During Team Canada's visit to Chile in January 1998, Genesis signed a joint-venture agreement to develop an organic waste management facility valued at \$2 million.

"The deal with Fundacion Chile has moved to the operational stage," Richards adds. "We are in the process of completing final market analysis, site determination and operational analysis, and look forward to first production later this year."

Genesis and its Chilean partner also plan to develop a composting site that could generate more than \$5 million in revenue annually over the next five years.

"As a matter of fact," says Richards, "Fundacion officials



Successful visit to Chile (left to right): Newfoundland Premier Brian Tobin, David Richards, Genesis Chairman of the Board, Chile's President Eduardo Frei, Prime Minister Jean Chrétien, Fundacion Director General Eduardo Bitran, Dr. Robert Richards, and Alliance of Manufacturers & Exporters Canada's Vice President, International Trade Development, Doreen Russo.

visited us last December, leading to the signing of a joint venture with them. We are now working to bring this to the operational stage."

Mission tops months of effort

Richards had been trying to develop business in Chile for eight months prior to the trip. "The very fact that you've been selected to be part of Team Canada validates your company for the potential joint-venture partner," he explains.

Without the trade mission, Genesis executives could still be mired in negotiations. "The consummation of that deal was purely a result of Team Canada. It allowed us the face-to-face negotiations required to put a deal together. It would have taken a lot longer and it would have been precarious to put together on our own," he adds.

The Team Canada trade mission also helped Genesis establish leads and explore new opportunities with potential business partners in Mexico, Brazil and Argentina. "In any kind of international business you're vulnerable to the possibility of unscrupulous people being involved. But the excellent work done by Canadian trade commissioners in the countries visited — screening

Continued on page 15 — Genesis

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).



Ontario Winery the Toast of Vietnam

By Lorraine Vail, Executive Assistant, Pillitteri Estates Winery

Building a partnership, countries away, is the dream of all exporters, and for Niagara-on-the-Lake's Pillitteri Estates Winery, it is a dream come true in one of the countries it has been pursuing for some time, Vietnam.

The "dream" started some two years ago when Vice-President of Sales Charles Pillitteri met a Vietnamese at a food and beverage show in Hong Kong who gave him a contact in Vietnam. He in turn referred Pillitteri to the Canadian Consulate General in Ho Chi Minh City.

"That started our close relationship with Consul General Sara Hradecky and Trade Commissioner Bonny Berger," recalls Pillitteri, "culminating in our first sale exactly one year ago."

Market launch with solid Consulate backing

It was also two years ago that the Consulate introduced Canadian food and beverage promotions and realized that Ho Chi Minh City was full of avid wine lovers but without our great Canadian wines.

"So with initial contact having been made at the Consulate," says Pillitteri, "we quickly benefited from Bonny Berger's aggressive marketing skills.

"It took her and all her dedicated and dynamic persuasion some eight months to have Pillitteri's wines sent to La Cave, a wine cellar run by Youri Korsakoff in Ho Chi Minh City."

A full-fledged wine promotion followed — orchestrated by Bonny Berger — and the date was set for Charles Pillitteri to visit Vietnam.

"Thanks to the hard work of all staff at the Consulate," Pillitteri adds, "I was able to showcase our wines at many exciting and beneficial events, including a wine reception hosted by

our Consul General, a wine-tasting luncheon, the Canada-Vietnam Business Association luncheon and the 1998 Canada Day Celebration in Ho Chi Minh City."

The toast of the town

Canadian Wine Promotion "Discovering the Wines of Canada" showcased three of Pillitteri's wines that were available for the first time in Vietnam. "In addition," recalls Charles Pillitteri with pride, "they were featured in several of Ho Chi Minh City's top hotels and restaurants, including the New World Saigon Hotel, Camargue, Le Caprice, Le Bordeaux and the Q-Bar."

Last January, when Canada's Agriculture and Agri-food Minister Lyle Vanclief went to Vietnam he presented Pillitteri Icewine as the official gift to the VIPs he had met in Hanoi and Ho Chi Minh City.

Following the presentation, at a gala reception held to launch the Canadian Food and Beverage Festival, the Minister toasted the VIP guests with Pillitteri's Icewine, Chardonnay and Cabernet Sauvignon. Pictures made the front page of the local newspaper.

Dream and reality

Although his dream has come true, Pillitteri is quick to point out that in the world of exports everything doesn't always flow smoothly, even when it comes to wine.

"For one," he says, "the paperwork can be overwhelming, so plan well in advance, and allow plenty of time for shipping which can take up to 30 days — and another two weeks for clearing customs and general processing — so you have to be very organized at both ends."

The shipping costs themselves, he reminds, are very high, even by boat — and by air prohibitive — so it's best to ship by container, if the quantity is there. And in the summer, it might also mean using temperature-controlled containers because "you don't want to see your corks pop while sailing into port under 40° heat," he warns.

"In Vietnam," he adds, "it is essential to have an agent — called importer there — who will ensure that all the rules and regulations are followed and that your shipment reaches the right destination."

Patience pays off

Pillitteri's shipments are nowhere near container size — at least to Vietnam — but last year's launch has already resulted in 23 establishments carrying and serving his wines throughout Vietnam.

La Cave, Vietnam's top importer/distributor — previously it had stocked only fine French vintages — now carries five of Pillitteri's wines in addition to its award-winning Icewine, and has become the exclusive carrier of Pillitteri Estates' wines.

Continued on page 16 — Pillitteri Wines

Doing Business with the U.S. Government - the GSA Way

The General Services Administration (GSA) facilitates purchases by the U.S. government (the world's largest customer) and purchases some goods and services outright. Its annual procurements total more than US\$40 billion.

One part of the GSA, the Federal Supply Service (FSS), creates purchasing vehicles known as GSA schedules from which government agencies can buy goods and services. GSA schedules are similar to Master Standing Offers used by Public Works and Government Services Canada. When a vendor is placed on a schedule, this is not a guarantee of sales but rather, authorization to market specified products and services to government departments under negotiated terms and conditions. The GSA actively seeks new bidders and competition for its supply and service contracts. The regional GSA contracting offices advertise, award and manage most GSA contracts.

The following notices are upcoming solicitations. The information below was current as of *CanadExport's* deadline for submission for publication; changes may have occurred in the interim.

Schedule Identification: 49 - Maintenance and Repair Shop Equipment

Estimated Value: \$12 million-\$14 million
Contract Period: FY 99
Procurement Method: Multiple Award Schedule
Contact: Kay Nelson
tel.: (817) 978-249, fax: (817) 978-8634

Contract Period: FY 99
Procurement Method: Negotiated
Contact: Helen Carter
tel.: (817) 978-3517, fax: (817) 978-3761

Schedule Identification: 47 - Pipe, Tubing, Hose and Fittings

Description: Garden Hoses
Estimated value: \$147,014-\$162,489
Contract Period: FY 99
Procurement Method: Negotiated
Contact: Helen Carter
tel.: (817) 978-3517, fax: (817) 978-3761

Schedule Identification: 39 - Materials Handling Equipment

Description: Multiple Award Schedule
Estimated Value: \$6,500,000
Contract Period: FY 99
Procurement Method: Negotiated
Contact: Bonnie Bryson
tel.: (817) 978-2077

Schedule Identification: 4210 - Fire-fighting Equipment (Except Fire Trucks)

Description: Fire Hose, Rubber Lined and Synthetic
Estimated Value: \$3,589,021-\$3,967,969
Contract Period: FY 99
Procurement Method: Negotiated
Contact: Jennifer Marshall
tel.: (817) 978-4135

Schedule Identification: R - Professional Administrative and Management Support

Description: Business Information Services
Estimated Value: \$15 million
Contract Period: FY 99
Procurement Method: Negotiated
Contact: Tom Uberto
tel.: (703) 305-7812, fax: (703)305-6268
Note: One five-year option.

Schedule Identification: 40 - Rope, Cable, Chain and Fittings

Description: Cord and Twine
Estimated Value: \$1,149,500-\$1,270,500
Contract Period: FY 99
Procurement Method: Negotiated
Contact: Helen Carter
tel.: (817) 978-3517, fax: (817) 978-3761

Information about the GSA and its schedules is available at www.gsa.gov. In addition, you can access the Federal Supply Service at www.fss.gsa.gov. A new pilot, the Electronic Posting System, posts notices for seven federal agencies and allows registration for e-mail notifications (like the GSA). It is currently accessible at <http://www.eps.gov>. (Note: this site may change.)

Schedule Identification: 40 - Rope, Cable, Chain and Fittings

Description: Manilla Rope
Estimated Value: \$74,100-\$81,900

For more information about the GSA, contact Allison Saunders, Canadian Embassy in Washington, fax: (202) 682-7619, e-mail: allison.saunders@dfait-maeci.gc.ca

Trade Lead Translates into Big Contract for TELAV/I.S.T.S.

Interpreting the needs of a new customer was all in a day's work for TELAV/I.S.T.S. of Montreal, Quebec.

When TELAV, a leading Canadian supplier of audio-visual (a/v) equipment, was contacted by the Guyana Telephone and Telegraph Company, it immediately set to work to pull together the simultaneous interpretation and audio equipment the customer needed to successfully run conferences and meetings. Less than a week later, TELAV shipped \$144,000 worth of tape decks, amplifiers, speakers, microphones, receivers and central processing equipment capable of handling simultaneous translation for three languages.

How did Guyana Telephone and Telegraph know to contact TELAV, which employs 450 people in 18 locations across Canada? They called Janice Khan, a trade officer with the Canadian Embassy in Georgetown, Guyana. Khan turned to the International Business Opportunities Centre (IBOC) for help in finding Canadian companies that could provide the appropriate equipment within a very short period of time.

Searching through the WIN Exports and Canadian Company Capabilities (Strategis) databases, Sean McCabe of IBOC found the names of seven Canadian companies that supplied simultaneous interpretation equipment and faxed the information to Khan, who passed it along to the customer. McCabe also faxed details of the client's needs to the prospective Canadian bidders. The Guyana Telephone and Telegraph Company called TELAV, sent them a detailed list of requirements, and quickly struck the deal.

TELAV operates the largest fleet of a/v rental equipment in Canada, supplying customers with permanent installations of multimedia presentation network systems for use in boardrooms, training and conference centres. It also sells and supports specialized commercial and industrial display products. With four decades of experience, TELAV has provided audio, visual and staging support to more than 40,000 events. Though the company has sold and installed its systems in Central America and the United States, this was its first deal in Guyana.

"This contract certainly gives us the opportunity to make a stronger name for ourselves in South America, particularly for the permanent installation of simultaneous interpretation equipment," said Michel Lamarche, TELAV's System Sales Division Director. "This type of exposure helps us to build an international base."

IBOC works with Canadian trade com-

missioners throughout the world, matching Canadian companies with trade and investment opportunities and strategic partnerships worldwide.

As the sourcing centre for Team Canada Inc, the federal government's network of export service providers, IBOC also works closely with a variety of government departments and agencies including the Department of Foreign Affairs and International Trade, Industry Canada, Agriculture and Agri-Food Canada and the Canadian Commercial Corporation.



Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been put in touch with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Web site at www.dfait-maeci.gc.ca/iboc-coai

On-line Resource Network for Women Doing Business with Asia

Three years ago, while living in Asia, Rosemary Brisco, a Canadian, started a Web site for businesswomen in Asia and for women doing business with Asia.

Soon after her arrival in Singapore where she lived for nearly four years, she noticed that more and more women were starting and running their own businesses in Asia, and that they were logging on to the Internet in increasing numbers.

So in early 1996, she decided to bring businesswomen together via the Internet by creating Asia's first businesswomen's networking Web site, www.women-connect-asia.com, a place for women in Asia, and beyond, to network with one another and offer their products and services.

Women-Connect-Asia is not only an on-line resource network for women living and working in Asia, but also for those in North America

who have interests in the region.

According to Brisco, this site would be of great assistance to women in Canada wishing to export to the Asian market. In addition, it would give them contacts in areas where they may not currently have business connections.

Among the many features of the Web site is a *Traveller's Network* to connect businesswomen travelling alone to foreign countries on business trips.

Travelling on business can be a very lonely experience for women, says Brisco. The business listing's page highlights those women who are receptive to being contacted by another female business traveller to exchange information or maybe share a meal.

The site incorporates a searchable database consisting of over 500 women-owned and -operated businesses from all over Asia as well as the United States and Canada.

The site has attracted a flurry of publicity, from write-ups in Singapore-based *Female, Go* and *Vogue* magazines, the *Chicago Tribune* and the *Financial Times of London* to an appearance on the Asian Business News television program.

For more information on *Women-Connect-Asia* — it exists only on the Web — contact Rosemary Brisco (she now lives in California), tel.: (650) 654-6926, e-mail: Rosemary@DearWebWoman.com

Suspension and Lifting of Sanctions Against Libya

After the UN announced the suspension of its 1992 sanctions, the Department of Foreign Affairs and International Trade (DFAIT) suspended as of April 8, 1999, the application of these sanctions in Canada.

This means that transactions in fields such as aeronautics can now be resumed in Libya. Moreover, Libya's financial assets in Canada are no longer frozen.

Pending an eventual government order that would totally lift Canada's application of the UN sanctions, companies wishing to take advantage of the suspension of sanctions must first obtain a certificate, which will be issued on a routine basis and will legalize their activities in Libya.

To obtain the certificate, contact the Oceans, Environmental and Economic Law Division, DFAIT, 125 Sussex Drive, Ottawa K1A 0G2, tel.: (613) 992-6476, fax: (613) 992-6483

In addition, the Canadian sanctions adopted in 1986 have been lifted. Among other things, this means that Canada can resume trade promotion in Libya.

However, companies wishing to export goods to Libya still must first obtain an export licence — pending the adoption of a government Order in Council eliminating this procedure — from the Export Controls Division, DFAIT, 125 Sussex Drive, Ottawa K1A 0G2, tel.: (613) 996-2397, fax: (613) 996-9933.

Until recently, there were two types of sanctions against Libya: those imposed by the UN Security Council in 1992 and those adopted by Canada in 1986.

For more information on these changes, contact Denys Laliberté, Maghreb and Arabian Peninsula Division, DFAIT, tel.: (613) 944-1736, fax: (613) 944-7431.

Hydro-Québec International Extends its Network...to Senegal

Hydro-Québec International (HQI) has just won the Senegalese government's tender call to privatize its national power corporation (SENELEC).

HQI and its partner ELYO (a subsidiary of the Groupe Lyonnaise des Eaux) have acquired 34 per cent of SENELEC's shares. The Senegalese government has retained 41 per cent of the shares in the new corporation, and the workers (including the Fonds de solidarité des travailleurs du Québec, FTQ) 10 per cent.

HQI's equity participation in SENELEC consists of a direct investment of \$50 million.

HQI has been active in Africa for more than 15 years, but this is the first time it has taken the initiative of investing in a local power utility.

SENELEC

SENELEC serves upwards of 330,000 clients (a 44-per-cent increase between 1990 and 1996), employs 1,700 people and has sales of \$200 million: Its transmission network extends over a 6,000-km area. The corporation owns 31 thermal power stations with a rated capacity of 300 MW, but only 220 MW operate adequately. Over half of the equipment is more than 25 years old.

The energy industry is a promising sector in Africa. By acquiring shares in SENELEC, HQI will be in a better position to take advantage of future opportunities.

Potential opportunities

HQI's investment should also help pave the way for Canadian suppliers offering consulting, engineering and electrical equipment supply services and for contractors specializing in the construction of power transmission and distribution networks.

According to HQI's estimates, the work required to modernize SENELEC will generate \$200 million in spin-offs for Canadian firms over a 10-year period.

For more information on this agreement, contact Paul André-Gagnon,

Central and West African Branch, DFAIT, tel.: (613) 944-0396; or Chantal de Varennes, First Secretary and Consul, Canadian Embassy in Dakar, tel.: (011-221) 823-9290, fax: (011-221) 823-8749.

LONDON ECONOMIC DEVELOPMENT CORPORATION EMBARKS ON EXCITING NEW EXPORTING INITIATIVE

by Vijai Kanthan, LEDC

The London Economic Development Corporation (LEDC) and four surrounding organizations have launched the Export Development Initiative, aimed at increasing the exporting capabilities of local, small to medium-sized enterprises (SMEs).

The Initiative, funded by Human Resources Development Canada (HRDC), is being administered through the Huron Business Development Corporation in all five jurisdictions. But it's not going to stop there. The project is expected to be picked up by an estimated 50 communities in Ontario by mid-June, in no small part thanks to the efforts of Gerald Milot, Trade Commissioner at the International Trade Centre in Toronto.

The project initially began when Mary Zelinski of Industry Canada brought together representatives from federal and provincial government agencies and local economic development organizations to discuss the problems local SMEs have in reaching their exporting potential. Zelinski also

brought Noreen Davis of HRDC and Milot to the table, and together they were able to establish a hands-on approach to working with local businesses. The Initiative was launched in mid-April, with the Community Futures Program facilitating the process and support from several community economic development organizations.

LEDC brought Heather Pilot in to lead this exciting new initiative that promises to deliver tangible results. The Corporation has already made contact with a number of local companies that want to begin exporting their products and services.

With strong interest from local businesses and continued support from HRDC and Industry Canada, the Export Development Initiative promises to create jobs and enhance the fortunes of many local businesses.

For more information about the Export Development Initiative, contact Gerald Milot at the International Trade Centre in Toronto, tel.: (416) 973-5053, fax: (416) 973-8161.

Business Development Mission to Finland and Russia

HELSINKI and ST. PETERSBURG — June 12-19, 1999 — The Canada Russia Business Forum (CRBF), in collaboration with Industry Canada-International Trade Centre (ITC), the Canadian Embassy in Finland and the Canadian Consulate in St. Petersburg, are inviting Canadian companies interested in exporting their products, technologies and services to the region to participate in a business development mission.

The objectives of the mission are to identify business opportunities in the St. Petersburg region and how to use export-related services offered by Finland.

The business program in Finland will include meetings with Finnish organizations involved in financing, insurance, storage, trading, and transportation. In St. Petersburg, there will be meetings with relevant representatives from the local public and

private sector to identify business opportunities and develop contacts.

Companies interested in participating — a maximum of 10 participants will be accepted — should fill out the Company Profile form (available on the Internet at <http://www.canada-russia.com/home.html>) and fax it immediately to Deborah Evans, fax: (416) 973-8161, who can also be contacted for further information.

Paris Auto Show Top of the Line

PARIS, FRANCE — October 13-18, 1999 — EQUIP'AUTO is the international meeting place for the entire automotive industry. It is the only truly global exhibition bringing together all the leading players in the automotive sector, from design to maintenance, from production to recycling.

The 1997 edition of EQUIP'AUTO featured some 2,400 exhibitors from 60 countries and 150,000 trade visitors, representing an increase of 17 per cent over 1995. In 1997, it also welcomed over 45,000 "original equipment" visitors, an increase of approximately 29 per cent.

EQUIP'AUTO is the leading European show for new technology equipment, bringing together over 500 exhibitors in this area alone.

EQUIP'AUTO 99 is the ideal meeting place for Canadian suppliers to promote their products and services, make new business contacts and meet potential new customers.

For more information, contact Promosalons-Canada-French Trade Exhibitions, in Toronto: Alison Cousland, tel.: 1-800-565-5443 or (416) 929-2562, fax: (416) 929-2564; in Montréal: Élisabeth Veauvry-Charron, tel.: 1-800-387-2566 or (514) 861-5668, fax: (514) 861-7926; or Ed Kennedy, Automotive Industry Association of Canada, tel.: (613) 728-5821, fax: (613) 728-6021.

Havana Rolls out Impressive Roster of International Fairs

The following trade fairs have been scheduled to take place in Havana, Cuba.

METANICA (International Fair of Metallurgical, Mechanical and Electronic Industries and Industrial Subcontracting) — July 13-17, 1999 — Last year's fair featured 321 exhibitors and 37,000 visitors.

FIT (International Transportation Fair) — September 22-26, 1999 — Over 330 exhibitors took part in the 1998 edition of FIT, along with 35,000 visitors.

FIHAV-XVII (Havana International Fair) — October 31 - November 7, 1999 — This cross-sectoral show is the most important trade fair in Cuba. Almost 2,000 companies and 250,000 visitors participated in the 1998 show. The Canadian Embassy is organizing a Canadian Pavilion for the event, and recruitment will begin this month.

For more information on any of these and other scheduled shows, visit the Cuban Convention Bureau's Web site at: www.cubaweb.cu/ferias.htm

Team Canada Inc.
1-888-
exports



World's Largest Industries Represented at International Defence Fair

ANKARA, TURKEY — September 28, 1999 — IDEF TÜRKIYE '99, the 4th International Defence Industry, Aerospace and Maritime Fair, plays an essential role in demonstrating the progress and improvements in the defence industry to peaceful and allied countries throughout the world.

Sponsored by the Turkish Armed Forces Foundation (TAFF) under the auspices of the Ministry of National Defence of the Republic of Turkey, the biennial IDEF fair gives participants the

opportunity to present their products to the world's largest defence, aerospace and maritime industries as well as high-ranking government and armed forces delegations from 38 countries.

For more information, contact CNR International Fair Organizations, World Trade Center, Atatürk Havalimani Karsisi, 34830 Yesilkoy, Istanbul, Turkey, tel.: (011-90-212) 663 08 81, fax: (011-90-212) 663 09 73-75, e-mail: info@cnr.net, Internet: www.cnr.net

EDC's New Initiative for Environmental Exporters

— Continued from page 1

President of the Canadian Environment Industry Association. "I'm very pleased and encouraged to see services being targeted to the environmental sector. Small and medium-sized companies need to be more aware that EDC can help them get into export markets."

For more information about support for environmental exporters, companies with export sales under \$1 million annually should call EDC at 1-800-850-9626; and those with export sales over \$1 million, 1-888-332-3777.

Genesis Organic Inc. of Newfoundland

— Continued from page 8

out companies in advance — resulted in focussed meetings and good synergies conducive to serious talks with prospective companies," Richards says.

Genesis is already negotiating with a company in Buenos Aires, Argentina, for the potential establishment of a composting operation there.

"This collaboration arose from an initial meeting held during the mission," says Richards, "and arranged by trade commissioners at the Canadian Embassy in Buenos Aires and the Team Canada staff."

Mission fringe benefits

Besides all the deals he made in Latin America, Richards says that he benefited enormously from networking with other Team Canada participants.

"Not only is the trip valuable for the international business opportunities that you develop," he explains, "but it is a once-in-a-lifetime opportunity to communicate and deal directly with other Canadian entrepreneurs."

Genesis now employs 30 people — up from 19 a year ago — thanks in part to the successful Team Canada mission. Like many other smaller companies, Richards found the real value of these missions to be immeasurable. "It just charges your battery to know you're not alone out there."

For more information on Genesis, contact President and CEO Dr. Bob Richards, tel.: (709) 634-4769, fax: (709) 634-4932, Internet: www.genesis.ca

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 475 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Prescription for Success in the European Health-care Market

Chance to Meet Canada's Trade Officers from Europe

Six officers from Canadian Posts in different European countries will be in Canada in June to meet with Canadian manufacturers of medical devices, pharmaceutical and biotechnology products interested in exporting or in finding partners in the European Union.

All of the posts participating in this event have identified the Life Sciences sector as a priority and see promising opportunities for Canadian manufacturers in their respective markets.

By registering for this activity, you will be able to have one-on-one meetings with each of the officers involved representing the market targeted by your company. You will be able to discuss opportunities for export or partnering,

regulatory issues, market conditions and access and ask any questions on the EU market.

Dates and venues: MONTREAL — June 15; EDMONTON — June 16; VANCOUVER — June 17-18; TORONTO — June 21-22 at Intermed 99 (see *CanadExport* - May 3, 1999, p. 14)

For more information contact:

- Robert Landry, ITC Montreal, tel.: (514) 283-3940, fax: (514) 283-4581
- Robert Coleman, ITC Calgary, tel.: (403) 292-6642, fax: (403) 292-4578
- Stephen Nairne, ITC Vancouver, tel.: (604) 666-1424, fax: (604) 666-0954
- Yolande Baldachin, ITC Toronto, tel.: (416) 973-5054, fax: (416) 973-8161

**WE OPEN NEW DOORS FOR
CANADIAN COMPANIES:
STEP RIGHT IN.**

Pillitteri Wines — Continued from page 9

La Cave's recent wine sales for Pillitteri have already reached 112 cases and despite the economic slowdown in the region, Korsakoff forecasts an increase in Canadian product sales in 1999.

As a matter of fact, Charles Pillitteri has just returned to Vietnam following a successful marketing tour to Tokyo (first sale confirmed), Taiwan (large customer), Hong Kong and Thailand (agents contacted).

"But for our Winery," says Pillitteri, "June 1998 will be a month to remember. It introduced us to a whole new world - literally!

"Making our dream come true has made the world seem a lot smaller," he reflects. Nine months after their first introduction a relationship was born between two distant countries, bringing them closer together and creating a partnership that has the potential to grow. Two countries, a world apart. But a love for the same thing - great Canadian wine.

For more information on Pillitteri Estates Winery, contact Vice-President of Sales Charles Pillitteri, tel.: (905) 468-3147, fax: (905) 468-0389, Internet: <http://www.winery/pillitteri.com>

San Antonio

— Continued from page 5

returning to conduct a workshop entitled *Competing on Value, Making Margins when Competitors are Selling on Price*. A total of 12 specialized workshops have been scheduled.

For more information, contact Robert Jarvie, Director of Meetings and Conventions or Maurice A. Desmarais, Executive Director, American Supply Association, 222 Merchandise Mart Plaza, Suite 1360, Chicago, IL 60654-1202, tel.: (312) 464-0090, fax: (312) 464-0091, e-mail: asaemail@interserv.com, Internet: <http://www.asa.net>

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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First-ever Canada-U.S.A. Businesswomen's Trade Summit Landmark Event for Women Entrepreneurs

With more than \$1 billion in trade crossing the Canada - United States border each day, the Canada-U.S.A. Businesswomen's Trade Summit, held in Toronto, May 17-21, 1999, provided some 230 leading women entrepreneurs with an ideal forum to strengthen their network of export contacts.

Canada's Minister for International Trade Sergio Marchi co-chaired the Summit with William M. Daley, Secretary of Commerce for the United States and Aida Alvarez, Administrator of the U.S. Small Business Administration.

"Quite simply, women are fuelling the growth in small and medium companies in Canada and contributing both to our balance of trade and to our national prosperity. It is only logical, then, that in our efforts to assist Canadian businesswomen, we should

play to our strengths and focus on the United States," said Mr. Marchi. "This trade summit and mission went

a long way toward helping women entrepreneurs reach their export objectives and heighten awareness of their importance to the Canadian economy."



Photo: Yanka & Yolanda Van der Kolk

All smiles at the Summit (left to right): Andrina Lever, President, Lever Enterprises; Minister Marchi; Pat Pape, President, The Powerpoint Group; and Astrid Pregel, Minister-Counsellor (Commercial), Canadian Embassy in Washington.

Lucrative agreements reached

A quarter-million-dollar partnership agreement was one of several deals announced at the Summit in Toronto.

"This summit is about doing business today

Continued on page 2 — Businesswomen's

All Systems Go for Team Canada Trade Mission to Japan and Australia

Prime Minister Jean Chrétien announced last month that the fifth Team Canada Trade Mission will travel to Japan (Osaka, Tokyo) and Australia (Melbourne, Sydney) in September 1999.

The mission, which is designed to expand Canada's already successful relationships with these two key Pacific Rim economies, will showcase Canadian companies with active interests in the following priority

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Businesswomen's Trade Summit Landmark Event for Women Entrepreneurs — Continued from page 1

and laying the groundwork for even more export business tomorrow," said Minister Marchi.

The \$250,000 agreement is a significant achievement for Devlin Applied Design of Toronto, which will provide ProcureNet of Fairfield, New Jersey, with a fully integrated electronic marketing program for its Internet-based procurement resource, *OneSource*.

Several other landmark agreements were also finalized during the summit. Toronto's KidsNRG signed a partnership agreement with Art of Work of Seattle, Washington, to form The NRG Group. The new company will promote a dynamic learning process called passion architecture, which is designed to enable companies to attain maximum productivity from their employees.

Muttluks Inc. of Toronto announced several new export contracts, including one with the largest pet mail order company in the United States, which will contribute to tripling its annual sales. And, Toronto-based Lever Enterprises concluded a memorandum of understanding (MOU) with Fran Close and Associates of Albuquerque, New Mexico, to jointly promote Canada-U.S. trade, organize trade missions to third countries, and collaborate on international commercial development projects.

Toronto's Health Television System Inc. entered into an agree-

ment with Kelly/Waldron of East Brunswick, New Jersey, to incorporate its innovative educational services in Kelly/Waldron's pharmaceutical product.

The summit was not only an opportunity for Canadian firms to do business with U.S. firms, but also to do so among themselves. For example, Uniquely Canadian Enterprises Inc. of Abbotsford, B.C., entered into a partnership agreement with America Online (AOL) Canada Inc. to launch the Uniquely Canadian Web site, which provides a venue for Canadian women artisans to market their goods worldwide.

The Royal Bank of Canada also signed an MOU with Women Entrepreneurs of Canada and Women Business Owners of Canada for a national mentoring program for women exporters.

Future initiatives support women exporters

One of the highlights was the signing of a Joint Summit Declaration to support women-led small and

medium-sized businesses by sharing trade information resources and working together to raise awareness of women's economic activity in other countries.

Among other announcements made by Minister Marchi during the summit were:

- A mission of women business owners will be organized to attend the Economic Summit of the Americas, November 11-13, 1999, in Buenos Aires, Argentina.
- Canada will co-host the Indigenous Women in Export Conference in New Zealand, June 17-20, 1999, to highlight the accomplishments of indigenous women from all Asia-Pacific Economic Co-operation (APEC) forum economies, including Canada.
- *Women Crossing Borders*, a delegation of Canadian businesswomen, will go to Great Britain in the spring of 2000 as part of

Continued on page 3—
Businesswomen's Trade Summit

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

Agreement Number 1453025



Business Advisory on International Aspects of Y2K

Few Canadian businesses are isolated from the rest of the world. Many rely directly or indirectly on other countries for the supply of goods and services. Similarly, many Canadian businesses export their products and services.

These international trade and economic relationships are dependent on the continued operation of foreign businesses as well as on the uninterrupted delivery of supporting infrastructure services: transportation (marine, ports, air, road and rail); energy; banking and insurance; telecommunications; and government ser-

vices (such as customs, water supply, waste removal, product certification).

While it is impossible to say precisely what failures will occur, due diligence requires that Canadian firms carefully examine the extent to which their businesses are vulnerable and develop appropriate contingency plans.

With the year 2000 less than six months away, have you taken the steps to become Y2K compliant? While not meant to replace professional advice on Y2K issues, here are a few key questions to help Canadian businesses.

How could your business be affected?

Foreign business partners could experience disruptions in their own operations or in infrastructure supporting their operations.

International transportation links could be disrupted, affecting the shipment of goods or movement of people.

Just-in-time systems are particularly vulnerable to Y2K failures abroad because of delays that could arise in shipping, port services, customs clearance and inter-modal transfers.

Similarly, SMEs in other countries could be more vulnerable because they are generally less aware of Y2K and sometimes lack the resources to deal with the problem.

Do you have staff or operations in other countries?

If you do, it is important to consider how your staff and their ability to continue to work could be affected by potential Y2K failures.

Are there legal issues you need to be aware of?

The *Year 2000 Information and Readiness Disclosure Act* was enacted

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Businesswomen's Trade Summit

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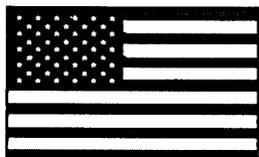
an initiative to encourage greater export access and profile in the United Kingdom.

- WIN Exports, the government's comprehensive database of Canadian exporters, will be expanded to include more women-owned businesses and increase the number of women receiving regular information on export programs, services and opportunities.
- The Export Development Corporation will sponsor the *Women Going Global* program for women-owned businesses new to the export marketplace and will conduct cultural training sessions across Canada for the development of foreign markets in the fall of 1999.
- In conjunction with Industry Canada, DFAIT will conduct an awareness program on the need of Canadian businesswomen for front-line professionals providing export services and programs.
- A membership launch was held at the summit for the first Canadian chapter of the Organization for Women in International Trade (OWIT), which will be incorporated this fall.

Strong private-sector support

The summit would not have been possible without the strong support of Canadian corporations and companies led by the Royal Bank of Canada and Federal Express Canada. Fifteen other private-sector companies also made valuable financial contributions.

For more information about the Canada-U.S.A. Businesswomen's Trade Summit, visit www.businesswomensummit.com



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (UTO). For information about articles on this page, contact UTO by fax at (613) 944-9119 or e-mail: commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Advice from Successful Women Exporters

Excerpted from *Beyond Borders: Canadian Businesswomen in International Trade*, a report produced by the Trade Research Coalition (TRC). The TRC is a public/private-sector consortium established by International Trade Minister Sergio Marchi to study the international trade activities of Canadian businesswomen, and to recommend ways of expanding their participation in world markets. *Beyond Borders* is available on-line at http://www.infoexport.gc.ca/businesswomen/beyond_borders/menu-e.asp

Do your homework

- Investigate the regulations of exporting, such as the NAFTA rules of origin
- Understand brokerage fees and customs issues
- Learn how government can assist in export activities
- Research the size and nature of the market
- Have a firm pricing strategy established before meeting potential clients

"I've made some mistakes in terms of not doing my homework well enough. [You need to] be very clear about all the expenses and costs, and make sure you are working with the best people possible so that you know your business in that country..."

Enlist the help of others

Solicit input and advice from as many sources as possible:

- Clients
- Suppliers
- Trade Commissioners
- Foreign tax revenue services
- Community economic development personnel

"...it's a very hard thing to do on your own. I work with a small consultants co-op. We have been meeting on a monthly basis to discuss strategies."

Know your markets

- Understand cultural differences
- Quote in local currency
- Start with a broad sweep of the market and then concentrate on your best prospects

"You need to understand your potential market and whether you've really got a fit."

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> for a wide array of valuable information on doing business in and with the United States.

Advice from Successful Women Exporters

Go for it!

- Don't be afraid, be persistent
- Take a calculated risk, but only invest as much as you can afford to lose
- Set your goals and work towards them

"Go for it. ... I think we have to be realistic in Canada and realize that our sales base here is not large."

Ensure your financial security

- Understand that exporting is a long-term investment
- Exporting requires cash flow to finance transactions
- Exporting requires strong financial management

"Expect it to cost you for the first two or three years and then you will start to see some turnaround. If you need instant cash then don't bother exporting... it's a long-term investment."

Meet customers' needs

- Understand cultural differences
- Understand what the customer is looking for
- Exceed customers' expectations

"... there are certain products that are preferred. In Japan it might be that they don't buy things in sets of four, they buy them in sets of five ..."

Know your product or service and promote it

- Understand product or service differences
- Assess the long-term viability of your product or service in the international marketplace

"Make sure that the product you have is the best that it can be because it's going on to the international marketplace. So know your product, know why it's better or different. When you have faith in that then I think it's time to go forward."

Establish your goals and define a strategy

- Consider what you wish to accomplish in life and in the export relationship
- Understand clearly your business objectives and strategy
- Stick with it!

"I'm getting to the point where my business is self-sustaining. I'm able to delegate and hire on more staff than I ever anticipated. By the end of next year, I'm hopefully going to have a completely self-sustaining business that either somebody is going to want to buy out, or that I can bring somebody in to run."

Know your production and service capabilities

- Be ready for potential clients' questions
- Ensure that you have the production capability to meet demand

"We're finally in a position where we're keeping up to our end of the bargain as far as production goes, our time, and our deliveries. The biggest problem is resisting the temptation to take more on."

Young B.C. Software Solutions Company Chooses Japan for First Export Venture

Convinced that success for its products resided in Asia, two-sister team AICO Arena International Corporation decided to turn all eyes towards Asia — starting with Japan — to test the exporting waters.

That decision was based on marketing studies the two partners, President Lilian Martonyi, an economist, and Vice-President Maria Martonyi, an engineer, had done while devising bilingual software solutions that provide businesses with maximum flexibility and control over financial information.

“Based on our studies,” recalls Maria Martonyi, “we concluded that the opportunities in Asia were roughly at the level they were in North America some 15 years ago.”

A product geared for a market

So the four-year-young Maple Ridge-based company — “founded with the idea of selling accounting solutions to the Far East,” says Martonyi — developed *HappyAccounts*®, a bilingual Japanese-English Accounting and Business Management Software System designed to operate with the Japanese version of *Windows*®. It includes features such as bilingual reporting capacity in Japanese and English.

HappyAccounts®, which is packaged in two separate language display sets, runs on both English and Japanese *Windows*®, with user interfaces, manuals and data input. Its

various features include a built-in bilingual reporting capacity, support for different currencies and a non-decimal display for the yen.

“In fact,” says Martonyi, “what we did with *HappyAccounts*® was to take the North American concept of standardized, ready-to-use, customized-by-end-user accounting software into the Asian market, starting with Japan.

“We chose Japan,” she explains, “over China, for example, because it’s a country that has many similarities — notwithstanding the many differences — in business culture with North America, and,” she adds, “because in a way it was Japan that chose us.”

First sale based on good networking

AICO started doing its homework several years ago, making contact with the International Trade Centre (ITC) in Vancouver, getting on the Japan External Trade Organization’s (JETRO) mailing list and studying several publications.

“Industry development officer John Lorenz at the ITC was very helpful,” recalls Martonyi, “supplying us with DFAIT’s *Canadian Action Plan for Japan* and *Japan’s Market*

for Canadian Software [a joint DFAIT-JETRO study] which confirmed one programming challenge we already knew, that in Asia they use two bytes per character while in the West they use only one.”

The big break for AICO came in December 1997 when JETRO handpicked the company — with another seven from B.C. — in its annual search for new technology for the Japanese market, later selecting AICO to showcase *HappyAccounts*® at the April COMDEX’98 in Tokyo under its New Import Products Program.

“That’s where we met our future agent in Japan,” says Martonyi, “Business Brains Tokyo Inc., an affiliate of Honjo Associates Certified Public Accountants Japan, who three months later hosted a presentation seminar at the City Club of Tokyo to introduce *HappyAccounts*® to Japanese accounting managers and executives.”

Both events were attended by Canadian Trade Commissioners in Tokyo Robert Brocklebank and Andrew Smith, as well as B.C.’s representative in Japan Jim Anholt.

Continued on page 13 — AICO

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).



Team Canada Trade Mission to Japan and Australia

— Continued from page 1

sectors: aerospace and space; energy (with emphasis on new technologies); agri-food (with special emphasis on food biotechnology in Japan); information technology and telecommunications; environment; education, health care (Japan only); mining; and biotechnology (Australia only).

Full business programs — to be organized in Osaka, Tokyo, Melbourne and Sydney — will include seminars, sectoral meetings, hospitality and other events. These events will benefit from the participation of senior business and political leaders, helping increase companies' knowledge of local markets, encouraging links with local firms and increasing prospects for bilateral business co-operation.

Drawing on the prestige of Canada's Prime Minister, Provincial Premiers, Territorial Leaders, federal Cabinet ministers and municipal leaders, the mission will raise the profile of Canadian companies in the region.

Prime Minister Chrétien has led four previous Team Canada Missions: to China in November 1994; to India, Pakistan, Indonesia and Malaysia in January 1996; to

South Korea, the Philippines and Thailand in January 1997; and to Mexico, Brazil, Argentina and Chile in 1998.

These missions have demonstrated that they are not only a cost-effective introduction to new markets but also create opportunities to network with overseas contacts, expedite negotiations and contract closure, and increase business prospects.

Overall results include:

- The missions have helped more than 1,600 Canadian businesses and other organizations gain immediate access to senior government and private sector leaders in international markets.
- Participants have enhanced their networks and increased their business transactions as a direct result of their participation.
- Surveys conducted after each mission continue to indicate that Team Canada opens doors in key markets and adds momentum to business objectives while remaining a cost-effective business development tool.

For more information or to register your interest in participating in this year's mission, contact your

provincial trade representative or your trade commissioner at the International Trade Centre located in each provincial capital.

For contact details, check: www.infoexport.gc.ca/section2/assistance-e.asp, or contact Peter McGovern, Director, Team Canada Task Force, DFAIT, tel.: (613) 944-1233, fax: (613) 996-3406.

For more information on priority sectors in these markets, contact Mary Zakhem, Japan Division, DFAIT, tel.: (613) 995-1283, fax: (613) 944-2397, Internet: www.dfait-maeci.gc.ca/ni-ka or Lynne Thomson, Business Development - Australia, Korea and Oceania Division, DFAIT, tel.: (613) 995-8744, fax: (613) 996-1248.

Export Permit to Libya Lifted

Exporters to Libya no longer require an export permit. Goods of U.S. origin will however still be controlled. For more information, contact the Export Controls Division, DFAIT, tel.: (613) 996-2397, fax: (613) 996-9933.

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Japan Visit Lays Groundwork for Upcoming Team Canada Trade Mission

During International Trade Minister Sergio Marchi's visit to Japan May 10-12, 1999, the Minister helped lay the groundwork for the upcoming Team Canada trade mission to Japan and Australia this September, met with leading Japanese government and business leaders and attended the 32nd Quadrilateral Trade Ministers' (QUAD) meeting.

"We want to let Canadian entrepreneurs know that substantial trade and investment opportunities continue to exist in Japan, despite the economic situation in Asia," said Minister Marchi. "We also want to reinforce the message to Japanese business that Canada is a desirable, high-tech location in which to invest."

Japan is Canada's second-largest trading partner, with two-way trade exceeding \$22 billion in 1998. Canadian companies have established a strong presence there in sectors as varied as housing, consumer products and software.

Setting the stage for Team Canada

Discussions with Hiroshi Okuda, Chairman of Toyota Motor Corporation and the Japan-Canada Economic Committee of the Keidanren, and Noboru Hatakeyama, Chairman of the Japan External Trade Organization (JETRO), led to agreement on the necessity of promoting new high-tech linkages during September's Team Canada mission.

In a related meeting with Honda R&D President Fukui, the Minister was given a special demonstration of how Canada's Alias Wavefront software is now used to design all of Honda's vehicles.

Mr. Marchi also met with members of the Japanese education press to promote educational opportunities available to Japanese students in Canada. More than 8,600 Japanese students studied in Canada in 1998, representing over 11 per cent of all foreign students in Canada.

Canada-Japan bilateral relations, the QUAD and the WTO

During his visit with Kaoru Yosano, Japan's Minister of International Trade and Industry, Minister Marchi discussed the May 12 QUAD meeting, China's accession to the World Trade Organization (WTO), and the issue of engaging civil society in WTO negotiations.

Meeting with a group of Japanese companies, including

major investors in Canada, potential investors and leading venture capital firms, Mr. Marchi sought their input on investing in Canada. And, at a Canadian Chamber of



Minister Marchi (right) seen at the Quadrilateral meeting with Japan's Minister of International Trade and Industry Kaoru Yosano — shaking hands with European Commission Acting Vice-President Sir Leon Brittan (left) — and Ambassador, U.S. Trade Representative Charlene Barshefsky

Commerce in Japan meeting, he exchanged views with participants on a wide range of issues, including lumber tariffs, wire and wireless certification and the need for a bilateral social security agreement.

Addressing the Foreign Correspondents' Club of Japan, Minister Marchi spoke about Canada's objectives for the upcoming round of WTO negotiations, outlining three proposals to build and maintain public support and understanding for international trade.

"First, we need to make international institutions more open and accountable. Second, we need to be more inclusive," said Mr. Marchi. "Trade is about people, not numbers, so it is important that we provide opportunities for the public to have input into the process. And third, we need to be more responsive. When we are presented with

Continued on page 10 — Japan Visit

Canada-Japan Associations: Key Resources to an Important Market

Given the importance of the Canada-Japan relationship, it is not surprising that there are many associations in Canada dedicated to deepening its level of understanding and economic activity both bilaterally and multilaterally.

Japan and Canada have a long history as important economic and trading partners. It was exactly 70 years ago that Canada first established diplomatic relations with Japan. Since then, the relationship has grown by leaps and bounds, with this year's Team Canada trade mission in September representing yet another major milestone.

There are three types of groups that are part of the Canada-Japan relationship. The following brief description gives a general indication of what resources are available.

Business forums

The Canada-Japan Business Conference brings together private sector representatives from both countries on an annual basis to discuss issues of economic collaboration. The last meeting took place in May in Vancouver. [Contact: Elisabeth Lafontaine, Conference Director - (416) 979-1300.]

The Kansai-Canada West Business Forum, formed in 1994, brings together companies and private sector organizations from Western Canada and the Kansai (Osaka, Kyoto, Kobe) region of Japan to discuss a variety of issues relevant to the two areas. This annual forum alternates between locales in Western Canada and Kansai. Last year's meeting was held in Winnipeg and dealt with establishing business linkages through research

and development. [Contact: Darcy Rezak, Managing Director, Vancouver Board of Trade - (604) 641-1255.]

Bilateral associations

The Toronto-based Japan Society was established in 1989 to promote business, cultural and educational relations between Japan and Canada. Its nationwide membership includes senior executives from both Canadian companies and those Japanese companies with business interests in Canada. [Contact: Ben Ciprietti, President - (416) 591-4036.]

The Canada-Japan Societies, found in a number of Canadian cities, are independent, non-profit, volunteer organizations dedicated to providing opportunities to enhance understanding of Japan, Canada and Canada-Japan relations. Both individual and organizational/corporate memberships are available. The Societies hold frequent high-quality events that include speakers on business, political, intellectual and cultural topics and organize cultural, social and other functions. (Various contacts, depending on city.)

Over the past 35 years, Ottawa-based Canada-Japan Trade Council has sought to promote trade and enhance economic relations between Canada and Japan. This non-profit organization seeks to provide the Canadian and Japanese business communities with information and

other services needed as Canada and Japan increase their trade in both goods and services. The Council remains in close contact with senior private and public sector organizations, news media and individuals involved in trade in both nations and offers an array of programs and services. [Contact: Martin Thornell, Vice-President - (613) 233-4047.]

The Montreal-based Forum des gens d'affaires Québec-Japon (Quebec-Japan Business Association) is designed to increase awareness and knowledge of Japan in Quebec. Every month, participants attend seminars with speakers from Japan or who are knowledgeable about some aspect of Japan. Over the past 10 years this organization has grown in both membership and importance. [Contact: Anita Chandan - (514) 939-1920.]

The Vancouver Mokuyokai Society is an association for Canadians who have special interests in Japan, and Japanese residing in Canada. The association was established in 1982 by a group of Canadians who had returned from Japan and were looking for ways to facilitate their contact with Japanese people and events in British Columbia. Mokuyokai organizes and supports a number of activities and events for the benefit of its members and the greater community. [Contact: Kenneth Wong, President - (604) 708-8619.]

Continued on page 10 — Canada-Japan

Canada-Japan Associations: Key Resources to an Important Market — Continued from page 9

Organizations looking at regional issues in Asia

Vancouver-based Asia Pacific Foundation of Canada has regional offices throughout the country. The Foundation is an independent, non-profit organization established in 1984 by an Act of the Parliament of Canada. Its mandate is to enhance awareness and understanding among the peoples of Canada and the Asia-Pacific region, and provide information, analysis and research for Canadian businesses and policy makers. The Foundation runs programs in education, research, media and environmental industries. [Contact: John Wiebe, President - (604) 684-5986.]

The Pacific Basin Economic Council, with headquarters in Vancouver, is

an association of senior business leaders from throughout the Pacific Basin Region dedicated to expanding trade and investment through fostering open markets. Founded in 1967, it serves as the key organization through which regional executives create business relationships, encourage increased trade and investment, support open markets to lower trade barriers, and address emerging issues likely to shape the Pacific and global economies. [Contact: Paul Irwin, Chairman - (604) 684-5986.]

Many other organizations are involved in Canadian-Japanese relations such as the Japan-Canada Business and Trade Information Society [Tim Richardson, Executive

Director - (416) 282-5810], an association of Japan-Canada experts providing information on Japan; the Toronto Japanese Association of Commerce and Industry (Shokokai) [Shoji Nakajima, Secretary General - (416) 201-2208], an association for the Japanese business community in Southern Ontario; and the Vancouver Konwakai Japanese Businessmen's Association [President - (604) 682-0562], a similar organization dealing with the Japanese business community in Vancouver.

For information on these associations, and others involved in Japan, visit the DFAIT-maintained Ni-Ka Online Web site at <http://www.dfait-maeci.gc.ca/ni-ka>

Japan Visit Lays Groundwork — Continued from page 8

concerns about labour standards or environmental issues, we need to respond with hard facts, not soft answers. We need to provide evidence, not excuses."

One of Canada's major objectives is that the next set of multilateral trade negotiations be broad based and respond to the interests and concerns of all WTO members. In this regard, Canada believes there is merit in considering to expand negotiations beyond the mandated negotiations on agriculture and services. Areas that could attract widespread support include:

- reducing tariffs on industrial goods;
- addressing non-tariff barriers;

- improving disciplines on anti-dumping and countervailing duty actions;
- ensuring the rules keep pace with the world by addressing such issues as intellectual property, electronic commerce, transparency in government procurement, investment and competition policy;
- exploring ways to ensure trade rules fully respect sound cultural, environmental and labour policies; and,
- retaining governments' ability to regulate public health, consumer safety, social policy and other legitimate public interests.

On the final day of the visit, Mr. Marchi met with trade ministers from the European Union, Japan and the United States at the QUAD meeting in Tokyo to review recent developments in international trade and continue planning and preparing for the WTO ministerial conference in Seattle in November.



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Electric Power Equipment and Services a Growth Sector in Japan

Canada has long been active in the Japanese electricity market as a supplier of natural resources (fuel, uranium and coal) for Japanese electric power companies (EPCs). New opportunities are now available to Canadian companies supplying equipment and services for power generation, transmission and distribution.

Japanese electric power companies are particularly profitable. The top 10 regional EPCs are consistently among the most profitable companies in Japan's private sector.

A changing market

The current needs of Japanese EPCs for electric power equipment and services are estimated at \$30 billion to \$35 billion, but foreign involvement in this market is only 5 per cent.

The market has been heavily protected until now but is undergoing radical change as a result of the partial deregulation and market price liberalization recently introduced by Japanese authorities. These new directions, which favour foreign imports, were mainly designed to make the market more competitive and bring electricity rates more in line with lower international levels.

To remain competitive, Japanese EPCs have been strongly encouraged to cut power generation, transmission and distribution costs by every possible means. For example, the revision of the *Electric Utilities Industry Law*, approved in 1995, eliminated regional monopolies, thus allowing independent power producers to participate in Japan's wholesale electricity market.

Electricity and electric power equipment rates have thus fallen. Further amendments to the Act are planned in the year 2000 and should liberalize Japan's electric wholesale electricity market.

Opportunities for the taking

These changes in Japan's electric power market create opportunities for competitively priced, high-quality products from overseas. This is expressed, for example, by making requests for proposals and tendering procedures available in English and distributing them widely on the Internet. These documents define cost-cutting as a priority and invite overseas suppliers to help achieve this goal.

Companies in Japan's secondary electricity market, that is, independent power producers, are also showing interest in cheaper imports from overseas. Engineering companies, such as Hitachi, Toshiba and Mitsubishi Heavy Industries, that are often in charge of plant construction for the major EPCs, are also turning to foreign companies to reduce their own costs and accommodate pressure from the major stakeholders.

Be prepared

To take advantage of the many opportunities available in Japan for electric power equipment and services, Canadian companies should:

- have a good knowledge of the market;
- find a reliable partner, agent or distributor;
- be prepared for the long term in a market where, because of the current economic situation, major stakeholders are investing little in the construction of electric power plants and equipment;
- compete with foreign companies striving to seize new opportunities in this market.

Overcoming these obstacles is far from impossible, and will serve as a stepping stone to lucrative business opportunities in a vast market where foreign offers will increasingly be sought.

As well, market deregulation and liberalization mechanisms seem to be irreversible and should even be strengthened.

In penetrating this market Canadian companies can benefit from the useful support of the Government of Canada, which can provide them with market studies, inform them about tendering procedures and help them make contacts with Japanese clients through such activities as trade shows in Japan and Canada.

For more information, visit DFAIT's Japan Web page at www.dfait-maeci.gc.ca/ni-ka/ or contact Louise Rousseau, Japan Division, DFAIT, tel. (613) 995-1678, fax: (613) 943-8286.

Looking for Companies to Host Promising Young Russian Managers

The Yeltsin Democracy Fellowship Program (YDFP) is looking for Canadian companies willing to host promising young Russian managers for a short (one to two week) period in the fall of 1999.

This is a unique and valuable opportunity for Canadian companies to meet and establish potential business contacts with some of the best young talent in Russia today, while providing valuable business training for Russia. Living costs for YDFP Fellows are paid by the program. All you have to do is show them how you do what you do.

Between 30 and 50 young Russian managers will come to Canada in the fall as YDFP Fellows. They are nominated through the Federal Commission on Organization of Managers and Executives Training for Enterprises of National Economy of the Russian Federation, and they come from a wide range of industries. Manufacturing, retail, services, banking, agri-food and food processing are among the more prominent industries and sectors that will be represented.

The YDFP is looking for companies in any and all industries that would like to take advantage of the opportunity to host these bright young people. All Fellows speak English and are eager to learn and establish Canadian contacts.

The program, which will begin in October 1999, will likely entail a one-week orientation to Canada, a two-week core competency program, and a three- to four-week period of practical internships with Canadian companies, followed by a one-week debriefing before returning to Russia.

The practical internship portion of the program is designed to provide Fellows with tangible experience in how business is conducted in their industry in Canada. The YDFP will contract firms to design and deliver specialized training programs for individual Fellows. Canadian companies may also nominate individual candidates for admission into the YDFP. Consult the YDFP Web site at www.ydfp.org for more information on how to nominate candidates.

The YDFP was established in 1992 to assist Russia in its transition to a democratic society and a market economy by sponsoring customized training programs in Canada — with emphasis on practical internships with Canadian companies. Financed through the Canadian International Development Agency

(CIDA) and managed by the University of Saskatchewan, the YDFP is currently in its sixth year, and has trained over 250 managers from a wide range of sectors and branches of industry and government.

Sigma VI, the Canadian Executing Agency for the YDFP, is a project management firm specializing in integrated, innovative and customized project management in training and organizational and capacity development. The Agency's work is primarily in the areas of international development, public sector management and reform, democratic reform, privatization, private sector training, and human resource development.

For more information, contact YDFP, tel.: (613) 232-7622, e-mail: ydf@istar.ca, Internet: www.ydfp.org

Changes to Brazil Food Product Labelling and Registration

The Brazilian Ministry of Agriculture has introduced changes to the labelling requirements and registration for animal origin food products imported into Brazil.

As of July 1, 1999, exporters of such food products will be required to submit a Labelling Registration form (five pages) — to be completed in one of the exporting country's

official language(s) with translation into Portuguese.

The Labelling Registration form (Circular 125/98) should be available with your agent in Brazil. Or you can obtain the form and additional information by contacting Angela Santos, Commercial Officer, Canadian Embassy in Brasilia, tel.: (011-55-61) 321-2171, fax: (011-55-61) 321-4529.

Quebec Companies Net International Awards for Creativity and Inventiveness

At the 27th annual Salon International des Inventions in Geneva, Switzerland (see CanadExport March 1, 1999 issue), three Quebec companies garnered prestigious awards for their inventiveness. Three of the top awards, including the Grand Prix du Salon International de Genève, went to Canadians.

The Grand Prix was awarded to Angelcare of Montreal for an electronic device that safeguards newborn babies against Sudden Infant Death Syndrome (SIDS). It consists of a sensor under the baby's mattress, and transmitter and receiver units that parents can keep with

them anywhere in the home. Shaped like an angel, complete with a halo for an antenna and wings for the electronic switches, the receiver emits a loud signal similar to that of a smoke detector if the baby stops breathing for more than 20 seconds.

Audiosoft Technologie of Boucherville took the Prix INPI for AudiSee, a headset with attached miniature video camera aimed at the wearer's face that enables students (particularly those with hearing impairments) to read their professor's lips on a desk monitor from anywhere in the room.

The Industrial Design Prize went to Aerobic Technologies Inc. of Ste-Foy for its Xystos physical training equipment, an integrated tread mill/touch screen computer that allows the user to operate a full-function computer, including e-mail, Internet and programs that simulate participation in the New York, Boston and other marathons.

For more information, contact Helen Starvidou, Executive Director, Institut de Design Montreal, at (514) 866-2436 or José Tenebaum, Canadian Representative, Salon International des Inventions, at (514) 499-0194.

AICO International Corporation — Continued from page 6

"They were all extremely helpful," recalls Martonyi, "both at the seminar where they spoke and at COMDEX helping send out our press release to the Japanese media. We felt we were not alone, that the Canadian and B.C. governments were backing us, which was very important for both us and potential clients."

It didn't take long for AICO to sign its first small contract last September — a US\$30,000 order — expecting many more to follow as Japanese companies abandon traditional practices and prepare accounting reports that conform to international standards.

Future prospects

"We are certain," states a confident Martonyi, "that HappyAccounts® is the most suitable tool to enable companies in Japan to move forward to the 21st century and that it will strengthen the position of those who do business globally."

In the meantime, with globalization and the need for multilingual business management tools for worldwide companies, AICO has already developed a

HappyAccounts® Bilingual Chinese-English Accounting Software for Windows®.

"There's a lot of red tape in China," says Martonyi, "but we hope to break into that huge market too. First we must be on solid ground in Japan."

She cannot emphasize enough the prestige of having been selected for JETRO's New Import Product for Software and the importance of JETRO's ongoing support during the various stages of launching their product in Japan.

And she finds that attending trade shows is one of the best ways to investigate a new market, meet visitors and make contacts with potential distributors and resellers.

"We are also members of the Canada-Japan Trade Council," adds Martonyi, "while our agent belongs to the Canadian Chamber of Commerce in Japan. So we're part of a good network at both ends."

For more information on AICO, contact Vice-president Maria Martonyi, tel./fax: (604) 467-0166, e-mail: info@happyaccounts.com, Internet: <http://www.happyaccounts.com>



Agricultural Technology Show Largest in Israel

HAIFA, ISRAEL — September 5-9, 1999 — AgriTech 99 is the largest agricultural technology show in the region. This year the exhibition will focus on innovations in agricultural high technology, water and irrigation, greenhouses and horticulture, dairy farming, machinery and equipment, plant propagation and biotechnology. Although Israel is highly advanced in these fields, and renowned for its creative use of scarce water and land resources, the many challenges presented by its climate offer particular opportunities for Canadian firms.

The Canada-Israel Free Trade Agreement, in effect since 1997, permits duty-free access for all Canadian manufactured goods into this market. In addition, the Export Development Corporation (EDC), Canada's export credit agency, has three lines of credit with Israeli banks to support Canadian exports.

The Canadian Embassy in Tel Aviv, in co-operation with provincial ministries of agriculture, has organized a number of activities to promote Canadian companies participating in the show, including:

- a booth where Canadian firms can exhibit, reaching a wide audience of 400 local and international exhibitors and more than 10,000 visitors;
- a featured speaker from Alberta Agriculture Food and Rural Development on a panel addressing greenhouses and processing of crops;
- assistance to participating firms to arrange private meetings, plan site tours and follow up on contacts made during the show.

For more information on the Israeli market and business opportunities in the agricultural sector, visit the Canadian Embassy home page at: <http://www.dfait-maeci.gc.ca/telaviv>

NEXSA Takes Canadian Mining Products and Services to Peru

AREQUIPA, PERU — September 7-10, 1999 — Participants of this New Exporters to South America (NEXSA) mission, which targets the mining and related technologies sector in Peru, will have an opportunity to attend the Mining Technology Exhibition and Convention (EXTEMIN '99) in Arequipa.

EXTEMIN, a specialized fair organized every two years by the Institute of Mining Engineers of Peru, with participants from all over the world, has taken place for over 40 years and attracts mining professionals that are interested in new large-scale projects about to be launched in Peru.

The mission program may also include networking receptions with local associations, trade media and government officials and individual

appointments with distributors and agents as well as meetings with potential joint-venture partners.

NEXSA is a new approach to trade missions which offers participants market training and prepara-

tion in Canada, followed by a customized program of appointments.

For more information, contact your local International Trade Centre or Doreen Conrad, South America Division, DFAIT, fax: (613) 943-8806.

NEX 2000 Blows into the Windy City

CHICAGO, ILLINOIS — October 6-7, 2000 — Over 500 manufacturers and vendors are expected to participate in the two-day North American Exposition (NEX 2000) fair, which features the latest products and services available in the plumbing, heating, cooling and piping (PHCP) industry.

Based on the success of NEX 98, special sections will be available for hydronics manufacturers, along with a Tech Pavilion sponsored by the American Supply Association Center for Advanced Technology.

"The recently remodeled and expanded McCormick Place allows us to house the entire event in one exhibit hall," stated Maurice Desmarais, NEX Show Director.

NEX 98 in Toronto was the largest ever show of its kind, with over 1,600 industry personnel and 535 exhibitors.

For more information, contact Elizabeth McCullough, tel.: (416) 695-0447, fax: (416) 695-0450, Internet: <http://www.nextradeshows.com>

International Conference and Exhibition New Legal Technologies and Services

Trade Fairs and Missions

LA PLATA, ARGENTINA — September 22-24, 1999 — The Second International Conference and Exhibition on New Legal Technologies and Services, which provides an excellent showcase for consultants and business firms operating in the legal field, will be held in Buenos Aires Province.

The goal of the Expo is to foster knowledge and application of modern technology in legal fields and analyze its impacts with respect to legal regulation. Various legal themes will be explored from the angle of new technologies and the law, through formal presentations,

roundtable discussions and an exhibition of equipment, products and services.

This conference is taking place at a time when Argentina has embarked on reform of its legal system at the federal and provincial levels in the following priority sectors: court administration; legal education; judicial training; alternative dispute resolution processes; access to justice; and legal reform.

The World Bank and the Inter-American Development Bank, in co-operation with the government of Argentina, are funding various

projects designed to support this process of justice reform. These projects represent a business opportunity for Canadian consultants, jurists and specialists in the legal field, and for firms supplying computer products and services.

For general information on Argentinian government projects funded by the Banks, visit IFinet via the DFAIT Web site: <http://www.dfait-maeci.gc.ca/ifinet>

For further details, contact the Commercial Section, Canadian Embassy, Buenos Aires, fax: (54-11) 4806-1209, or e-mail: bairs-commerce@dfait-maeci.gc.ca/bairs

International Biotechnology Trade Fair Focuses on Agriculture and Nutrition

HANNOVER, GERMANY — October 5-7, 1999 — BIOTECHNICA Hannover 99 is the leading European exhibition and trade fair for the biotech industry. Fair organizers are expecting a record turnout of about 600 exhibitors and 10,000 visitors. All the key industry players will be fully represented, including the chemical and pharmaceutical industries, agriculture and food, environmental technology and waste disposal, research institutes and universities, plant engineering firms and suppliers of laboratory equipment as well as financial service providers. This year there will be a special focus on two main areas, Food and Nutrition, and Agriculture.

BIOTECHNICA Hannover 99 will also feature a

number of special presentations on themes of current interest with the centrepiece being the Innovations Forum. The Forum consists of four joint display stands focusing on the major topic areas of pharmaceutical, agriculture, food and nutrition, and environment. As well, the BIOTECHNICA Financial World, a new forum making its first appearance at the fair, is devoted to aspects of business financing in the biotech industry.

For more information, contact Jennifer Cooke, Co-Mar Management Services, Inc., 1110-8 King Street East, Toronto, ON M5C 1B5, tel.: (416) 364-5352 or 1-800-727-4183, fax: (416) 364-6557, e-mail: comar@baldhead.com

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 475 reports are available in 25 sectors ranging from agr-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Business Advisory on International Aspects of Y2K

— Continued from page 3

in the United States last October. It limits the extent to which Y2K statements can be used as a basis for liability. The protection is from claims based on the sharing of information; the legislation does not address liability that independently may arise from Y2K-related failures of systems nor is it intended to alter existing contractual rights. Other countries may also have enacted Y2K-related legislation.

How could Y2K influence business strategies or the behaviour of firms you deal with?

Businesses you deal with may be changing their partnerships because of perceived Y2K risks.

Firms, financial institutions and consumers in Canada or abroad could modify their behaviour based on perceived Y2K risks. Your contingency plans should anticipate the possibility that these behavioural changes could affect demand for your product and your ability to secure raw materials or other inputs.

As a contingency measure, some

businesses are planning to increase stocks of critical inputs to their businesses. Others are planning key international shipments earlier than usual to avoid potential problems during the transition period.

occur. However, there is sufficient information available to help businesses decide where they should focus their efforts.

Look at your supply chain and customers/clients outside of the country — are they addressing their Y2K readiness to your satisfaction? Do they have contingency plans in place (supply chain includes shippers, freight forwarders, airlines, banks)?

It is particularly important not to limit your investigation to first-tier suppliers and to consider your entire supply chain.

Is there a need for you to alter dates for key international shipments?

Talk to your financial institution about the readiness of your customers' and suppliers' banks.

For further information, visit DFAIT's Web site for

Possible liquidity problems could affect the operations of foreign customers or suppliers.

What should you do?

It is not possible to predict precisely what foreign Y2K failures will

Y2K (www.dfait-maeci.gc.ca/y2k/) containing links to information on the readiness of other countries and global infrastructure. The site also contains links to other Canadian Government sites and organizations that provide Y2K assistance to SMEs.

A reminder

TAX RELIEF TO HELP YOU MEET THE Y2K CHALLENGE

The federal government is providing special tax relief to help small and medium-sized businesses solve their Year 2000 (Y2K) computer problems.

The program applies to the cost of hardware and software acquired between January 1, 1998 and June 30 this year, to replace equipment that is not Y2K compliant.

The tax relief takes the form of accelerated capital cost allowance (CCA) deductions of up to \$50,000. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

To focus the benefit on smaller businesses, only unincorporated firms and corporations not subject to the Large Corporations Tax will be eligible.

For more information, contact your local Revenue Canada Tax Services office.

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

Return requested
if undeliverable:
CANADEXPORT (BCS)
125 Sussex Drive
Ottawa, ON
K1A 0G2



CanadaExport

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Vol. 17, No. 11 — July 2, 1999

The Canadian Trade Commissioner Service

Expand
your
Horizons

Team Canada Inc. - Équipe Canada inc.

THE CANADIAN TRADE COMMISSIONER SERVICE

*A new approach
to helping you do
business abroad*

(See Brochure inside)

The Canadian Trade Commissioner service has been in business for over one hundred years and has helped thousands of Canadian companies succeed abroad. With new technologies, globalization, and the reduction of trade barriers, the needs of our clients have changed.

We needed to adapt!

We asked our clients how we could better contribute to their success in the future. They told us. We listened.

Our New Approach to Helping Business Abroad is a response to the changing world and to the changing needs of our clients.

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Rediscover our services

Read inside about the many ways by which the Canadian Trade Commissioner Service can help you expand your international business horizons.

- Market Prospect
- Key Contacts Search
- Visit Information
- Face-to-Face Briefing
- Local Company Information
- Troubleshooting

Canadian Awards for International Cooperation Open for Applications

Be recognized for your achievements in supporting economic and social progress in the developing countries of Africa, the Middle East, Asia, Latin America and the Caribbean, as well as the countries in transition in Central and Eastern Europe.

Join the ranks with other world-class Canadian organizations that have been recognized for their outstanding work in these countries.

Awards will be presented in the following categories:

- improving physical or social infrastructure;
- advancing technical capabilities or cooperation in research and development;
- sustainable development of natural resources or protecting the environment;
- providing transport equipment, services or other capital equipment that contributes to developing a sustainable industrial base;
- achievement in gender equality;
- successful international youth internship programs; and
- effectiveness in communicating development issues.

This year, the 1999 Canadian Awards for International Cooperation will be presented by the



Alliance of
Manufacturers &
Exporters
Canada

Minister for International Trade and the Minister Responsible for La Francophonie at a gala dinner in Ottawa, November 17, 1999.

The event presented by the Alliance will be held in conjunction with the joint meeting of the Canadian International Development Agency (CIDA) and its partners from the voluntary and private sectors.

Applications for the 1999 competition must be received by August 27, 1999.

For an application form, visit our Web site at <http://www.the-alliance.org/idd/awards.html> or contact: Laura Fenwick, Alliance of Manufacturers & Exporters Canada, fax: (905) 568-8330, e-mail: laura_fenwick@the-alliance.com

Alliance Convention Explores "Risks and Rewards of Global Success"

LONDON, ONTARIO — September 26-28, 1999 — Don't miss the Alliance of Manufacturers & Exporters Canada's 4th Annual Convention for manufacturers, exporters of goods and services and their service providers at the London Convention Centre.



Highlights of the Conference include informative business sessions, workshops, social events and networking opportunities, an expanded trade show, technology visit tours and the second annual *Canadian Trade Index (CTI)* Golf Tournament.

For more information, contact Lori Stone at the Alliance, fax: (613) 563-9218, e-mail: lori_stone@the-alliance.com

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Agreement Number 1453025



Tips for Small and Medium-sized Enterprises

EDS, the world's largest information technology service provider, has a thing or two to share with you, whether your company has five computers or thousands of units. And they're all contained in Vendor 2000.

"Year 2000 is a global issue, not a local problem," says Shelagh Whittaker, President and CEO of EDS Canada. "As industry leaders, we have a corporate responsibility to make information surrounding Year 2000 as accessible as possible."

Plug into the world's largest database

Vendor 2000 is the EDS database, the world's largest, detailing thousands of hardware and software components and their progress towards Y2K compliance. It is compiled from contacts with over 4,000 vendors and providers in more than 43 EDS offices around the world.

Updated daily by the CIO Services unit at EDS, it is yours to access, free of charge, via the Department of Foreign Affairs and International Trade (DFAIT) Web site (www.dfait-maeci.gc.ca). Look for Y2K in "Sites of Interest," then

Y2K-related resources under Y2K-related sites.

"Job number one for any firm just starting Y2K remedial work is contingency planning," says Ross Graham, Vice-President of EDS Canada. "Sharing the information we have collected in Vendor 2000 seemed the best way for us to help Canadian

firms quickly learn the Y2K readiness of products and services which underpin today's modern businesses.

"But," warns Graham, "no database or piece of static information anywhere beats testing. Systems can be compliant, but what about your data? You need to upgrade your equipment,

or with a date reference should be carefully checked. Process data with a "from now on" mindset. And remember that orders, suppliers and even new material may contain chips which will need to be compliant. Yes, even paper processes can corrupt a clean system. Order processes, bookkeeping and accounting processes will need to go on your checklist of data to verify.

Cash flow will continue to be crucial, especially for small and medium-sized enterprises. Even the new timesavers, such as payment of bills by phone need a going-over. Will the payment have an automatic date stamp, a manual entry with the date, or an entry by your phone company? How will this affect your paying or being paid?

Vendor 2000 can help you speed up your process. It contains information on products, such as hardware, software and telecom systems, and on embedded chips, such as building infrastructure, office automation and utilities.

For further information on Vendor 2000, contact Nicole Loreto, at EDS, tel.: (613) 787-5436, e-mail: nicole.loreto@eds.com. Consult the Web site listed above for direct, free access to Vendor 2000.

A reminder

TAX RELIEF TO HELP YOU MEET THE Y2K CHALLENGE

The federal government is providing special tax relief to help small and medium-sized businesses solve their Year 2000 (Y2K) computer problems.

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The tax relief takes the form of accelerated capital cost allowance (CCA) deductions of up to \$50,000. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

To focus the benefit on smaller businesses, only unincorporated firms and corporations not subject to the Large Corporations Tax will be eligible.

For more information, contact your local Revenue Canada Tax Services office.

making sure it is all Y2K compliant, then test it with your data to make sure your system will run. Once you have a bug-free system and uncorrupted data, you will want to ensure that no new 'unclean' data is imported."

Keep it clean, that's the next step. Data collection is extremely important and anything with a date in it,



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (UTO). For information about articles on this page, contact UTO by fax at (613) 944-9119 or e-mail: commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Seattle Functional Food NEBS Mission a Big Hit

The \$16-billion natural food (or functional food) market in the United States has grown 10 per cent annually since 1988, and as high as 18 per cent recently. This sub-sector is one of the more robust prospects for Canadian producers in the booming U.S. processed food market.

In response to this opportunity, the Canadian Consulate General in Seattle (with recruiting co-ordination by Agriculture and Agri-Food Canada's Vancouver office) organized the first ever NEBS mission on functional foods. Fourteen companies from British Columbia and Alberta attended a busy two-day seminar on April 23-24, 1999.

The mission covered a broad range of issues from customs and food, drug and visa regulations to distribution and marketing. The first day consisted of presentations by U.S. customs, the United States Food and Drug Administration, a natural products broker, and a major retail natural food products chain.

On the second day, participants toured three health food stores and visited the Natural Products Northwest '99 show.

Canadian companies were en-

couraged by the higher prices of competing products, and many expressed they were looking for-

ward to presenting their products and services to this fast-growing market segment.

Sales Leads On-line

A Distinct Advantage for Canadian Companies in the U.S. Market

Canadian businesses can access the Sales Leads Internet site (<http://strategis.ic.gc.ca/salesleads>) to draw on the powerful database of TradeBytes Data Corp. of Vancouver to find new markets in the United States.

By using Sales Leads, a co-operative venture between Industry Canada and TradeBytes, businesses can investigate detailed information on the contents of the \$300 billion worth of annual shipments (mostly finished goods) coming into the U.S. by sea, the name and address of the buyer, country of origin and date of arrival. Descriptions often provide details on size, brand and quantity of the goods.

A nominal fee is charged to use Sales Leads, from \$1.95 to as little as \$0.42 per sales lead.

Who benefits and how?

Canadian manufacturers and exporters can use this database to:

- **Find qualified buyers:** By searching a particular product, you will find the names and addresses of buyers who are purchasing similar products to yours.
- **Track customer purchases:** If some of your American customers also buy products offshore, you can track exactly what they are purchasing and if that supply is growing or declining. Either way, it may present you with new opportunities.
- **Discover market potential for new products:** Manufacturers considering a new product can check Sales Leads to find out if anyone is currently buying such a product, in what quantity, and from whom.

For more information, contact Bob Potter, President, TradeBytes Data Corp., tel.: (604) 601-8205, e-mail: potter@tradebytes.com, Internet: tradebytes.com or Brian Kinsley, Strategic Economic Analyst, Industry Canada, tel.: (613) 954-4987, e-mail: kinsley.brian@ic.gc.ca

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> for a wide array of valuable information on doing business in and with the United States.

Canadian Commercial Corporation Meets Military Contractors in Southern California

Promising business contacts were made in late April when officers from the Canadian Commercial Corporation (CCC) and the Canadian Consulate General in Los Angeles visited prime contractors in Southern California. A CCC initiative, the objective was to inform U.S. companies of the benefits of contracting through CCC to tap into Canadian sources of supply for military requirements.

CCC's presentation to six companies, all dealing in large-scale military projects, was enthusiastically received, and commitments were made to work with the Corporation and Canadian companies. "We are able to offer no-risk access to top-flight Canadian suppliers," said Alex Papadakis, Manager Business Development, CCC. "U.S. companies find this a very attractive inducement to include Canadian firms in their bids and procurement options."

The U.S. company Solaris Systems, a subsidiary of Genisco Technologies, manufacturer of rugged computer equipment for hazardous environments, particularly military applications, has worked on programs for Computing Devices and Oerlikon, and is currently delivering full military-specific workstations and colour printers to the Department of National Defence. The company now plans to pass invitations to bid on to the Corporation.

Lockheed Martin Information Systems Company, which provides information management solutions for government and commercial companies, is currently bidding on a Canadian Army requirement to supply a comprehensive training system, and will contract with Lockheed Martin Canada for Canadian content. The company is interested in CCC's services for guarantees on quality, price and delivery, and is prepared to give more business to Lockheed Martin Canada, with CCC backup.

Litton Data Systems, which provides hardware and software for the U.S. Department of Defense as well as governments and commercial companies, is already

engaged in a joint Canada-U.S. program, and has contracts with Computing Devices in Calgary and Ottawa. With the introduction to CCC services, Litton will also direct invitations to bid for subcontract work on a number of upcoming programs to the Corporation.

The Naval Aviation Depot (NADEP) on North Island, San Diego, carries out repair, overhaul and maintenance for the U.S. Navy and other military fleets with F/A-18 aircraft. NADEP is considering partnering with Bombardier Services in Mirabel, splitting work between the two facilities

to provide a lower-cost alternative to U.S. companies.

Lucent Government Solutions recently won a telecommunications contract with the Space and Naval Warfare Systems Command valued at \$2.7 billion over 10 years. National Steel and Shipbuilding Company (NASSCO), a large shipbuilding company, has seven ships currently under construction for the U.S. Navy Sealift Command. As

the only shipbuilder on the West coast, it also does major repair and conversion for the U.S. Navy and commercial customers. Since it buys components from all over the world, NASSCO is interested in sourcing in Canada through the Canadian Commercial Corporation.

For more information on bids originating from U.S. companies, contact Alex Papadakis, Manager Business Development, Canadian Commercial Corporation, e-mail: alex@ccc.ca or Jim Burt, Senior Business Development Officer, e-mail: jim@ccc.ca or Jeffrey Gray, Business Development Officer, Canadian Consulate General, Los Angeles, e-mail: jeffrey.gray@dfait-maeci.gc.ca

LATEST NEBS NUMBERS PROOF OF SUCCESS

- A total of 2,500 Canadian small or medium-sized enterprises participated in NEBS/NEBS Plus/Reverse NEBS programs in 1998/99 fiscal year — a 70-per-cent increase over the previous year.
- Of these companies, 946 took part in 66 NEBS/NEBS Plus missions and 1,563 attended Reverse NEBS seminars/presentations.

Reminder: A complete listing of upcoming NEBS missions is available on the DFAIT Web site.

Information Technology: One of the Fastest-growing Sectors in Japan

Japan is the second-largest software market in the world with sales of almost \$7 billion in 1998, an increase of over 20 per cent from 1997. As a technologically advanced country where citizens benefit from a very high standard of living, Japan represents a natural market for computer software.

Imported software products, especially originating from The United States, are prevailing. In 1997, imports amounted to approximately \$5.7 billion, with the United States capturing over 82 per cent.

In 1997, Japanese imports of software products went this way: 59 per cent was basic software worth \$3.36 billion (280 billion yen), 35 per cent application software worth \$1.98 billion (165 billion yen) and the remaining 6 per cent custom software worth \$342 million (28 billion yen).

Growth of PC sales

The recent embracing of 'open' platforms by the Japanese computer market — notably Windows and Internet protocols — has opened a whole range of sales opportunities for Canadian software developers. As a matter of fact, the breach with a wholly fragmented market between a number of completely incompatible Japanese operating systems made programs developed in Canada easily localized and adapted to this market.

Domestic personal computer (PC) sales during the years 1994 to 1997 grew from 3.4 million units to 7.8 million units valued at \$22.2 billion (1.85 trillion yen).

The level of PC penetration into households grew from 17.1 per cent in 1995 to 23 per cent in 1997.

The increase of overall PC sales is also due to the boom of notebooks sales and the attraction generated by three main products recently introduced: SONY's Ultra SLM Viao Laptop; the iMAC computer by APPLE; and Microsoft Windows 1998. Japanese computer manufacturers have quickly copied the success of foreign computer makers such as Dell and Gateway that sell computers "online" by establishing their own e-com Web sites.

In the business community, only 16 per cent of Japan's labour force used a PC in 1997 in contrast to 50 per cent in the United States. Local Area Network (LAN) penetration is low with optimistic estimates placing such use at 57 per cent in 1997. But the market is expanding quickly and the number of LAN users has recently grown over 40 per cent per year. In addition, over 80 per cent of large Japanese companies are equipped with an electronic mail system. It is expected that almost all Japanese companies will be adopting electronic mail in the coming years.

Interest in the Internet skyrocketing

The Internet has had a profound effect on the way Japan is conducting business. Japanese interest in the network skyrocketed in 1996 and Japan has quickly registered the second-largest number of domains on the Internet. Over 4 million households are using the Internet in Japan and by all family members. Some 53 per cent of all housewives using the Internet have done so to purchase goods on-line.

This growing trend has caused the Ministry of International Trade and Industry (MITI) to forecast that Japan's Business-to-Consumer e-commerce market is to grow more than fiftyfold to \$35 billion over the next five years. Business-to-Business is expected to soar to \$750 billion over the same period. And the number of Japanese consumers investing in the securities market has grown nearly fivefold over the last year.

Business opportunities

From the technological trends mentioned above, it is possible to draw a business opportunities profile for Canadian software developers. The following profile contains varied subsectors categorized according to their expected level of growth:

Continued on page 7 — Information

Canadian Commercial Corporation Accelerated Payment Program Helps Smaller Exporters

by Claudia Lemieux, Senior Communications Advisor, CCC

Anyone who's been involved in a small business or start-up is familiar with the situation. After all the marketing and sales efforts are done and the prospect is one signature away from becoming a solid order, a small problem suddenly becomes a big one.

Your small company simply can't afford to make the sale. The client won't pay you in advance, and you can't borrow the money you need for supplies and services to fill the order. Unless you can arrange a very fast loan from a rich uncle, your export sale is lost.

For qualified Canadian exporters, doing business with the United States Department of Defense (DoD) and the National Aeronautics and Space Administration (NASA), CCC offers a simple solution: the Accelerated Payment Program.

Small businesses that have a contract with CCC get paid no more than 15 days after they present a valid invoice and supporting documents.

"Surveys have shown that it's one of our most popular programs," says Paul McKenna, Manager of U.S. Operations. "It's designed specifically to help the smaller exporter, who may not have the access to financing that larger companies enjoy."

A company must have sales of \$5 million or less in its previous fiscal year to qualify for the Accelerated Payment Program. To apply, exporters simply complete a certificate for each CCC contract they are awarded.

"We also have something in place for larger companies with sales of over \$5 million," notes

Paul Thoppil, CCC Chief Financial Officer. "They can take advantage of our discounting facility for an earlier payment. It's a modest discounting rate, and gives them payment at net 10 days, net 15 days, provided the Corporation has available cash."

For more information on the Accelerated Payment Program, contact Paul McKenna, Manager, U.S. Operations, tel.: 1-800-748-8191 or (613) 995-4658, fax: (613) 995-2121, e-mail: paul@ccc.ca



Team Canada Inc. • Équipe Canada inc
 1-888-811-1119
 exportsource.gc.ca

Information Technology in Japan — Continued from page 6

- Strong growth subsectors**
- Wireless technology
 - Internet-related products
 - E-commerce/encryption/security
 - Communication software
 - Database management system (DBMS)
 - Finance and accounting
 - Enterprises resource planning
 - Computer telephony integration
 - Personal digital assistants
 - Games
 - Intelligent transport system

- Regular growth subsectors**
- Operating systems
 - Network operating systems

- Moderate growth subsectors**
- Educational/edutainment

- Mature subsector still growing**
- CAD/CAM/CAE

To be successful in the Japanese software market, Canadian companies must adapt their products to this market, comply with the language requirements and provide

high-quality products that are updated regularly. In addition, a permanent presence is indispensable.

Canadian companies wanting to get a better knowledge of the Japanese software market and look for potential partners can do so by participating actively in the varied promotional events of Canadian IT expertise that DFAIT is involved in.

For more information, contact DFAIT's Japan Division, tel.: (613) 995-1283, fax: (613) 94-2397, Internet: www.dfait-maect.gc.ca/ni-ka

Choosing the Right International Telecom Carrier Key to Gaining Edge in Global Markets

By Jonathan Andresen, Senior Advisor, Government Relations, Teleglobe Inc., Ottawa

For those not familiar with the world of international telecommunications, choosing the right suppliers for your business can be a complex process. Yet emerging out of the turbulent telecommunications landscape are significant benefits for Canadian companies.

Fierce competition in Canada and abroad have spurred innovative communications solutions, a higher quality of service and customer-driven initiatives, while lowering the cost of "connectivity." Indeed, privatization and the deregulation of national telephone companies have led to broader choices for end users, lower international calling rates and an expanded range of services.

Many large multinationals have already taken advantage of emerging information technologies and telecommunications (ITT) to make their international business operations more efficient and cost-effective. Whether it's linking international offices through intranets and extranets, connecting with customers around the world, or managing critical design, manufacturing, distribution and supply functions internationally, ITT can help improve productivity.

How to save on telecom costs

ITT is also fast becoming strategically important to small and medium-sized corporations seeking a low-cost approach to entering and operating in a global environment.

So how can Canadian-based firms take advantage of competition and lower prices in telecommunications services to lower their operating costs? Here are some tips.

1. videoconferencing and teleconferencing can save travelling time and financial expenses involved in arranging group meetings, while still ensuring a close relationship with customers;
2. a single 1-800 toll-free number is convenient for international customers, simplifies marketing and advertising strategies, consolidates billing costs and saves on collect calling;

3. prepaid and postpaid calling cards for employees allow greater cost control;
4. dial-around services take advantage of different rates offered by international carriers by going around the network of the pre-subscribed national carriers; and
5. international intranets or wide area networks (WANs) can dramatically improve productivity by creating a global virtual network platform that allows companies to easily share information across borders.

The advent of electronic commerce applications promises to make information technology an even greater component of international business strategy.



Economies of scale

Canadian exporters can take advantage of Canadian expertise when looking to access foreign markets. Rather than having to rely on a network stitched together by multiple telecom suppliers or re-sellers, having to pay separate bills in different currencies, or using a foreign country's domestic carrier (which can be extremely unreliable in less developed countries), Canadian exporters can achieve economies of scale by consolidating their telecom services under a single Canadian-based supplier.

As Canada's leading international telecom carrier for nearly 50 years, Teleglobe has recently announced it will invest US\$5 billion to build GlobeSystem, the world's first globally integrated Internet, voice, data and video network enabling the delivery of lower-cost, innovative services globally.

Having successfully launched a business retail division in May 1998, Teleglobe now provides

Continued on page 16 — Choosing

Expand
your

Horizons



Team Canada Inc • Équipe Canada inc



THE CANADIAN TRADE COMMISSIONER SERVICE

*A new approach
to helping you do
business abroad*



Department of Foreign Affairs and International Trade
Ministère des Affaires étrangères et du Commerce international

Canada

A Worldwide Network of professionals ...

In 1894, John Short Larke, Canada's first Trade Commissioner, sailed to Australia. His mission: to promote trade between Canada and Australia. In the age of steam, he was Canada's only Trade Commissioner.

A century later ... over 300 Canadian Trade Commissioners work for Canadian business in over 100 cities around the world. As part of the Department of Foreign Affairs and International Trade, these Canadian Trade Commissioners work alongside Commercial Officers who know local customs and business practices.

Their job is to promote the economic interests of Canada in the global marketplace.

They have expertise in:

- ▶ foreign market access
- ▶ international business contacts
- ▶ exporting
- ▶ foreign business leads
- ▶ investment in Canada
- ▶ licensing
- ▶ joint venture development
- ▶ technology transfer

They provide Client-focussed Services

Today's Trade Commissioners are well equipped to offer business the information and assistance to go head-to-head against the best companies in the world.

Need more help?

Some of our offices abroad provide services in addition to those mentioned here. To find out more, contact the office in the country in which you wish to do business.

Offices not offering the service you require can refer you to a qualified third party who will typically charge a fee.

Market Prospect

We'll help you assess your potential in your target market. We may have market reports available for some sectors. *Should you need additional market research, we can refer you to local firms.*

Key Contacts Search

Need a list of qualified contacts in your target market? We can get it. These sources have the local knowledge you need to refine and implement your market entry strategy. *We'll let you know of any charges for access to specialized databases.*

Local Company Information

We'll provide information on local organizations or companies you have identified. *You will always be informed of any access charges to specialized databases. Credit checks are generally referred to specialized agencies.*

Visit Information

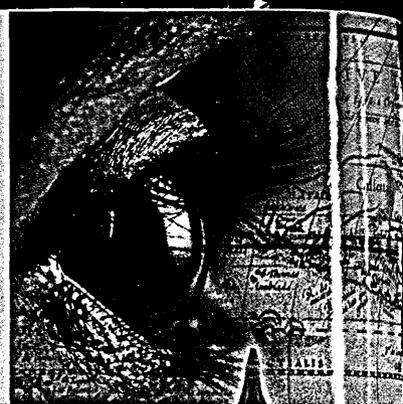
Once you decide to visit the country you want to do business in, we can provide practical advice on timing and organizing your trip. *Please use your travel agent to make appropriate hotel and travel arrangements.*

Face-to-face Briefing

One of our officers will meet with you personally to discuss the most recent developments in your target market and your future needs. *Simply notify our office of your visit at least two weeks before your departure.*

Troubleshooting

Do you have an urgent business or market access problem? Call us for help. *We cannot enter into private disputes or act as customs brokers, sales agents, collection agents or lawyers.*



Helping companies that have researched and selected their target markets...

The Canadian Trade Commissioner Service works with companies that can demonstrate their commitment to succeed in the global marketplace. Whether you're a small or large company, new or experienced in foreign markets, you need to prepare for the challenges of international business. Trade Commissioners can help you.

To maximize your results with Trade Commissioners, follow these three simple steps:

Step One: Research and select your target markets

Call Team Canada Inc 1 888 811-1119

or do your research at exportsource.gc.ca

Get in touch with Team Canada Inc to access the Government of Canada's full range of international business development services. An officer can answer your questions about trade missions and events, market reports, export education and financing, or can direct you to the right contact.

Step Two: Register with WIN Exports 1 800 551-4946

Trade Commissioners use WIN Exports as their client management database. It's your chance to let them know about your company. By registering with WIN, you will also make sure that Trade Commissioners can send you timely business leads.

Step Three: Help us serve you better

Make sure you describe your company and your plans when contacting our offices abroad. To help you prepare, the following are typical questions asked by foreign clients and contacts:

- ▶ What is unique or special about your company, product or service?
- ▶ Who are the end-users of your product or service? Who do you sell to in Canada and abroad, and how?
- ▶ Which countries or regional markets (e.g. Northwestern U.S.) are you targeting and why? What do you know about your target market?
- ▶ How do you plan to enter the market: export, license, joint venture or investment?
- ▶ How would you describe the typical buyer, distributor, agent or partner you want to work with in your target market?
- ▶ When do you plan to visit the market? Have you considered adapting your product or service literature to the market at that time?





Many companies compete and win in foreign markets every day. Here are their tips for success.

Zoom in on the most promising markets

Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last.

...WIN
in foreign
markets!

Learn from successful companies

Talk to Canadian companies that have succeeded in your target market. Many are willing to share what works and what doesn't. Contact your industry association to find names of successful companies.

Plan the financial resources you'll need

Exploring foreign markets can take longer and cost more than expected. Be prepared for significant costs for market research, product launchings and several personal visits.

Gear up for demand

Be prepared to meet increased demand from a successful foreign sale. Don't forget to plan how you will adapt your products or services to the needs and tastes of the target market.

Make personal visits

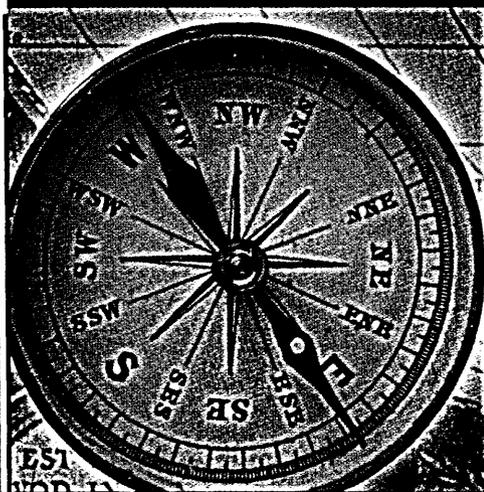
Building business relationships in foreign markets is best done face to face. Faxes and phone calls are great for follow-ups but nothing beats meeting in person.

Study the market and the culture

Business people and customers in most foreign markets will appreciate and reward your efforts to learn about their culture.

Set realistic expectations

Developing foreign markets is a long-term commitment. It takes time, effort and money. Make sure senior management is committed. Be prepared for the long haul and make perseverance your critical success factor.



EBRD Update: First Quarter 1999

The following is a brief summary of some of the highlights of the activities undertaken by the European Bank for Reconstruction and Development (EBRD) during the first quarter of 1999.

PROJECT APPROVALS AND SIGNINGS

In the first three months of 1999, the Board of Directors of the EBRD approved approximately Euro200 million in new project commitments, including the following key projects.

Regional: Trade Facilitation

The Bank launched an extended Trade Facilitation Program in February 1999 to support import and export transactions, extending coverage to all 26 of its countries of operations for the first time.

EBRD introduced a number of new additions to its trade facilitation projects such as guarantees to cover advance payment bonds and other instruments in addition to letters of credit and short-term revolving loans to selected banks for lending to local companies.

Russia: Microfinance Bank

The Board approved an equity investment in the Russia Microfinance Bank (RMB), which consists of US\$3 million of EBRD's ordinary capital resources, and US\$3 million from the Russian Small Business

Fund (RSBF). This will allow the RMB to concentrate on providing financial services to micro and small enterprises.

Bosnia and Herzegovina: SME Framework

The Board approved a loan of DM20 million for a credit line for small and medium-sized enterprises (SMEs) in Bosnia and Herzegovina to support the private sector and strengthen the institutional capacity of local banks.

Romania: MobiFon Phase II Financing

The Board approved additional financing for Romania's leading cellular telephone company, MobiFon S.A., the principal shareholder and sponsor being Canada's Telesystem International Wireless Corporation of Montreal, which will be used to finance an accelerated network roll-out to meet higher-than-anticipated demand.

COUNTRY AND SECTOR STRATEGIES

Bulgaria

Approving the strategy for Bulgaria, the EBRD Board cited the country for introducing significant structural reforms in governance and the economy.

The strategy supports the promotion of privatization and restructuring through debt and equity investments, the encouragement of private investment in infrastructure, particularly in power generation, telecommunications and certain municipal services, and assistance in the completion of the financial sector's restructuring.

Moldova

The Board approved the strategy for Moldova, which focuses on promoting privatization and restructuring of selected companies through debt and equity investments, supporting privatization of the energy and telecommunications sectors, strengthening the quality of banks and supporting SMEs and micro-enterprises.

Tajikistan

The approved strategy for Tajikistan focuses on the following priorities of continuing EBRD's support of banks within existing credit lines and making efforts to speed up disbursements, supporting foreign sponsors and SMEs in agribusiness,

Continued on page 15 — EBRD

IFI Procurement: "Doing Business with Developing Countries"

Get connected with IFInet: <http://www.dfait-maeci.gc.ca/ifinet>

IFInet offers you access to thousands of business opportunities financed by International Financial Institutions (IFIs) in over 130 emerging and developing countries. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section!

Saskatoon Non-profit Organization Profits from Team Canada Trade Mission

As a non-profit organization dedicated to enhancing Canadian agricultural biotechnology, Ag-West Biotech Inc. of Saskatoon came back from last year's Team Canada Trade Mission to Latin America with seeds sown for further growth.

Ag-West Biotech brings together business, farming, science and government to help develop and market new ag-biotech products and processes. "The successful commercialization of this technology," says Ag-West President Peter McCann, "offers tremendous opportunities for small and medium-sized Canadian companies."

Signing in Argentina

Ag-West Biotech signed a three-year letter of intent with Argentina's top agricultural research organization, ArgenINTA. "The agreement," explains McCann, "means the two organizations can work together on projects that will generate economic benefits for agricultural companies and research organizations in Argentina and Saskatchewan."

The focus of the agreement is on co-operation and assistance in all areas of agricultural biotechnology, "an understanding to work together to help each other," he adds.

What led to the agreement?

"A lot of preparatory work," admits McCann. "We spent several months faxing an e-mailing back and forth with names and contacts we received from the Canadian Trade Commissioners in Buenos Aires and officers at Saskatchewan Trade and Export Partnership (STEP) part of the Saskatchewan Department of Economic Development."

McCann also went on the mission because his organization's stated goal is to seek investors to Canada while encouraging Canadian companies to find mutually beneficial partnerships abroad.

"There's unlimited opportunity for Canadian agricultural businesses in emerging international markets, particularly for small companies," he says.

"The Team Canada concept," adds McCann, "works because it provides small companies with the benefits of across-the-board partnerships between industry and government, where individual companies might find it difficult to go it alone."

Follow-up to Team Canada

McCann is excited about the potential of the Argentinean agreement, particularly for co-operation in areas such as biological fertilizers and biopesticides, new disease-resistant crops, molecular farming, livestock genetics and advanced animal feeds.

"The trade mission was an excellent way to meet the right people at the right level," he says. "Now the challenge is to exploit these contacts and make the connections with the Canadian businesses that can take advantage of them."

This he has already pursued by participating last August in an

agri-food trade mission to the same region led by Agriculture and Agri-Food Minister Lyle Vanclief.

"We just saw the results of that mission two months ago," says a happy McCann, "when Chile's Minister of Agriculture was in town to sign a Memorandum of Cooperation on Agricultural Biotechnology."

The initial priority areas of co-operation include livestock genetics; animal feed production, natural products and plant extracts; molecular genetics and transgenetics; plant tissue culture; biological fertilizers and rhizobia; and novel plants and plant products.

"We are quite excited by this agreement in many respects," says McCann, "not the least because the seasons in Chile are opposite to those in Canada, so in fact we have the possibility of year-round research between our two countries."

In addition, Ag-West Biotech is planning a series of travelling seminars that would include some of the same cities as those visited by Team Canada. "If we can pull it off," adds McCann, who is already busy gearing up to go to Japan in September with the next Team Canada Trade Mission that will also include Australia.

For more information on Ag-West Biotech Inc., contact President Peter McCann, tel.: (306) 975-1939, fax: (306) 975-1966.

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

ISRAEL — The Jerusalem District Electricity Company (JDEC) and the World Bank are looking for expressions of interest for consulting services for a service improvement program in the power sector in the central area of the West Bank. The JDEC is seeking consultancy services with a highly qualified and experienced firm with extensive experience in Project Management and Corporate Restructuring relevant to the electric utility industry. These requirements have been divided into two parts: 1) those related to the design and implementation of a restructuring/modernization program of JDEC as a corporate entity (including its business information systems) to enhance management effectiveness; 2) those related to the engineering services required for the implementation of physical works. Closing date: July 28, 1999. Contact Daniel Lemieux before July 21, 1999, fax: (613) 996-2635, quoting IBOC case no. 990527-01775.

SYRIA — Syrian Railways invites bids for track turnouts. Listed below are the applicable technical specifications. 1) Turnouts type: R50 - 1/9 for track gauge 1435 mm. 2) Turnouts specification and dimensions should conform with the Russian Turnouts Certificate (2411. 00. 000 date 1984). 3) Description and quantity as follows: denomination: 2411.00.000; design: right complete turnout with insulation, requested quantity: 51; design: 01 left complete turnout with insulation, requested quantity: 49. 4) Bidders should present the following with their offers: detailed drawings of turnout; detailed list of turnout components; technical specifications of turnout main parts (i.e. chemical composition, mechanical properties); standards under which turnouts are manufactured and tested; quality certificates (good performance certificates) from customers, if available. Closing date: September 16, 1999. Contact Daniel Lemieux before August 19, 1999, fax: (613) 996-2635, quoting IBOC case no. 990526-01764.

SAUDI ARABIA — Hamed. A. Al-Zamil & Brothers wishes to buy 700 tons of polyester staple fibre. The type being requested is non-woven, raw white, semi-dull, and the grade is a high tenacity, low shrinkage for roofing felt. Contact Molly Jo Beauchamp before August 30, 1999, fax: (613) 996-2635, quoting IBOC case no. 990512-01517.

TURKEY — The Turkish Ministry of Energy has announced an invitation for bids on a BOT (build, operate and transfer) basis for one hydroelectric power plant as follows: DUZCE AKSU (41MW). Cost of the bid documents is US\$4,000. Closing date: October 4, 1999. Contact Daniel Lemieux before September 1, 1999, fax: (613) 996-2635, quoting IBOC case no. 990507-01462.

Other tender calls and trade opportunities can be found on CanadExport Online at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).

SYSTEMS 99 Presents Networks of the Future Ultra-fast on the Internet

MUNICH, GERMANY — October 18-22, 1999 — SYSTEMS 99 will present the latest network technologies and demonstrate what the Internet holds in store for the future, particularly for professional users.

ISDN, which is celebrating its 10-year anniversary this year, is still the state of the art among business subscribers.

However, new complex applications have already revealed that ISDN is no longer adequate for the Internet. But the solution is just around the corner.

Now that the asymmetric access technology ADSL (Asymmetric Digital Subscriber Line) has been launched on a nationwide basis, symmetric services based on HDSL are expected to be introduced immediately after SYSTEMS 99.

The exhibits at SYSTEMS 99 will demonstrate that those who already use electronic commerce, teleworking and telelearning professionally need ADSL the most.

For those expanding their business activities to the Internet,

ADSL may soon be a technical prerequisite.

By the end of 1999, ADSL technology will be available in 43 local networks, creating the foundation for 100,000 subscriber lines, and some 6.5 million ADSL connections are expected to be installed by the year 2001.

For more information, contact Messe Munchen GmbH Messengelände, tel.: (011-89) 9 49-01, fax: (011-89) 9 49-09, e-mail: info@messe-munchen.de, Internet: <http://www.systems.de>

AIMEX'99: The Mining Event the World Aims for

SYDNEY, AUSTRALIA — October 19-22, 1999 — Every four years, an event takes place that brings the world of mining to Sydney. On the eve of an exciting new millennium, the mining world will be focussed on AIMEX'99.

Located at Homebush Bay, the site of the 2000 Olympic Games, AIMEX'99 is a chance for Canadian mining suppliers and companies to present their products and services to some of the world's most influential customers.

Mining industry leaders from Australia and throughout the world will meet at AIMEX'99 to share new ideas and explore new technologies. Previous AIMEX events have been enormously

successful, bringing together key decision makers from all parts of the globe.

Capital investment in Australia's mining sector is expected to exceed \$20 billion as it moves into the new millennium.

Sustained investment in new mines, upgrading facilities of existing operations, and the constant need to improve productivity reflect Australia's enormous mining opportunities.

Now is the time to plan your presence at AIMEX'99. The Canadian Consulate General in Sydney is organizing a national stand in conjunction with CAMESE (Canadian Association of Mining Equipment and Services for Export). Booths are

available on the stand for Canadian companies wishing to take advantage of this unparalleled opportunity.

Stand positions and availability are allocated on a first-come, first-served basis, so the sooner you call, the sooner you can be assured of a place at this unique sales environment. Don't delay, this is one mining event you don't want to miss.

For more information, contact Bob Gow, Trade Officer, Canadian Consulate General, Level 5, Quay West Building, 111 Harrington Street, Sydney, NSW 2000, Australia, tel.: (612) 9364-3045, fax: (612) 9364-3097 e-mail: bob.gow@sydney01.x400.gc.ca

Go with the Flow at U.K. Water/Waste Water Show

BIRMINGHAM, UNITED KINGDOM — October 19-21, 1999 — U.K.'s major international show for the water supply and water-using industries, the International Water and Effluent Treatment Exhibition (IWEX '99), will take place at the National Exhibition Centre.

Now in its 12th year, IWEX has become established as the U.K.'s major international show in this field. Covering every aspect of the sector — drinking water, process

water, municipal and industrial effluent — it attracts around 600 exhibitors and some 14,000 visitors, at least half of them with purchasing responsibility.

According to Canadian trade officials, participating at IWEX would be useful for any Canadian company looking to do business in the U.K. Last year, three Canadian companies participated, with another 28 displaying their brochures.

Companies interested in visiting

the show or in talking exhibition space can contact Paul Tweedale, Exhibition Sales Director, IWEX '99, tel.: (011-44) 1895 454540, fax: (011-44) 1895 454640, e-mail: 100730.1310@compuserve.com or contact Patrick Stratton, Commercial Officer, Canadian High Commission, London, U.K.; tel.: (011-44-171) 258-6654, fax: (011-44-171) 258-6384, e-mail: patrick.stratton@ldn02.x400.gc.ca, Internet: www.dfait-maeci.gc.ca/london/

Canadian Food, Beverage and Food Processing Equipment Showcase in Barbados

BRIDGETOWN, BARBADOS — February 24-25, 2000 — The third Canadian Food, Beverage, and Food Processing Equipment Trade Show in the Caribbean will provide an excellent opportunity for introducing Canadian companies to an important emerging market, obtaining sales leads or initiating business relationships with Caribbean partners.

Canadian companies will be able to display their products and services under one umbrella as they pursue business opportunities in the Caribbean markets. An extensive marketing campaign will be done throughout the Caribbean Islands inviting key decision makers and buyers, both in the public and private sector to visit the show.

The Canadian Export Development (CED) office has sought the support of the Département of Foreign Affairs and International Trade (DFAIT) and the Canadian High Commission in

Bridgetown in planning and staging this Canadian solo food showcase. The Canadian High Commission encourages Canadian companies to take a close look at the growing opportunities in the food sector in the Caribbean

For more information on the show — space is limited, first-come, first-served — contact Robert Grison, Director of Operations, CED, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca

HEATING — COOLING EXPO IN TEXAS

DALLAS, TEXAS — February 7-9, 2000 — The year 2000 marks the first Dallas Air-conditioning, Heating and Refrigeration (AHR) Expo in 12 years and the first Southwestern show in six years. A Canada Group Stand is being organized for this show and recruitment is already under way.

You'll be meeting thousands of buyers who haven't seen your products anywhere else...and who are eager to see how you can save them money, increase their efficiency and improve their bottom line.

If you've been looking to strengthen your foothold in the profitable Southwestern U.S. market, the AHR Expo 2000 is the right opportunity at the right time. AHR 1999 boasted 33,500 visitors and 1,300 exhibiting companies.

For more information regarding the Canada Group Stand and space reservations, contact Monique Deschamps at Kadoke Exhibition Services, tel.: (613) 241-4088, fax: (613) 241-2663, e-mail: Monique.D@kadoke.com

For local market information, contact Cate Brennan Lisak at the Canadian Consulate General, Dallas, tel.: (214) 922-9806, fax: (214) 922-9815, e-mail: cate.lisak@dfait-maeci.gc.ca



Resumption of Algiers International Fair

ALGIERS, ALGERIA — October 12-23, 1999 — After a few difficult years, the 32nd Algiers International Fair is preparing to host a number of national and foreign companies presenting their products to the Algerian and African public.

This fair, by far Algeria's most important, will feature a number of foreign booths, including that of France, which is returning in force this year with a space of more than 1,500 square metres. With purchases of \$622 million in 1997 and \$544 million in 1998, Algeria is by far Canada's best customer in Africa and the Middle East. It is an open but still little-known market.

For many years Algeria, which is recovering from a period marked by terrorism, has been

conducting an ambitious program of economic reform. The government has begun privatizing most state-owned companies and is seeking partners to get the economy, which is too heavily dependent on oil, back on its feet.

Canada is highly appreciated in Algeria. Many trade ties have developed because of the friendship between the two countries and the large Algerian community that has recently immigrated to Canada.

The theme of the fair will be economic recovery and partnership opportunities. France, Spain, Italy, Turkey and Egypt will be especially well represented this year. In recent weeks, many delegations have been visiting Algeria in hopes of taking advan-

tage of a new and more favourable situation.

The Canadian Embassy in Algeria will support Canadian firms interested in taking part. Already a dozen manufacturers of construction materials have announced their intention to participate.

In addition to this sector, companies operating in data processing, telecommunications, agri-food, health, services and the environment are especially welcome.

For further information, contact Gilles Poirier, Counsellor (Commercial), Canadian Embassy, Box 48 Alger-Gare, 1600 Algiers, Algeria. tel.: (011-213) 2-91-49-51, fax: (011-213) 2-91-47-20, e-mail: gilles.poirier@alger01.x400.gc.ca

Eurosatory'2000, a World Trade Show Dedicated to Land and Land-air Defence

PARIS-LE BOURGET, FRANCE — June 19-23, 2000 — Canada will participate at Eurosatory'2000, the only world trade show dedicated to land and land-air defence.

The event is a unique international meeting place for all those involved in land and land-air defence, including industrial players involved in designing, manufacturing, marketing and selling the complete range of equipment and products required by today's land forces.

In 1998, 34 countries participated with 21 national pavilions and 734 exhibitors attracting 37,000 visitors from over 100 countries.

Participation in the Canadian Pavilion — Canada's second presence at Eurosatory — will be organized by DP Expos Services Inc., in collaboration with DFAIT and the Canadian Embassy in Paris.

For more information on the

sectors involved and the equipment and materials, contact Guy Ladequis, Commercial Attaché, Canadian Embassy in Paris, tel.: (011-33) 1.44.43.23.59, fax: (011-33) 1.44.43.29.98, e-mail: guy.ladequis@dfait-maeci.gc.ca

For information on exhibiting at the Canadian Pavilion, contact DP Expos Services Inc., in Montréal, tel.: (514) 871-3838; or in Paris, tel/fax: (011-33) 1.39.73.95.27, e-mail: dpexpos@easynet.fr

Guides to Prefab Wooden Buildings Industry Now Available On-line

The Forest Industries and Building Products Branch of Industry Canada has gathered together a wide array of information concerning the prefabricated wooden buildings industry in Canada.

By accessing the Strategis Web site (strategis.ic.gc.ca), clicking on *Main Menu*, then *Business Information by Sector*, and lastly

Guide to Canadian Industries, you'll find a wealth of detailed information on the industry.

For Canadian exporters, as an example, information is available on Internet (strategis.ic.gc.ca/SSG/gi25411e.html) under the following headings: *Selling to Governments*; *Exporting*; *Trade Shows and Events*; *Public Equity Financing*; *Growth Trends*; *Trade*

Journals; *Patents and Trademarks*; *Standards and Regulations*; and many more.

There are also links to other useful Web sites of interest to Canadian building manufacturers, suppliers and exporters. You can hook up to these sites by visiting *Spring 1999 Quarterly Reviews* under the *WHAT'S NEW!* heading at strategis.ic.gc.ca/foreind

EBRD Update: First Quarter 1999 — Continued from page 9

mining and manufacturing, and concentrating efforts on the transport, telecommunications, power and energy sectors.

Natural Resources

EBRD Directors approved an updated Natural Resources Operations Policy, which strives to increase private-sector participation, promote strategic investment, reduce transport bottlenecks, ensure competitive market access and improve the sector's regulatory and institutional framework.

In Russia, the Bank will continue to support the formation of international vertically integrated oil companies and the privatization and restructuring of the Russian refinery industry. In central and eastern Europe, it will play a role in the privatization of state oil companies in preparation for European Union accession, and in the Caspian region, it will help rationalize the organizational structure of state oil companies and increase their financial transparency.

In the oil and gas sector (particularly in the Caspian area), the Bank will look to finance improvements in

transport infrastructure. In mining, it plans to optimize linkages between its investments in extraction and related projects in transport and energy infrastructure.

CANADA AND TAM

The EBRD engages recently retired chief executives as advisors for companies in the region under its TurnAround Management (TAM) program to inform enterprises of new contacts with international customers, suppliers and sources of finance, as well as advising on internal reorganization.

TAM has over 200 currently active projects with total funding exceeding Euro40 million. In March 1999, the Canadian International Development Agency (CIDA) made Canada's first ever contribution to the program, which will allow up to six Canadians to be retained as senior industrial advisors over the next two years.

The full EBRD report is available on IFInet at www.dfait-maeci.gc.ca/ifinet under Business Guides. For additional information or advice, contact the Export Financing Division (TBF) at (613) 996-0705. You can also visit the EBRD Web site at www.ebrd.com

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Making your Business Work in the Pacific Rim

VANCOUVER, BRITISH COLUMBIA — July 26, 1999 — Making your Business Work in the Pacific Rim is a half-day (9:00 am-1:45 pm) symposium presented by leading business lawyers from Asia, Canada and the United States. Hosted by Pan Pacific Law Corporation and Russell & DuMoulin, it is designed for manufacturers, exporters, service providers, and others with serious interest in entering or expanding in Pacific Rim markets.

The symposium focuses on significant commercial issues with the intention of triggering dialogue and providing practical

insights into improved commercial practices.

Participants will have the opportunity to connect with some of the top lawyers in the Pacific Rim, and also to take away practical tips on how to make their businesses more successful there.

Presentations include: *Why Canadians Fail in Asia; How to Deal with a Corrupt Official; Effect on the Devaluation of Asian Currencies on Foreign Investors in Asia; and, Dealing with a Newly Privatized State-owned Enterprise in China.*

Special guest speaker, Raymond Chan, Secretary of State (Asia-

Pacific), will present an address entitled *Five Ways Canada Helps its People do Business Abroad.*

The symposium fee is \$60 (plus GST), or \$35 (plus GST) for active clients of Pan Pacific Law Corporation and Russell & DuMoulin, and for members of sponsoring organizations. The fee covers all information material, lunch and refreshments.

For more information, contact Kay Shen, Pan Pacific Law Corporation, 2100 - 1075 West Georgia Street, Vancouver, British Columbia V6E 3G2, tel.: (604) 631-3238, fax: (604) 662-3238, e-mail: PPCLO@aol.com, Internet: www.panpacificlaw.com

Choosing the Right International Carrier — Continued from page 8

international telecommunications solutions directly to more than 100 Canadian corporations in a variety of sectors, including manufacturing, pharmaceutical, financial services and engineering.

Teleglobe Communication Services Inc. recently partnered with Bell Canada and France Telecom to win a Department of Foreign Affairs and International Trade bid to implement a global network — MITNET 2000 — that will enable DFAIT to link its 144 Canadian diplomatic missions in 92 countries. Teleglobe will be responsible for the links to South and Central America, Asia, Oceania, the United States and Europe.

Teleglobe Communication Services Inc., a subsidiary of Teleglobe Communications Corporation, provides global connectivity services to multinational firms, carriers, Internet service providers, and broadcast customers around the world. Teleglobe ranks as the third-largest global submarine fiber-optic cable network, the fourth-largest long-distance company in the United States, the largest global Internet backbone network and the largest provider of transatlantic fiber-optic broadcast transmission.

For information on Teleglobe's business retail services, visit <http://www.teleglobe.com>

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maef.gc.ca>

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Summer Break!
Next issue September 1, 1999

CanadaExport

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Vol. 17, No. 13 — July 15, 1999

JUL 15 1999

Commercial Ties Strengthened during Canadian Business Mission to Ireland

On June 13, Canada's Minister for International Trade Sergio Marchi led a business development mission to Ireland that helped to build strategic commercial ties between the two countries. The mission also brought more than 50 Canadian business delegates together with potential Irish partners.

"It's about trade and investment, in both directions," said Minister Marchi. "Ireland is a gateway to the European Union market for Canadian companies, and Canada is an ideal location from which to enter the vast markets of the United States, Mexico, Latin America and Asia."

Continued on page 2 — Canadian Business

New President of the Canadian Commercial Corporation Appointed

In May, International Trade Minister Sergio Marchi announced the appointment of Douglas Patriquin as President of the Canadian Commercial Corporation (CCC), succeeding Robert G. Wright, currently Deputy Minister for International Trade.

An export sales agency and federal Crown corporation, CCC partners with Canadian exporters to negotiate and win sales in difficult markets on favourable terms. It provides special access to U.S. defence and aerospace markets and specializes in trade to foreign governments and international organizations. CCC's government-backed contract management services translate into annual sales of some \$1 billion on behalf of Canadian exporters doing business in over 60 countries.

Mr. Patriquin has served as

CCC's Executive Vice-President and Chief Operating Officer since 1993. Prior to joining the Corporation, he was Assistant Secretary, Treasury Board of Canada, and he has held other senior positions in federal, provincial and territorial governments.

Mr. Patriquin gave the following interview to CanadExport.



Canadian Commercial Corporation President Douglas Patriquin

CanadExport: You've been CCC's Executive VP and COO since 1993. You've now been appointed as the Corporation's full-time president as the Government moves to

Continued on page 3 — President

CHANCE TO PARTICIPATE IN BUSINESS DELEGATION TO THE PHILIPPINES

Secretary of State (Asia-Pacific), Raymond Chan, will lead a business delegation to the Philippines next month, August 21-29.

With economic growth expected to reach 2.5 per cent by the year 2000 the Philippines is actively sourcing technologies and increasing imports in many areas, as well as improving infrastructure. It also offers Canadians excellent opportunities for trade and investment in a variety of sectors.

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Canadian Business Mission to Ireland — *Continued from page 1*

Two-way trade between Canada and Ireland is about \$4.2 million a day, adding up to a total of \$1.5 billion in 1998. "Our trade with Ireland has doubled since 1995," added Mr. Marchi, "especially in important high-tech fields."

The mission featured Canada's expertise and capabilities in a number of key business sectors, including telecommunications, information technology and software, medical and health services, environment, agri-food, construction and building products. Cultural industries were also a key component of the mission's agenda, which featured musical performances by Canadian artists Natalie MacMaster and Ron Hynes.

Several new business ventures between Canadian and Irish companies, such as a transatlantic fibre-optic cable initiative and an agreement to organize a youth job training program, were reached during the mission.

On behalf of Canada's Minister of Transport, Minister Marchi signed a memorandum of understanding (MOU) with Joe Jacobs, Ireland's Minister of State, Department of Public Enterprise, on co-operation in the transportation sector. The MOU calls for the two countries to work together in the

areas of surface, air and marine transportation.

Minister Marchi also visited Northern Ireland, where he held a series of business meetings with

manufactured in Montreal and at Short Brothers' plant in Belfast.

The mission coincided with Prime Minister Jean Chrétien's official visit to Ireland and Northern Ireland. Minister Marchi then travelled to Belgium, before rejoining the Prime Minister in Cologne, Germany on June 18 for the Canada-EU Summit, after which the Minister visited the Netherlands.

A list of the members of the business delegation to Ireland is available on the Internet at <http://www.infoexport.gc.ca/section4/missions/ireland>



Minister Marchi gives official welcoming remarks to the business delegation with Irish Deputy Prime Minister Mary Harney (right) and Canadian Counsellor (Commercial) in Dublin, Monica Heron.

government and private-sector representatives. During his visit there, Short Brothers, a subsidiary of Bombardier, announced the launch of the new "Continental" business jet, major parts of which will be

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

Agreement Number 1453025



President of the Canadian Commercial Corporation — Continued from page 1

strengthen CCC's role as a separate, specialized Crown corporation. What are the reasons for changing the Corporation's management structure? And how will your own role change?

Patriquin: It's a vote of confidence in CCC. The appointment of a full-time president and the re-appointment of our board is a confirmation of CCC's usefulness as part of Team Canada Inc, particularly in helping SMEs [small and medium-sized enterprises]. The Government recognizes the special contribution CCC makes in helping exporters win contracts, in particular the more than \$500 million in sales to the U.S. aerospace and defence industries. In other markets, we enhance exporters' credibility with performance guarantees to buyers, and help them access pre-shipment financing from commercial banks.

The Corporation has 90 very capable and experienced people that help clients structure effective deals. Add to this the fact that we also take a risk position on these projects, and you can see why we're an export sales agency with a difference.

CanadExport: CCC is a key member of Team Canada Inc [TCI], but with perhaps a lower profile than some other members. What is the Corporation's specific role in TCI?

Patriquin: We have a unique role — our ability to structure government-to-government contracts. For example, we help negotiate sole source contracts, where the buyer wants Canadian technology but doesn't want an international tender. CCC is broader in scope than

most government agencies. We can sign contracts and take a risk position.

CanadExport: Can you give us some examples of the types of roles CCC plays in facilitating export sales?

Patriquin: For one, there's the \$120-million terminal project at Budapest's Ferihegy International Airport that opened late last year in which we were key in ensuring its smooth completion by a consortium of Canadian companies.

Another is Wright Environmental Management Inc. of Richmond Hill, Ontario. It signed a \$3.7-million contract through us to supply a composting system for a land-fill facility on the Isle of Wight in the United Kingdom.

We've also been working with a Montreal software company that's developing a Web site and support for joint customs services for North American Free Trade Agreement [NAFTA] member countries.

A big part of our work is introducing Canadian companies to the huge U.S. government market through our bid matching services. Last year, we identified over 13,000 U.S. government sales opportunities for our clients, which resulted in more than \$160 million in contracts.

CanadExport: Supporting small and medium exporters has been a top priority of both the Government and CCC. Do you see your role here changing in any way?

Patriquin: We now work with about 2,000 companies each year, identifying opportunities, supporting their bids, signing contracts, making payment

arrangements, and providing access to working capital. Over 80 per cent of our business is already with SMEs. The challenge is to help a much larger number of Canada's businesses.

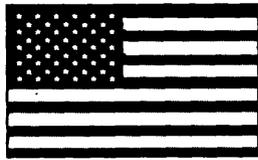
To do this, we first have to increase awareness of CCC and what it offers, especially outside our core group of aerospace and defence industry suppliers. We also have to reach more companies and deliver our services in ways that match their needs. We'll have to make some changes in the way we do business, breaking up our traditional package of contracting services into its various parts, for example.

We're a relatively small agency, so we'll be looking for partners, both in the public and private sectors, for new sources of risk capital and operating funds.

CanadExport: Do you have any plans for changing the way CCC delivers its services?

Patriquin: We're planning to increase our risk capital so we can raise the size and number of deals we're involved in. We'll continue to focus on our core competencies — selling to foreign governments and acting as prime contractor. But over the next five years, we want to reach as many small and medium companies as we can. We also want to enhance our offerings in U.S. bid matching, pre-shipment financing and contract management, and in international trade sales and consulting.

For more information on these services, contact CCC, tel.: (613) 996-0034, or 1-800-748-8191 (toll-free in Canada), fax: (613) 995-2121, e-mail: info@ccc.ca, Internet: www.ccc.ca



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (UTO). For information about articles on this page, contact UTO by fax at (613) 944-9119 or e-mail: commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Defence Procurement in the New Millennium

VANCOUVER, BRITISH COLUMBIA — August 11, 1999 — During Aerospace North America, the Canadian Commercial Corporation (CCC) will be sponsoring an important seminar to provide both Canadian suppliers and visiting foreign buyers with an overview of defence procurement opportunities in the new millennium.

Speakers representing the U.S. Department of Defense, North American Air Defence Command (NORAD), the U.K. Ministry of Defence and a major foreign prime contractor have been invited to discuss their procurement programs and initiatives for the new millennium. CCC will present its contracting services, showing how it provides enhanced and special access to the U.S. defense, space and other international markets.

Canadian suppliers interested in putting the power of Canada behind their export sales, and visiting foreign buyers looking for practical help in purchasing the best that Canada has to offer, should plan to attend this half-day (8:00 am - 12:15 pm) information-packed event — space will be limited.

To register, or to obtain more information about CCC's participation in Aerospace North America, contact Jim Burt, Senior Business Development Officer, tel.: (613) 995-8046, e-mail: jim@ccc.ca

Upcoming Events in Chicago Post Territory

Wisconsin Grocers Association (WGA) Expo
MADISON, WI — September 15, 1999 — The WGA/Great Lakes Expo is the largest gathering of grocery buyers in Wisconsin. Key decision makers who do not attend other shows are among the over 20,000 attendees at this successful regional exhibition.

Although only 70 miles north of Chicago, Wisconsin is a singular and independent market with separate and distinct demographics and culture.

The Canadian Consulate General, in conjunction with Agriculture and Agri-Food Canada, is sponsoring an information booth at the WGA Expo. It will act as a focal point for Canadian companies participating in the show. The Consulate is interested in distributing catalogues and directories of Canadian firms active in the retail grocery sector.

For more information, contact Cathy Cameron, Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1870, ext. 3368, fax: (312) 616-1878, e-mail: cathy.cameron@dfait-maeci.gc.ca

Motivation Show
CHICAGO, IL — September 21-23, 1999 — The Chicago Consulate is hosting a NEBS mission to the Motivation Show, a trade show that concentrates on the incentive gift market and is attended by top buyers. If your company wants to reach incentive and gift buyers for the corporate marketplace, this NEBS mission is for you.

Continued on page 5 — Upcoming

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> for more information on doing business in and with the United States.

New U.S. Market Reports Now Available

Biotechnology & Medical Technology Industry Overview: Oregon and Washington (Code: 21UA)

This guide is intended as a resource for Canadian companies interested in identifying, pursuing and concluding business development agreements in the states of Oregon and Washington. The U.S. Pacific Northwest, well known as the home of Boeing, Microsoft and Tektronix, is now recognized as one of the leading biotechnology and medical technology centres in the world, and one of the fastest-growing research centres in the United States. The region offers many opportunities for companies interested in establishing business development partnerships and joint ventures, as well as acquiring or licensing technology.

The guide provides information about industry associations, a comprehensive listing of university technology transfer offices, federal laboratories and related state economic development agencies, and a listing of select private-sector companies and non-profit research organizations, including contact information and a description of the product research and/or development services they offer.

For further information or assistance, contact the Canadian Consulate General's Business Development Office in Seattle, tel.: (206) 443-1777, fax: (206) 443-9735, or check the Web site at www.canada-seattle.org

A Guide to the Visual Arts in the Chicagoland Area for Canadian Artists (Code: 26UA)

This study was prepared for the Canadian Consulate General in Chicago by the Chicago Artists' Coalition. An essential tool for Canadian artists wanting to enter the Chicago art marketplace, it provides comprehensive information on every aspect of the blossoming art scene in a city which is widely recognized for its support of the arts, and for its role as an inspirational and supportive haven for emerging artists.

The study begins with an introductory look at the Chicago art scene, followed by a description of some of the hundreds of commercial and non-profit galleries in Chicago, including other exhibition venues such as museums, cultural centers, colleges and universities, community arts centers, art expositions, fairs and public spaces. It goes on to provide practical advice for artists, including tips on exhibiting, marketing, transportation, pricing, selling and public relations planning. It also provides information on assistance offered by the Canadian Government, plus detailed lists of resources such as art consultants, attorneys, framing, insurance, photographers, printers, rental spaces, shipping, art supplies and more.

For further information or assistance, contact the Chicago Consulate General's Business Development office, tel.: (312) 616-1870, fax: (312) 616-1878 or check the Web site at www.canadachicago.net

To obtain copies of the above publications, contact DFAIT's Enquiries Service at 1-800-267-8376, quoting title and code.

Upcoming Events in Chicago Post Territory — Continued from page 4

In addition to attending the show, a half-day NEBS seminar will feature experts in the incentive market, a protocol expert, legal and customs tips for exporting as well as advice on working with advertising agencies.

This mission is for companies in almost any consumer industry, including office products, luggage, leather goods, watches/clocks, apparel, sporting goods, toys/games, food/beverage, gift certificates, and mugs/totes.

For more information, contact Ann Rosen, Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1870, ext. 3357, fax: (312) 616-1878, e-mail: ann.rosen@dfait-maeci.gc.ca or visit: www.motivationshow.com

Pelyco Systems' Chain of Success Entirely "Made in Canada"

According to Colin Finn, CEO of Ottawa-based Pelyco Systems, there is a chain of success that all good businesses should follow. Knowledge, of course, is a big part of the chain, but there are other links that should also be addressed. These include understanding your customers' needs, interacting directly with your customers, building a competent and responsive business team, and securing the necessary capital. For Finn and Pelyco, most of these links can be found right here in Canada — home to success.

Pelyco Systems, which was established in 1993, develops Web-based software solutions that allow manufacturers to effectively manage their supply chains. In doing so, companies, for example, can reduce shipping and warehousing costs, and prevent delays in manufacturing while parts are on order.

Focusing its efforts in three principal vertical markets: aerospace; electronics; and industrial equipment, Pelyco's Advanced Planning Systems (APS) provide a variety of consulting, implementation and training services. It does this through its family of Intranet plug-in products to existing supply chain systems, including *webPUBLISH*™.

Through these products, critical information can be made available ("published") to the broader community of information "consumers," which reduces dependence on a small number of "super users," and allows for a larger user community to integrate supply chain products into the business process.

With only 10 employees, Pelyco operates in eight countries around the world and counts among its customers big names such as IBM, Deere and Company, Pitney Bowes, Caterpillar, Sikorsky Aircraft, Nortel Networks and Rolls-Royce Aerospace, thanks in no small part to its Web-based organizational structure.

Canada is home — and for good reason

Eight of Pelyco's ten employees, which make up the company's development arm, are in Ottawa — "and that is where they're going to stay," says Finn. Two members of the Pelyco team are based in the heart of California's Silicon Valley, drumming up sales.

Finn, a native of Kingston, Ontario, does not believe that a purely cash-based financial perspective addresses the issues related to high-tech workers

choosing to leave Canada. Far too often people focus solely on tax rates and ignore other factors which make moving to the United States a more complicated decision — factors such as personal safety, access to health care, quality of education. These lifestyle issues are not as easy to measure economically, and it is where Canada outranks the United States.

Some costs lower in Canada

"Housing costs are about three times higher in California than in Ottawa or Toronto, and even with a slightly lower cost of living and less taxes, you don't put much more in your pocket."

The problem with Canada, in Finn's view, however is access to capital. "In Canada, a company can spend all its time either chasing government-supported money or limited venture capital. In California, experienced venture capitalists are readily available and offer not only funding but a wealth of expertise and contacts to start-up companies."

While Pelyco is doing very well right now, the time is fast approaching when it might have to seriously consider bringing in venture capital to capture a significant share of the market for its supply chain software solutions, according to a very forward-looking Finn.

When that time comes, however, Finn is confident Pelyco will be ready. "We've got a great team and a great product, so we're not worried about our ability to succeed anywhere in the world."

For more information, contact Colin Finn at Pelyco Systems, World Headquarters, 190 Colonnade Rd., Suite 205, Nepean, Ontario K2E 7J5, tel.: (613) 226-6109, fax: (613) 226-6289, e-mail: colinfinn@pelyco.com, Internet: www.pelyco.com

Quebec Foundry Switches into Export Gear... Beginning with the U.S. Market

An ambitious restructuring and modernization exercise a few years ago enabled Fonderie Poitras Ltée to embark on a major shift in direction with its decision to join the export market. Its first target: the United States.

This 69-employee company, which was founded in 1920 and has its head office in l'Islet, specializes in the manufacture of small parts made of ductile grey cast iron for the North American automobile and transportation equipment markets.

"Until the mid-1990s," states Claude Massé, company CEO, "our production was almost exclusively geared to markets in Quebec and the rest of Canada. But thanks to some major investments, we now find ourselves on the cutting edge of technology."

The export market: getting started

Armed with its recent ISO 9002 certification and a desire to go international, last year the company turned to Economic Development Canada (EDC) in Quebec City. Advisor Régnald Turgeon was put on the case.

"Mr. Turgeon helped us a great deal with our marketing plan and market development strategy, which called for participation in U.S. trade shows, the ultimate aim being to place us in the 'new exporter' category," indicates Massé.

With the help of repayable financial assistance under EDC's IDEA-SME program (designed to encourage small and medium-sized enterprises to export), Fonderie Poitras was able to hire a consultant, pay legal and marketing expenses and travel to exhibitions in Boston, for example, where the company

actively sought out agents to sell its products in the United States.

"That is how we met up with an agent in Detroit who got us our first contact with a parts manufacturing company in the automotive and transportation equipment sector," explains Massé.

"We signed a three-year contract in January," he adds. "Originally, it was for \$870,000, but since then the figure has risen to \$1.3 million. In fact, by March we had already begun weekly shipments."

Contracts keep rolling in

Other contracts (in the Detroit region and Ohio) soon followed, for a total value of more than \$8 million for the first four months of the year.

"Basically," explains Massé, "we manufacture internal engine components as well as transmission and axle parts for large U.S. firms such as Cummins, Caterpillar, Ford and General Motors."

Massé chalks up his company's success to a quality marketing program – "brought to fruition with the help of EDC's expertise," he hastens to add – and a sales network in tune with the market.

"The success we've had is proof not only of the efficiency and quality of our output," he proudly relates, "but also of the trust placed in our products by world-class firms, which in turn has given us the recognition we need to

improve our positioning in our target markets."

While it is only targeting the U.S. market for the time being, the company has already registered with the WIN Exports database of the Department of Foreign Affairs and International Trade (DFAIT), on the recommendation of Claudie Vachon, Trade Commissioner at the International Trade Centre (ITC) in Montreal.

"This may help us break into other markets," says Massé, "but first we need to consolidate our position in the United States."

A market not to be trifled with

"This is one market you can't take for granted," he stresses, "which is exactly what a lot of SMFs tend to do. They think it's enough to simply hire an agent, and that takes care of everything. Well, it doesn't. You need to spend a lot of time training an agent the right way, even for the United States."

Another tip: find yourself a good customs agent, "because there's still a ton of paperwork," he warns.

For those wishing to penetrate the U.S. market, Massé has the following advice: "contact your nearest EDC office or the ITC in Montreal. The trade commissioners and advisors can be quite helpful, because, take it from me: it's not all clear sailing, even with our neighbours to the South."

For more information, contact CEO Claude Massé; tel.: (418) 247-5041, fax: (418) 247-7647.

All Eyes on Australia

Making the Leap — Down Under with Team Canada!

In 1895, on the cusp of a new century, Canada established its first overseas trade and investment development office — in Sydney, Australia. In 1999, on the cusp of a new millennium, Canada is poised to make a new leap "Down Under" via Team Canada '99.

Team Canada — a key element of Canada's commercial promotion efforts abroad — will see the Prime Minister, Provincial Premiers and a substantial business delegation visit Japan and Australia in September of this year. In Australia, Team Canada will visit Melbourne (September 19-21), and Sydney (September 22-24). The event is designed to highlight Canada's relationship with Australia, a key political and economic partner in the Asia-Pacific region, and to create opportunities for Australian and Canadian firms to expand trade and investment relations.

A healthy economy

These relations are already strong, and for good reason. Among Asia-Pacific countries, Australia holds special attraction for Canadian business. Australia has been notable in the remarkably small impact which Asia's financial turbulence of late 1997-early 1998 had on its economy. The country posted a gross domestic product (GDP) growth of 3.6 per cent in 1997 and 4.7 per cent in 1998, with projections for 1999 in the 4.4-per-cent range.

Overall, the economy has been characterized domestically by strong consumer spending plus housing and industrial investment. Both inflation, at 1.6 per cent, and unemployment, at approximately 7.3 per cent, are comparatively low.

Strong bilateral trade and investment

Two-way trade between Canada and Australia stands at \$2.2 billion, and is highly diversified. Industrial machinery, aerospace and transportation equipment, plus information and telecommunications equipment make up the bulk of Canadian exports to the country. But Australian business decision makers have shown strong acceptance of almost any Canadian product which is of high quality and competitively priced.

Common business and legal practices make doing business in Australia comparatively easy. Many Canadian firms find that with only one or two trips they can establish a profitable business arrangement with an Australian partner.

Investment ties are also robust, with Australian investment in Canada approaching \$900 million,

much of it designed to reach the overall North American Free Trade Agreement (NAFTA) market area. Conversely, Canadian investment in Australia is nearly \$2 billion. Some 150 Canadian firms have established subsidiaries in Australia with a view to servicing not just the domestic market, but Asian regional operations as well.

The following nine industry sectors will be featured on this Team Canada trade mission.

Electric Power and Energy

The electric power industry in Australia has been undergoing major restructuring and deregulation, calling for efficiencies in generation and distribution, and development of new technologies. A mission seminar will provide a very timely review of issues and trends, and highlight opportunities for Canadian involvement in many facets of this vital industry.

Environment

Environmental management is a major concern in Australia. While its environmental industry has grown

Continued on page 9 — Making the Leap

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fill your request for registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-351-4946 (613-944-4946, from the National Capital Region).



Making the Leap — Down Under — Continued from page 8

rapidly, there are opportunities for Canadian companies to compete or work with Australian enterprises. Due to governments retreating into their core activities there are new outsourcing opportunities in water/wastewater, waste management/recycling, and other areas. Current issues and business opportunities in environment will also be examined.

Biotechnology and Health Care

Another important sector worldwide, biotechnology, has grown substantially to address serious issues such as diminishing food resources, environmental damage and viral threats. Canadian and Australian participants will look at government/private-sector research cooperation, strategies for development of bio-business in Asia Pacific. Canadian-Australian biotechnology partnerships in agriculture and aquaculture will be emphasized.

Building Products and Materials

As mentioned above, the Australian construction industry is in the midst of a building boom. Australian builders and consumers are increasingly open to new technologies — in energy-efficient materials, HVAC systems, construction methodologies — which will enhance quality and reduce costs. This is especially true in the residential (new construction and DIY) markets. Topics to be addressed during the Team Canada visit will include building codes, marketing channels, market trends for manu-

factured housing and multi-residential timber frame construction.

Information and Communications Technologies

This fast-growing sector continues to play an important role in advancing Australia's communications and technology needs in all areas of industry. As in Canada, the challenge of physical distance in Australia emphasizes the need for new technologies, and the need for understanding their benefits. Participants will explore developments in both Canadian and Australian industries, learn about new applications, and hear about these technologies from a government and industry perspective. Call centres, e-commerce and the role of the Internet are some of the topics to be highlighted.

Aerospace

The aerospace industry in Australia is well established. Having posted 12-per-cent growth in 1998, it has successfully expanded into regional markets in an atmosphere of profound change. Canadian aerospace companies will learn about the various issues driving this market, and how to build business partnerships on existing Canadian-Australian links.

Agriculture and Agri-food

An important sector for both Canada and Australia, agriculture and agri-food has many interesting elements, which can be confusing for both exporters and importers. Issues such

as food labelling, retail distribution, and quarantine/inspection will be addressed.

Mining/Natural Resources

Australia depends very heavily on its mining industry, with investment continuing at high levels. Opportunities exist for companies in Canada's highly developed mining equipment and services supply industry to sell through agents/distributors or work in joint venture and licensing arrangements. The focus will also be on investment — Canadian companies have an interest in over 90 mineral properties in Australia.

Education

The use of new technologies in education comes readily in a country with a long history of using radio to educate students in remote areas. Canadian universities will demonstrate the benefits of distance education through "virtual" campuses and classrooms. Other highlights of Canadian education for Australian students include joint degrees, semester and year abroad programs, and English-language teaching centres.

For more information on trade opportunities in Australia, visit DFAIT's Web page at www.dfait-maeci.gc.ca or contact Lynne Thomson, Korea and Oceania Division, DFAIT, tel : (613) 995-8744, fax: (613) 996-1248.

Canadian Success Stories in Australia

Many Canadian companies have already taken the great leap "Down Under." The following examples of Canadian success stories in Australia reflect the diversity of opportunities in that market.

Suncor Energy Inc. of Canada (Calgary) has embarked on a \$2.5-billion development of the giant Stuart oil shale field in Northern Queensland. The joint-venture investment will use Alberta's tar sands technology to extract oil from shale in Queensland. Suncor has completed plans for a \$250-million demonstration plant, which will produce 4,500 barrels of oil per day, and assess the technical and economic feasibility of producing oil from shale deposits. If successful, the plant will go into full production of 85,000 barrels per day.

Irvin Aerospace (Fort Erie) will supply the landing bag system for the re-usable Kistler rockets which will deploy low-earth orbiting communications satellites from the new Woomera Spaceport in South Australia. As expected demand for communications satellites in the next few years could reach 1,700 units, so Irvin will be busy supplying its product for some time.

Nortel Networks (Mississauga) was selected by Telstra, Australia's major telecommunications carrier, to supply CDMA technology for the new national mobile network — to be operating by December 1999 — which will replace the old analogue network. In the project, worth more than \$300 million, Nortel Networks will provide DMS-MTX switching as well as advanced base stations including the Nortel Networks CDMA Metro cell. The CDMA system was recently successfully tested in Swan Hill, Victoria, where it was proven that the technology will meet the coverage requirements of customers, especially in rural areas. Telstra is the first operator in the world to field test and commercialize this coverage enhancement in its rural service areas.

Linsey Foods Ltd. (Markham) has established a joint venture with local Australian investors. They have been operating in Australia for more than four years now — sales have increased threefold — to

market a packaged salad kit (all ingredients except the lettuce from Canada) under the brand name *Et tu Caesar*, which is now available in 80 per cent of all retail grocery stores in Australia.

Sherritt International Corp. (Toronto) acquired 8.9 per cent of the Murrin Murrin nickel development for \$45 million. The Canadian company is a consultant process engineer to Murrin Murrin, a role backed by \$50 million in performance guarantees. Sherritt's expertise in a complex acid pressure leach process technology is critical to the success of the project.

Rolf C. Hagen Inc. (Montreal) exports a line of chemical and biological aquatic and pond water conditioners to Australia. Brands like Cycle, Laguna and AquaPlus have captured the lead market share positions in their segments. Hagen's Australian partner Pet Pacific attributes competitive pricing, strong packaging design, patented formulations and the appeal of Canadian quality as the main reasons for Hagen's success.

SCC Environmental (St. John's, Nfld.) has teamed up with a major Australian company, ADI Limited, to use its technology and equipment for a \$2.3-million project — currently under way — at the Olympic site in Sydney, Australia, to eliminate chemical waste in 400 tonnes of contaminated soil. According to ADI, SCC's clever technology can be successfully applied to wastes currently stockpiled across Australia. ADI/SCC have now been short-listed on a new tender to remediate contamination, including dioxins, on 43 hectares of land adjoining the Olympic site using the same technology. Remediation will involve three parcels of land, zoned residential, commercial and retail. ADI is actively seeking a Canadian land developer as a partner in this project.

Canadian Trade Review

A QUARTERLY REVIEW OF CANADA'S TRADE PERFORMANCE

FIRST QUARTER 1999



This trade and investment quarterly reports on Canada's economic growth in the first quarter of 1999, and highlights our trade and investment performance in key sectors and markets.

OVERVIEW

Sustained economic growth

The Canadian economy grew at a projected annual rate of 4.2 per cent in the first quarter of 1999, almost matching the brisk 4.6-per-cent clip set in the last quarter of 1998. Canada's economic growth kept pace with the neighbouring United States economy, which continued to exceed expectations with a 4.1-per-cent surge in the first quarter.

Canada's overall economic conditions were in good shape in the first quarter, reflecting restrained wage growth, continued low commodity prices, considerable

excess capacity in the economy, and modest inflationary pressures. Consumer prices were 0.8 per cent higher in the first quarter of 1999, compared to the same period a year ago. The inflation rate (excluding food and energy) was up 1 per cent over the same period last year.

Jobs in Canada grew by 78,000 in the first quarter over the preceding quarter, pushing the unemployment

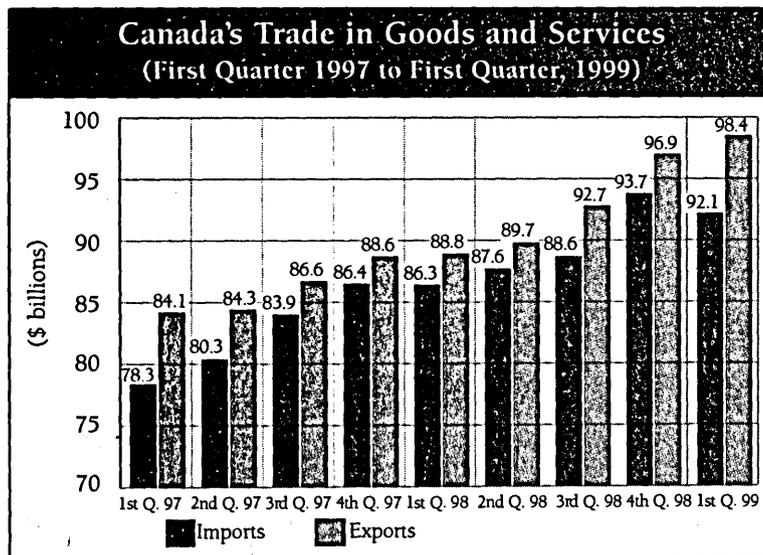
rate down to 7.8 per cent — its lowest quarterly average in over eight years. Improved consumer and business confidence was buoyed by positive developments in the North American economy and the receding risk of further turbulence in the international economy — creating a promising climate for further growth. The Canadian dollar, continuing to rebound from its low point during the

Residential construction also increased 3.9 per cent over the previous quarter.

Canada's strong performance was aided by a healthy 2.2-per-cent increase in investment in machinery and equipment, led by purchases of computers and other office equipment. Meanwhile, net exports of goods and services grew by \$3.1 billion, reflecting a solid \$1.5-billion expansion in sales of motor vehicles, machinery, telecommunications equipment and aircraft, along with a \$1.6-billion drop in goods and services imports.

International economic conditions also improved in the first quarter. Most importantly, U.S. domestic demand, and especially consumer demand, remained firm, while inflation and financial conditions were stable. Japan ended five

quarters of recession with a sharp rise in economic activity, and China also recorded a strong first quarter. In Latin America, the economic outlook improved with the early stabilization of the Brazilian economy. In this broad international context, Canada's financial picture improved substantially, with the deficit shrinking to \$1.4 billion from \$4.1 billion, primarily as a result of substantial trade with the United States.



Source: Statistics Canada

height of the global crisis last year, averaged US\$0.661 in the first quarter of 1999, up from US\$0.648 in the last quarter of 1998.

Both domestic and foreign consumer demand contributed to Canada's strong trade and economic performance. Domestic consumer spending picked up, particularly in durable goods, which grew by 3.8 per cent over the last quarter.

TRADE & INVESTMENT HIGHLIGHTS

Canada's merchandise exports grew at a quarterly rate of 1.7 per cent in the first quarter of 1999, and stood 11.5-per-cent higher than in the previous year. Merchandise imports were 7.6 per cent higher than a year earlier, notwithstanding a decline from the last quarter of 1998.



Merchandise exports benefit from U.S. economy

Canada's export growth continued to be concentrated in the U.S. market — up \$1.8 billion in the quarter. The growth in merchandise exports was led by automotive products and consumer goods. Canada's success was also due to a 6.8-per-cent increase in U.S. consumption, which included 12.9-per-cent growth in spending on durable goods. Canadian exports of machinery, equipment and telecommunications equipment were also a source of strength — a solid indication of the continued

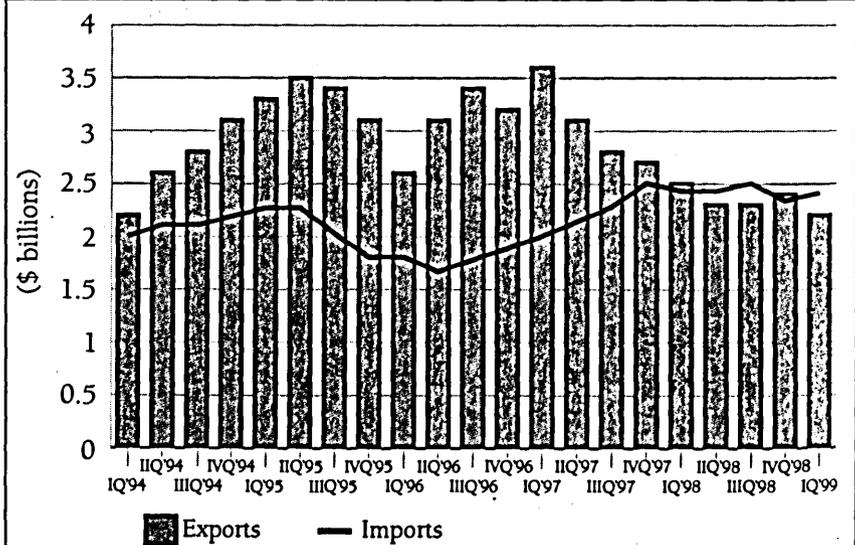
robust expansion of U.S. private-sector investment.

Elsewhere, however, Canada's export growth was lacklustre. Exports to Asia were down, as the economic recovery in parts of that region failed to translate into demand for Canadian products. Notwithstanding Japan's first-quarter surge, Canadian exports to Japan continued to decline, falling to \$2.2 billion for the quarter as a whole —

lion in the first quarter of 1999. In part, this drop in exports was a reflection of the high level of commodity exports to Japan and continued low commodity prices.

This decline may also be a reflection of the mixed growth in Japan, which largely mirrored government spending on public works. In other Asian destinations, generally, Canadian exports were flat.

Canada's Trade with Japan, 1994-1999



Source: Statistics Canada

the lowest quarterly total since 1994. This resulted in a bilateral deficit of \$0.2 bil-

Exports to the European Union (EU) also fell, which was characteristic of the

mixed economic growth picture in this region. Apart from the United Kingdom, exports to the EU increased marginally, which was consistent with the slow pace of economic growth in the region. With modest first-quarter expansion in France (1.2 per cent) and Germany (0.4 per cent), this marginal increase was more than offset by a decline in exports to the U.K., which also reflected the 0.4-per-cent decline in Britain's gross domestic product in the quarter.

Imports down across the board

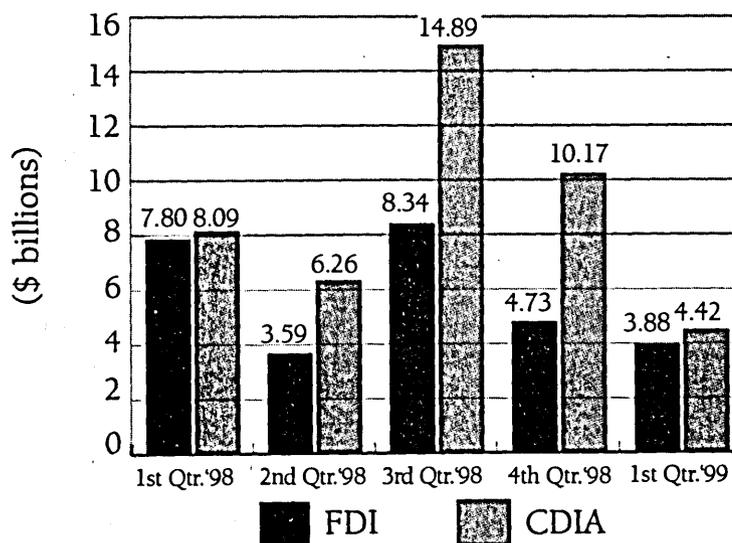
Canada's merchandise imports fell by \$1.3 billion in the first quarter of 1999. This drop occurred across all product categories, except energy and forestry products. Imports of machinery and equipment declined for the second consecutive quarter, despite increased domestic investment in machinery and equipment. This decline was most pronounced in agricultural and other resource-based sectors, and was accounted for largely by a \$1.5-billion drop in imports from the United States.



Lower two-way direct investment

Canadian firms continued to invest abroad but at a lower level than in the last two quarters, mainly due to reduced acquisitions. Canadian investment during the last quarter of 1998 was directed primarily to the U.S. and Japan, and was concentrated in the finance and insurance industries. Foreign direct investment into Canada came mainly from the U.S., and went into machinery, transportation equipment, communications, and electrical and electronics products. Acquisitions, normally a key factor of investment into Canada, were negligible in the first quarter of 1999.

Foreign Direct Investment (FDI) and Canadian Direct Investment Abroad (CDIA), 1998-1999



Source: Statistics Canada

FEATURES SECTION

Canada's Services Trade

Canada's total services deficit fell by 16.8 per cent during the first quarter of 1999, a result of an increase in exports and a decline in imports. Commercial, government and travel services all posted varied performance in the first quarter.



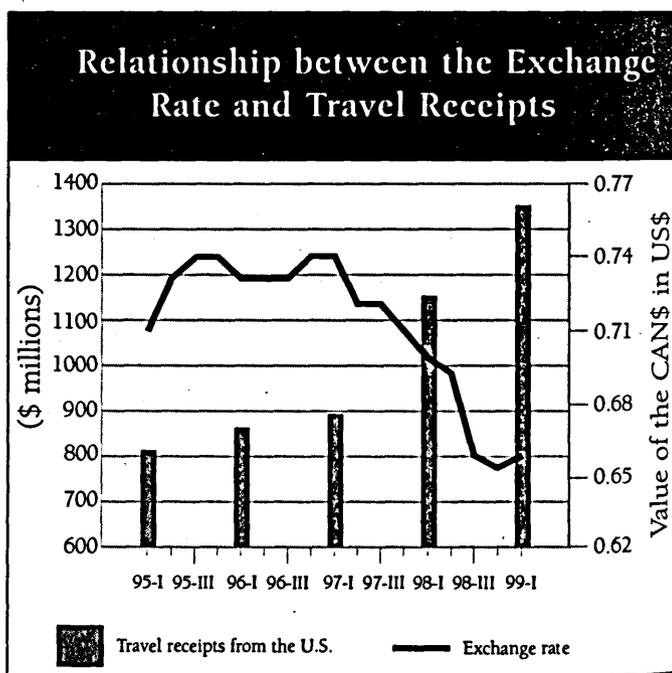
The most important contributing factor in reducing Canada's services deficit was a steep drop of 69 per cent in the travel deficit during the winter season, compared to last year. Interestingly, this decline did not reflect a reduction in Canadian spending abroad. Relative to the first quarter a year ago, both imports and exports of travel services were up.

Export growth, however, was seven times greater than growth in imports. Record spending by U.S. visitors, which increased for the twelfth consecutive quarter, was largely responsible for the increase in travel service exports. The comparatively low level of the Canadian dollar vis-à-vis the American dollar was an important factor in stimulating growth in U.S. tourism in Canada this past winter.

Commercial services, which now account for about 46 per cent of total Canadian service exports, also contributed to lowering the total services deficit. In this case, however, the reduction can be attributed to a sharp decline in imports, primarily from the United States. These were primarily

imports of financial, architectural, engineering, audio-visual, and research and development services, which were down 12.4 per cent (\$574 million) from the last quarter of 1998.

These reductions more than offset developments in other service sectors. The deficit in transportation services grew by 6.4 per cent (\$46 million) in the first quarter of 1999, compared to the previous quarter, indicating a marginal increase in imports and a marginal decline in exports. Finally, the surplus in government services fell by 15.4 per cent (\$14 million). This, however, did not significantly affect the total services trade balance.



Source: Statistics Canada

The Canadian Trade Commissioner Service (TCS) of the Department of Foreign Affairs and International Trade (DFAIT) has more than 120 offices and over 800 trade officers around the world. TCS can help open doors abroad for Canadian companies that have researched and selected their markets. DFAIT also facilitates exports by negotiating and administering a broad range of trade and investment agreements for Canada and helps resolve trade disputes on behalf of Canadian industries. For more information: <http://www.dfait-maeci.gc.ca> (DFAIT), tel.: 1-888-811-1119 (Team Canada Inc), <http://exportsource.gc.ca> (for research), <http://www.infoexport.gc.ca> (TCS).

Main source of data: Statistics Canada

Disponible également en français

The Canada-Philippines Link

As Canada and the Philippines celebrate 50 years of diplomatic relations, three business associations located in three metropolitan centres in Canada, continue their work to promote trade and investment between Canada and the Philippines.

The Canada-Philippines Business Council in Ottawa, the Philippines-Canada Trade Council in Vancouver, and the Philippine Chamber of Commerce - Toronto are three separate and distinct business associations.

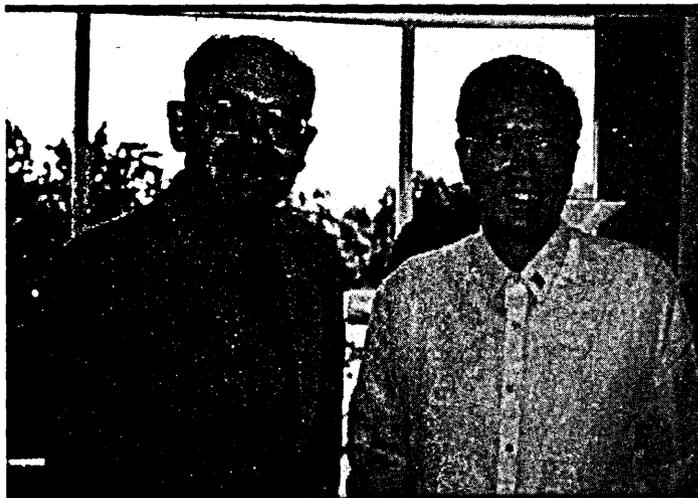
Through an informal linkage, these three associations work with each other and other businesses and organizations doing business in the Philippines to host various business fora, give out information about the Philippines, identify business opportunities for Canadians, assist and participate in trade missions between Canada and the Philippines, and provide general cultural information about the Philippines to Canadians, and vice-versa.

Encouraged by the steady growth of the Philippine economy, these associations are working towards the facilitation of another trade mission to the Philippines slated for next month, August 21-29, to be led by Secretary of State (Asia-Pacific), Raymond Chan. Companies interested in participating in this trade mission should contact any of these three business associations (see contacts below), or DFAIT (see cover story).

In March, 1999, the Council hosted a luncheon at the Chateau Laurier in Ottawa with Philippine Ambassador to Canada, Francisco L. Benedicto, speaking on "New Directions and Opportunities for Trade in the Philippines."

Just a month ago, the Council organized a business forum on Developing Partnerships in the Philippines at the Ottawa City Hall as part of the activities celebrating 50 years of Philippine-Canada relations and Philippine Independence Day.

Photo: Vincent L. Chan



Deputy Prime Minister Herb Gray (left) with Philippine Ambassador to Canada Francisco L. Benedicto at the Developing Partnerships in the Philippines Forum held last month in Ottawa.

"The forum went very well," says Natividad, "and demonstrated that there is keen interest in doing business in the Philippines, a country that is doing quite well despite the economic crisis that hit some other parts of Southeast Asia much more severely."

"There is a great need for Canadian technology transfer to the Philippines," she adds, "where Canadians will find that business practices and language (English) are similar to the ones here in Canada."

The Canada-Philippines Business Council - Ottawa
Formed in 1995, the Ottawa-based Canada-Philippines Business Council is chaired by Alicia Natividad, a business lawyer practising in that city (tel.: (613) 566-7045, fax: (613) 566-7086, e-mail: anativi@ibm.net). The Council's Web site is: <http://www.canphil.bridges.net>

The Philippine Chamber of Commerce - Toronto
Created in 1990, the Philippine Chamber of Commerce in Toronto is headed by an elected board of directors and President Jess Antonio (tel.: (416) 246-1239, fax: (416) 246-1466).

Continued on page 20 — The Canada-Philippines Link

Prospects for the Return of Canadian Export Growth to Southeast Asia

Deputy Minister for International Trade Robert Wright conducted a successful visit to the Philippines, Thailand, Indonesia and Vietnam in April 1999.

Through meetings with hundreds of Canadian and Southeast Asian manufacturers and investors as well as ministers and senior officials in each country, Mr. Wright was able to promote Canadian export and investment interests, as well as encourage economic reform and greater trade liberalization.

"Canada has barely tapped the numerous opportunities available in the region," Mr. Wright said. With positive economic growth rates returning to Southeast Asia — a 1-3-per-cent increase expected in 1999-2000 and possibly 4-5 per cent in 2002-2005 — Canadian exports could again reach pre-crisis levels of \$3 billion, when the region represented our fifth-largest market in the world. Even with a 30-per-cent decline in Canadian exports in 1998, Southeast Asia still ranks as Canada's sixth-largest export market.

The Philippines

In the Philippines, Mr. Wright reinforced Canada's interest in sectors such as telecommunications and transportation, and lent support to a number of Canadian infrastructure projects at various stages of development. He also called on the President of the Asian Development Bank and met with financial and economic leaders.

During a speech to over 100 members of the Canadian Chamber of Commerce, the Deputy Minister

reinforced both countries' strong commitment to the trading relationship, and to freer trade and economic development. He highlighted successful Canadian companies in the Philippines, such as Sun Life which has been there for over 100 years, and Manulife, which has been there almost as long.

"I am also impressed to see both the potential of the Philippines aerospace market and the success that Canadian companies are having here," he remarked, while noting the excellent opportunities for Canadian companies in many areas, including pilot training; engine overhaul, airport expansion; armed forces modernization; agri-food; food franchising; and environmental products.

"When you start listing the accomplishments of Canadian business in the Philippines and their capabilities at home, it paints a picture of opportunity. There is so much more to be done here," he said.

Thailand

In Bangkok, Thailand, the Deputy Minister's visit proved very beneficial to Canadian programs, and provided an opportunity to emphasize Canada's commitment to the Thai market. During a meeting with his counterpart, Mr. Wright discussed issues such as the Thai economic recovery, Canadian com-

mercial interests in Thailand, and trade liberalization.

Meeting with Thai business executives and members of the local Canadian business community, Mr. Wright was impressed by the scale of Canadian corporate investment in Thailand and the range of opportunities and projects being pursued in areas such as military sales, urban transportation, infrastructure, telecommunications, agri-food and environmental engineering.

Indonesia

In Indonesia, Canada's largest export market in Southeast Asia and destination for approximately \$8 billion in Canadian investment (mostly in the oil and gas and mining sectors), Mr. Wright's overriding message during meetings with Canadian exporters and investors was their strong sense of commitment to the Indonesian market. He also presented an optimistic view of long-term prospects in sectors such as information technology, environment, forest products, agri-food and natural resources. Various events drew over 100 Canadian business representatives.

During meetings with Indonesian ministers to promote Canadian commercial interests, Mr. Wright received assurances of Indonesia's continuing desire to work with Canada. He also encouraged the

Continued on page 13 — Prospects

Prospects for the Return of Canadian Export Growth to Southeast Asia — Continued from page 12

ministers to continue their program of economic reforms and to stay the course on trade liberalization.

Vietnam

The visit to Ho Chi Minh City provided opportunities to raise Canada's profile in Vietnam. High-level government visits are considered a demonstration of a country's commitment to that market, are critical to export growth, and are vital to maintaining a strong and profitable profile in the region.

The presence of the Deputy Minister was particularly effective, through top-level meetings, in unraveling the several-year-old case of Manulife of Canada — the company has just been awarded its investment licence to open an office in Ho Chi Minh City. Mr. Wright

also helped the Canada-Vietnam Business Association get one step closer to gaining official legal status in Vietnam.

During a speech to the Association in Ho Chi Minh City, he said that he was very impressed to hear about a number of Canadian business initiatives that have met with success in Vietnam; everything from the sale of specialty equipment for the Tan Son Nhat airport expansion, to electronic lottery systems, inroads in agri-food processing, financial services and environmental technologies. He noted in particular the preparation of coconut shrimp in Vietnam for the President's Choice label in Canada, a 50-50 Canadian-Vietnamese product — the technology and some ingredients are all-Canadian

— that is also being sold to the largest supermarkets in the world. Mr. Wright's visit also led to the signing of a joint co-operation agreement for the processing and re-export of various snack foods between Vancouver-based Dan On & Associates and a local company.

The Deputy Minister's participation at the official opening of the new Canadian Consulate General in Ho Chi Minh City received extensive local media coverage, contributing to the overall profile of Canada's economic and trade relations with Vietnam.

For more information on the Deputy Minister's visit or trade opportunities in these countries, contact DFAIT's Southeast Asia Division, tel.: (613) 996-8187, fax: (613) 944-1604.

Arab Fund for Economic and Social Development Information Now on IFInet

Interested parties can now connect directly to the Arab Fund for Economic and Social Development at www.arabfund.org as well as access information on approved projects by clicking the *Projects* bar.

A hot link to this site is also available through the IFInet Web site (www.dfait-maeci.gc.ca/ifinet) under *International Financial Institutions*. The Arab Fund extends loans and technical assistance to Arab developing country members of the Arab League.

IFI Procurement: "Doing Business with Developing Countries"

Get connected with IFInet: <http://www.dfait-maeci.gc.ca/ifinet>

IFInet offers you access to thousands of business opportunities financed by International Financial Institutions (IFIs) in over 130 emerging and developing countries. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Japan's Health Industries A Very Promising Market for Canadian Firms

*J*apan is the world's second-leading importer of medical instruments. Imports in this industry, a growth sector in recent years, have bucked the general downward trend in Japanese imports caused by the recession.

Canada, however, is not taking full advantage of its medical industry's expertise and know-how, despite its proven track record both locally and internationally. Canadian medical products and services lack visibility in Japan, which does business mainly with the United States and Germany.

A vastly changing market

Despite the recession, some attractive, lasting opportunities are available to Canadian exporters of medical instruments and health-care products and services. This is due in no small part to the growing needs of an ageing Japanese population, which includes a relatively high number of persons with disabilities.

The number of Japanese over the age of 65 should increase by 25.8 per cent by the year 2025. At the same time, health expenses for the elderly are also expected to grow substantially, from \$90 billion to \$930 billion. The disabled population numbers 4.7 million, 80 per cent of whom are over 50 years old.

To deal with this demographic trend and its socio-economic impacts, Japanese authorities are committed to implementing a new medicare system by April 2000. This system is expected to emphasize home care.

Seizing the opportunities

Canadian firms operating in the health industries have what it takes to provide quality products and services that enhance the comfort and well-being of the elderly and persons with disabilities, as well as enabling governments to keep health-care costs under control. Opportunities are available in the following sub-sectors:

- telehealth and related products and services (medical data storage and retrieval systems, drug monitoring systems and image analysis systems);
- specialized medical products designed to shorten hospital stays or simplify the treatment process;

- consulting services for health facilities management;
- information technology products used in the management of these facilities (medical records management, monitoring equipment);
- medical waste disposal services.

This range of opportunities will enable Canadian firms to broaden their line of health products and services in the Japanese market. To date, Canada's success in the market has occurred mainly in the medical instruments sub-sector.

Adapting to the market

To succeed in the Japanese market, Canadian health firms need to adapt their products to the specific features of that market, carefully monitor changes in demand and guarantee top-notch quality and after-sales service. In addition, a foreign firm wishing to export medical instruments to Japan needs to receive two types of authorization: the Shonin and the Kyoka. The Shonin confirms that the product conforms to its original function and states that it does not cause any harmful secondary effects. The Kyoka confirms the Japanese distributor's ability to distribute the product and to provide efficient service throughout Japan.

Information

To better gauge the Japanese health market and seek out potential partners, Canadian firms are invited to participate in various information and networking activities (seminars, trade shows, exhibitions) in which the Department of Foreign Affairs and International Trade (DFAIT) is involved.

For further details, consult DFAIT's Japan Web site at: www.dfait-maeci.gc.ca/ni-ka or contact DFAIT's Japan Division, tel.: (613) 995-1283, fax: (613) 944-2397.

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

INDIA — The Civil Aviation Authority of Nepal has received a loan from the Asian Development Bank (ADB) towards the cost of the Second Tourism Infrastructure Development Project. It intends to pre-qualify contractors for upgrading Biaratnagar Airport. The work will include: resurfacing of runway, taxiway, and apron with asphalt concrete; reshaping of side strips and drainage works; upgrading of the existing water supply system. Cost of the bid documents is US\$105. Closing date: August 16, 1999. Contact Daniel Lemieux before August 3, 1999, fax: (613) 996-2635, quoting IBOC case no. 990611-01927.

GHANA — The Government of the Republic of Ghana has obtained a credit from the International Development Association for the procurement of axle-weighing equipment and accessories for the Ghana Highway Authority. The procurement will comprise the following: 1) truck-weighbridge (total weighing capacity not less than 80,000 kg), quantity: 6; 2) portable axle-weighing equipment (total weighing capacity not less than 20,000 kg), quantity: 10. Bidders may submit offers for a single lot or

groups of lots together with accessories. Cost of bid documents is US\$250. Closing date: September 1, 1999. Contact Daniel Lemieux before August 4, 1999, fax: (613) 996-2635, quoting IBOC case no. 990617-02014.

INDIA — The General Manager, Central Organization for Railway Electrification, for and on behalf of the President of India, invites sealed global tenders for a two-packet system, from established, experienced and reliable individuals/association of persons/registered societies/Indian companies registered under the *Indian Companies Act, 1956* and partnership firms registered under the *Indian Partnership Act* for a Build, Own, Operate and Lease (BOOL) scheme for crating optical-fibre, cable-based telecom infrastructure using Railways' Right of Way on Indian Railways (subdivided in four sectors) for leasing a part of the assets so created to Indian Railways. Cost of bid documents is US\$464. Closing date: September 15, 1999. Contact Daniel Lemieux before August 16, 1999, fax: (613) 996-2635, quoting IBOC case no. 990614-01962.

ALGERIA — The national railway company Société Nationale des Transports Ferroviaires (SNTF) is issuing a call for tenders for the supply of track equipment consisting of the following lots:

Lot 1: 6 track and point/crossing tamper-leveller-liners.

Lot 2: 1 track maintenance unit.

Lot 3: 3 track sand-clearance cars.

Lot 4: 3 structural inspection and testing cars.

Lot 5: 2 overhead line maintenance cars.

Lot 6: 6 ballast regulator-reprofilers.

Related Services: lot of spare parts for three years, lot of special tools and equipment, technical assistance, training for SNTF personnel.

Cost of tender documents is US\$100. Closing date: September 20, 1999. Contact Daniel Lemieux before August 23, 1999, fax: (613) 996-2635, quoting IBOC case no. 990616-02012.

Other tender calls and trade opportunities can be found on CanadExport Online at <http://www.dfait-maect.gc.ca/english/news/newsletr/canex>

Canada Export Award Selection Committee

Picking the Best of the Best No Easy Task

For the past 16 years the Canada Export Awards have recognized the success of Canadian exporting companies — big and small. These companies are among Canada's leading sellers of goods and services to markets the world over.

Each year, in October, between 10 and 12 top exporters are presented with a Canada Export Award by the Minister for International Trade. But picking the most deserving Canadian exporters is not easy.

The Canada Export Award Selection Committee carefully studies and evaluates hundreds of applications from Canadian firms that feel they have the sales and achievements to be selected for this prestigious Award. And, many do. There are a multitude of factors that are taken into consideration in selecting the eventual winners.

As president of a small research company in New Brunswick — and one that has had tremendous success in selling to world markets — I can't think of a better way to communicate the importance of exporting to our economy and standard of living. It takes courage and commitment to venture into unknown markets, to stake your reputation and your livelihood, on a product or service you believe in. This is what we've done and, through the Canada Export Awards, I sincerely hope we can encourage others to do the same.

Dr. Sam Masry
Universal Systems Ltd.

Sales alone don't make a winner

Apart from achieving significant export sales for three consecutive years, consideration is given to a company's ability to introduce new products and services into world markets while maintaining market share in the face of strong competition as well as having a high level of Canadian content and a high ratio of export sales to total sales.

As Senior Vice-President, International for the Canadian Chamber of Commerce, I have had the opportunity to get to know hundreds of great Canadian companies, big and small. One thing which stands out is their commitment to delivering the highest-quality products and services. In the international marketplace, quality is often the difference between success or failure. The Canada Export Awards recognize and emphasize quality, and I'm really pleased to be part of a program which reinforces such excellence.

Robert Keyes

Canadian Chamber of Commerce

The Committee is also tasked with choosing three of these winning companies for special recognition in the areas of job creation, export success by a smaller enterprise, and innovation and technology. These special achievement awards are co-presented by the Minister and the program's corporate sponsors,

respectively: the Canadian Imperial Bank of Commerce (CIBC); the Export Development Corporation (EDC); and Teleglobe Communication Services Inc. This year for the first time, they will be selecting an "Exporter of the Year" from among the 10 winners.

The Committee: composition and process

The Canada Export Award Selection Committee is made up of a group of prominent and successful businesspeople from across Canada, each appointed by the Minister for a term of three years and chosen from a cross-section of regions and industries. Among these, two members are permanent: the Assistant Deputy Minister, International Business, Passport and Consular Affairs from the Department of Foreign Affairs and International Trade (DFAIT), and the Senior Vice-President from the Alliance of Manufacturers & Exporters Canada.

Since 1983, the Canada Export Awards have played a key role in highlighting excellence in exporting, an essential economic activity for all Canadians. I am proud to be the public-sector representative on the Export Award Selection Committee.

Kathryn McCallion
DFAIT

Continued on page 17 — Canada Export



Canada Export Award Selection Committee — Continued from page 16

Committee members meet each year early in June to evaluate the Award applications and select the winning companies. They also meet a second time at the Award presentation ceremony in October to review the selection criteria and process and to offer suggestions and recommendations for the following year's campaign.

As a native Canadian entrepreneur, I am proud to represent my fellow colleagues on the committee that selects this very prestigious and significant award. Exporting native products and services not only enhances Canada's reputation as one of the world's leading trading nations, it also helps to tell the world that Canada's native artisans and entrepreneurs have a special gift to share.

Steven Bearskin
CREE Construction and
Development Company Ltd.

Members sit on the Committee voluntarily, giving freely of their time to pay tribute to the achievements of Canadian export champions and the valuable contribution they make to the Canadian economy.

The Canada Export Award program would like to thank the following outgoing Selection Committee members for their valuable contribution over the past three years: Richard L'Abbé, MED-ENG, Ottawa, Ontario; David Fardy, Cavendish Farms, Dieppe, New Brunswick; George Groumoutis, Standard Knitting, Winnipeg, Manitoba; and Miro Polegato, Kvaerner Hymac, Laval, Quebec.

1999 Canada Export Award Selection Committee Members

- Steven Bearskin, President, CREE Construction and Development Company Ltd., Saint-Laurent, Quebec (*new member*)
- Helen Gillespie, Vice-President, Sweet Ripe Drinks Ltd., Mississauga, Ontario
- Robert Keyes, Senior Vice-President, International, Canadian Chamber of Commerce, Ottawa, Ontario (*new member*)
- Keith Martell, Chair of the Board of Directors, First Nations Bank of Canada, Saskatoon, Saskatchewan
- Dr. Sam Masry, President, Universal Systems Ltd., Fredericton, New Brunswick
- Kathryn McCallion, Assistant Deputy Minister, International Business, Passport and Consular Affairs (DFAIT), Ottawa, Ontario
- Jayson Myers, Senior Vice-President and Chief Economist, Alliance of Manufacturers & Exporters Canada, Ottawa, Ontario
- Thomas G. O'Flaherty, Vice-President, Ernst & Young Corporate Finance Inc., Vancouver, British Columbia
- Deborah Schmidt, President, Prairie Investments Inc. and Proprietor, Bonanza Family Restaurants, Yorkton, Saskatchewan (*new member*)
- Dr. Shirley Thomson, Director, Canada Council for the Arts, Ottawa, Ontario (*new member*)
- Prem Singh Vinning, President, JP Doors and Windows, Burnaby, British Columbia
- Diane Viau, General Manager, Tower Group International Canada Inc., Montreal, Quebec

How to Apply:

For a Year 2000 application send or fax your request to:
Canada Export Award Program/TBXS
Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Fax: (613) 996-8688 or call 1-888-811-1191

Deadline for receipt of applications: December 1, 1999

To Nominate a Company:

To nominate a company for this award, just provide details to the above address no later than November 1, 1999.



Shanghai Show Showcases World-leading Science and Technology

SHANGHAI, CHINA — October 7-11, 1999 — The Shanghai International Science & Technology Exposition (Sci-Tech '99 Shanghai) is a great opportunity to display your latest technologies, products, processes and equipment to Chinese counterparts, and to explore co-operative trade and investment ventures.

Sci-Tech '99 Shanghai features new technologies and products in information technology, fine chemicals, biological technology, modern agriculture, new materials, and environmental technology and protection, and consists of technical seminars, research and human resource exchanges and network opportunities.

The first Sci-Tech Shanghai was held in 1991, with more than 900 companies participating and 300,000 visitors. Some 600,000 people attended Sci-Tech '97 Shanghai, and the same number of visitors are expected at this year's event.

China is modernizing. Both the central and municipal government consider science and technology

to be a key pillar for the national economy. Shanghai is the most developed city in China. It links the domestic market with the world market, and is also the gateway for foreign capital, technologies and products to enter China. It will soon be one of the world's

leading economic, financial and trade centres.

For more information, contact Giant Explorer (Canada) Ltd., 9005 Leslie Street, Unit 202, Richmond Hill, ON L4B 1G7, tel.: (905) 889-6680, fax: (905) 889-2279, e-mail: fibtech@ipoline.com

Cairo Environment Fair Key Event for Canadian Firms

CAIRO, EGYPT — November 24-26, 1999 — The Environment 99 Conference and Trade Fair attracts a large number of government, public and private business representatives from the Middle East, North Africa and other regions.

It is an excellent venue for Canadian environmental firms to explore new markets, assess business potential and showcase their expertise and capabilities.

The Canadian Embassy in Cairo will be facilitating Canadian participation in the trade fair through

a series of administrative and promotional activities.

For more information, contact Joseph Tadros, Commercial Officer, Canadian Embassy, 5 El Saray Al Korba, Garden City, Cairo, Egypt, fax: (011-20-2) 354-7659, e-mail: joseph.tadros@cairo01.x400.gc.ca or Michael Scott-Harston, Desk Officer, Middle East Division, DFAIT, 125 Sussex Drive, Ottawa, ON K1A 0G2, tel.: (613) 944-6346, fax: (613) 944-7975, e-mail: michael.scott-harston@dfait-maeci.gc.ca

Tax Havens Conference

LONGUEUIL, QUEBEC — August 25, 1999 — A three-hour conference on tax havens and their use in tax planning will be held at the Hôtel des Gouverneurs, on Charron Island.

Topics will include the origin of tax havens, their use as a financial strategy, how to choose a tax haven that's right for you, protection of assets, tax havens and Canada's tax laws, and how to get the most out of your tax havens.

The conference will be presented by Jacques Lépine, M.B.A., a tax haven specialist and the regional director of International Company Services Canada Limited.

For conference information or registration (\$150), contact Fouad Grairi, Director of Development, International Company Services Canada, 1750 Marie Victorin Blvd, Suite 260, Longueuil, Quebec, J4G 1A5, tel.: (450) 679-7452, fax: (450) 679-4263.

Competitive Business Intelligence on the Web

OAKVILLE, ONTARIO — July 25, August 11, August 25, 1999 — About 25 businessmen and women attended the Halton Exporters' Network breakfast meeting on June 24 to learn about fast, efficient techniques for obtaining competitive information via the World Wide Web.

Darcy Glidden and Kathryn Mazza, research specialists with the InfoSearch Group of the Oakville Public Library, provided a demonstration on the use of Web search engines, including those with advanced search capabilities.

Due to the rapid evolution of Web sites and search engines, professional research specialists have an edge over the occasional Internet user. Hence, the InfoSearch Group's presentation fulfilled the expectations of the business-oriented audience, helping them to keep abreast of these changes and to upgrade their Internet skills.

At this meeting, the InfoSearch Group, in partnership with the Ministry of Economic Development and Trade and the Halton Exporters' Network, launched their Summer Workshops on Web Search Engines.

These two-hour, hands-on sessions are geared to businessmen and women who need to use the Internet to obtain competitive business intelligence. They will not only teach them basic skills, but they will also provide useful Web sites for obtaining information on industry competitors and on exporting.

Each participant will have her/his own workstation and, to ensure personal attention, classes will be limited to six people.

Priced at \$53.50 (including GST) per participant, companies can afford to send more than one person for this training.

The sessions are scheduled for July 28, August 11 and August 25.

For registration, contact Kathryn Mazza, tel.: (905) 815-2037; fax: (905) 815-2024.

For more information on the Halton Exporters' Network, contact Sondra Meis, Ministry of Economic Development and Trade, tel.: (905) 521-7849.

A reminder

Tax Relief to Help you Meet the Y2K Challenge

The federal government is providing special tax relief to help small and medium-sized businesses solve their Year 2000 (Y2K) computer problems.

The program applies to the cost of hardware and software acquired between January 1, 1998 and October 31, 1999, to replace equipment that is not Y2K compliant.

The tax relief takes the form of accelerated capital cost allowance (CCA) deductions of up to \$50,000. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

To focus the benefit on smaller businesses, only unincorporated firms and corporations not subject to the Large Corporations Tax will be eligible.

For more information, contact your local Revenue Canada Tax Services office.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Business Delegation to the Philippines — Continued from page 1

Mr. Chan has visited the Philippines four times to date. His profile there, together with his familiarity with the country, will facilitate Canadian participants' access to decision makers.

The August visit is particularly auspicious as 1999 marks 50 years of diplomatic relations between Canada and the Philippines. This

landmark, together with the forthcoming appointment of a Canadian Honorary Consul in Cebu, will provide the opportunity for business delegates to network and build the relationships so important to commercial success in Asia.

For more information on joining the business delegation, contact

Kathryn Nelson, Trade Commissioner, the Philippines, DFAIT, tel.: (613) 995-7659, fax: (613) 944-1604, e-mail: kathryn.nelson@dfait-maeci.gc.ca.

To find out more about the Philippine market and opportunities, visit DFAIT's web site at www.dfait-maeci.gc.ca or www.dfait-maeci.gc.ca/manila

The Canada-Philippines Link — Continued from page 11

The Chamber is currently setting up a Web site but can be reached at its e-mail address: pcct2000@hotmail.com

Last year, the Chamber hosted a number of business events, the most important being the exposition, trade fair and business forum at the Canadian National Exhibition, in celebration of the Philippine Centennial.

"With bilateral trade running in the Philippines' favour," says Antonio, "we want to even that out by promoting Canadian exports more vigorously."

According to Antonio, one of the greatest demands in the Philippines is for technology and services, especially in the environmental and telecommunications sectors and infrastructure.

elected board of directors and President Paul Wilson (tel.: (604) 736-6707, fax: (604) 736-7606, e-mail: pwilson@axion.net). The Council's Web site is <http://philcantrade.org>

The Council actively promotes Canada-Philippine trade in Vancouver and has been instrumental in initiating next month's trade mission to the Philippines.

"I've spoken to a number of Canadian companies," says Wilson, "who are very interested in such a visit. It would generate a lot of interest in various sectors, from housing and building products to agri-business and engineering."

"The Philippine economy never went into the severe recession that hit many of its Southeast Asia neighbours," he adds. "That means that now is a good time for Canadian companies to take advantage of the numerous business opportunities in the Philippines."

The Philippines-Canada Trade Council - Vancouver

Established in 1983, the Vancouver-based Philippines-Canada Trade Council is led by an

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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New Feature
Column pp.4-5

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Vol. 17, No. 14 — September 1, 1999

Greetings from the Minister for International Trade

Dept. of External Affairs
Ministère des Affaires extérieures
KWA

SEP 7 1999

Team Canada '99 Sets Its Sails for Japan and Australia

Dear Readers,

I am delighted to take this opportunity provided by your newsletter, CanadaExport, to introduce myself to you and to all our exporting firms and to express my profound pride and admiration for the vital role you are playing in our nation's economy.

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Indeed, it is exports, your exports, that help make Canada one of the world's leading trading nations. Year after year, these exports have made our country number one in the world in terms of quality of life, according to no less an authority than the United Nations. As you know, one out of every three jobs is directly attributable to our exports, not to mention foreign direct investments that help create thousands of additional jobs.

Bolstered by your support and my many years' experience in the private sector, I will pursue Canada's trade policy in the direction in which it is currently

headed — the liberalization of international trade in our hemisphere, with the European Union, in Asia Pacific or at the global level. I will also stay the course in the upcoming multilateral trade negotiations to be held under the auspices of the World Trade Organization.

First and foremost, I look forward to working with a great many of you. Our first opportunity will come only a few days from now, in connection with the upcoming Team Canada trade mission to Japan and Australia. You can count on my full support, as well as that of my Department and all its highly dedicated trade commissioners attached to Canadian diplomatic missions in the four corners of the globe. Together, we will spare no effort to find new markets for Canada's world-renowned products and services. What better example of co-operation could there be than to work, hand in hand with our provincial partners, for the welfare of our country and the prosperity of all countries, including those in the developing world.

Together, we will find even more international markets for our products and our expertise and, above all, encourage more of Canada's small and medium-sized enterprises to enter the very competitive, but at the same time very rewarding, world of exports.

Yours sincerely,

Pierre S. Pettigrew

On the eve of the fifth Team Canada trade mission, September 11-24, CanadExport asked new Minister for International Trade Pierre Pettigrew and Secretary of State (Asia-Pacific) Raymond Chan to share their thoughts on the upcoming mission.

CanadExport: What was the rationale behind the selection of Japan and Australia as destinations for this year's Team Canada trade mission?

Mr. Pettigrew: Japan and Australia are two of the strongest and most mature markets in the Asia-Pacific region. In Japan, which is already our second-largest trading partner, many new opportunities have emerged as a result of changes in the economy, shifting demographic patterns and

Continued on page 2 — Team Canada '99

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Team Canada '99 Sails for Japan and Australia — Continued from page 1

industrial restructuring, deregulation and privatization. There is a vast pool of untapped trade and investment potential which is just waiting to be developed.

We want to let Canadian entrepreneurs know that substantial trade and investment opportunities continue to exist in Japan, despite the economic situation in Asia. We also want to reinforce the message to Japanese business that Canada is a desirable, high-tech location in which to invest.

The Australian market, on the other hand, has been largely overlooked by Canadian businesses. Our aim is to let them know that Australia is an ideal gateway into Asia-Pacific markets, especially for our small and medium-sized enterprises.

The commercial environment in Australia is very attractive to Canadian business. Its focus on productivity and competitiveness and its rapid uptake of new technologies, products and services make it an ideal market for Canadian companies in a number of sectors.

Also, Australia is one of the few countries which was not hit hard by the financial turbulence which Asia experienced in late 1997 and early 1998. In fact, its economy experienced solid growth of 4.7 per cent in 1998 and is expected to grow by 4.4 per cent this year.

CanadExport: Do you think this is a good time to visit these two markets?

Mr. Chan: It's a perfect time. Japan and Canada enjoy a good relationship which has been built over many

years. Fundamental changes, however, took place in Canada in the 1980s and Japan is now undergoing similar changes. As Canada did, Japan will need to take aggressive action to restructure its economy to remain competitive in today's increasingly global environment. In light of these dramatic changes, which occurred in a short period of time, we need to re-establish our relationship and renew our economic and social ties with Japan. We need to get to know each other again.

And, with September 18 being the 70th anniversary of diplomatic relations, Canada and Japan have an ideal opportunity to celebrate the past and welcome the future. The same applies to Australia as 1999 marks the 60th anniversary of diplomatic relations between our two countries.

Canada and Australia are longstanding allies with more similarities than differences and with strong historical and cultural links. Again, this is an ideal time to further develop the considerable potential which exists for new business links with one of our key economic and political partners in the region.

CanadExport: How does this mission differ from previous ones?

Mr. Pettigrew: For the first time, Team Canada will be visiting two established and mature economies rather than targeting new emerging markets. Both economies are also very similar to ours, having made the transition from resource- and commodity-based industries to knowledge-based ones, just as we have in Canada. And, in the case of Australia, this will be the first time we've visited a country with which we have so many characteristics in common, such as provincial and territorial jurisdictions, a large Aboriginal population and a strong constitutional tradition.

Team Canada is an excellent vehicle to present the strengths of Canadian business to the Japanese and Australian economies. The combination of federal and provincial representatives, sectoral focus and strong business participation brings Canada to the forefront in these markets.

CanadExport: Which Canadian companies do you think stand to benefit the most from this mission?

Continued on page 9 — Team Canada '99

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

Agreement Number 1453025



University of Sherbrooke: Exporters of Knowledge

Team Canada Success Story

Université de Sherbrooke has joined the exporters' club. Not as an exporter of bolts or lumber, but of knowledge.

Université de Sherbrooke has 20,000 students, three campuses in the Sherbrooke area and two campuses in Montréal. Its nine faculties offer over 150 programs. In addition to its innovative policy on technology transfer to industry, it is known for its co-operative education programs that alternate between studies and paid training in the workplace. And now, it will also be known as an exporter.

Successful Team Canada mission

In January 1998, Pierre Reid, the University's Rector, was part of a Team Canada trade mission to South America.

Even before leaving Canada, the mission provided an excellent opportunity for Mr. Reid to make contacts and hold discussions with other Canadian academicians, business people and representatives of large and small companies.

"Contacts of this type are very important for university rectors," he said. "They give us a chance to discuss important issues, including the problems involved in marketing our scientific discoveries."

Mr. Reid also found the trip itself very fruitful. He met with people from educational institutions and government officials in Mexico, Chile, Brazil and Argentina. His discussions focussed on teacher exchanges, visits by foreign professors, staff training and the application of research findings. Mr. Reid came back with nine signed agreements, an impressive result.

Highlights

MEXICO: Université de Sherbrooke signed a memorandum of understanding to offer its engineering programs at Universidad de Guanajuato.

The Faculty of Engineering is now working on a Mexican waste management program and on arranging funding. The program will be offered in conjunction with the universities of Guanajuato and Querétaro.

BRAZIL: A memorandum of understanding with Universidade Estadual de Feira de Santana led to a

firm contract under which Université de Sherbrooke's Education Faculty will offer its doctoral program in education at the Brazilian university. The four-year contract will be worth at least US\$560,000.

Université de Sherbrooke also signed a co-operation agreement on research, intellectual property and the division of marketing revenue in the health sciences field with Universidade Santa Catarina. The two institutions are finalizing financial arrangements with venture capital companies for the C\$400,000 agreement.

ARGENTINA: Austral and de Lanús universities expressed interest in establishing a relationship with Université de Sherbrooke by signing a memorandum of agreement. Specific projects are being developed.

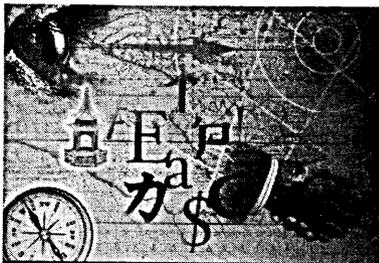
CHILE: Université de Sherbrooke signed several memorandums of agreement in Chile, establishing relationships with Universidad de Chile, Universidad Católica de Chile, Universidad Educare and Universidad de Los Lagos. In co-operation with the Fundación Eduardo Frei, it intends to contribute to local community development and to promote entrepreneurship and the advancement of democracy.

Université de Sherbrooke's Education Faculty has its work cut out. In September 1998, a contract was signed with the Faculty of Dentistry of Universidad de Chile to offer a university-level teaching certificate. Another contract was signed with Universidad Educare to provide elements of a teaching certificate program. Together, the two contracts are worth US\$173,000.

Other benefits

The mission also yielded numerous indirect benefits. A number of other initiatives are being developed or prepared as a result of the enthusiasm and synergies generated by the contacts made during the trip.

Continued on page 9 — U of Sherbrooke



THE CANADIAN TRADE COMMISSIONER SERVICE

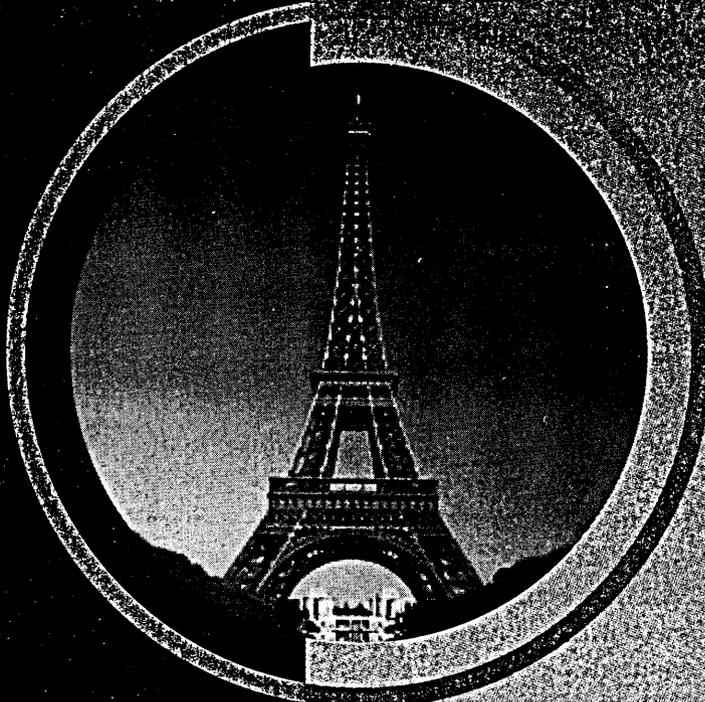
Serving Canadian Business Abroad

F R A N C E -

The Trade Commissioner Service

helps Canadian companies that have researched and selected their target markets. Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last. To help you select which market you should target, the Team Canada Market Research Centre and the Trade Commissioner Service have prepared over 400 market reports. This section of *CanadExport* provides an overview of one report.

For more information on this and other reports or if you want to know how the Canadian Trade Commissioner Service can help you get results in international markets, visit us at www.infoexport.gc.ca



France's medical device market, valued at Cdn\$6.4 billion in 1998, is the fourth largest in the world. With over 70% of the market serviced by foreign suppliers, France offers an attractive location for Canadian

Medical IV

exporters of health care equipment and supplies. In 1998, Canadian manufacturers successfully marketed \$72.1 million worth of medical devices in France. If you target this competitive market, you will be contending with American, German and Japanese firms who make up the majority of foreign suppliers.

French Medical Device Market - Quick Facts

Market Size (1998)	Cdn \$6.4 billion
Annual Growth Rate (1998/1997)	2%
Total Imports (1998)	\$4.6 billion
Number of Hospitals (1997)	4 082
Number of Practising Doctors (1997)	286 032
Number of Hospital Beds (1997)	679 456

THE CANADIAN TRADE COMMISSIONER SERVICE

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See pages 7-8 for your contacts in Europe

Devices

Public and Private Buyers

The majority (58%) of medical device sales in France are to the private sector, which includes private hospitals, clinics, nursing homes, and private practices. There are just over 3000 private hospitals in the country, concentrated in major urban centres.

The public sector, which is mainly represented by public hospitals and clinics, accounts for most purchases of larger-scale diagnostic and therapeutic equipment. There are 1071 public hospitals in France representing 69% of total patient capacity.

The National Health Program and Some French Demographics

The National Health Program, a component of the French Social Security System, covers approximately 80% of the French population. In 1997, France spent 10.3% of its GDP on health care products and services. In January 1998, the population stood at over 58.7 million, ranking France as the 21st most populous state in the world. Life expectancy is 82 years for females (one of the highest averages in the world) and 74 years for males. The leading causes of death in



Various French Imports of Medical Equipment and Supplies, 1997 (US\$ Millions)

Syringes, Needles, Cometers	359.9
Various Electro-diagnostic	211.9
Artificial Body Parts	196.8
Pacemakers	161.4
X-ray/Apparatus	153.0
Contact Lenses	78.5
Hearing Aids	61.4
Ophthalmic Instruments	42.2
Dental Instruments	42.2
Medical-Dental Furniture	41.9
Artificial Teeth/Dental Fittings	38.1
X-ray Tubes	37.5
Mechano-therapy Apparatus	35.5
Ozone/Oxygen/Aerosol Therapy	34.7
Alpha/Beta/Gamma Ray	24.8
Wheelchairs	17.1
Electrocardiographs	16.0
Medical/Surgical Sterilizers	14.4
Dental Drill Engines	4.4

France are cardiovascular diseases (32.1%), cancer (27.6%), and accidents (8.2%).

Regulations

The French government exercises considerable regulatory control over public- and private-sector health care services, dividing France into 21 health regions and 90 health districts according to the "Carte Sanitaire" (health map). Through the "Carte Sanitaire" the government is able to ensure that each region purchases no more equipment than is required by the size of

Team Canada Inc. / Equipe Canada inc.

its population. The Health Ministry must authorize private and public-hospital purchases of large-scale or high-technology equipment. Customs duty is set at between 4.9% and 6.2% of the value of the goods (including freight and insurance) being brought into the market.

See Potential?

With research, an aggressive approach, and a focus on Canada's strengths (cardiovascular devices, in-vitro diagnostics, radiation therapy, medical imaging, dental appliances, assistive devices, and orthopaedic products), your company could become a key player in the large French market. Canadian firms already established elsewhere in Europe may be able to use their current position as a stepping stone into France. Read the complete report at www.infoexport.gc.ca.



www.infoexport.gc.ca

Could this be your market?

Complete report at

www.infoexport.gc.ca

Medical Devices

➔ Access our market studies

Trade Mission to New England Helps PEI Company Hammer Out First Export Sale

Royalty Hardwoods Ltd. of Montague, Prince Edward Island, is further proof that making that first all-important sale on the road to exports doesn't have to be a multi-million-dollar contract involving lengthy negotiations.

As a matter of fact, the very first deal signed by the seven-year-old manufacturer of hardwood products — with 14 employees on its payroll — was for a grand total of \$3,000, with a customer found on the last leg of the mission.

Royalty was among 39 Canadian companies from the four Atlantic provinces which participated in last April's Team Atlantic Trade Mission to the four New England states.

Preparation key

Royalty owner Martinus Rose jumped at the opportunity when he got a call from Atlantic Canada Opportunities Agency's (ACOA) Director Corporate Affairs and Trade Brian Schmeisser in Charlottetown, telling him about the upcoming mission. "I had been considering for a couple of years the possibility of exploring the market south of the border," says Rose, "so the timing was perfect."

As a matter of fact, Rose had just finished upgrading his plant for higher production and storage capacity and was therefore ready to launch into exports.

Soon after he had signed on to the mission, Rose also received some good coaching from Trade Development Enterprise PEI's Marketing Officer Bradley McVarish, working under Executive Director Stephen Murray, who helped co-ordinate the mission.

"McVarish helped us," recalls Rose, "together with the other nine participating companies from PEI, with preparing brochures, Internet sites, samples and pricing, bringing us up to speed on how to meet prospective U.S. buyers."

In the meantime, Schmeisser had hired a marketer in the United States who had produced over 360 matchmaking sessions with some 250 U.S. companies.

Hard work pays off

All the preparation paid off for Rose, who found a buyer on the last day of the mission, in Portland, Maine.

"We met with a lot of companies during the prearranged matchmaking sessions in the four states visited," he says, "and our hardwood birch flooring samples received many favourable comments which all translated into our first-ever export sale."

The original contract with a retailer of hardwood flooring was quickly followed by another \$8,000 order arranged subsequently over the phone with the same buyer.

"In addition, other contracts are in the wings throughout the New England states and I hope to expand even beyond that region," says a confident Rose.

Selling points

Rose is fully convinced that what helped him land his first export sale was meeting prospective clients face to face.

"It really makes your job that much more convincing," he says, "if you can show your product personally, and offer it at the right price and include good service. And it certainly didn't hurt," he adds, "to be part of an official trade mission, in the company of four provincial premiers and four state governors."

Contributing factors to Royalty's success — and that of other participating companies that came home with over \$2.2 million in on-site sales and \$28 million in long-term sales — was the teamwork put in by the New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland governments, ACOA, Industry Canada, and DFAIT (including the Canadian Consulate General in Boston), in a Team Atlantic initiative of the Conference of Atlantic Premiers.

Continued on page 9 — First Export

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).



THE CANADIAN TRADE COMMISSIONER SERVICE

Serving Canadian Business Abroad

Accessible at www.infoexport.gc.ca

Medical Devices - Your contacts in

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The Trade Commissioner Service helps new and experienced companies which have researched and selected their target markets.

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Focus on
France

Open for Business

France is the world's fourth-largest economic power and the second-largest in Europe. With a population of 60 million and a gross domestic product (GDP) growth rate of 3 per cent (1998), it is highly competitive and a market with significant growth potential.



The end of the monopolies of the national power, gas and telecommunications companies, along with the partial privatization of Air France, France Télécom and Aérospatiale, reflect France's growing receptivity to increased globalization and partnerships with French firms.

Aeronautical equipment (airplanes, motors, parts) account for almost one quarter of our trade with France.

Next are forest products (17 per cent), followed closely by electronic equipment for information systems and telecommunications (14 per cent). But the French market is not limited solely to highly sophisticated industrial products.

France is Canada's eighth largest trading partner with bilateral trade totalling \$6.6 billion in 1998. In that year, Canada recorded a \$3.3-billion trade deficit. Canada can offset this deficit by exporting quality products to the French market. Competition is fierce but establishing a presence in France is a significant first

A TRULY GLOBAL ECONOMIC POWER

- Fourth-largest global economic power; second largest in the European Union (EU)
- Fourth in the world in industrial production
- Largest farm producer in the EU and second-largest exporter of agri-food products in the world
- Fifth in international investments and third as a destination for foreign investment
- World's second-leading exporter of services behind the United States
- Fourth in the world in merchandise exports and fifth in merchandise imports
- Fourth in public and private R&D

In fact, Canadian small and medium-sized enterprises (SMEs) can succeed there by exporting "classic" food products such as seafood or products of original

step into the European Community market. For many people in France, Canada is still mainly a tourist destination with wide open spaces, whereas our exports to that country today consist chiefly of high value-added products.

design such as clothing or technology (biotechnology/software).

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France and the European Union

France is one of the principal members of the European Union (EU). The close economic ties among the Union's member countries should enable Canadian exporters to take advantage of the existing community system. The logical sequel to establishment or presence in France is expansion into the European market and, by the same token, activities in other European Union countries will make it possible to enter the French market with relative ease.

France's geographical position makes it a natural gateway to Europe. It is already a European transportation hub, and the high-speed train makes Paris less than four hours away from

most major European capitals. Canada already has the advantage of sharing one of its official languages with France, which helps to lower communication barriers.

The EU, with its 370 million people and a GDP equivalent to that of the United States, is a market worth exploring since its customs regulations permit the free movement of goods within the Community.

The market is thus no longer limited to a particular country. The Union's common customs tariffs simplify costing for Canadian exporters and the arrival of the single European currency (euro) should simplify exchange operations and reduce associated costs and uncertainties.

France's participation in the single market of the European Union means that products which have been certified as compliant with EU regulations by French authorities will only have to meet potential local or national requirements to enter any of the other Union's 14 member countries.

Two agreements concluded between Canada and the EU should facilitate trade in goods and services: the Agreement on Veterinary Standards, which provides for equivalence in hygiene measures; and the Mutual Recognition-Compliance Evaluation Agreement, which will lighten the burden of certification for technological products exchanged between Canada and EU countries.

Canada-France: Ties Work for Growth

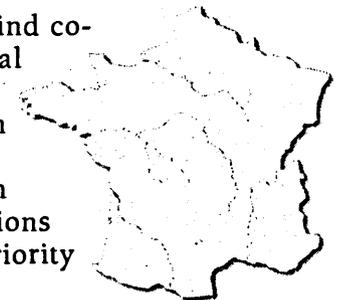
Canada's Action Plan for France (<http://www.dfait-maeci.gc.ca/english/geo/europe/canfran/canfran-e.htm>), developed by the Department of Foreign Affairs and International Trade (DFAIT) for Canadian business people, is a simplified guide to doing business in France. It provides a brief description of the French economy and its importance in the world, an overview of the state of trade relations between the two countries and covers the most promising areas of activity for Canadian exporters. Businesses operating in these sectors will be able to benefit from a more sustained support from Canada's trade commissioners in Paris.

The Action Plan embodies the Canadian International Trade Strategy (http://strategis.ic.gc.ca/sc_mrkti/ibin/frndoc/lal.html), which defines the broad directions and priority sectors for the Canadian economy. The most attractive sectors in France for Canadian exporters are telecommunications and information technologies, agriculture and agri-food, aeronautics and defence, consumer goods,

environment, space, science and technology, construction and forest products, and tourism.

The Action Plan also outlines the efforts which will be made to encourage French investment in Canada. For each targeted sector, the Plan provides an overview of the French market and environment, its potential, limiting factors (such as access, regulations) which operators may encounter, an estimate of potential growth targets and the Canadian promotional activities (trade fairs, missions) which will be staged in France.

Readers will also find coordinates for principal contacts at the Canadian Embassy in Paris and for various Canadian and French professional associations operating in these priority sectors.



Opportunities, Opportunities, Opportunities France's Priority Sectors for Canadian Trade

Increasingly, Canadian businesses from all over the country are making France a focal point for their European trade strategies and investments. As the second-largest market in the European Union and the fourth-largest economic power worldwide, France is an excellent bridgehead or base from which Canadian firms can seize the advantages and opportunities offered by Europe's expanding economic and political union. Canada and France are committed to strengthening co-operation and intensifying shared activities, especially in the area of trade.

Canadian firms and investors wishing to do business in France should focus most of their efforts on the following eight strategic sectors which offer the best growth potential and the richest opportunities for strategic partnerships over the coming years.

Telecommunications and Information Technologies:

The French telecommunications market has been growing rapidly since it was fully exposed to competition in 1998. It grew 12 per cent that year and achieved sales of nearly \$38 billion. The mobile phone market is showing spectacular growth with the number of subscribers doubling each year since 1995. France is also experiencing rapid Internet development and an explosive growth in the multimedia sector.

For Canadian goods and services, the French market is highly competitive in specialized areas, offering substantial investment opportunities and potential for increased strategic partnerships, technology transfer and R&D co-operation. France represents 5 per cent of the world informatics market and 25 per cent of European production of finished products with electrical components. Promising opportunities abound in many fields, including mobile communications, alternative infrastructures, informatics and telephony integration, information

highway infrastructure, communications software, multimedia applications, Internet equipment and software, management information systems and systems integration.

Agriculture and Agri-food:

France is the world's second-largest producer and exporter of agricultural and agri-food products (after the United States) and the leader in food processing.

The French market naturally complements big producers and exporters of agricultural ingredients, like Canada. Canadian agricultural and agri-food exports to France stand at over \$210 million a year. Interest in this market should continue despite the non-tariff barriers arising from the EU's Common Agricultural Policy and the proliferation and strengthening of hygiene and plant-health regulations.

French and Canadian agri-food firms are increasingly realizing that their production systems are highly complementary and that their respective markets are extremely attractive. This awareness is fostering the birth of strategic alliances and joint ventures, including "promotional partnerships" (with restaurants, hotels, caterers and supermarket chains). Canadian businesses should keep in mind the French taste for rare, "typical" and quality products.

Aeronautics and Defence:

In 1998, Canadian aeronautics exports to France reached \$436 million and Canada is also one of France's leading suppliers of airplanes and airplane launch equipment.

The sweeping reforms and restructuring now in progress, such as the formation of the new Aérospatiale Matra group to consolidate aeronautical industries, are opening up new opportunities for Canadian firms and investors in the French aeronautical sector, the largest in Europe.

Fierce competition and the need to cut costs are pushing French aeronautical industries to look for new partners and suppliers of high-technology products and services. For Canadian firms, excellent opportunities for selling value-added products are already emerging. In the future, a number of large-scale European projects show promise for Canadian expertise, in particular, plans to build airport super-platforms and to manufacture super-jumbo (600-seat) aircraft, simulator and aircraft control systems and space and remote-sensing equipment.

Consumer Goods:

France is a major producer of and a major market for consumer goods. Europe's second-largest

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— The Priority Sectors

The Priority Sectors — Continued from page III

population has 60 million consumers and welcomed 70 million tourists in 1998, when Canadian sales of consumer goods reached \$177 million, a 30-per-cent increase over 1997. French consumers may buy less than their Canadian counterparts, but they are fond of quality, top-of-the-line luxury products. For Canadian exporters of consumer goods, the sectors with the best prospects are toys, cultural goods, Aboriginal crafts, sports items (especially for winter sports), fragrances and perfumes, furniture and fashion accessories.

Environment:

This sector offers real growth potential as new French and European regulations for environmental protection come into force. France is increasingly on the watch for partners to help its industry develop new technologies and new environmental services. France is also a source of technology transfer for Canadian firms, especially in the area of water treatment given the growing demand for water purification systems in urban centres.

Canadian firms with solid reputations in environmental protection technologies and processes should concentrate their efforts on the four major growth sectors of waste treatment, water management, air pollution and noise.

Space, Science and Technology:

France is in the forefront among members of the Organization for Economic Cooperation and Development (OECD) in terms of investment in scientific and technological research. France is a world leader in a number of key sectors for Canada, especially biotechnology, medicine, agriculture, transportation and space. The leading areas of France-Canada scientific co-operation are currently fisheries and oceans, agri-food, forests, telecommunications and information technologies, and life and social sciences. Beyond the institutional relations between the two countries,

relationships abound among researchers and research firms in Canadian and French science and technology (S&T) sectors. France is also a favoured S&T partner for Canada within the European Union. Canada has access to EU R&D programs under the 1995 Canada-EU S&T Agreement. As France is one of the main recipients of EU R&D spending, it is recommended that Canadian researchers and SMEs partner with French groups to respond to requests for proposals issued by the EU under the 5th Framework Program for Research and Development. Space has always been a strategic

technological sector and continues to be so as large commercial markets emerge in satellite telecommunications, Earth observation and navigation. As Europe's leading space power, France is a preferred partner for Canada in space research and the development of new applications. These close ties, strengthened by Canadian

participation as a co-operating member in the programs of the European Space Agency (ESA), have helped develop alliances between Canadian space firms and French prime contractors (Alcatel, Matra Marconi Space, Aérospatiale) in international markets. France and Canada are also working together in international projects, the largest being the International Space Station. France is a scientific partner of the utmost importance to Canada and offers excellent opportunities for joint research as well as being an attractive market for Canadian technological products.

Construction and Forest Products:

The French construction market is one of the most dynamic in the European Union. After a crisis of almost seven years, 1999 promises to be a great year with the sector once again driving the

Continued on page V — The Priority Sectors

A World of Knowledge at your Fingertips

The Web site <http://www.infoexport.gc.ca/section2/country-e.asp?continent=12&country=FRA> gives Canadian businesses easy access to valuable market research conducted in such sectors as food (beer, biscuits), medical instrumentation, textiles, visual arts, and many, many others. Links through this site lead to additional information (e.g. economic, political, financial) on France.

The France-Canada Action Program

The France-Canada Action Program ([www.dfait-maeci.gc.ca/paris/canadafrance/program-e .asp](http://www.dfait-maeci.gc.ca/paris/canadafrance/program-e.asp)) sets out the major channels of bilateral and multilateral co-operation between the two countries. This program was signed in December 1998 during French Prime Minister Lionel Jospin's visit to Canada. Annual, high-level monitoring of the various actions covered by this program demonstrates the importance attached by the Canadian and French governments to bilateral relations. Co-operative efforts aim to strengthen trade through Canada's Action Plan for France

and a support strategy for French SMEs.

Stimulating investment and partnerships on both sides is also a priority of this program. Culture's important place is underscored by the various existing cultural agreements for museums, television and education. A joint scientific commission encourages co-operation between French and Canadian research agencies and the cultural exchange of scientific personnel. The regional co-operation between Canada's Atlantic provinces and the French territorial community of St.-Pierre-and-Miquelon is

another example of this strong bilateral relationship. Numerous co-operative projects in the areas of justice, environment, health, defence, and so on should be implemented or continued in the near future.

Multilateral co-operation involves the co-ordination of Canadian and French activities within international institutions on priority matters. For example, there will be strengthened ties within the programs of the European Union and closer links between the two countries as the upcoming November World Trade Organization (WTO) round of negotiations approaches.

The Priority Sectors — Continued from page IV

French economy. The Fédération française du bâtiment (FFB) is looking for a volume growth of 5.1 per cent, twice as much as that of the overall economy. For 1999, the FFB anticipates 310,000 new construction projects, up 25,000 units from 1998. Single-family houses represent about half of these new projects; 4 per cent of which are made of wood.

According to French Customs data, the Canadian share of French imports from 1993 to 1998 was 2 per cent for wood and 5 per cent for paper annually. It is interesting to note that Canadian supply for these products reflects fluctuations in French demand, reflecting the effectiveness of France-Canada trade networks in these sectors. In 1998, French imports of Canadian wood totalled \$71 million, up 25 per cent over the previous year. Also in 1998, French imports of Canadian paper totalled \$357 million, an increase of 3 per cent over 1997.

Tourism:

The French long-range travel market has not yet fully matured. Compared to most other Western European consumers, the French are not given to remote destinations. However, French long-range travel has increased 24.1 per cent in the past five

years. Travel habits have also been affected by economic constraints. Visits are now shorter and French travellers have become much more price-conscious. Prospects for the French long-range travel market are good for the year 2000 with annual growth forecast at 3.5 per cent.

In 1997, France was in second place among major European tourism markets for Canada: trips from France totalled 439,300 visits lasting more than 24 hours and receipts reached \$472.1 million. Canada's market share was 12 per cent.

Compared to visits from other European countries, French travel to Canada has had a bigger economic impact. French visitors spent an average of \$1,080 in Canada (excluding airline tickets) amounting to \$89.48 per person per day over an average 12-day stay. The French see Canada as an attractive travel destination because of its magnificent vistas, wildlife and national parks. They know they will get a warm welcome and experience unique Aboriginal cultures. They also appreciate Canada's reputation as a safe and clean destination. As French travellers become more interested in ecotourism and adventure tourism, it makes perfect sense for Canada to emphasize the accessibility of its untouched nature.

Attracting French Investment to Canada

Why France?

In 1998, France was the fifth-largest foreign direct investor worldwide and the fifth-largest source of foreign investment in Canada.

The most recent figures show that France's Foreign Direct Investment (FDI) abroad increased by 15.4 per cent from 1997 to 1998 and by 25.4 per cent to Canada alone. Over the last 10 years, French FDI in Canada has tripled to more than \$6 billion. About 400 French companies have set up more than 570 subsidiaries in Canada, providing more than 57,000 jobs. Since 1987, the percentage of growth of French investment in Canada has been higher than that from the United States and from other European Union countries.

French subsidiaries operate in Canada in many sectors: 33 per cent in finance and insurance; 27 per cent in chemicals and textiles; 13 per cent in services; 8 per cent in electricity and electronics; 5 per cent in transportation and communications; 4 per cent in construction; 3 per cent in consumer goods; 1 per cent in machinery and equipment; and 6 per cent in miscellaneous sectors. According to the OECD, the French economy grew by 2.3 per cent in 1998 and will continue to grow at a rate of 2.9 per cent in 1999, sustained by strong internal demand across all sectors. France has more corporations than Germany and Italy ranking among the 100 largest firms in Europe, despite their smaller average size. In conjunction

with the liberalization of the economy a few years ago and the arrival of the euro, there has been a steady increase in government-owned corporations such as France Télécom, Air France, Crédit Lyonnais and Aérospatiale-Matra opening up to foreign capital.

With the globalization of the world economy, French corporations are aggressively pursuing foreign expansion as illustrated by the multi-billion-dollar purchase of U.S. firms by Vivendi and Suez-Lyonnaise, a probable merger between BNP Société Générale and Paribas and a possible union of Elf and Total-Fina in the oil sector. Like Canada, France until now has mainly targeted its own continental market. French exports to the European Union account for 61 per cent of total foreign sales. However, the flow of French FDI over the past three years shows that things are changing and that French firms are focussing more than ever before on expanding their presence outside Europe, with the United States still being the favourite single investment destination.

French Perceptions of Canada

There is a gap between French business perceptions of Canada and the business reality in Canada. Too often, French corporate decision makers look at Canada favourably but are confused, thinking of Canada as a pastoral/rustic environment with a primary resource-based economy, being North American but not American (primarily

because of Quebec), having a high standard of living, high wages, and advanced social welfare and health-care systems.

These perceptions have led to a belief that operational costs are higher in Canada than in the United States. Canada's small domestic market and production centres distant from the U.S. are also considered as weaknesses. However, such is not the case. A recent KPMG study, comparing the costs of doing business in 64 cities in eight North American, European and Asian countries, showed that Canada is by far the most cost-competitive country in which to start and operate a business. Initiatives to attract investment to Canada must deal with this gap in French perceptions of Canada.

For investment promotion, research shows that the factors which French decision makers consider the most important in location decisions abroad are, first and foremost, the growth potential of the market, then the business climate followed by the proximity of the market. Technology and costs are less important to them than to their European competitors.

A large majority of French corporate decision makers rank the United States as the best in all of these attributes. As long as French corporations continue to register significant profits and accelerate their growth abroad, opportunities for Canada to attract larger volumes of French reinvestment and new investment should grow.

Upcoming French Fairs with a Canadian Presence

- PARIS-NORD VILLEPINTE — September 14-16, 1999 — **Food Ingredient Europe (FIE)**: Ingredients and additives for the food industry (www.mfbv.com)
- PARIS-NORD VILLEPINTE — September 21-24, 1999 — **POLLUTEC**: Environmental technologies, equipment and services for industry and local communities (www.pollutec.com)
- PARIS-NORD VILLEPINTE — October 13-18, 1999 — **EQUIPAUTO**: New technologies in car equipment, spare parts, garage equipment (www.equipauto.tm.fr)
- PARIS EXPO, PORTE DE VERSAILLES — November 8-13, 1999 — **BATIMAT**: International builders' fair (www.batimat.com)
- PARIS, LE BOURGET — November 23-26, 1999 — **MILIPOL**: Internal security for governments, local communities and industries, public protection (www.milipol.com)
- PARIS EXPO, PORTE DE VERSAILLES — November 24-28, 1999 — **EDUCATEC**: International Education and Training Week (www.educatec.com)
- PARIS EXPO, PORTE DE VERSAILLES — November 24-28, 1999 — **LANGUAGES AND EDUCATION** (<http://education.reed-oip.fr>)
- CANNES, FRANCE — February 14-17, 2000 — **MILIA'2000**: Multimedia/interactive games (www.milia.com)

You will find other fairs and salons at :
(www.dfait-maeci.gc.ca/paris/commerce/texte8-e.asp)
For information on other fairs, see:
www.amba-ottawa.fr/pee/english/index.htm

France-Canada Success Stories

IN FRANCE

Numerous Canadian firms have achieved resounding success in the French market. Several have even quickly emerged as leaders in their sectors, not just in France but throughout Europe. There is a host of examples which show the dynamism of Canadian businesses and the success they have gained on French soil. Similarly, French firms are not left out and have established themselves solidly in the Canadian market.

The Nortel Networks group (8,000 employees in France) has a dual presence: **Matra Nortel Communication**, a joint venture with the French group Matra Aérospatiale, is number two in France for telecommunications equipment; **Nortel Matra Cellular**, specializing in wireless network equipment for the entire world market, is number one in France.

The **Bombardier** subsidiary, ANF-Industrie, the second-largest French manufacturer of passenger rail transportation equipment, plans to expand the tilting train. It has won a \$37.5-million contract

for delivery of trucks to the national SNCF corporation and a \$68.5-million order for 25 streetcars on tires (a breakthrough technology in France) for the City of Nancy.

The paper-making **Cascades** group, active in the sheet-carton sector, is the largest producer in France. The **McCain** group, the leading supplier of frozen French fries with 45 per cent of the market and ranked number two in frozen pizzas, has invested over \$84 million to build a third production plant to service southern Europe.

The **Québecor** printing group, which has quickly emerged as the largest magazine printer in France, is building a new \$125-million production unit.

The **Telesystem** telecommunications group, the only foreign company in France involved in mobile telephone networks for businesses, provides telephony services through its **Teleglobe** subsidiary.

SNC-Lavalin's subsidiary **Pingat Ingénierie** is involved in building and operating a new

cargo airport. Some Canadian firms, including SMEs, are also earning distinction, especially in the informatics sector, among them, **Corel WordPerfect**, a leader in office automation and graphics software, **Fulcrum**, a publisher of documentary research software, and **Cognos**, now number one in France for decision-support software.

IN CANADA

DFAIT has just awarded a \$40-million contract to the consortium made up of Bell Canada, Teleglobe and **France Télécom** for a high-performance, high-capacity communications system linking its representatives in 92 countries.

The **Air Liquide** group is investing \$150 million to build an industrial and energy gas complex to supply **Shell Chemicals Canada**.

Alstom Canada, a French subsidiary in Canada, is increasing its production of railway equipment, having won a \$300-million rail-

Continued on page VIII — Success Stories

Success Stories — Continued from page VII

car contract for First Union Rail Group in the United States.

A consortium consisting of the French group GTM, an affiliate of Suez Lyonnaise des Eaux, Miller Paving Limited of Canada and Dragados of Spain is currently building a 195-km toll road between Moncton and Fredericton, New Brunswick. The consortium will be operating this highway, which will cost about \$584 million and will be ready for use by the end of 2001, for 30 years.

In late 1998, the CGIP holding company invested \$300 million for a 29-per-cent share of Hebdo

Mag International, the world leader in multimedia classifieds.

Cogema Resources, specializing in the nuclear fuel cycle, has just spent \$243 million for a number of interests in Saskatchewan uranium mines. Some 70 per cent of Cogema's reserves are now located in Canada.

Ubisoft, a French games software publisher, came to Canada in July 1997 to better penetrate the North American market and heighten its international presence.

The Lafarge group, the largest cement maker in Canada, invested \$95 million to modernize a

plant and double its production capacity.

Pasteur Mérieux Connaught, the world's leading vaccine maker and a member of the French Rhône-Poulenc group, launched a 10-year, \$350-million research program in 1997 to develop an anti-cancer vaccine in partnership with the private sector and the federal government.

St.-Pierre-and-Miquelon

St.-Pierre-and-Miquelon is a French archipelago off Newfoundland with a population of about 6,000. Although there was a time when the fishers of St.-Pierre-and-Miquelon disputed their catch with Canada's Atlantic fishers, trade has been ongoing between the archipelago and Canada for centuries. Today, there is an understanding that regional development requires co-operation from all parties in the region. A regional co-operation agreement between Canada and France, signed in 1994, underscores both countries' commitment to promote regional development.

Although a large number of the archipelago's houses were built with Canadian materials, the market is not limited to building materials: the choice of Canadian engineers to design and supervise some recent projects indicates a certain opening up of the market for services. Some Canadian products headed for Europe by ship could take advantage of cuts in customs duties by being cleared in St.-Pierre-and-Miquelon, which would then serve as a gateway to the European Community.

The environmental sector may find outlets in the archipelago where waste storage and treatment are increasingly being regulated. The preliminary design studies for a water purification plant and a waste water treatment plant as well as supervising their construction were recently awarded to EDM Consultants Limited of Newfoundland.

Technological partnerships with French companies may be considered: a wind-energy development project is now under way and may find outlets in Canada and Europe.

The Atlantic Canada Opportunities Agency (ACOA), based in Moncton, New Brunswick, can provide initial contacts to firms interested in the archipelago's market.

CONTACTS

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Atlantic Canada Opportunities Agency

Blue Cross Centre
644 Main Street, P.O. 6051
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Tel.: (506) 851-2271
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Team Canada '99 Sails for Japan and Australia — Continued from page 2

Mr. Pettigrew: As I mentioned above, due to the shift in industrial focus in these two countries, Canadian companies which can offer new, innovative and value-added advanced technologies will likely do very well. This is why we are concentrating more on high-tech sectors, such as information and communication technologies, space and aerospace, agri-food and health-care biotechnologies, rather than our more traditional resource-based sectors.

CanadExport: Do you think we'll see more Team Canada trade missions after this one?

Mr. Pettigrew: As you know, the Team Canada trade missions led by Prime Minister Jean Chrétien with the provincial and territorial leaders have been highly successful. Previous missions to Asia Pacific in 1994, 1996 and 1997 and to Latin America in 1998 have proven that they are an effective way of introducing Canadian businesses to new markets. Through these missions more than 1,600 Canadian exporters have concluded over 800 new business deals valued at almost \$24 billion.

The mission to Latin America in January 1998 attracted over 500 business people, the majority from smaller

companies or companies new to the region. So, in my opinion, we'd be foolish to ignore this type of response and success. Team Canada truly demonstrates what can be achieved when government and business work together.

CanadExport: What do you think Japanese and Australian companies are looking for from Canada and Canadian companies?

Mr. Chan: First, I think that many Japanese and Australian companies view Canada as an ideal launching pad to the NAFTA economies, giving them preferred access to a market of close to 400 million people and a combined GDP of more than \$11 trillion.

Second, the Canadian economy is service-dominated and knowledge-based with a rapidly growing hi-tech sector. Several of our cities are among the best in the world in which to live. Our economy is growing at an average annual rate of 3 per cent. We have one of the world's most open and attractive environments for investment. All of these factors should appeal to Japanese and Australian investors and businesses.

U OF SHERBROOKE — Continued from page 3

"Canada should pay more attention to its education sector. It is filled with good, exportable value, with potential comparable to that of other goods and services," says Marc Bernier, Deputy Rector. "Brazil, for instance, offers a huge potential. We are much involved with the training of teachers' trainers in that country."

Some ambitious projects are in the works that exceed the value of

the contracts signed during the Team Canada mission. They are expected to have a snowball effect: "These agreements will enable Quebec businesses, which are also clients of our university, to enter new markets in Latin America," said Mr. Reid.

For information about Université de Sherbrooke, contact the Rector's office, tel.: (819) 821-7711, fax: (819) 821-6900 or www.usherb.ca

FIRST EXPORT SALE

— Continued from page 6

"Like all other participating companies," comments Rose, "I highly profited from such a results-oriented mission, which merits a repeat performance."

For more information, contact Martinus Rose, tel.: (902) 838-3013, fax: (902) 838-2129.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (UTO). For information about articles on this page, contact UTO by fax at (613) 944-9119 or e-mail: commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Washington, D.C. — More Than Politics!

The mid-Atlantic states make up three key markets — the Delaware Valley (Philadelphia-Washington); the Baltimore-Washington corridor; and the state of Virginia — supporting the region's major industries, including government, tourism, professional and business services, manufacturing and retail trade. In 1998, two-way trade between Canada and the mid-Atlantic states totalled \$US19.4 billion.

As a leader in life sciences research, pharmaceuticals, electronics, aviation, information technologies and transportation, this region of 22 million consumers is both commercially developed and affluent. The Greater Washington region, the centre of the lucrative U.S. federal government market, boasts a workforce with the highest level of education, the highest average income and the largest concentration of technology firms outside Silicon Valley. The area is also home to 61 Fortune 500 companies.

Keys to the Mid-Atlantic Business Gateway

INTERNATIONAL BUSINESS DEVELOPMENT (IBD) SECTION

The Embassy's IBD Section, managed by the Senior Trade Commissioner Astrid Pregel, actively promotes Canadian goods, services, technologies and investment opportunities to three major client groups: the mid-Atlantic business community; the U.S. federal government; and international financial institutions (IFIs) headquartered in Washington, D.C.

For a complete listing of IBD officers and their responsibilities, visit the Embassy Web site at www.canadianembassy.org

The IBD section comprises the following three units:

The Trade and Investment Unit (TIU) assists Canadian firms in exporting their goods and services

to the region's commercial markets and promotes investment opportunities to U.S. companies seeking to expand their operations into Canada.

UPCOMING EVENTS

- October 14, 1999 — The High Technology Council of Maryland is offering two complimentary nights of hotel accommodation to Canadian companies attending the Bioscience Forum in Rockville (www.mdhitech.org) who are seeking partnerships with Maryland biotech firms.
- November 5-7, 1999 — Recruitment is under way for a NEBS mission to Philadelphia in conjunction with the Remodeler's Show (www.remodelersShow.com).

Continued on page 11 — Embassy

DID YOU KNOW?

- The metro Washington area ranks fifth among all major metropolitan areas in the nation's list of "entrepreneurial hot spots."
- Professional and technical workers in Baltimore make up more than 21 per cent of Maryland's workforce — the second-highest concentration in the U.S.
- The Greater Washington region ranks second in the U.S. for the highest number of computers connected to the Internet.
- Fairfax County in Virginia contains the largest concentration of retail shopping on the east coast outside New York City.

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> ... for a wide array of valuable information on doing business in and with the United States.

Embassy Ready to Assist Canadian Companies — *Continued from page 10*

The U.S. Connection

For more information on the above events, contact Manuel Ellenbogen, tel.: (202) 682-7766.

- February/March 2000 — Geomatics Workshop, a one-day technical seminar with presentations by Canadian firms to prospective American business partners and end users.

For more information on the above event, contact Amanda McNaughton, tel.: (202) 682-7445.

- May 1999 — Canadian contract office furniture manufacturers and their representatives in the Greater Washington region celebrated the 10th anniversary of the Contract Canada trade exhibit at the Embassy. Plans are now under way for next year's show.

- October 21, 1999 — New Exporter mission for Atlantic Canada companies to the Natural Products Expo (www.newhope.com) in Baltimore, October 20-24. All Canadian exhibitors and visiting manufacturers are welcome to participate.

- February 29 - March 2, 2000 — Partners-in-Training, a Canada-U.S. Services Partnering and Export Development Conference, is being organized with the American Society for Training and Development and other key industry groups. Please note: dates have changed from past announcements in SERVExport (www.dfait-maeci.gc.ca/geo/usa/newslet-e.htm).

For more information on the above events, contact Cynthia Stevenson, tel.: (202) 682-7765.

The Office of Liaison with International Financial Institutions (OLIFI) helps Canadian firms pursue busi-

ness opportunities financed by the World Bank and the Inter-American Development Bank, both with head offices in Washington, D.C.

UPCOMING EVENTS

- Spring 2000 — IFI Environment Mission.
- Virtual missions and conferences through the year 2000.

Information on the above events will be posted on the OLIFI page on the Embassy Web site.

The Government Markets Unit promotes the sale



Canada's Ambassador to the United States Raymond Chretien (centre) meets with the exhibiting team from Krug, Inc. at the Embassy's 10th anniversary promotion for Canadian contract office furniture manufacturers.

of Canadian products, services and technologies to the U.S. federal government, which spends over \$150 billion annually through contracts with civilian and defence departments. Successful Canadian firms have sold technologies in many areas including information systems, demilitarization applications, ocean applications,

avionics and training and simulation. A wide range of Canadian commercial goods, services and technologies are also sold to U.S. federal, state and local governments.

UPCOMING EVENTS

- March 2000 — E-commerce Trade Mission.
- June 5-7, 2000 — Canadian Advanced Technology Alliance Conference with sub-sector missions and business matchmaking (www.cata.ca).

For more information on the above events, contact Judy Bradt, tel.: (202) 682-7743; or visit the Government Markets page on the Embassy Web site.

Looking to do business with the U.S. federal government?

Opportunities are just a key stroke away at the Web site (www.gsa.gov) of the General Services Administration (GSA), which facilitates purchases by the U.S. government — "the world's largest consumer" — and the Electronic Posting System site at www.eps.gov. More GSA opportunities are listed on the site of the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) and periodically in *CanadExport*.

Agri-food and Fish Market Opportunities in Japan

Japan is the largest net importer of agri-food, fisheries and beverage products in the world, making it an important market for Canadian agri-food and fisheries exporters. It is Canada's second-largest foreign market for agri-food (11 per cent of Canada's total agri-food exports) and seafood (22 per cent of total fish exports).

Although Japan relies on foreign countries for 58 per cent of its agri-food, fisheries and beverage supplies, Canada's share of Japanese imports in the seafood market is only 4 per cent and in agri-food 6 per cent. Yet the potential for Canadian success in these markets remains high.

Untapped market opportunities

Basic agricultural commodities such as oilseeds, cereals and livestock feeds have traditionally dominated Canadian agri-food exports to Japan. But the potential for future growth remains in the untapped market which includes consumer food items, organic food products, cereal-based products, meats, fresh and processed fruits and vegetables, dairy products, multi-ingredient foods and both non-alcoholic and alcoholic beverages.

Key growth areas are "oven-ready," "convenience," "healthy," and "organic" foods and food ingredients.

Agri-food: Recently, there have been two significant changes in Canada's agri-food trade with Japan. The first involves the rapidly growing amounts of Canadian pork and beef exported to that country, while the second involves the dramatic decrease of feed grain exports, mainly due to supply limitations in Canada.

In the early 1990s, feed barley exports to Japan totalled 800,000 tonnes, while the projection for 1999 is only

200,000 tonnes. If it were not for a decrease in the availability of feed barley for export and the depressed agricultural commodity prices during 1998, Canadian agri-food exports to Japan would have set a new record.

Fish: Market opportunities in Japan for fish are particularly vital to the Canadian fish sector. Japan consumes more than five times the world average of seafood and depends on foreign suppliers for more than 40 per cent of total consumption, importing more than one third of the world's exports of fisheries products.

The Japanese market not only absorbs between 20 and 30 per cent of the Canadian sector's total exports, it also provides an outlet for Canada's "non-traditional" species, offering a critically important lifeline for Canada's east coast fishery since the collapse of the groundfish stocks.

Seafood: The broad diversity of seafood in Canada's exports to Japan includes high value species such as snow crab, herring and salmon roes, salmon and shrimp, and secondary value species such as lobster, surf-clam, sea urchin, black cod, tuna and capelin. Other seafood products exported to Japan include surimi, halibut, rockfish, mackerel, flatfish, herring, shark, geoduck clam, propeller clam and Greenland cockle.

Although most fish products are exported to Japan in their natural state (the Japanese often consume raw fish), the Canadian industry is working with Japan to increase the processing of Canadian seafood products such as sea urchin.

Challenges: Some of the challenges which Canadian exporters face in the agri-food and fish markets include domestic constraints on the supply of competitively priced products such as beef, chicken and pork, and in the fisheries sector, resource constraints on both coasts of Canada. The greatest challenge to Canadian seafood exporters is the increased production by other suppliers and price resistance to "luxury" seafood products.

Canadian exporters must compete with other countries (such as Norway, Chile and Russia), while at the same time managing the Canadian fisheries market to ensure a stable, high-quality supply to maintain and increase market share.

Ultimately, to succeed in the Japanese agri-food and fish market and to take full advantage of market opportunities, it is fundamental to adapt products to Japanese tastes. There must also be close service-oriented co-operation between Japanese technical experts and Canadian

Continued on page 16 — Agri-food

Opportunities in Japan for Forestry and Building Products

The housing market in Japan is the world's second largest in terms of new starts — over 1.3 million annually during the past five years. Almost one sixth of Canada's exports to Japan are forestry and building-related products.

Although the recession in Japan is having a negative impact on housing investment, housing starts for 1998 were close to 1.2 million, which is still very impressive. Some 1.3 million additional starts are predicted for 1999.

Market opportunities

Canada still has an overwhelming share of the dimension lumber and softwood plywood market. Opportunities for Canadian exporters of forestry and building products include the expansion of the variety and quantity of products entering the market. Prospects now include areas of services and technology transfer as well as housing construction and building materials.

Healthy living: key areas where the Japanese housing industry is seeking outside knowledge and products are healthy housing, barrier-free housing and energy efficiency. Canadian companies with products, technologies or services designed to promote a healthy living environment will have market potential in this area.

Healthy housing-related products include building materials like plywood and kitchen cabinets, solid wood flooring or panelling, and architectural services specifically designed to promote a healthy housing environment.

Energy efficiency: Japanese consumers are more aware of the benefits of energy-efficient homes and of the comforts and cost savings of

air-tight and insulated houses. New domestic and foreign design systems are being introduced in Japan, opening up good opportunities for Canadian companies which develop or co-develop new building systems using both an advanced 2x4 or 2x6 platform or hybrid 2x4-zairai (post and beam) construction methods.

Barrier-free housing: another area with increasing market potential is barrier-free products and housing designed for the aged. By the year 2010, 20 per cent of all Japanese citizens will be over the age of 65. Currently, however, most homes are inadequate for the elderly. In this area, there are growing opportunities in the construction of public and private housing including barrier-free designs, with products such as chair lifts, adjustable kitchen countertops and wider door openings.

Do-it-yourself market: the Japanese DIY market has been expanding an average of 7 per cent a year over the last four years. In some areas of Japan, advanced DIY chains have begun selling building materials not only to consumers, but also to contractors and builders.

Market opportunities in the forestry and building products market for this segment include lumber (dimension and panel products), specialized wood products, outdoor products (decking and furniture) and interior finishings.

Renovation: the renovation market is another potential growth area. In

Japan there are thousands of contractors, subsidiaries of most major home builders and DIY store chains involved in the renovation market. Canadian companies which specialize in interior finishings, exteriors and specialized renovation products and services should tap into this market, either by existing contacts with major home builders or with individual companies specializing in renovation projects.

Zairai: post and beam (zairai) housing in Japan represents an 81-per cent share of the housing market. Canadian companies have traditionally focussed on the 2x4 market, which represents only 13 per cent of all wood starts in Japan. However, the majority of Canadian finished products could be used with little or no modifications in the Japanese zairai home.

Regional markets in Japan for export development in the housing sector are becoming increasingly important. Areas with the most potential include Tohoku, Hokuriku (Niigata, Toyama, Ishikawa, and Fukui), Greater Kansai (Shiga, Wakayama, Nara), Chugoku, Shikoku and Kyushu. Exporters targeting these regions should take full advantage of the local housing fairs which take place in the fall to develop local partnerships.

For more information, consult the Web site www.dfait-maeci.gc.ca/ni-ka or contact DFAIT's Japan Division, tel.: (613) 995-1283 fax: (613) 943-8286

Japan External Trade Organization Helps Open Doors to Japan

Met JETRO, another important partner for Canadian companies interested in doing business in Japan. It is a non-profit, government-related organization (founded in 1958) dedicated to easing trade relations and exports to Japan.

JETRO also promotes industrial co-operation, investment in Japan, strategic alliances (joint ventures) and region-to-region trade and business links. Headquartered in Tokyo, JETRO has a network of 37 offices in Japan and 80 overseas offices located in 58 countries, including three in Canada (Montreal, Toronto, Vancouver). It works in close collaboration with provincial and federal departments, particularly the Japan Division at the Department of Foreign Affairs and International Trade. JETRO is there to help you, through the provision of the following services.

Activities and Events

JETRO organizes trade exhibitions, trade fairs, seminars on exporting to Japan (including the Japan-based Export to Japan Study Program), meetings with potential partners, advertising and other promotional activities.

Help is available for Canadian companies, especially those new to the market, to participate in Japanese trade fairs, to display their products and to meet potential customers.

Useful Services

- Databases (economic indicators, importers to Japan, exporters from Japan and international trade fairs in Japan)
- Cybershowcases to promote your products on the Web and in JETRO offices across Japan
- Business support teams (in major

cities): office space and other support, including consultants, available on a free and temporary basis

- Accessibility surveys, market research, comparisons with U.S. and Europe
- School-affiliated internships in Japanese companies/exchanges
- JETRO Business Japanese Proficiency Test
- Periodicals, market reports, fact books, business guides, other printed materials and libraries (viewable on the Internet)
- Videos, Internet site, CD-ROM listing companies looking for partners to form joint ventures
- Technology sharing
- Welcomes organized for foreign missions, fairs and events
- Certification of experienced importers to serve as import-to-Japan advisors
- Permanent exhibition sites
- Region-to-region surveys, missions and seminars
- Proactive importers program: representatives are sent abroad for one month to find products with good potential

Senior Trade and Investment Advisors

Canada-based Japanese market experts offer advice on exporting to and investing in Japan; and create opportunities through advice on developing products, updates on trends and help to make direct contacts.

An agri-food expert is presently based in Guelph, Ontario. As of

September, another will be based in Vancouver, mainly dealing in high-tech.

Team Canada

"JETRO is committed to the Team Canada approach and works closely with all levels of government and industry organizations in supporting Canadian companies in their efforts to enter the Japanese market," says Nobuhiko Yoshida, Executive Director, JETRO Toronto.

JETRO will provide Team Canada companies with market information and expert consulting on the Japanese market; assist Team Canada in holding seminars and arranging business meetings; advertise the visit of Team Canada through publications and JETRO offices in Japan; and provide valuable follow-up support: databases, seminars, success stories, and more.

Contacts

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www.canada.jetro.org
- Internet: DFAIT:
www.dfait-maeci.gc.ca/ni-ka

Expert Agri-food Advice Now Close at Hand for Exporters to Japan

He is a very important person to know if you are an exporter."

Appointed as the new Senior Trade Advisor attached to the Japan External Trade Organization (JETRO) for Canada, Mr. Mitsuhiro Kushida will use his knowledge of the Japanese market to assist Canadians in developing exports to Japan, with a particular focus on agriculture and agri-food businesses.

Headquartered in Guelph, Ontario, at the Agriculture and Agri-Food Canada (AAFC) regional office, Mr. Kushida will travel extensively across Canada to help develop enhanced economic relationships between Canadians and Japanese, especially in terms of export and investment. The three-year posting is the result of a joint agreement signed by JETRO, AAFC, and the Department of Foreign Affairs and International Trade (DFAIT).

A senior executive in new business creation in Tokyo for Kanematsu Corporation (a world leader in foodstuffs development and distribution), Mr. Kushida has over 25 years of experience in agriculture and agri-food market development in Japan.

Mr. Kushida believes that Canadians should aggressively pursue moving from raw materials such as wheat, canola, fish and meat products to semi-final or final processed goods — "value-added goods" — such as udon or soba, the traditional Japanese noodles. Other pastas such as spaghetti are also becoming very popular, he says.

Nobuhiko Yoshida, Executive Director, JETRO Toronto, agrees: "This is all part of a trend in Japan of moving its imported goods profile away from commodities toward more value-added processed foods where Canadians are considered to be leaders."

In the short term, Mr. Kushida will work closely with Canadian firms interested in entering the Japanese market, with a strong focus on expanding the Japanese market for Canadian processed foods, organic and traditional crops, functional foods with health benefits, food ingredients, products for the food service industry and pet foods. In addition, he will facilitate trade missions between Japan and Canada, and organize seminars to educate Canadian exporters on business opportunities in Japan.

"Because of the efforts of business people in Japan and Canada, supported by Canadian government officials in Canada and in Japan, trade between the two countries in agricultural and food products rose 50 per cent between 1994 and 1997," says AAFC Minister Lyle Vanclief. In 1997, Canada exported \$2.5 billion worth of agri-food and beverage products to Japan, Canada's second-largest foreign market for agri-food and seafood products.

Contacts:

- Mitsuhiro Kushida, Senior Trade Advisor, JETRO, Agriculture and Agri-Food Canada, tel.: (519) 837-9400 ext. 2468, fax: (519) 837-9782.
- Ezio DiEmanuele, Deputy Director, Agriculture and Agri-Food Canada, tel.: (519) 837-5825, fax: (519) 837-9782.

Correction

The phone number for applications for the Canada Export Award that appeared on p. 17 in the *CanadExport* July 15 issue should have read 1-888-811-1119.

IFI Procurement: "Doing Business with Developing Countries"

Get connected with IFInet: <http://www.dfait-maeci.gc.ca/ifinet>

IFInet offers you access to thousands of business opportunities financed by international financial institutions (IFIs) in over 130 emerging and developing countries. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Message from Ambassador Marchi

Dear CanadExport Readers:

I would like to take this opportunity to express my thanks to all of you who have been devoted followers of CanadExport during my term as Minister for International Trade.

During my two years in this position, I realized very quickly that international trade is one of the most interesting and important areas of Canada's economy and way of life.

Our performance in the global marketplace during the nineties has been nothing short of remarkable. Our exports have almost doubled in the past six years and foreign direct investment in Canada also doubled this decade. We are now the most export-oriented of the G-7 industrialized economies, exporting over 40 per cent of everything we produce in Canada.

As I prepare for my new position as Canada's Ambassador to the World Trade Organization in Geneva, I do so with fond memories. The trade portfolio was a great privilege.

I look forward with confidence and enthusiasm to working on Canada's behalf -- and on your behalf -- to further free and fair trade in every corner of the world. And I am eager to begin doing so as we launch a new round of trade negotiations at the WTO Ministerial meeting in Seattle this November.

I encourage you to keep up the good work and continue to strive for excellence in markets the world over.

Sincerely,



Hon. Sergio Marchi



Agri-

Market in Japan — Continued from page 12

suppliers to ensure that Canadian products meet the requirements of the marketplace.

Monitoring changing consumer behaviour and demands is essential for Canadian exporters to succeed in the Japanese market. For example, Japan's

aging consumer population is becoming increasingly global in its tastes, as well as health conscious.

For more information, consult DFAIT's Internet site at www.dfait-maeci.gc.ca/ni-ka or contact DFAIT's Japan Division, tel: (613) 995-1283, fax: (613) 943-8286.

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Web site at <http://www.dfait-maeci.gc.ca>

Return requested
if undeliverable:
CANADEXPORT (BCS)
125 Sussex Drive
Ottawa, ON
K1A 0G2



A reminder TAX RELIEF TO HELP YOU MEET THE Y2K CHALLENGE

The federal government is providing special tax relief to help small and medium-sized businesses solve their Year 2000 (Y2K) computer problems.

The program applies to the cost of hardware and software acquired between January 1, 1998 and October 31, 1999, to replace equipment that is not Y2K compliant.

The tax relief takes the form of accelerated capital cost allowance (CCA) deductions of up to \$50,000. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

To focus the benefit on smaller businesses, only unincorporated firms and corporations not subject to the Large Corporations Tax will be eligible.

For more information, contact your local Revenue Canada Tax Services office.

SEP 21 1999

CanadaExport

www.dfait-maeci.gc.ca/english/news/newsletr/canex

Vol. 17, No. 15 — September 15, 1999

Show Highlights Minister's First Official Visit

Mexico was the destination of International Trade Minister Pierre S. Pettigrew's first international official visit on August 25 and 26, 1999.

In Mexico, Minister Pettigrew inaugurated *Terre Sauvage: Canadian Landscape Painting and the Group of Seven*, a major exhibition of 75 paintings and sketches by Tom Thomson and the Group of Seven, which opened at Mexico's Museo de Arte Moderno. The exhibit is part of a six-month cultural exchange called *Canada in Mexico: A Salute to the Millennium*.

"It is logical and appropriate that my first official visit as Minister for International Trade be to Mexico," said Mr. Pettigrew. The stronger economic relationship as a result of the NAFTA has encouraged cultural exchanges to grow and flourish, allowing us to get to know one another better through our artists, writers, academics and travellers."

"Artists have a deep role to play in our society," added the Minister. "They not only express ideas but they articulate our emotions and give them shape and meaning. Artists help us to humanize globalization through their creations".

During his visit, the Minister reviewed the progress on commitments made by the Canada-Mexico Joint Ministerial Commission, the accomplishments and future prospects of the NAFTA and plans for the November Ministerial meeting in Toronto on the Free Trade Area of the Americas.

Mexico is Canada's largest trading partner in Latin America, with two-way trade in 1998 valued at \$11 billion, up nearly 14 per cent from a year earlier.

For more information on Canada's international arts and cultural activities, see the special supplement in this issue of *CanadaExport*.

Australian Leg of Team Canada Trade Mission Postponed

The Australia portion of Team Canada '99, originally scheduled for September 18-22, has been deferred due to conflicts with the programs of several premiers.

In a conversation with Prime Minister Jean Chrétien, Prime Minister John Howard of Australia indicated his full understanding of the reasons for this decision.

Premiers Romanow and Filmon were unable to participate due to upcoming elections in their respective provinces, while a number of other premiers cited unexpected domestic concerns for their inability to make the trip to Australia.

Team Canada relies on a cooperative approach built on the

combined efforts of the federal government, the provinces and territories as well as the Canadian business community.

"The secret to Team Canada's extraordinary success has always been our ability to have most of our team of premiers in place," said the Prime Minister. "Although all of the premiers had initially agreed to go to Australia, it became clear that circumstances unforeseen at the time and scheduling conflicts would no longer make this possible for many of them.

"Given the tremendous interest that the business community has shown in our going to Australia,

Continued on page 3 — Mission Postponed

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EDC: More Smaller Exporters Using its Services

Since 1944, EDC has believed in one word: solutions. In the new global marketplace, putting together a comprehensive financing package often ranks with price and quality in determining the commercial success Canadian exporters get abroad.

In more than 200 countries, including higher-risk and emerging markets, Export Development Corporation (EDC) supported \$34.8 billion in sales and foreign investments by Canadian exporters in 1998.

A partner for everyone, large and small

But is EDC only for multinationals and "giga-global" contracts? The answer is no. "New and smaller exporters have realized that no company is too small to export and we're trying to get the message out that no exporter is too small for EDC," says John Hutchinson, EDC Vice-President of SME Financial Services.

In the first six months of 1999, the number of smaller exporters using EDC services rose nearly 21 per cent from the same period a year ago, to a record 3,365 customers and the value of their exports grew 8.2 per cent to \$3.03 billion in the first six months of 1999. Smaller exporters now account for 90 per cent of EDC's customer base

Most smaller exporters use EDC for export accounts receivable insurance — available through EDC's Emerging Exporters Team — an extremely valuable financial product that protects them against 90 per cent of a loss if foreign buyers don't pay.

About 50 per cent of all export sales by EDC-backed SMEs is to the U.S. and almost 90 per cent of claims

due to non-payment under EDC's Small Business Program originated in that market. "The U.S. is proving that it is not a risk-free place to do business, with default and insolvency as the two main reasons that Canadian exporters suffer losses in that market," warns Hutchinson.

Smaller capital goods exporters also have access to specialized and streamlined buyer financing solutions through the SME Financial Services Team and EDC's private-sector partner NORTHSTAR Trade Finance.

A customer-driven partner

EDC is a customer-driven, self-funding federal Crown corporation dedicated to helping Canadian businesses by providing them and their customers a wide range of risk management services including Accounts Receivable Insurance, Political Risk Insurance, Export Financing, Buyer

Financing and Coverage for Contract Bonds. Its mandate is to support and develop, directly or indirectly, Canada's export trade and Canadian capacity to engage in that trade and respond to international business opportunities.

"We do so by taking on trade risks in a financially sound manner, through credit insurance, bid and performance bonds and guarantees and by making it easier for foreigners to 'buy Canadian,' through a multitude of financing options," say A. Ian Gillespie, President and CEO and Patrick J. Lavelle, Chairman of the Board of Directors in EDC's 1998 Annual Report.

A partner of recognized competence

"Ironically, we are in many ways better known abroad than at home. EDC is recognized as one of the most successful export credit

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CanadExport

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Who will be Canada's Exporter of the Year?

Find out

Wednesday, October 6, at the 1999 Canada Export Awards
to be held at the MacMillan Theatre in Toronto and
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the Who's Who of Canada's export community as they
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Hana Gartner

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Sharpen your skills, broaden your network, recharge your batteries at the 4th Annual Convention of the Alliance of Manufacturers & Exporters Canada. Manufacturers, exporters and their service providers will meet September 26-28, 1999, at the London Convention Centre in London, Ontario.

For a full information and registration package, contact Lori Stone, fax: (613) 563-9218, e-mail: Lori.Stone@the-alliance.com

Mission Postponed

— Continued from page 1

I am sure that we can put together a fine program again in the future," added Mr. Chrétien.

The Team Canada visit to Japan, September 11-18, is going ahead as planned with the participation of over 250 Canadian businesses from key sectors, especially in the areas of high technology and innovation.



THE CANADIAN TRADE COMMISSIONER SERVICE

Serving Canadian Business Abroad

MEXICO —

Advanced Man

The Trade Commissioner Service

helps Canadian companies that have researched and selected their target markets. Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last. To help you select which market you should target, the Team Canada Market Research Centre and the Trade Commissioner Service have prepared over 400 market reports. This section of *CanadExport* provides an overview of one report.

For more information on this and other reports or if you want to know how the Canadian Trade Commissioner Service can help you get results in international markets, visit us at

www.infoexport.gc.ca



Since the North American Free Trade Agreement (NAFTA) came into effect in 1994, Mexico's manufacturing sector has undergone a radical transformation. Canada ranks as the fourth-largest advanced manufacturing technologies (AMT) supplier to Mexico (US\$139 million for 1998).

Demand on the rise

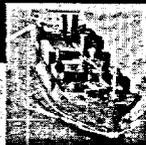
As more Mexican companies begin to export, the need to modernize production facilities is vital. Moreover, foreign-owned export producers have flooded into Mexico in recent years. As a result, AMT sales to Mexico have increased by over 95 per cent since 1995. Mexican production of AMT equipment is significantly low, resulting in demand for such equipment being filled by imports. Therefore, the prospects for Canadian AMT exporters will remain strong, particularly in northern

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See insert for your AMT contacts
in Latin America and the Caribbean



Team Canada Inc - Équipe Canada Inc

Manufacturing Technologies

Mexico, where the bulk of foreign-owned export producers (*maquiladoras*) are located.

Beneficial tariff rates

Under NAFTA, machinery imports from Canada benefit from a 3 per cent import tariff, versus the 15 per cent tariff applied to non-NAFTA countries. By 2002, the tariff for Canadian AMT equipment will be eliminated entirely. This gives Canadian companies a further competitive price advantage over European and Asian companies.

Some of the best opportunities for Canadian AMT exporters can be found in the *plastics, automotive and packaging and container industries.*

Plastics industry

Mexico's plastics industry is driven by the high growth in the export electronics assembly sector, which requires a supply of mould extrusion. Plastics processing activities, particularly injection and extrusion moulding, have become more complex with recent technological changes such as blow moulding. Production constantly requires more sophisticated machinery. Other sources of growth include the packaging industry and the auto parts sector, which



is becoming increasingly reliant on complex plastics. According to the Mexican National Plastic Industry Association, annual investment between 1998 to 2005 is expected to reach US\$600 million.

A few major projects

- Asahi Glass AP Technologies de Mexico's (Japan) is planning to build a US\$40-million plant in 1999 that will produce 400,000 units of glass annually for the automotive industry;
- Plastic Omnium (France) is the principal supplier of plastic parts to Volkswagen. In 1999, it will build a new plant in a suburb of Saltillo, Coahuila;
- Acer (Taiwan) plans to invest US\$70 million in a Mexicali (Baja California Norte) plant to produce 1.8 million monitors, primarily for export.

Automotive industry

Over 1.5 million new cars are assembled in Mexico each year, of which 60 per cent are bound for export. The country also produces over 2.8 million new engines each year. Global auto parts manufacturers, urged on by the sudden increase in assembly after 1995, began to enter Mexico, often through the acquisition of mid-sized Mexican producers. In order to meet the export production needs of Mexico's "big five" assemblers, many Mexican auto parts makers have modernized their production facilities with

advanced technology. According to the Mexican Auto-Parts Industry Association, the estimated investment allocated to the automotive sector between 1998 and 2000 will be around US\$6.4 billion.

Packaging and container industry

According to the Mexican Packaging and Container Association, Mexico produced 5.5 million tonnes of packaging and container supplies in 1997. This primarily consisted of metal, glass, cardboard and plastic containers. A new category, called "integrators" (*integradoras*), which uses a hybrid of materials, is increasing in market presence. In 1998, the Mexican packaging sector invested over US\$671 million in AMT, safety, environmental and security equipment.

See Potential?

Do you think your company has the potential to successfully export AMT equipment to Mexico? Learn more about the exciting opportunities in Mexico's AMT sector by accessing the full market report *The Advanced Manufacturing Technologies Market in Mexico*, prepared by the Team Canada Market Research Centre. The report is available on line at www.infoexport.gc.ca



www.infoexport.gc.ca

Could this be your market?

Complete report at www.infoexport.gc.ca

Advanced Manufacturing Technologies

➔ Access our market studies

Science North's Trip Down South Pays Off

by Jim Marchbank, CEO of Science North in Sudbury (reprinted from Muse)

Late in the summer of 1997, I was surprised to be invited to join the next Team Canada Trade Mission on its trip to Mexico, Brazil, Argentina and Chile in January 1998.

I discovered that the mission was broadening its representation to include small and medium-sized enterprises from all regions of the country. The Ontario Ministry of Northern Development and FedNor, the federal economic development agency for our region, had recommended my participation. They knew that Science North had recently begun a significant export business.

I soon received the official invitation and accepted. Science North had made a previous sale in Mexico, but had no commercial contacts in the other countries. Our board chair and senior management team thought there would be an opportunity for future sales in these countries. The trip would raise the profile of Science North with science centres in Latin America and within government and business circles throughout Canada that knew little of our export activities.

Opening doors

It was very prestigious to be able to invite a business prospect in a foreign country to an event featuring his or her president and the Prime Minister of Canada. The other great advantage is access to our country's leaders. On every flight, the first ministers talked to participants, asking how they could help. At each stop, provincial delegations had breakfasts that provided access to respective premiers.

The patron of the Centro Interactivo in Santiago is The First Lady of Chile. I knew Premier Mike Harris would meet her and I would not, though I would visit the centre and meet with its staff. I asked the Premier if he would talk with her about Science North. With a few briefing notes in hand, he readily agreed. On the flight home, he told me he had spoken to both the First Lady and Chile's Minister of Education. I don't think it's a

coincidence that we subsequently sold three exhibits to the Centro Interactivo.

Team Canada was also a great opportunity to promote Science North's export activities at home. The announcement that four Sudbury businesspeople and I would be participants was covered by newspapers, radio and television. I was interviewed on radio while in Buenos Aires. Sudbury's Member of Parliament and Minister of International Relations, Diane Marleau, held a media event with FedNor upon our return. Our stakeholders were interested to know that we are entrepreneurial, seeking business profits to support ourselves and not just fundraising or seeking taxpayers' money.

Worth the trip

I would go on another Team Canada mission — our sales more than paid for the trip. I would also urge others in the museum and cultural field to try to participate in the future. Canada's opportunity for cultural exports is under-exploited. In many countries, governments fund museums and culture, making the political leadership of Team Canada a great vehicle to open doors for cultural exports.

Most of the almost 50 [education and culture] delegates on the mission came from the formal education business, or were presidents of universities and community colleges. I was the only one from a science centre (or, the non-formal education sector). The museum community should actively participate in these opportunities in the future.

The original article entitled "The Team Canada Mission," appeared in Muse, Volume XVII/1, No. 1, April 1999. Reproduced with the permission of the Canadian Museums Association.

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Get your registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-667-3802 or (613) 944-4946, from the National Capital Region.



DFAIT's Internet Resource for the International Aspects of Y2K

In the spring of 1999, the Department of Foreign Affairs and International Trade (DFAIT) established the following Y2K Web site <http://www.dfait-maeci.gc.ca/y2k> to assist Canadian businesses working on the international aspects of Y2K. This was one part of DFAIT's role to co-ordinate the Government of Canada's response to the international aspects of the Year 2000 problem.

A major focus for the Department has been its work to assess the risks to Canada of potential Y2K failures abroad. Although international Y2K-related failures have the potential to affect Canadians in a variety of ways, their effects on Canadian businesses have remained a particular concern. In part, DFAIT's Web site was developed as a response to this concern.

Various sources have suggested that Canadian firms have not done enough to assess the Y2K readiness of their foreign clients, suppliers and service providers. There seems to have been an assumption that as long as the domestic situation was well in hand, Canadian businesses had little to worry about. However, now that significant progress has been achieved in Canada, attention is turning to international supply chains and export markets.

Web site designed to help

DFAIT's Web site was designed to communicate the importance of the international Y2K issue to Canadians and help them to minimize its effects. In addition to advisories for Canadians travelling and doing business internationally, several other sources

detailing country readiness are also listed on the Web site, including countries' national Y2K sites.

The DFAIT site also links to the Web sites of the international organizations which have been working on Y2K. The Bank for International Settlements, the International Telecommunication Union, and the Organization for Economic Cooperation and Development are

just a few examples of organizations which have made their country- and infrastructure-specific research publicly available through their Web sites. Several private-sector organizations have also produced useful information including the Gartner Group and Global 2000.

Although the links and the information on the DFAIT site are not exhaustive, they should help answer many of your concerns and point you in the right direction.

Contingency plans key

With the new year only a few months away, it is still unclear exactly what effects and impacts Y2K-related failures will have. As a consequence, contingency plans

cannot be stressed enough. And while the task of collecting more timely and pertinent information may seem daunting, consider the potential impact if you are not prepared.

The Web site has been developed with the objective of helping you better understand where Y2K-related failures are likely to occur and provide you with resources to help mitigate against these potential failures.

A reminder **TAX RELIEF TO HELP YOU MEET THE Y2K CHALLENGE**

The federal government is providing special tax relief to help small and medium-sized businesses solve their Year 2000 (Y2K) computer problems.

The program applies to the cost of hardware and software acquired between January 1, 1998 and October 31, 1999, to replace equipment that is not Y2K compliant.

The tax relief takes the form of accelerated capital cost allowance (CCA) deductions of up to \$50,000. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

For more information, contact your local Revenue Canada Tax Services office.

Opportunities for Sporting Goods and Leisure Products in Japan

The emphasis on good health and personal development in Japan has increased the potential to market sporting goods and leisure products there. In fact, the Japanese government recently declared that the market pertaining to quality of life and culture will be growth areas in the future.

Statistics convey that during the 1990s, time spent on leisure activities (36 per cent) surpassed that related to occupation (33 per cent) for the first time in Japanese history. The current trend of engaging in healthy exercise and sporting activities from all segments of the Japanese population is a good incentive to do business in Japan.

Market size and categories

The Japanese market for sporting goods and sportswear is valued at \$34 billion annually. Even though imports of sporting goods and equipment declined by 10 per cent in 1998 (due to the economic recession in Japan), the rebound of the Japanese economy should reverse that trend by the year 2000.

The market for sporting goods can be divided into five categories: golf-related (\$4.5 billion); outdoor-related (\$4.1 billion); ski-related (\$3.6 billion); casual sports (\$3.1 billion); and fitness-related (\$350 million). Sportswear would add another \$6.7 billion to the value of the sector. Currently, imports from Canada are heavily concentrated in two categories: pleasure craft (\$30 million, or 10-15 per cent of Japan's total imports); and bicycles (\$15 million, or 3-4 per cent of total imports).

Company profiles

Sporting goods and leisure products opportunities in the market expand-

ed to include all segments of the Japanese population.

The trend towards exercise has incorporated not only youth but the elderly as well. Because of the aging Japanese population (the fastest growing with the world's highest life expectancy) marketing products designed for citizens over 50 will be desirable.

With an emerging "active aging" population, the sector for sporting goods and leisure products will broaden to include low-impact sports such as golf, hiking, aerobics, aquaerobics and fishing which have become increasingly popular among this generally wealthy segment of the population. Other emerging interests include gardening, aromatherapy, hobbies and crafts, music and other personal development activities.

Another important segment to consider for promoting sporting goods and leisure products is known as the "trend setters" of the last 20 years, having advanced in age to become the new generation of active working-age consumers.

For instance, in line with new business and professional trends, some companies have chosen to invest in bicycles for local delivery of products and services rather than providing a company vehicle. Because this age group will be younger than the "silver" generation, they will be able to engage in both intensely physical

sports and personal development activities. However, this group will have less time and financial resources due to family and professional pressures, making it important to market sporting goods and products that take time and financial pressures into consideration.

Opportunities

There are many opportunities for Canadian exporters in this sector. Canadian manufacturers have expertise and experience in the design of sporting goods, including snowboards, snowshoes, ice hockey, mountaineer and camping equipment and accessories as well as associated winter outer wear.

The distinct parallel between Canadian expertise in sporting goods and leisure products and Japanese demand for high-quality products creates an attractive market opportunity. Because Canada's image in Japan portrays the rugged outdoors and a high quality of life where people enjoy sports and leisure, businesses should be able to effectively exploit this image in Japan.

Focus on quality and adaptability

Since Japanese consumers are extremely quality conscious, Canadian exporters should promote products that are clearly superior in quality to other foreign brands. Canadian firms

Continued on page 16 — Opportunities

Focus on *The Arts and Cultural Industries*

MESSAGE FROM THE MINISTER FOR INTERNATIONAL TRADE

Artists have a deep role to play in our society. They not only express ideas but they articulate our emotions and give them shape and meaning. Artists help us to humanize globalization by giving us a better sense — through their creations — of our feelings, and letting us discover our identity.



Canada is rich in many respects, including artistic and cultural creations, which reflect and mirror our unique identity, including our aesthetic need through works of art that are highly valued at home and abroad.

These creations are distinct from other goods and services. On the one hand, books, radio and television, sound recordings, films and visual arts help to shape our sense of identity. They play an important role in defining Canadian society, in developing our understanding of one another and in giving us a sense of pride in who we are as a nation and as a people. To this end, the government strives to promote Canadian culture and to ensure that it continues to endure in an increasingly integrated world.

On the other hand, cultural goods and services are marketable commodities. Our arts and cultural industries are composed of highly competitive products and services that have a profound impact on the Canadian economy. They contribute significantly to our overall prosperity by creating wealth — over \$20 billion to our GDP — and employment — over 600,000 jobs.

Canada's arts and cultural commodities and activities also enjoy much success abroad. The phenomenal achievements of our recording artists and companies bring substantial benefits to Canada, not to mention our film and television production industry.

However, we need to spread the word further — to let the world know that Canadian artists and performers have tremendous gifts to offer. This is where the Department of Foreign Affairs and International Trade comes in. Through the Arts and Cultural Industries Promotion Division, we work with our partners — other federal and provincial departments and agencies and industry associations — to stimulate and promote our arts and cultural industries around the world.

This special CanadExport supplement illustrates the tremendous value and benefit of these industries. And, for those interested in pursuing international trade opportunities, there is a wide array of resources at their disposal — not only through my department, but through Team Canada Inc and its network of partners and members across the country.

I invite you to take the time to familiarize yourself, through this supplement, with a Canadian "resource" that enriches our lives both economically and culturally, and with the organizations that strive to promote the depth of Canadian talent.

Pierre S. Pettigrew





**THE ARTS AND CULTURAL INDUSTRIES
PROMOTION DIVISION**

*We're your channel to the big picture!
We'll help you access DFAIT...
and tune into the world!*

SPREADING THE WORD THE WORLD OVER

The Department of Foreign Affairs and International Trade (DFAIT) fully recognizes the importance of Canada's arts and cultural industries to our economic and social well-being and to promoting our cultural values. Through a twofold mandate the **Arts and Cultural Industries Promotion Division** works to help Canadian exporters compete and succeed in international markets and to present Canada's image abroad.

The **Cultural Industries Section** assists associations and individuals with their international marketing efforts by providing them with market information, intelligence and trade development tools and by working with arts and cultural industries to develop export strategies and build and consolidate global networks. This section promotes trade activities in **sound recording, multimedia, book publishing, visual arts, contemporary crafts, museum goods and services, Aboriginal cultural industries, and film and television**. It also provides information and tools to Canadian diplomatic missions abroad to help them promote Canadian cultural industries in international markets.

The **Arts Promotion Section** promotes Canadian culture internationally by providing financial support to professional artists and cultural organizations to showcase their work abroad. It provides policy guidance to the Department, including Canadian missions abroad, to maximize the impact of Canadian cultural events in foreign countries and also helps Canadian artists to pursue their international initiatives.

The Arts and Cultural Industries Promotion Division, however, doesn't do this alone. It works co-operatively with a network of partners such as other departmental divisions, Canada's International Trade Centres (located in each province), other government departments and agencies like

the Department of Canadian Heritage, Industry Canada, Statistics Canada and the Canada Council for the Arts as well as a great many arts and cultural industry associations.

Key Internet Sites

- Department of Foreign Affairs and International Trade: www.dfait-maeci.gc.ca
- Department of Canadian Heritage: www.pch.gc.ca
- Industry Canada: www.strategis.ic.gc.ca
- Statistics Canada: www.statcan.ca
- Canada Council for the Arts: www.canadacouncil.ca

Arts and Culture on the Web

One of the best places to learn about Canada's arts and cultural industries is the Arts and Cultural Industries Promotion Division Web site – www.dfait-maeci.gc.ca/arts

In June 1998, DFAIT added a new section to its Internet site specifically for exporters of arts and cultural commodities and services. It's called *Business Development - Arts and Cultural Industries*. You can find it under the heading *Arts and Cultural Industries*.

This site is designed to help Canadian arts and cultural businesses link to other key trade and business development sites such as *ExportSource*, *InfoExport*, *WIN Exports* and *Strategis*, as well as to give them easy access to the Department's comprehensive collection of international market reports.

What's Inside

If your business is in:

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- Book Publishing see pp. 6-7
- Sound Recording see pp. 7-8
- Multimedia see pp. 8-9
- Contemporary Crafts see p.10
- Aboriginal Arts and Crafts see pp. 10-11
- Museum Goods and Services see pp. 12-13
- Visual Arts see pp. 13-14
- Canadian Youth and Culture see p. 15

FILM AND TELEVISION

The message is in the medium

In 1997-98, film and television production sales topped \$3 billion for the first time. Indeed, the sector has been growing much faster (9.3 per cent since 1993-94) than the Canadian economy over the past four years. Canadian production remained relatively stable at \$1.09 billion, while location shooting posted the most significant annual gain, \$50 million. Direct jobs grew by 2.2 per cent to more than 31,000, while direct and indirect jobs combined reached 81,000.

A Rising Star (Film and Video)

The words film and video are typically associated with movie theatres and video outlets. But in Canada, the film and video industry is much broader. While it includes theatrical features and music videos, it also encompasses television productions and commercials, corporate, government and educational films and videos and a variety of other productions.

Although the industry is dominated by the United States, Canada has earned a reputation for producing thematically rich and technologically sophisticated films. Some Canadian movies such as *The Sweet Hereafter*, *Black Robe*, *Jésus de Montréal*, *Exotica*, *Le Confessionnal*, *Margaret's Museum*, *The Hanging Garden* and *Cube* have achieved national and international acclaim. Recently, *The Red Violin*, a multi-

country co-production by Canadian François Girard, received international accolades and recognition. The Department of Foreign Affairs and International Trade's Canadian representatives abroad organized special screenings of *The Red Violin* in Los Angeles, Washington, D.C., Mexico City, Taipei and Tokyo, all of which played to full houses which included local film community decision makers.

Canadian achievement and expertise in film makes Canada an attractive choice for alliances and partnerships. Indeed, co-productions can be a key to success, securing financial backing and allowing for creative collaboration. Official co-production agreements between Canada and other countries enable Canadian and foreign producers to pool their resources and benefit from national production status in the countries involved. In Canada, these co-productions are eligible for assistance from various public support programs including Telefilm Canada's Feature Film Fund, the Canadian Television Fund's Equity Investment Program and Licence Fee Program as well as federal and provincial government tax credits.

Canadian creativity and vision coupled with credits/incentives have made co-productions with Canada an appealing option for foreign producers. In fact, the number of co-production treaties has increased from five in the early 1980s to 44 (covering 52 countries) today. In 1997, co-productions generated over \$500 million, bringing the 10-year total to more than \$2 billion. In this area, Canada is most active with France, but there is growing

interest in Great Britain, Germany, Ireland, Australia and New Zealand.

Canada's presence in the global film industry is becoming more established as the influence of dynamic Canadian filmmakers such as Atom Egoyan, David Cronenberg and Claude Gagnon continues to grow in European, Asian and Latin American markets. David Cronenberg's appointment as the President of the Jury at the *Cannes International Film Festival* is a significant recognition of Canada's contributions to the world of film. Foreign investments also play a greater role in funding Canadian films. In 1994-95, direct foreign investments totalled close to \$212 million, almost a 200-per cent increase since 1991-92.

Canadian producers have also developed a formidable reputation in children's and animated programs. Many of the top-rated programs in these two genres are Canadian and producers such as *Breakthrough*, *CINAR*, *Funbag*, *Mainframe* and *Nelvana* have captured large audiences. Children around the world know and love *Dudley the Dragon*, *Wimzie's House*, *Reboot*, *Rupert* and *The New Tales from the Cryptkeeper*, all Canadian characters and programs.

Participation in key international festivals is one of the best ways to make sales, find co-production and co-financing partners and promote Canadian film and television programming. Over the years, a number of Canadian festivals have become internationally acclaimed events.

Continued on page 4

The Arts and Cultural Industries Promotion Division supports the following Canadian festivals:

- Local Heroes International Screen Festival (13th), Winnipeg (www.nsi.canada.ca)
- International Festival of Films on Art (17th), Montreal (514-874-1637)
- Hot Docs '99 - Canadian International Documentary Film Festival, Toronto (www.hotdocs.ca)
- Toronto Worldwide Short Film Festival (416-535-8506)
- Banff Television Festival (20th) (www.banftvfest.ca)
- Montreal World Film Festival (514-843-3883)
- Toronto International Film Festival & Symposium '99 (www.bell.ca/filmfest)
- Atlantic Film Festival (19th) (www.atlanticfilm.com)
- Vancouver International Film Festival, Trade Forum & New Filmmakers Day (www.viff.org)
- International Student Animation Festival of Ottawa (613-232-8769)
- Festival international du Nouveau Cinéma et des Nouveaux Médias, Montreal (www.fcmm.com).

This year, the Arts and Cultural Industries Promotion Division sponsored two successful business development events at the Banff Television Festival – *Breakfast with Italy* and *Breakfast with China*. A delegation from Italy, including Canada's Ambassador Jeremy Kinsman and a delegation from Shanghai, organized by the Canadian Consulate, participated in the festival and offered insights into business opportunities in their respective countries. Efforts to raise awareness of Canada's capabilities in film among international decision makers is one of the Department's priorities.

Carving a Canadian Broadcasting System (Television)

In the broadcasting sector, Canadian programming and distribution companies provide radio and television services to every region in the country, including conventional, specialty, pay and pay-per-view services and in-house television production, which are distributed by cable, over-the-air, direct-to-home satellite and other technologies.

Canadian Films Captivate International Audiences

In September 1997, Thom Fitzgerald's *The Hanging Garden*, Triptych Media Inc.'s second production, won the Air Canada People's Choice Award at the Toronto Film Festival – *LA Confidential* took second place.

Producer/Partner Robin Cass and two colleagues joined forces in 1991 while working on *Zero Patience*. By the time it was released they decided to merge, forming Triptych Media Inc. in 1994. Since then, the company has been incredibly successful with 13 projects currently in development and two major feature films and a prime-time drama under its belt.

Since the release of its first film *Lillies*, Triptych has been actively exporting all over the world. Today, close to 40 per cent of its total revenues come from sales to the United States, United Kingdom, Germany, Italy, Belgium, South America, South Africa, Australia, New Zealand, Asia and Scandinavia.

"The industry is really poised to mature," says Cass of the Canadian film and television industry. "I think it's very significant that the most talented people from abroad now want to work with people in Canada as equal partners. I'm enormously optimistic and thrilled to be part of it."

Globally, Canada's broadcasting sector is in excellent shape. The recent popularity of satellite distribution, the explosion of cable services in Korea, Taiwan and other Asian countries and of pay-TV in Latin America has opened up markets for new programming services worldwide.

Although the world market is dominated by a few powerhouses, there is room for strong niche players. The proven expertise of Canada's programming companies bodes well for them to access these markets, many of which having already done so with considerable success. For example, CanWest-Global has acquired commercial television properties in Australia, New Zealand and Chile; MuchMusic has entered the United States and other markets; Power Broadcasting is a major investor in nine European countries; and CBC/Power's TRIO and Newsworld services are widely distributed throughout North America.

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Stay Tuned ... to Canadian Television

Canada's independent television production sector produces over 2,000 hours of live-action, documentary, children's and animation shows for public, private and specialty services annually. Leading the way are **Alliance Atlantis Communications, Nelvana Enterprises Inc., CINAR Films Inc., Mainframe Entertainment Inc., Salter Street Films, Sullivan Entertainment International Inc., Coscient Group, Malofilm Communications Corporation and Paragon Entertainment Corporation.** And, although most of their programming finds a home on Canadian screens, much of it is aimed at foreign markets, accounting for over 70 per cent of total revenues.

Thematic programming, funded through pay and specialty TV services, for example on *The Learning Channel, Women's Television Network, Discovery and Bravo*, is provided by broadcasters licensed by the Canadian Radio-television and Telecommunications Commission (CRTC). These services not only address viewers' demands for greater choice, they also open new windows for Canadian programming. The past year has been particularly successful for television production in English Canada, with new dramas such as *Cold Squad, Made in Canada, Power Play* and *Da Vinci's Inquest* strengthening a roster of existing successful Canadian shows such as *Emily of New Moon, Nikita, Traders, Due South, Black Harbour, Psi Factor* and *Outer Limits*.

Government/Industry Support

Through its financial support, **Telefilm Canada** helps to strengthen the competitive position of Canadian films, TV programs and videos. It also works to raise the export profile of Canadian companies and assist them in developing marketing and promotion strategies. In 1997-98, Telefilm Canada contributed \$28.6 million to Canadian feature films, including such award-winning productions as *Don McKellar's Last Night, Nô* by Robert Lepage, *Boy Meets Girl* by Jerry Ciccoritti and Denis Villeneuve's *Un 32 août sur terre*.

The **National Film Board of Canada (NFB)** promotes Canadian films by acting as co-producer and full partner in film, video and multimedia productions with independent Canadian producers. The NFB also assists emerging filmmakers through its **Filmmaker Assistance Program (FAP)** and **Aide au cinéma indépendant Canada (ACIC)**, as well as its recently introduced **Aboriginal Filmmaking Program**.

The **Canadian Film and Television Production Association (CFTPA)** represents over 400 independent production companies in Canada. It promotes the industry by lobbying government on policy matters, negotiating labour agreements on behalf of independent producers and offering educational training programs and seminars. Working closely with the CFTPA, **l'Association des producteurs de films et de télévision du Québec (APFTQ)** represents over 100 companies in Quebec.

In 1997-98, the **Canadian Television Fund's** \$177 million financed 1,911 hours of programming – 330 television programs and 17 feature films. The **Media Arts Section of the Canada Council for the Arts** offers grants and services to emerging and professional artists working in film, video, audio and new media.

There are other stakeholders who represent the interests of the Canadian film and television industry. The **Canadian Association of Film Distributors and Exporters** works with the Canadian motion picture and television industry to strengthen its distribution and export activities. The **Directors Guild of Canada** represents directors, production and location managers, production designers, art directors and editors across Canada.

Key Internet Sites

- Telefilm Canada: www.telefilm.gc.ca
- National Film Board of Canada: www.nfb.ca
- Canadian Film and Television Production Association: www.cftpa.ca
- Canadian Association of Broadcasters: www.cab-acr.ca
- British Columbia Film: www.bcfilm.bc.ca
- BC Film Commission: bcfilmcommission.com
- Film NB: www.gov.nb.ca/filmnb
- Manitoba Film and Sound Recording Development Corporation: www.mbfilmsound.mb.ca
- Nova Scotia Film Development Corporation: www.film.ns.ca
- Ontario Film Development Corporation: www.to-ontfilm.com
- La Société de développement des entreprises culturelles: www.sodec.gouv.qc.ca
- SaskFilm and Video Development Corporation: saskfilm@sk.sympatico.ca (e-mail)
- Yukon Film Commission: www.reelyukon.com

Tapping into the World

Toronto-based Chum City International, the distribution and development arm of Chum Television and part of Chum Limited, is one of Canada's premier broadcasting enterprises. The Chum group currently owns and operates 24 radio stations and 14 television stations in Canada, including *CablePulse 24* and *MuchMusic*.

Eight years ago, Chum Television made its first international sale of *Fashion Television* to the United Kingdom. Since then, distribution has skyrocketed and Chum now airs in 130 countries worldwide.

Stephen Tapp, Vice-President and General Manager of ChumCity International, spends much of his time overseas meeting current and potential partners or attending trade shows.

Soon, Chum Television and Chum City International expect to have at least three or four additional franchises in South America and Europe. Already there is *MuchaMusica* in Argentina and *CityTV Bogotá* in Colombia and *Jyrki* in Finland. "Within three years I predict we're going to experience exceptional growth," says Tapp. "Given the kind of deals we already have with these countries, I believe we're going to triple our current international growth."

BOOK PUBLISHING

Reading the Fine Print

Canadian authors and the Canadian book publishing industry play a vital role in communicating Canadian perspectives on the arts and sciences as well as on national and world issues. Works by such Canadian novelists as Michel Tremblay, Timothy Findlay, Margaret Atwood, Gabrielle Roy, Michael Ondaatje, Anne Hébert, Alice Munro, Carol Shields and others have won a dedicated following, both in Canada and throughout the world.

Internationally, direct exports of Canadian books more than tripled between 1990-91 and 1996-97, from \$40.5 million to \$121.5 million. Total export sales, which include sales of rights to books by Canadians, reached \$132.5 million in 1996-97.

The Department has been actively supporting the book publishing industry by providing funding to the Association for the Export of Canadian Books (AECB). These funds enable Canadian representation at major international book fairs in London, Bologna, Frankfurt and Guadalajara. In the coming months DFAIT will also be developing market studies for the United States, Argentina and Mexico. Look for these studies on the Arts and Cultural Industries Web site.

The AECB is an umbrella association representing a number of book publishing associations such as the Association nationale des éditeurs de livres (ANEL), which ensures that Francophone publishers have a presence at international book fairs. Through its international promotional wing, Quebec Edition, the ANEL participated in the 1999 Paris Book Fair, where Quebec succeeded Brazil as guest of honour.

With assistance from the Arts and Cultural Industries Promotion Division and the Program for Export Market Development, the Canadian book publishing industry has been able to strengthen its presence in major foreign markets. The Department of Foreign Affairs and International Trade has supported the industry's export objectives, and an increasing number of Canadian publishers are now deriving significant revenues from sales of foreign rights and finished books to foreign companies.

Suzanne Bossé, Executive Director
Association for the Export of Canadian Books

There are a variety of grants and export programs available to Canadian book publishers. The Department of Canadian Heritage provides export assistance to help publishers participate in international events and negotiate foreign distribution and sales agreements.

The Canada Council for the Arts provides grants to offset the costs of publishing books by Canadian authors and helps publishers mount promotional tours, cover translation costs and take part in promotional and marketing events. The Aid to Scholarly Publications Program of the Humanities and Social Sciences Federation of Canada directly supports the production of scholarly works by Canadian authors.

The Cultural Industries Development Fund, created in 1991 by Canadian Heritage and administered by the Business Development Bank of Canada, supports small and medium-sized arts and cultural businesses.

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Key Internet Sites

- Association for the Export of Canadian Books:
www.aecb.org
- Association of Canadian Publishers:
www.publishers.ca
- Association nationale des éditeurs de livres:
www.anel.org
- Canadian Centres for Studies in Publishing:
www.harbour.sfu.ca/ccsp/ccsp.html
- Canadian Children's Book Centre:
www.sympatico.ca/ccbc
- Canadian Publishers' Council: www.pubcouncil.ca
- The Writers' Union of Canada:
www.swift.com/twuc/

The Little Press that Did

With 27 years of publishing experience, Valerie Hussey, President and CEO of Kids Can Press Ltd. in Toronto, knows the business in and out.

Specializing in the publication of children's literature, Kids Can Press has only 35 employees yet produces over 45 books a year and is very active internationally. "We made our first export sale in 1983 and haven't looked back since," recalls Hussey. Today, Africa is the only continent to which it is not fully exporting.

One of its most popular characters is *Franklin*, with more than 16 million books sold worldwide. *Franklin* is the most popular series ever created in Canada, occupying the top spot in the two most important children's television networks in the United States, *Nichelodeon* and *PBS*.

Although Hussey is aware of the massive size of the international marketplace, she is confident her company can respond quickly and efficiently. "By maintaining a very high standard we've been able to be effective although we're a small company."

SOUND RECORDING

Waking UP the Neighbours

The tidal wave of sales and success for Alanis Morissette, Céline Dion, Bryan Adams, Shania Twain and Sarah McLachlan has the music industry the world over wondering if there is something magical in Canada's water.

Since 1989-90, the number of companies reporting to a survey of the sound recording industry has increased by 12 per cent. As well, releases and revenues soared by over 40 per cent. By 1993-94, there were well over 6,000 releases and revenues climbed to over \$860 million. Data from the Canadian Recording Industry Association indicate that Canadian-content releases grew 17 per cent and revenues 155 per cent since 1989-90. Revenues from the sale of music videos, singles and albums (including CDs and tapes) increased by more than \$113 million (22 per cent) between 1993 and 1996, reaching \$639 million.

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Many Canadian artists are successfully establishing themselves in markets around the world. It's impossible today to go into a record store in any major world market and not come across Canadian recordings. The Canadian Independent Record Production Association, in conjunction with government, will continue to expand its activities through events such as *Canada Stands* at music trade shows, "cyber" activities like Web sites which provide information about artists and releases and e-commerce initiatives which make available and sell Canadian recordings to the worldwide public.

Brian Chater, President

Canadian Independent Record Production Association (CIRPA)

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DFAIT will be working with CIRPA to develop a Canadian music database for Canadian consulates abroad to carry out detailed searches of the Canadian sound recording industry. Other departmental activities include developing cultural and export programs for Team Canada trade missions, organizing foreign buyers' missions to Canadian events such as the *East Coast Music Awards*, *Music West* and *Canadian Music Week*. Recently, the Department also provided its missions abroad with directories of the Canadian sound recording industry to assist them in their trade activities.

There are many organizations dedicated to helping Canadian recording companies take advantage of international market opportunities. CIRPA organizes *Canada Stands* at key international music trade events; missions to major Canadian trade shows are encouraged by Canadian embassies and DFAIT; and in partnership with Canadian Heritage, the Foundation to Assist Canadian Talent on Records and Musicaction help Canadian companies and artists finance foreign marketing, touring and exhibiting activities.

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Aboriginal Music Soulful and Successful

“Basically what we try to do is bring recognition to the beauty of Aboriginal culture through song and dance,” explains Brian Francis, President of **Eagle Eye Entertainment**, which specializes in recording, promoting and exporting Aboriginal talent like Eaglefeather.

Eaglefeather, an Aboriginal band whose sound is a combination of contemporary music and traditional drumming and chanting, captured its third Juno nomination in 1998 with its latest CD, *Message from a Drum*.

Eagle Eye began exporting in 1996. Before venturing into foreign territory, Francis intensively researched both the United States and European markets to determine where demand might be greatest. Interest in Aboriginal cultural products has been highest in Germany and France, but Francis and his team have also been active in Denmark, Austria and Switzerland.

This year, Francis is concentrating on gaining entry into the Japanese and Australian markets followed by Africa, Russia, Iceland and Greenland. “The response we get overseas is phenomenal,” Francis exclaims.

Key Internet Sites

- L'Association québécoise de l'industrie du disque, du spectacle et de la vidéo: www.adisq.com
- Canadian Country Music Association: www.ccma.org
- Canadian Independent Record Production Association: www.cirpa.ca
- Foundation to Assist Canadian Talent on Records: www.factor.ca
- Musicaction: www.musicaction.ca
- Canadian Recording Industry Association: www.cria.ca

MULTIMEDIA

A New Vision for a New Millennium

The multimedia, or new media industry, is relatively new. But it is growing “virtually” by leaps and bounds, especially with the popularity of personal computers and the rapid convergence of computing and telecommunications.

Highly interactive, multimedia combines content (text, pictures, sound, music, graphics, data, animation, full-motion video) to create a whole new world of communications products. Canada has just the right mix of education, content, technology, infrastructure, skill and know-how to be a world leader in this exciting new technology. The multimedia industry has become an innovative and effective way to inform and entertain. Largely delivered on CD-ROM or through the Internet, multimedia encompasses long-

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International Cultural Industries Trade Data

During the last few decades, arts and cultural industries and activities have become an important part of the Canadian economy, particularly in exports. The Canadian cultural sector, especially the film, television and sound recording industries, have made strong inroads into foreign markets.

A number of federal departments have recognized the need to obtain comprehensive and reliable data on cultural exports and imports. These statistics are essential to the cultural sector and help the Government to plan and implement an effective federal strategy on international trade and investment. Foreign Affairs and International Trade, Canadian Heritage, Industry Canada and Statistics Canada are currently involved in a multi-year project to produce accurate, timely trade statistics on the cultural industry. This project builds on an established base of statistical research and, in the next few years, the data will also accurately measure cultural trade in services and investment.

Focus on *The Arts and Cultural Industries*

distance learning products, virtual tours of heritage sites and interactive games for children.

Multimedia products will lead to fully interactive products which will soon be part of our everyday lives. These new products will have applications far beyond what we currently know. They will be found in business and industry, blurring the traditional definition of a cultural product. They are creating new markets for Canadian arts and cultural products at home and abroad in all areas of economic activity - business, education, health, government and entertainment, to name a few.

With its expertise in software development, digital animation and content creation, Canada is poised to

Recapturing the Magic of the Past

Lifeng Wang dedicated five years rebuilding the 900 acres of the Chinese Imperial Garden, which burned to the ground in 1860. He doesn't do this with hammers and nails or shovels and seeds but with computers. Now, thanks to the magic of multimedia technology, people can once again set foot in Yuan Ming Yuan, the Garden of Perfect Brightness, with Wang's 3-D adventure game.

Vancouver-based Xing-Xing Computer Graphics Inc., founded in 1994, began marketing *Lotus Spring*, its initial multimedia product, first with a demo at COMDEX in January 1999 and then with a finished copy at Milia in France the following month.

Both shows were incredibly successful for Xing-Xing. At Milia, Wang received offers from two French companies the day after unveiling *Lotus Spring*. By the third day, the president of one company, a leading CD-ROM publisher, signed a contract with Wang allowing him to manufacture and distribute 30,000 to 50,000 copies of *Lotus Spring*.

Wang projects revenues of \$1 million for 1999, not bad for a company with an initial investment of only \$50,000. With this influx of cash, Xing-Xing plans to assemble a team of 20 to 30 people to produce two new products a year.

excel in the multimedia world. In fact - from special effects for *Apollo 13* to *Titanic* and *Godzilla* - about 60 per cent of the software used in Hollywood is developed in Canada.

Multimedia is also an important new cultural industry, providing creative new ways to tell Canadian stories. In a world where borders are quickly fading, the availability of - and access to - Canadian content in both official languages is a great advantage to not only our multimedia producers but to all Canadians.

DFAIT is a member of an interdepartmental new media working group with Industry Canada, Canadian Heritage and Human Resources Development Canada which is compiling an inventory of all federal government programs which support new media projects and skills development. Look for this document in the fall on the Department's Arts and Cultural Industries Web site.

The Department also develops trade promotion activities, market reports and marketing programs for the arts and cultural industries. For example, for the last three years it has co-ordinated a partnering program at Milia in Cannes. Through these and other initiatives, DFAIT assists the Canadian multimedia industry to promote its products and services in the international marketplace.

Key Internet Sites

- Centre d'expertise et de services en applications multimédias: www.cesam.qc.ca
- Edmonton New Media Institute: www.enmi.ab.ca
- New Media North - Ottawa: www.ocri.ca
- New Media Fusion - Halifax: www.mfusion.com
- New Media West - Winnipeg: www.mancet.mb.ca
- SMART Toronto: www.sto.org
- Canadian Network for New Media Learning: www.christie.ab.ca/clc/
- New Media BC: www.newmediabc.com
- Saskatchewan New Media Developers Association: www.snmदा.org
- Telefilm Canada: www.telefilm.gc.ca
- Interactive Multimedia Arts & Technologies Association: www.imat.ca
- Canadian Advanced Technology Association: www.cata.ca
- Canadian Multimedia Centre: www.cdnttrade.com/mmpass.htm

CONTEMPORARY CRAFTS

Crafting a Canadian Cultural Fascination

The tradition of craft making is still very young in Canada. However, the Canadian crafts industry offers a broad range of products and is recognized internationally for its two major strengths: quality and originality.

Contemporary crafts include products ranging from the unique to the decorative to the utilitarian and encompass work in media such as ceramics, fibre, stone, metal, glass, wood, leather and paper. The sector produces everything from wood and metal sculptures to fashion and art jewellery, from architectural metal work to decorative and practical home or office objects, and many others.

The industry is comprised of businesses involved in creating, producing, marketing and distributing craft products and services. Generally, Canadian crafts are produced in large workshops or by artists and artisans in small studios or at home, and sold at local and international shows. They tend to sell their works through shops and craft shows in Canada and abroad.

Canadian craft producers targeting the gift industry do well in the United States at retail craft shows such as the *Philadelphia Buyers' Market of American Craft - Rosen Show*, or the "handmade" sections of wholesale gift shows like the *New York International Gift Fair*. The Canadian Embassy and consulates in the U.S. support the Canadian crafts industry by organizing New Exporters to Border States (NEBS) missions and "Rep" locator events as well as producing informative market reports.

Other craft producers target more specialized markets based on various themes or disciplines. Markets are usually international, where top-of-the-line products are sold and clients tend to be connoisseurs or art lovers. Canadian products, however, are not yet well known internationally. Increased visibility and participation in promotional events are keys to success in the many promising markets for crafts throughout the world.

Over the last four years, DFAIT's Arts and Cultural Industries Promotion Division has supported a strategy developed by the crafts industry targeting niche markets and key events such as the *Sculpture, Objects and Functional Art Show (SOFA)* in Chicago and New York. As a result, Canada has won considerable international recognition for its contemporary crafts.

Several Canadian craftspeople are now exhibiting and selling their work in American galleries and have received international press coverage. While the U.S. is still the most important market for crafts, European countries, particularly France, Italy and the United Kingdom are also becoming strong markets.

Key Internet Sites

- Canada Council for the Arts: www.canadacouncil.ca
- DFAIT - Business in the U.S.:
www.dfait-maeci.gc.ca/geo/usa/business-e.htm
- Alberta Crafts Council: www.albertacraft.ab.ca/
- Conseil des métiers d'art du Québec:
www.metiers-d-art.qc.ca/
- Craft Association of British Columbia:
www.ffa.ucalgary.ca/vca/crafts.htm
- Manitoba Crafts Council:
www.craftspace.org/home.htm
- Ontario Crafts Council: www.craft.on.ca/
- Saskatchewan Craft Council:
www.saskculture.sk.ca/scc/
- Harbourfront Centre - Craft:
www.culturenet.ca/harbour/programs/craft.htm

ABORIGINAL ARTS AND CRAFTS

Canadian Aboriginal art is as rich and diverse as the many nations it represents. It is defined by distinct cultures, languages and customs and as such it varies considerably across the country.

The Aboriginal arts and crafts industry spans the spectrum from contemporary fine art including painting, sculpture and carving to more traditional work such as bead work, birchbark baskets and quill work.

In Canada, the industry is characterized by a great many small producers who tend to work independently without affiliation to either regional or national organizations. As such, the informal nature of the industry and its broad range of products make it

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difficult to measure its total size or economic impact. Similarly, limited information is available on market sales and trends.

Much of the traditional arts and crafts is sold directly to consumers at gatherings such as powwows and First Peoples' festivals, which take place across Canada and the United States, primarily in the summer. Other venues include wholesale sales to native stores, general, airport and museum gift shops and western and souvenir shops.

Internationally, Aboriginal work tends to be labelled as ethnographic rather than as a contemporary art form. However, this perception is gradually changing as more contemporary artists enter the international arena and exhibit and sell their work through public and private galleries and museums. Jane Ash Poitras, David Ruben Piquoukun, Dempsey Bob, Bob Boyer, Norval Morrisseau and Bill Reid are among the many Canadian contemporary artists gaining recognition in Europe, the United States and Asia.

Native Crafts with Worldwide Appeal

For someone who started her business as a means of survival, Sandy Monague, owner of Monague Native Crafts, has come a long way.

Monague, who makes native giftware products such as jewellery, dream catchers, pottery and spirit chimes used to drive across Canada living and selling out of her van. When demand grew, she drew up a catalogue and set up a permanent office in Mission, British Columbia. Soon after, she started her cottage industry employing people from the neighbouring community. Today, Monague and her family live and work out of their home in Waywayseecappo, Manitoba, but stay in touch with the B.C. office.

Monague's sales doubled every year between 1989 and 1993 and then started to level out. It was around this time that she received inquiries from the United States and Germany and decided to expand the business. Exports, which once represented only 2 per cent of total sales, now account for 30 per cent, with half going to the U.S. and the rest overseas. The company now exports to the United Kingdom, Italy and Japan.

The Government has a long history of supporting Canadian Aboriginal arts and crafts abroad. In the 1950s, federal and Northern Canadian governments made a concerted effort to promote Inuit art in foreign markets – and it has paid off! Inuit art galleries are now all over the world, with numerous retail outlets in the U.S. and several in Europe.

In recent years, the Canadian government, notably Industry Canada through Aboriginal Business Canada (ABC) and DFAIT, has initiated export programs for Aboriginal arts and crafts. Several missions to American trade shows have been organized – the next one, scheduled for October 1-3, 1999, to Mesa, Arizona, is tied to the wholesale market of the Indian Arts and Crafts Association – and market reports for Aboriginal arts and crafts in the U.S. have been published.

The first notable marketing effort in Europe was at the *International Frankfurt Fair* (renamed *Tendance*) in 1995, followed by several missions to different parts of Europe. As a result of these initiatives, a growing number of native wholesalers and producers now attend international trade shows, have distribution agreements across the U.S. and Europe and have held exhibits in a number of private galleries. Some of the more popular U.S. shows which feature the work of Canadian Aboriginal artists are the *Indian Arts and Crafts Association Trade Show* in Colorado and Arizona, the *Smoky Mountain Gift Show* in Tennessee and the *Oasis Gift Show* in Arizona.

As the fascination with North American Aboriginal cultures grows, and along with it, the appeal of Canada's spaciousness, wildlife, clean lakes and rivers, forests and mountains, Aboriginal arts and crafts are steadily forging their way into export markets.

Key Internet Sites

- Aboriginal Business Canada: www.abc.gc.ca
- Department of Indian Affairs and Northern Development; Inuit Art Centre: www.inac.gc.ca
- Canada Council for the Arts: www.canadacouncil.ca
- Inuit Art Foundation: www.inuitart.org
- Banff Centre for the Arts: www.banffcentre.ab.ca/mva
- Aboriginal Business Map: www.aboriginalmap.ic.gc.ca

MUSEUM GOODS AND SERVICES

Marketing Canada's Heritage Know-how

Canada's 2,300 museums and their many affiliated associations, including a small core of professional consultants who work directly with museums across the country, form one of the strongest networks of heritage professionals in the world.

Throughout the 1970s and 1980s, Canada's museum growth was substantial due to significant government funding. In recent years, however, this public funding has declined considerably and museums have had to become more self-reliant and, often, more entrepreneurial. Identifying opportunities to promote their programs and services to generate revenues has thus become much more important for this new breed of entrepreneurial museums.

Centre Masters Science of International Success

According to Grant Troop, Associate Director for International Marketing, the Ontario Science Centre is a science museum - but one based on interactive exhibiting rather than collections. In fact, it is the world's first interactive science museum.

"Anything we want we can build here," Troop proudly states of the Centre's 30,000 square feet of high-tech manufacturing capacity. Troop says this is the Centre's biggest competitive advantage and the basis of its leap into international sales.

In the early 1980s inquiries began pouring in from other museums looking to install similar exhibits. So, the Centre assembled a collection called the *Science Circus*, made up of 50 popular exhibits covering a broad range of science fundamentals. It was an instant success!

Since then it has helped open the first science centres in Turkey, Thailand, Northern Ireland, South Africa and the United Arab Emirates. It is now building a custom exhibition for the National Education Association in Washington, D.C. and plans to produce three original exhibits for a new science museum in Japan.

Some of the larger museums have begun to develop consulting services, making the expertise of senior staff members in particular areas (conservation, registration, information technology) available in Canada and abroad. Canadian museums have achieved international recognition for their expertise in planning, management and training. Institutions such as the Ontario Science Centre and the Royal Ontario Museum provide consulting services in developing museum exhibits and the Canadian Museum of Civilization actively exports its multimedia and exhibition products throughout the world. The expertise of the Canadian Heritage Information Network (CHIN) and the Canadian Conservation Institute (CCI), both of the Department of Canadian Heritage, is sought by institutions the world over.

In the private sector, specialized museologists, curators, exhibit designers and architects work as consultants in Canada and throughout the world. They have taken their expertise in areas such as feasibility studies for expanded or new institutions, strategic planning, exhibit and audience development and museum management practices to markets in France, Africa, Scandinavia, Saudi Arabia and Singapore. In many instances, Canadian missions abroad, notably in Asia, have helped by identifying contacts for these consulting firms.

Over the years, the number of Canadian commercial suppliers for museum technology and equipment, including collections, storage furniture, security and audio tour guides has grown considerably. Several of these suppliers are already successfully exporting to the United States.

Museums have also moved into the commercial realm, operating museum shops and art rental services. As an extension of these commercial operations, museums have broadened the scope of their retail product development and are increasingly involved as wholesalers as well as retailers of custom-manufactured products.

The development of the cultural wholesale sector is encouraged by the Canadian Museums Association (CMA) through its Museum Shop Initiative and its Retail Operations Special Interest Group. In 1998, the CMA, with the support of DFAIT's Arts and Cultural Industries Promotion Division, began a three-year international marketing strategy to identify

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market opportunities and assist in developing and distributing promising cultural products. Last May, the CMA exhibited at the *Museum Stores Association Expo* in Dallas/Fort Worth and plans are under way for future international trade shows. Canadian museums currently have more than 500 products available for export and the CMA is preparing a wholesale catalogue which is expected to be issued in the spring of 2000.

Key Internet Sites

- Canadian Museums Association; Canadian Art Museum Directors Organization; Canadian Association for Conservation of Cultural Property: www.museums.ca
- Canadian Conservation Institute: www.pch.gc.ca/ccci-icc
- Centre for Exhibition Exchange: www.rcip.gc.ca/cee
- The Great Canadian Guide: www.daryl.chin.gc.ca/Museums

VISUAL ARTS

Seeing is Believing

Canada's rich collection of visual artwork is gaining international recognition with its high quality, innovative styles and wide range of media. The visual arts has seen significant growth over the past three decades. Canada has made great strides in organizing exhibitions and achieving sales and recognition for its artists abroad over the last decade.

There are several organizations such as DFAIT's Arts and Cultural Industries Promotion Division, Canadian embassies and consulates abroad, the Canada Council for the Arts and provincial governments involved in helping the Canadian visual arts sector achieve international exposure and sales.

Canada's contemporary artists are regular participants in major international events such as the *Venice, São Paulo* and *Sydney Biennials* and *Dokumenta* in Germany. For example, Tom Dean is representing Canada at this year's *Venice Biennial*. With the assistance of the Canadian Consulate General in Los Angeles and DFAIT, a group of Canadian artists has been invited to exhibit and sell their work in commercial art galleries at this year's *Los Angeles International Biennial*

Susan Whitney Gallery

This year marks the 20th anniversary of the Susan Whitney Gallery in Regina, Saskatchewan.

"There's a very strong identity in the type of work I show and the artists I represent that is unique," said Whitney. She added that there is a lot of respect for local Saskatchewan artists. "I really feel that Canadians should be shown alongside international artists," continued Whitney, who began exporting six years after the opening of her gallery. Though she has made a few sales to Mexico and England, most of the art is exported to the United States, representing 25 per cent of total annual revenues. Whitney felt that the Canadian market, and especially that of Saskatchewan's, is too small and so it made "abundant sense for [her] to expand the market."

By having exhibitions of Canadian art outside the country and by participating in International art fairs, Canada can introduce international art collectors, dealers and curators to Canadian work, thereby promoting Canadian culture abroad. Whitney is well aware of the benefits of participating in international art fairs, particularly following the success she experienced at this year's SOFA (Sculptures, Objects, Functional Art) show in Chicago where she displayed two paintings by her youngest artist, Jefferson Little. Whitney sold one of the paintings before the start of the show, and ... a neighboring exhibitor offered to do a show featuring Little.

Whitney feels that being consistent in terms of pursuing foreign markets has been one of the most important things she has done for her business. Being located in the smaller, less trafficked province of Saskatchewan required Whitney to put a lot of effort into establishing herself as an art dealer, but thanks to the time she invested in exhibiting in international venues, Whitney is satisfied with the exposure her gallery has received despite its location. "I've managed to break through that bias," she says proudly.

Art International. Many others, such as Jeff Wall, a Vancouver artist who specializes in staged and manipulated photographic work, are shown throughout Europe and the United States and are

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achieving considerable success. Canada now has a growing number of artists who exhibit in the United States, England, Germany, Spain, France, Belgium, Italy and Scandinavia.

The Professional Art Dealers Association of Canada (PADAC), which represents major commercial art galleries, has developed a strategy to assist in the export development of Canadian visual arts. Canadian art galleries are also increasingly involved in export activities. Some participate in major international art fairs such as ARCO in Spain, *art forum Berlin*, *Chicago Art Fair*, *Basel Art Fair*, *FIAC* in Paris and many others.

Canada is also beginning to attract international attention. The Power Plant

Contemporary Art Gallery, the Ydesa Hendeles Art Foundation and the Art Gallery of Ontario in Toronto, the Musée d'art contemporain de Montréal and the Centre international d'art contemporain de Montréal have made valuable contributions by mounting highly acclaimed international shows of contemporary artists. These exhibitions have elevated Canada to a position of importance in the global art community.

Key Internet Sites

- Canada Council for the Arts:
www.canadacouncil.ca
- Professional Art Dealers Association of Canada: www.padac.artwave.rogers.com

Canadian Cultural Centres throughout the World

For over seven decades, Canada House in London, England, has symbolized Canada's rich history and valued partnership with Great Britain. After an 18-month refurbishing program, it was officially reopened on May 13, 1998, by Queen Elizabeth and Prime Minister Jean Chrétien.

Throughout its history, Canada House has served many functions — as a diplomatic, public affairs and academic centre and as a Canadian military headquarters during World War II. Recently, it has been home to the Canadian High Commission's exciting program of cultural events.

The newest version of Canada House highlights Canada's science and technology innovations and its diverse array of visual, literary and performing artists. It is fully equipped with a multi-purpose room, a gallery and film screening theatre and has reopened its public reading room and music listening stations. Canada's technologies are on display in the Bell Canada Information Exchange, a state-of-the-art resource centre offering public access to the Internet, e-mail services and information kiosks.

Since opening in 1970, the Canadian Cultural Centre in Paris, France, has supported thousands of traditional arts and cultural activities. In February 1995, Canada announced the renovation of the Centre with a new orientation — making it a window to France and Europe for Canada's high-tech expertise.

The renewed Centre now houses a computerized documentation centre, an exhibition space, the Cultural and Academic Services of the Canadian Embassy and the Paris offices of Telefilm Canada and the National Film Board.

The Canadian Embassy in Tokyo has an art gallery where professional visual artists can exhibit their work. Its theatre is available to artists and Canadian companies working to promote their products in the Japanese market.

Construction of a new Canadian Embassy in Berlin, which will feature a strong cultural component, is also under way and should be completed in 2002.

Several of Canada's larger consulates and the embassy in the United States also provide space for cultural events. For example, in September 1998, the Canadian Embassy in Washington hosted the Quebec Craft Council's exhibition *Éloge à la joaillerie d'art*, and the Canadian Consulate in New York established The Canada Room for similar promotional events.

Canadian Youth: Effective Partners in Culture

Over 1,000 young Canadians have enjoyed the thrills and challenges of life abroad as participants in DFAIT's Youth International Internship Program (YIIP). YIIP interns train with companies the world over, learn about global issues with non-governmental or multilateral organizations, or work on international museum, film, art gallery or other cultural initiatives. Since its inception in 1997, YIIP has been collaborating with the Arts and Cultural Industries Promotion Division to ensure that the Canadian cultural industry has access to this highly successful program.

Over the past two years, about 17 per cent of the program's work internships have been in the arts and cultural sector with organizations such as the Canadian Museums Association (CMA), the Canadian Film & Television Production Association (CFTPA), the Professional Art Dealers' Association of Canada (PADAC) and the Conseil des métiers d'art du Québec (CMAQ).

For example, a CMAQ project "twinned" young Canadians with backgrounds in international business, commerce or marketing with artists to help them market their work internationally.

Intern Caroline Boisvert from the École des Hautes Études Commerciales in Montreal prepared an export guide and researched grant possibilities for Danielle Carignan and Pascale Giarardin, two Quebec wood and ceramic artists.

Through the CFTPA, Karl DiPelino, who just completed an internship with Film Works in Montreal, went on to work on a Canadian-Irish co-production of the feature film *Away* and the production of *Such a Long Journey* for the Genie Awards. "My experience at Film Works," says DiPelino "afforded me the opportunity to become an integral part of a team in a short period of time. I am very grateful to the CFTPA and to this company for giving me the confidence and experience to continue working in the film community. It has definitely made me more marketable."

Andrius Paskus, an intern of the Canadian Museums Association, who worked in Lithuania, says, "My thoughts on all this are overwhelming! My present knowledge and experience in Lithuanian museum operations have greatly improved. I am deeply grateful to this internship program."

For more information, contact:
Youth International
Internship Program
DFAIT

125 Sussex Drive
Ottawa, Ontario K1A 0G2
Tel.: 1-800-559-2888

E-mail:
yiip-psij@dfait-maeci.gc.ca
Web site:
www.dfait-maeci.gc.ca/interns/

WIN Exports: Your Gateway to World Markets

WIN Exports, the Department of Foreign Affairs and International Trade's computerized database of Canadian exporters, is used by trade commissioners, Team Canada Inc partners and International Trade Centres to alert Canadian exporters to potential opportunities in foreign markets and inform foreign firms of the capabilities of Canadian companies.

The good news is that WIN now includes arts and cultural industries as an individual, distinct sector. In the past, it was not always possible to accommodate the precise nature of our arts and cultural industries. This made it difficult, at times, for Canadian trade officers to accurately identify all of the international opportunities available to Canada's arts and cultural businesses.

WIN Exports now lists the following major arts and cultural categories: Publishing; Film and Video; Broadcasting; New Media and Multimedia; Music; Performing Arts; Visual Arts; Craft; Photography/Advertising/Mass-produced Art; Heritage; and Festivals.

There's never been a better time for Canada's arts and cultural industries to export. So don't delay. Register today in WIN Exports - here's how:

Go to: www.infoexport.gc.ca/section2/winexp-e.asp or call 1-800-551-4956.

A World of Knowledge at your Fingertips

The Arts and Cultural Industries Promotion Division works closely with DFAIT's Market Research Centre, and its worldwide network of trade offices to produce profiles and reports on markets throughout the world – a source of valuable information for Canadian exporters. There are now 33 cultural industry market reports available on our Web site.

Recently Released

The Visual Arts Market in France, Los Angeles, Chicago and New York (including a new section for the Aboriginal art market).

Coming Soon

- *The Aboriginal Arts and Crafts Market in Germany*
- *The Television and Film Market in Italy, South Africa, Ireland, Australia and Scandinavia*
- *The Book Publishing Market in Argentina, Mexico and the United States*
- *The Multimedia Education Market in Europe*

These and many other market reports are just an Internet connection (www.dfait-maeci.gc.ca/arts) or telephone call (InfoCentre at 1-800-267-8376) away.

Contact

Arts and Cultural Industries Promotion Division
Department of Foreign Affairs and
International Trade (DFAIT)
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Tel.: (613) 992-1557
Fax: (613) 992-5965
Internet: www.dfait-maeci.gc.ca/arts



Department of Foreign Affairs
and International Trade / Ministère des Affaires étrangères
et du Commerce international

Discover the big picture

Hot link to the world
by visiting the Arts and Cultural
Industries Promotion web site.

One of the
best places to start
is our web site.

www.dfait-maeci.gc.ca/arts



What we offer

Network access to promote your company
around the world

Links to Canadian partners and contacts

Information on cultural industries

Support services to new exporters
through the associations

Events where you can meet
potential foreign partners

Missions for export-ready companies
to new markets

Web site on arts and cultural industries



Arts and Cultural Industries
Promotion Division

Direction de la promotion des
arts et des industries culturelles

E-Commerce Software Seminars Link Canadian and Japanese Companies

Canadian software developers made promising new contacts with Japanese information technology (IT) firms at the Canadian Electronic Commerce Software Seminar, hosted by the Canadian Consulate General in Osaka on June 28 and the Canadian Embassy in Tokyo on June 30. This was the fifth in a series of seminars designed to showcase Canadian software expertise and provide matchmaking opportunities with Japanese IT companies.

The presentations were led off by two new-to-market companies, SLMsoft.com Inc. and Media Synergy, which generated significant interest. Japanese visitors spent considerable time examining the "e-com" product solutions of Canadian firms during the hands-on demonstration.

The seminars were an opportunity for Toronto's SLMsoft.com to gain new market insight as it looks to establish a local office in Japan. Other participating companies included Vancouver-based ProLogic Corporation (a 1998 Canada Export Award winner) and Ottawa's KyberPASS.

Favourable feedback

Feedback from Canadian participants was very positive. One representative remarked how impressed he was with the number of quality leads generated from these two events, adding that he anticipates returning to Japan soon to follow up on contacts. Another Canadian firm spent an entire day in discussions with a Japanese IT firm.

The seminars were the culmination of many months of co-ordinated planning and recruitment both in Japan and Canada. Recruitment efforts were shared by the Japan Division of the Department of Foreign Affairs and International Trade, International Trade Centres in Toronto and Vancouver,



Consul and Trade Commissioner Christian Hansen making a presentation at the Canadian Consulate General in Osaka.

Industry Canada and the Canadian Embassy in Tokyo.

This was the first time the software seminar was held in Osaka, attracting 45 local companies, while 175 Japanese guests braved the seasonal rains to attend the Tokyo seminar.

Future events planned

The Canadian Embassy is currently recruiting firms for an Intelligent Transportation System (ITS) Product Showcase in February 2000 to be held at the Canadian Consulate General in Osaka, the Consulate in Nagoya and the Embassy in Tokyo. The Embassy is also recruiting for a Telecommunications Software Seminar in the spring of 2000.

A number of software market reports are available through the Department's Web site, Ni-Ka Online (www.dfait-maeci.gc.ca/ni-ka/business/menu-e.asp). One report, *Selling Software in Japan*, provides an overview of market conditions and assesses future trends in the \$7-billion Japanese software industry.

Canadian companies interested in future seminars and events should contact Andrew Smith, Canadian Embassy, Tokyo, e-mail: andrew.smith@dfait-maeci.gc.ca or the Japan Division in Ottawa, tel.: (613) 995-1283.

IFI Procurement: "Doing Business with Developing Countries"

Get connected with IFInet: <http://www.dfait-maeci.gc.ca/ifinet>

IFInet offers you access to thousands of business opportunities financed by international financial institutions (IFIs) in over 130 emerging and developing countries. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (UTO). For information about articles on this page, contact UTO by fax at (613) 944-9119 or e-mail: commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Upcoming Home Furnishings NEBS-Plus Mission

HIGH POINT, NORTH CAROLINA — October 12-17, 1999 — The International Home Furnishings Market, known to the trade as High Point, is

the largest furniture show in the Western Hemisphere and perhaps in the world. Staged every six months (next show April 2000), it attracts leading international manufacturers of residential furniture and furnishings.

sales. The goal of this "Five Years in Five Days" NEBS-Plus mission is to introduce potential new-to-export Canadian manufacturers to this unique venue and to help them understand High Point's culture, its reach, its implications and how they can use it (or other venues) to exhibit professionally.

Participants take advantage of this unrivalled opportunity to research industry trends in design, finishes, materials, pricing, distribution, merchandising, consumer preferences and other factors which impact on production planning and

For more information, contact Bill Stolz, Canadian Consulate General in Atlanta, tel.: (404) 532-2017, e-mail: william.stolz@dfait-maeci.gc.ca

First Call Giftware Rep Locator Mission Planned

ATLANTA, GEORGIA — Date to be determined — Geared to Canadian giftware manufacturers and production craftspeople who wish to obtain representation for their lines in the dominant Atlanta market, this event will include a tour of the massive Atlanta Mart and local retailers. It will also feature a marketing seminar with local reps and buyers and will culminate in a tabletop exhibit aimed at attracting sales agents in the area.

Details regarding the timing of this event are still being considered, since Atlanta operates on a vastly different scale from smaller regional markets. Companies interested in participating should express their interest to Bill Stolz, Canadian Consulate General in Atlanta, tel.: (404) 532-2017, fax: (404) 532-2050, e-mail: william.stolz@dfait-maeci.gc.ca

Newly Updated National Giftware & Craft Market Study

Experienced exporters as well as companies considering selling in the U.S. will find this newly updated 100-page study packed with useful information on the American giftware and craft market.

It contains lists of all the major giftware-related trade publications, information on key trade shows and marts throughout the U.S., names and addresses of giftware-oriented government contacts in Ottawa, International Trade Centres across Canada and Canadian missions in the U.S. and a new section devoted to "E-Tailing" (selling via the Internet).

Originally published in 1996 and reprinted several times, this publication has been very well received by Canadian industry. Companies both large and small have reported that it is one of the best tools they've come across for learning how to increase their business in the United States. It is written in an easy-to-read style by its main author, Molly Miller-Davidson, a San Francisco-based giftware industry expert.

For a free copy, contact DFAIT's Enquiries Service, tel.: 1-800-267-8376 or (613) 944-4000 (local calls), fax: (613) 996-9709, quoting code no. 57UA.

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geofusa/business-e.htm>... for a wide array of valuable information on doing business in and with the United States.

U.S. Prime Contractor Initiative

CCC Helps Clients Adapt to Changing U.S. Marketplace

Changes in United States Department of Defense (DoD) and the National Aeronautics and Space Administration (NASA) procurement practices have prompted a new initiative at Canadian Commercial Corporation (CCC). Known as the U.S. Prime Contractor Initiative, the program is tailored to ensure that Canadian exporters maintain their current level of access to the huge DoD and NASA markets.

"U.S. Department of Defense Acquisition Reform efforts have been under way for several years now," explains Jim Burt, one of CCC's Senior Business Development Officers. "They are designed to streamline the procurement process, cut costs and increase overall efficiency. One reform which will have a major impact on Canadian suppliers is the increasing tendency of DoD and NASA to turn over significant blocks of their traditional procurement to private-sector managers."

The magnitude of what appears to be an administrative change is apparent when you consider that DoD is the world's largest buyer and CCC's largest export customer.

"We've enjoyed a long and mutually beneficial relationship with DoD and NASA," says Burt. "With the changes the Acquisition Reform brings, we want to make sure that Canadian suppliers maintain their position with both of these important customers."

The privatization process has already begun. A recent example is DoD's decision to turn over maintenance of some of its aircraft engines to Lockheed Martin and Boeing, who are now the single prime contractors for DoD's programs. Canadian suppliers must now work with Lockheed Martin and Boeing to win contracts for the maintenance, repair and overhaul of aircraft engines previously maintained by DoD.

"The end user is the same," explains Burt, "but we now have a new customer to work with, in the form of the U.S. prime contractor. So, we're focussing our marketing efforts on these prime contractors."

Jim Burt has been in contact with U.S. prime contractors, many of whom are not very familiar with CCC and the value-added services it offers. "We're also meeting with these contractors to explain CCC's advantages in person," says Burt.

"Wherever possible, we work with representatives from our Canadian consulates in the U.S., who help us arrange and follow-up on these meetings."

In addition to a direct mail campaign and personal meetings, Burt is visiting U.S. industry groups to present CCC's services. He recently addressed the Maple Leaf (Canadian) Chapter of the U.S.-based National Contract Management Association.

"We're confident that the Prime Contractor Initiative will result in productive new business relationships between our Canadian suppliers and our U.S. customers," says Burt.

For more information about the U.S. Prime Contractor Initiative or Canadian Commercial Corporation, contact 1100-50 O'Connor Street, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, toll-free in Canada: 1-800-748-8191, fax: (613) 995-2121, e-mail: info@ccc.ca, Internet: <http://www.ccc.ca>



CANADIAN
COMMERCIAL
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CORPORATION
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Looking to do business with the U.S. federal government?

Opportunities are just a key stroke away at the Web site (www.gsa.gov) of the General Services Administration (GSA), which facilitates purchases by the U.S. government — "the world's largest consumer" — and the Electronic Posting System site at www.eps.gov. More GSA opportunities are listed on the site of the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) and periodically in *CanadExport*.

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

KAZAKHSTAN — Kazakhstan has received a loan from the International Bank for Reconstruction and Development towards the cost of an Irrigation and Drainage Improvement Project. The Project Implementation Unit (PIU) of the Ministry of Agriculture invites bids for the rehabilitation and reconstruction of a 3574-ha irrigation and drainage system in the Aksu Rayon of the Pavlodar Oblast. Work will include:

- irrigation pumping stations, including associated works - 4 Nr;
- irrigation pipelines (concrete and steel) - 55 km;
- centre pivot irrigators, 3148 ha - 23 Nr;
- tractor mounted boom sprinkler machines - 7 Nr;
- drainage pumping stations, including associated works - 4Nr;
- horizontal drainage network, field drains - 42 km, and collector drains - 40 km;
- high-voltage overhead lines and transformers - 5 km;
- farm roads - 93 km;
- shelter belts - 123 km.

Closing date: October 19, 1999. Contact Daniel Lemieux before September 30, 1999, fax: (613) 996-2635, quoting IBOC case no. 990805-02632.

INDIA — The Municipal Corporation of Brihanmumbai (MCBM) invites bids for 3 m finished diameter, 12 km

long concrete lined tunnel under the III A Mumbai Water Supply Projects. The tunnel will be bored with two identical full face Tunnel Boring Machines (TBM) initially from shafts at Malad Hill Reservoir (MHR) and Bhandup Complex and on completion the same two TBMs will be deployed from MHR shaft and Charkop shaft for the other stretch of the tunnel. Cost of bid documents: US\$500. Closing date: October 27, 1999. Contact Daniel Lemieux before October 1, 1999, fax: (613) 996-2635, quoting IBOC case no. 990813-02744.

INDIA — The Mumbai Port Trust invites bids for consultants to establish the techno-economic viability of the Master Plan for the Port of Mumbai. Contact Daniel Lemieux before October 5, 1999, fax: (613) 996-2635, quoting IBOC case no. 990817-02836.

SYRIA — The Syrian Railway invites bids for the supply of four Hydraulic Platforms which should be mounted on chassis of diesel powered engines with output of 140/103 hp/kw. Closing date: November 4, 1999. Contact Daniel Lemieux before October 15, 1999, fax: (613) 996-2635, quoting IBOC case no. 990806-02657.

PANAMA — The Interoceanic Region Authority (ARI), on behalf of

Panama, informs international investors that the facilities of the Howard Air Force Base will become available for private development beginning December 1999. ARI is seeking interested bidders to develop an intermodal distribution centre or engage in activities such as deep water port construction and operation, heavy aircraft repair and maintenance, and export processing zones, industrial parks as well as export-oriented commercial and services activities. Contact Daniel Lemieux before November 1, 1999, fax: (613) 996-2635, quoting IBOC case no. 990726-02512.

TUNISIA — The State Railway Company (SNCFT) has issued a tender for the supply of 15 renovated passenger cars, as follows: 3 first-class cars; 12 second-class cars; spare parts and accessories. Bid documents are available for US\$100 (French-language only). Closing date: November 30, 1999. Contact Daniel Lemieux before November 2, 1999, fax: (613) 996-2635, quoting IBOC case no. 990719-02409.

Other tender calls and trade opportunities can be found on CanadExport Online at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Telecommunications-Information Technology Mission

ARGENTINA/URUGUAY — September 27 - October 1, 1999 — The New Exporters to South America Program (NEXSA) (see *CanadExport* June 15, 1999 issue, p. 14) will introduce export-ready Canadian firms in telecommunications and information technology equipment and services to these two South American markets.

Participants will have the opportunity to visit the EXPOCOMM

ARGENTINA '99 show, which will introduce users to leaders in the carrier, cable, fibre optics, PCS, Internet, cellular, wireless and satellite networking product and service sectors (Web site: www.ecat.com.ar).

The mission program may also include networking receptions with local associations and trade media, site visits and individual appointments with distributors, agents and meetings with joint venture partners.

The participation fee of \$500 includes translation of the company profile into Spanish; training in Canada on the two countries; market information; a customized appointment schedule; visit to EXPOCOMM; and follow-up assistance.

For more information, contact your local International Trade Centre or DFAIT's South America Division, fax: (613) 943-8806.

Consulate General in Guangzhou Promotes Fall Fairs

CHINA — September-November 1999 — The four southern provinces of China — Guangdong, Guangxi, Fujian and Hainan — make up a dynamic region which holds numerous opportunities for Canadian companies in agri-food industries, information technologies, building products and environmental projects.

This fall, the Consulate General in Guangzhou has planned an active trade promotion agenda including the following upcoming events:

- Shenzhen, Guangdong — October 5-10, 1999 — First Annual China Hi-Tech Fair/Conference: information technologies, biotechnology, advanced materials, energy conservation. (<http://www.chtf.com> or contact fay.wu@dfait-maeci.gc.ca)
- Guangzhou, Guangdong — October 12, 1999 — First Canada Education Fair in China for Canadian universities and colleges

interested in recruiting students from China. (<http://www.studyincanada.com> or contact robertlynn@cec.apfnet.org)

- October 28, 1999 (TBC) — First Canada-Guangzhou Environment Waste Forum for Canadian companies in air, land and water pollution management and technology. (fenny.sun@dfait-maeci.gc.ca)
- Dongguan, Guangdong — November 1-15, 1999 — 1999 China International Exposition of Agriculture Science and Technology (*The Window of Agriculture for the New Century*) for Canadian companies with technology in processing, storage, freshness preservation, pollution-free production, advanced cultivation and agricultural biotechnology. (<http://www.chinaagro.com> or contact minster.li@dfait-maeci.gc.ca)
- Nanning, Guangxi — November 11-16, 1999 — Trade &

Commodity Fair of Nanning: capital projects, agricultural reforms, high-tech industries and tourism. (nniffa@nn.gx.cninfo.net or contact cbfgz@hotmail.com)

The Canadian Consulate General has produced two market intelligence reports on South China: *Focus On South China* (overview of provinces in South China); and *Focus On South China 2* (overview of cities and special economic zones in South China).

For more information or to obtain copies of either of the above publications, contact Zoë Kroeker, Trade Commissioner, China and Mongolia Division, fax: (613) 943-1068, e-mail: zoe_kroeker@dfait-maeci.gc.ca or the Canadian Consulate General in Guangzhou, fax: (011-86-20) 8667-2401, e-mail: gzconcan@public.guangzhou.gd.cn

Europe's Largest Plastics Show Draws over 35,000 Visitors

BIRMINGHAM, UNITED KINGDOM — October 3-7, 1999 — Held every three years, Interplas is Europe's largest exhibition for the plastics and polymer industry. In 1996, the show attracted over 30,000 visitors from the United Kingdom and 5,000 from Europe and abroad. Close to 1,300 exhibitors displayed their products and services in 37,500 m² of space at the U.K.'s largest exhibition centre.

Interplas is split into distinct business centres. The Processing Centre attracts buyers of capital plant and equipment, while the Application

Centre is designed for buyers and specifiers from companies which use polymer products and components. The buyers represent every corner of the industry — automotive, aerospace, consumer goods, volume manufacturing, food processing, civil and mechanical engineering, electronics, health care and research.

The Canadian Plastics Industry Association (CPIA) and Industry Canada are putting together an information booth and rotating exhibitor area.

To participate in the show, contact CPIA's Sally Damstra, tel.: (905) 678-

7405, ext. 280, fax: (905) 678-0774. Those interested in visiting the show or in exhibition space can contact Steve Orlick or Betty Zumbro, Sales Managers, Reed Exhibitions, tel.: (203) 840-5402, fax: (203) 840-9402, or Jason Kee, Commercial Officer, Canadian High Commission, London, England, tel.: (011-44-20) 7258 6664, fax: (011-44-20) 7258 6384, Internet: www.infoexport.gc.ca/uk

Doing Business in Turkey

LONDON/TORONTO — September 28-29 — Montreal — September 29, 1999 — A Trade and Investment Mission to Canada, comprised of a delegation of leading Turkish business and government officials, will discuss business opportunities and be available to meet privately with Canadian exporters and suppliers. Led by the Turkish Foreign Economic Relations Board (DEIK), the objective of the mission is to strengthen Canadian-Turkish economic ties and co-operation. The mission program also features one-on-one breakfasts and meetings with the Turkish delegation. Representatives from the Turkish Embassy in Ottawa will provide Canadians with an in-depth understanding of Turkey and its underlying business opportunities.

Turkey is widely considered one of the top 10 emerging markets in the world. It is an exciting and

growing market with excellent opportunities in many areas where Canada excels. Telecommunications, energy, mining, environment and construction are just a few of the key areas where synergy between both countries can be achieved in the near future. With the reconstruction taking place following the earthquake in Turkey, special emphasis will be given to the construction sector during the mission.

For more information, contact in London, Doreen Russo, Vice-President, Alliance of Manufacturers & Exporters Canada, tel.: (905) 568-8300, ext. 230, fax: (905) 568-8330; in Toronto, Cathy Boynton, Ontario International Trade Centre, tel.: (416) 314-8240, fax: (416) 314-8222; in Montreal, Elena Voicu, Ministry of Industry, Commerce, Science and Technology of Quebec, tel.: (514) 499-2199, ext. 3344, fax: (514) 873-1539.

MAJOR EL SALVADOR HOUSING FAIR

SAN SALVADOR, EL SALVADOR — October 1-5, 1999 — CONSTRUExPO, an annual trade fair dedicated to the construction industry, is a showcase for innovative technology and is an excellent opportunity for Canadian companies to open markets for new products.

CONSTRUExPO '99 offers a Business Exchange, which will give exhibitors a chance to meet potential clients on a one-on-one basis. The fair will be held in conjunction with the XII Inter-american Congress on Housing from October 3-5 under the theme "Desired Cities vs. Sustainable Cities."

The Canadian Embassy in El Salvador has reserved space for a pavilion at the show.

For more information, contact Romeo E. Calderon, Canadian Embassy, El Salvador, tel.: (011-503) 279-4655, fax: (011-503) 279-0765, e-mail: romeo.calderon@dfait-maeci.gc.ca

A short profile on the construction sector in San Salvador is also available.

Show Providing Business Opportunities in Tunisia

Tunisia is currently going through a period of political and economic change with a focus on opening up to the outside world and economic liberalization. Canadian business firms will find that the country enjoys remarkable political stability, as well as a business climate open to investment and private enterprise.

TUNIS — October 13-16, 1999 — The Centre international des Foires et Congrès (CIFCO) [international fair and convention centre] will host ENVIROTEC '99, the fifth Salon International des Technologies de Protection de l'Environnement [international environmental protection technologies show], replacing the Himeya trade fair.

Given the growing importance of environmental protection among the priorities defined by the Tunisian authorities, more than US\$1.8 billion is to be invested in the environmental sector by 2001

under the country's ninth development plan. The show will focus especially on problems related to soil protection, water and waste management and pollution control. About 60 exhibitors from half a dozen countries are expected.

For more information, contact :

- Société générale d'Organisation des Foires
34-36, avenue de la Foire, Z.I. La Charguia
2035 Tunis, Tunisia
Tel.: (011-216-1) 787-933
Fax: (011-216-1) 786-226

- Commercial Section
Canadian Embassy in Tunisia
C.P. 31, Belvédère
1002 Tunis, Tunisia
Tel.: (011-216-1) 796-577
Fax: (011-216-1) 792-371



The Trade Team Canada Electrical Web Site Has Arrived

Trade Team Canada Electric Power Equipment and Services recently announced the introduction of its new Web site which is designed to assist firms in Canada's electrical sector to enhance their export activities.

The Web site includes up-to-date market intelligence (market studies, bidding opportunities, contract award and trade agreement information), activities and events, valuable Internet links and discussion groups. All of the information on the site is provided by respected sources, including Canada's embassies and consulates abroad.

Canadian firms are eligible to apply for a password which will allow them to enter the site's access-con-

trolled "Competitive Intelligence" pages which contain most of the really valuable information. Once approved, they will become members (at no cost) to Canada's Electrical Trade Virtual Trade Network and will receive a weekly "What's New" e-mail detailing the latest intelligence on the Web site.

Interested individuals and companies are encouraged to visit the new site at: <http://napoleon.ic.gc.ca/ttcelectrical>

For more information, or to offer suggestions on how to improve this service, contact Dale Forbes, Secretary, Trade Team Canada Electric Power Equipment and Services, tel.: (613) 952-4164, fax: (613) 941-2463, e-mail: forbes.dale@ic.gc.ca

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Education Industry Summit Explores "Cyber Learning"

TORONTO, ONTARIO — October 6, 1999 — The 1999 Canadian Education Industry Summit (CEIS) provides a platform for education industry leaders and the investment community to discuss the unique opportunities in this emerging new industry.

The latest information on the education industry market trends, partnering opportunities, funding sources and the activities of key market players will be discussed at this one-day event.

This year's summit deals with "cyber learning" or on-line education, an area which is quickly becoming a mainstream educational focus. Some have called it an "academic gold rush" while others such as CEIS Chairman

Charles Ivey explains that "Canada has a special opportunity to be a global leader in the education.com arena given its telecom and fibre-optic wealth of knowledge."

Although on-line and distance learning revenues — estimated at just under \$2 billion annually — make up only a small portion of the \$2-trillion global education market, these areas are unquestionably among the hottest in the business.

Sponsored by the *National Post*, Air Canada, KPMG, Yorkton Securities, Canaccord Capital, HSBC, Dell, and Heenan Blaikie, CEIS 99 is expected to be another sold-out event and to attract over 350 delegates.

For more information, contact *National Post* event manager Karen Stubbs, tel.: (416) 386-2654, fax: (416) 386-2697, Internet: www.nationalpost.com.conf

Opportunities

— Continued from page 8

will do well if they are perceived to have technical and design expertise and a popular image.

But Canadian design should be adapted to Japanese physiques and tastes before exhibiting in the marketplace and companies should select the most appropriate marketing and distribution channels (there is only limited importing at the local level while distribution channels tend to be quite exclusive). However, the Japanese government is encouraging the development of new ports of entry as deregulation continues to accelerate.

To be successful, Canadian companies should be prepared to commit to a long-term strategy where products are tailored to the requirements of sophisticated and wealthy consumers with rapidly changing tastes and demographics.

For more information, see www.dfait-maeci.gc.ca/ni-ka, or contact DFAIT's Japan Division, tel.: (613) 995-1283, fax: (613) 943-8286.

Export Development Corporation

— Continued from page 2

agencies in the world, yet our capacity to serve Canadian companies, both exporters and potential exporters, is far from satiated," underline Gillespie and Lavelle.

For more information on EDC's Emerging Exporters Team (for export accounts receivables insurance), call 1-800-850-9626.

Contacts

Vancouver:	Fax: (604) 666-7550
Calgary:	Fax: (403) 292-6902
Winnipeg:	Fax: (204) 984-0163
Toronto:	Fax: (416) 862-1267
London:	Fax: (519) 645-5580
Ottawa:	Fax: (613) 598-6858
Montreal:	Fax: (514) 878-9891
Halifax:	Fax: (902) 423-0881

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Web site at <http://www.dfait-maeci.gc.ca>

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OCT 5 1999



Canada Export

http://www.dfait-maeci.gc.ca/english/news/newsletr/canex

Vol. 17, No. 16 — October 1, 1999

Upcoming Trade Mission to China

Secretary of State (Asia-Pacific) Raymond Chan will lead a business delegation to the southern Chinese province of Guangdong from November 7 to 14, 1999. Building on the success of Chan's trade mission to China one year ago, this year's delegation will visit Shenzhen, Shantou, Guangzhou, Foshan, Shunde, Jiangmen municipality and Zhongshan and will concentrate on key sectors that have greatest promise for Canadian exporters in the region: environmental products and services, high-technology and value-added forestry, construction, and building products and services.

Southern China, and in particular, the province of Guangdong, is considered one of the key engines of growth in China. Guangdong ranks first among provinces

Kong has resulted in significant infrastructure investment and the modernization and growth of several key industrial sectors.



Secretary of State Chan (left) at a function with the Communist Party of China's Party Secretary for Jiangmen, Dr. Zhong.

A considerable number of Chinese Canadians have their family roots in Guangdong province. The high regard in which Canada is held as a result of these linguistic and cultural connections has had a positive impact for Canadian businesses and continues to make this region a particularly promising market for Canadian products, services and investment.

The first two stops on the mission will be the Special Economic Zones (SEZs) of Shenzhen and Shantou, which have been singled-out by the People's Republic of China State Council to foster international alliances between small and medium-sized enterprises (SMEs). In

Continued on page 2 — Upcoming Trade Mission

Canadian Trade Commissioners Offer Additional Services

By Roger Ferland

This past spring, we told you about the six core services of the Trade Commissioner Service (TCS). These core services are the cornerstone of TCS's *New Approach to Helping Business Abroad*. Why? Because they are a direct result of extensive consultations with the Canadian business community involved in international business.

Service do best? What should TCS stop doing? What should it continue to do? Or start doing? From our far-reaching discussions with industry (all across Canada) they told us the same thing over and over again: The Trade Commissioner Service's value lies in its knowledge of local markets, in finding trade leads and in developing networks. One client put it poignantly when he said: "Trade commissioners'

Continued on page 2 — Trade Commissioners'

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Upcoming Trade Mission to China — Continued from page 1

Shenzhen, the delegation will be briefed on the capital projects being planned for the region. These areas hold special promise for Canadian engineering companies and SMEs looking for export and joint-venture opportunities in the key sectors. The delegation will then travel to Guangzhou (formerly "Canton"), capital of the dynamic and wealthy

province of Guangdong and to the neighbouring cities in the Pearl River Delta region.

Chan will chair the First Canada-Guangdong Environmental Action Forum (part of the Third Annual Guangzhou International Environmental Fair) and the Second Canada-South China Construction Material and Forestry Products Forum. He will

also attend important Canada-China trade fairs focussing on information technology and SMEs. As the honorary guest, Chan will be in an ideal position to promote Canadian interests in these key sectors. Canadian business delegates participating in the mission will have the opportunity to meet with Chinese government

Continued on page 3 — Mission to China

Trade Commissioners' Additional Services — Continued from page 1

value is reversibly related to the time they spend in their office!" In other words, we have been told our added value comes when we hit the pavement and get to know the key players and the market niches abroad!

The following are the free six core services our clients value most. The dates indicate when articles on these were published in *CanadExport*: Market Prospect (January 15); Key Contacts Search (February 1); Local Company Information (February 15); Visit Information and Face-to-face Briefing (March 1); Troubleshooting (March 15).

Over and above these core services, we know clients appreciate or need assistance in certain parts of the world with other helpful services such as: programs of appointments and meetings; logistical support; business support services; participation in events; and temporary office or display space.

Since these services have not been defined by our clients as essential, plus the fact that we are faced with tight resource restraints, they will be offered as additional services. Our role, then, is to ensure that in all foreign markets clients can get services, if they wish, from third parties in these markets. This can be accomplished by direct referral or by hiring a contractor on the Canadian company's behalf. The

Trade Commissioner Service's role is to know the best qualified people in the market who can provide these additional services. An added benefit, according to our clients, is that Canadian companies like to work directly with foreign private sectors.

We will maintain our key role of providing you with the best key contacts (buyers, representatives, etc.) to ensure you get positive results in your target markets. For example, trade commissioners can supply you with a list of companies or people who can arrange a program of visits and meetings during your stay in the market. All referrals will be to someone with whom we work closely.

As for hotels and other travel arrangements, these are made through

your travel agent. If you used to obtain special embassy discount rates at hotels, you may still be able to do so. Visit www.infoexport.gc.ca to see if special rates are available in your market. The many InfoExport mission Internet pages also include lists of accountants, lawyers, translators and other useful contacts in the market.

Our *New Approach to Helping Business Abroad* not only provides the services the Canadian business community tells us we do best, but it gives us the time needed to work on behalf of all Canadian industry in the most professional manner possible.

Roger Ferland is Director General, Overseas Programs and Services, DFAIT.

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Guangdong Province: Gateway to Mainland China

Trade Opportunities

Business delegates accompanying Secretary of State (Asia-Pacific) Raymond Chan on his upcoming trade mission to Guangdong province, South China, next month, have reason to be optimistic about the opportunities that abound in this economically powerful and prosperous region. The seven cities and municipal areas to be visited by the mission are among the most dynamic and liberalized markets in all of mainland China.

SHENZHEN — With its close proximity and ties to Hong Kong, along with its Special Economic Zone (SEZ) status, Shenzhen is the major gateway for China's world trade. It is the transportation hub for the region with the country's largest cargo port and has led China in imports and exports for five consecutive years.

SHANTOU — The first city designated an SEZ, Shantou's economic mainstay is light industry and manufacturing. Foreign investment plays a critical role in the local economy with 12,396 projects valued at almost US\$8 billion. The Hi-tech Industrial Development Zone, established in 1993, encourages R&D in a range of scientific and technological disciplines.

GUANGZHOU — The capital of Guangdong, the nation's wealthiest province, Guangzhou is the largest distribution centre in South China with freight handling capacity of 87 million tons in 1998. The popular Chinese Export Commodities Fair is held twice annually in Guangzhou. A key access point for foreign and Chinese trading companies, Guangzhou is home to more than 2,300 foreign representative offices.

FOSHAN — Located at the centre of the Pearl River Delta, Foshan has vibrant electronic, plastics, textile and ceramic industries. Foreign joint ventures dominate the export market in Foshan and have attracted close to US\$12.05 billion. It has one of the highest telephone penetration rates in mainland China.

SHUNDE — One of the county-level cities in Foshan municipality, Shunde is very active in attracting foreign business, particularly in the building materials, environmental products and hi-tech fields.

JIANGMEN — The municipality of Jiangmen is comprised of five county-level cities and two satellite counties. Its key industries include paper making, machinery and electronics. In recent years, Jiangmen's focus has shifted to the hi-tech sector. The city is also home to the second-largest inland waterway port in China.

ZHONGSHAN — As the final destination on the mission, Zhongshan was one of the first cities in China to be opened to the world and has become a major R&D centre. It has won two national awards and 63 provincial awards for innovation. About half of the city's economic growth comes from science and technology. Foreign investment is strongly encouraged in Zhongshan as demonstrated by the recent establishment of the Foreign Investment Service Centre.

These cities play a critical role in the expansion of international trade with mainland China and are an essential destination for Canadian businesses developing inroads into the South Chinese market.

For more information on trade opportunities in China, contact Kevin Thompson (see article on left).



Mission to China — Continued from page 2

officials and members of the Chinese business community, showcase their products and services, as well as attend key networking events with local companies.

The mission's recruitment drive is under way. To receive a registration package, contact Kevin Thompson, China and Mongolia Division, DFAIT, tel.: (613) 996-6987, fax: (613) 943-1068, e-mail: kevin.thompson@dfait-maeci.gc.ca



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (UTO). For information about articles on this page, contact UTO by fax at (613) 944-9119 or e-mail at commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Atlanta IT Sector Documented in *Industries of the Mind*

The Metro Atlanta Chamber of Commerce has recently published an outstanding research document entitled *Industries of the Mind*, a detailed analysis of the information technology (IT) sector in the state of Georgia, where Atlanta is known as the business capital of the Southeastern United States.

A summary is available from the

Chamber's Internet site (www.metroatlantachamber.com). You can also order the full version, which contains complete contact information, from this site. *Industries of the Mind* is particularly relevant for Canadian IT companies wishing to explore this lucrative market.

The Technology Association of Georgia is sponsoring the Georgia Technology Forum, October 18-21, 1999, in Atlanta. This annual event includes forums, networking events and exhibit opportunities.

For more information and registration for this event, visit www.tagonline.org or call (404) 817-3333.

Attention all Artists

CHICAGO, ILLINOIS — November 3-7, 1999 — The Canadian Consulate General in Chicago will be offering once again a special Nebs Plus program for artists to the coveted International Exposition of Sculpture, Objects & Functional Art (SOFA 99). Artists specializing in visual or sculptural arts are prime candidates for this educational Nebs session, which includes passes to visit the juried show.

If you are interested in taking advantage of this unique opportunity to learn about the Chicago art market, contact Ann F. Rosen, tel.: (312) 616-1870, ext. 3357, e-mail: ann.rosen@dfait-maeci.gc.ca

Chance to Participate in Mission to COMDEX 1999

LAS VEGAS — November 17-19, 1999 — The Canadian Consulate Trade Office in San Francisco/Silicon Valley has arranged a special education and training program for Canadian IT companies wishing to attend COMDEX for the first time.

This hands-on New Exporters to Border States (NEBS Plus) program is designed for companies that are already somewhat familiar with the U.S. market, but that have yet to implement a full-scale U.S. marketing program.

The largest show of its kind, COMDEX is an excellent venue for market research. Using this trade show

as a learning tool, this NEBS program is specifically designed to assist you in developing and refining your U.S. business/marketing plan.

For more information and to register, go to the San Francisco Consulate's Internet site at www.cdnttrade.com and click on "What's New", or contact Mark Ritchie, Business Development Officer, tel.: (415) 834-3180, e-mail: mritchie@cdnttrade.com or Jeane Weaver, Business Development Officer, tel.: (408) 289-1157, ext. 23, e-mail: jweaver@cdnttrade.com

VISIT THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE at <http://www.dfait-maeci.gc.ca/geo/usa/business-e.htm> for a wide array of valuable information on doing business in and with the United States.

CCC Highlights Millennium Defence Procurement Opportunities

Canadian defence industry exporters have numerous opportunities in a dynamic world market in the process of profound change. This was the common theme at Defence Procurement Opportunities in the New Millennium, a half-day seminar held in Vancouver in August.

Sponsored by the Canadian Commercial Corporation (CCC), the seminar was part of Aerospace North America, the continent's only all-sector aerospace and aviation trade show. Some 500 exhibitors from 20 leading aerospace nations attended, meeting with senior government, defence and industry officials from 80 countries.

CCC President Doug Patriquin opened the seminar with a brief overview of the services the Corporation offers exporters and their clients.

"The market is definitely changing, especially with regard to the ITARs (International Traffic in Arms Regulations) in the U.S.," said Patriquin. "We expect that the transition will require adaptation and creativity on the part of exporters when changes to the ITARs are finalized." Patriquin also noted that more and more Canadian defence exports are being sold through private contractors in the U.S.

He then introduced Peter Smith, President of the Aerospace Industries Association of Canada, who described the industry's U.S.

customer base and provided details of the Defence Production Sharing Agreement.

"Our relationship with the U.S. is mutually beneficial," said Smith, "but we are surprised by the changes to the ITARs. The latest amendments are having a profound effect on Canadian firms — there are delays and business is being lost. Canada must address the U.S. concerns, and some out-of-the box thinking is required."

Robert Bruce, Director, Armaments Co-operation, Atlantic U.S. Department of Defense, outlined the requirements of the U.S. Department of Defense commenting on the similarity between the move toward consolidation in the U.S. defense industry and in Europe. "The old familiar companies just aren't recognizable any more," he said, "and it's because of rationalization. This gives us new challenges in government."

Bruce explained why the U.S. government encourages international armaments co-operation: operational (meeting the needs of "coalition" warfare); economic (reduced R&D and production costs); techno-

logical (all coalition members have access to the latest technology); and political (stronger alliances between coalition partners).

"If your technology supports our ability to deploy quickly anywhere in the world, or to establish our logistical support very quickly," Bruce said, "then I think that there will be many opportunities for you in the new millennium."

Robert Haskell, Manager, Joint Strike Fighter (JSF) International Cooperation, Lockheed Martin Tactical Aircraft Systems, a U.S. major prime contractor, described upcoming opportunities for Canadian suppliers.

"The JSF is a joint program of the U.S. and other governments to replace several aircraft operated by the U.S., NATO and other allies," he explained. "It involves an integrated team of experts located around the world."

The program is now seeking suppliers in a number of technologies, he said, including missions systems, support and training and utility systems. "We are looking

Continued on page 6 — CCC Highlights

Looking to do business with the U.S. federal government?

Opportunities are just a key stroke away at the Internet site (www.gsa.gov) of the General Services Administration (GSA), which facilitates purchases by the U.S. government — "the world's largest consumer" — and the Electronic Posting System site at www.eps.gov. More GSA opportunities are listed on the site of the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) and periodically in *CanadExport*.

Forging Business Synergy with India in the New Millennium

The Canada-India Business Council (C-IBC) is leading a mission to India, October 25-29, 1999, for Canadian executives in traditional sectors such as power, oil and gas, environment, telecommunications and agri-food and emerging sectors such as transportation, automotive,

financial and insurance services, building products, construction, urban development, health care and education.

offers a chance to address concerns to senior decision makers. For the less experienced, C-IBC board members, with decades of experience in India, have volunteered to act as mentors and help facilitate access to the Indian market.

The mission will visit New Delhi for the 11th Joint Business Council Meeting with the Federation of Indian Chambers of Commerce and Industry on October 26. It will then travel to Ahmedabad, a rapidly growing, investment-friendly city in the progressive state of Gujarat. The mission will conclude in Mumbai (Bombay), for the 4th Roundtable and Sector Meetings with the Confederation of Indian Industry on October 28.

This will be the first foreign delegation to visit India after its new government takes office (about October 15) and as such will be a tremendous opportunity to network with and gain insight into the new administration's future plans.

The mission is organized in partnership with C-IBC's Memorandum of Understanding partners in India: the Federation of Indian Chambers of Commerce and Industry, the Confederation of Indian Industry, and is co-ordinated by the Canadian High Commission in New Delhi and supported by the Department of Foreign Affairs and International Trade.

CCC Highlights Millennium Defence Procurement Opportunities

— Continued from page 5

for quality, and the ability to operate on a worldwide, virtual team. 'Regardless of borders' is our catchphrase," he added.

The seminars were followed by question-and-answer sessions. In closing, CCC President Doug Patriquin said, "We've all received some very specific advice and information on procurement. I'd like to remind everyone that CCC is here to help Canadian companies in accessing this lucrative market."

For more information, contact Jim Burt, CCC, tel.: (613) 995-8046, e-mail: jim@ccc.ca

A full program of seminars and meetings will allow Canadian companies to showcase their products, services and capabilities to expand their business in India or explore the potential for collaborations. Personalized itineraries can be arranged for participants, including scheduled meetings with business and government leaders in their sector of interest.

For those who are more experienced in India, the mission

For more information, contact C-IBC, tel.: (416) 868-6415, ext. 224, e-mail: comm@canada-india business.ca

IFI Procurement: "Doing Business with Developing Countries"

Get connected with IFInet: <http://www.dfait-maeci.gc.ca/ifinet>

IFInet offers you access to thousands of business opportunities financed by international financial institutions (IFIs) in over 130 emerging and developing countries. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

The Canada-India Business Council: Canada's Business Link to India

India is a rapidly growing market. In fact, it is predicted to be the fourth-largest economy in the world by 2015 and has maintained a positive gross domestic product (GDP) growth rate, even throughout the Asian financial crisis. Investment opportunities for business are increasing all the time. The Canada-India Business Council (C-IBC) wants to help you manage the risks and opportunities while you tap into this ever-expanding market.

The Canada-India Business Council is the leading private-sector association of Canadian companies doing business in India. It was established in 1982 by a group of Canadian companies with a track record of business success in India, to provide a Canadian business or private-sector focus to Canada's trade and investment activities with India.

The Council works within many industries and has developed relationships with influential Canadian and Indian business leaders, associations and government. It is dedicated to increasing Canadian business activity in India, advising business and government on trade and investment matters, and serves as a forum for the exchange of ideas between Canadian and Indian businesses.

Most recently the C-IBC has appealed to the government to adopt a position of engagement at all levels and has been a strong advocate of the removal of government sanctions against India.

C-IBC objectives:

- to promote trade and investment between Canada and India by fostering direct contacts between Canadian and Indian businesspeople;
- to provide information and advice to companies in both countries with respect to business development and investment matters;

- to serve as a forum for the exchange of information and views between Canadian and Indian business executives on issues of importance to both countries; and
- to advise the Canadian government with respect to sectoral policies and programs affecting business relations with India.

Membership benefits:

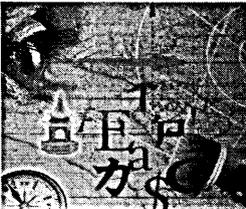
- opportunities to network with Canadian business leaders who have succeeded in the Indian market;
- market intelligence from C-IBC's Client Services Division;
- *C-IBC Bulletin*: timely updates on critical issues;
- sectoral trade missions (*see facing page*) to Indian fairs and conferences with follow-up support;
- access to qualified Indian agents, distributors and potential joint-venture partners;
- seminars and workshops on targeted Indian sectors;
- timely market intelligence and links to Indian business resources through C-IBC's Internet site;
- C-IBC Internet site filled with the latest information on Indian opportunities, economic and political developments and Council events.

Sector Committees

The C-IBC also has four Sector Committees — energy, telecommunications, insurance and agri-food (under development). These are cooperative forums designed to facilitate further development of commercial relations, trade and investment between Canadian and Indian private-sector businesses. Sector Committees consist of private-sector representatives in Canada, who work with Indian counterpart organizations in similar sector areas of interest.

Committees will work to identify sectoral business opportunities in India and to move trade barriers to the political agenda and to provide members with better access to policy makers on issues effecting their industry. At the same time, they will act as a forum for the C-IBC to become more influential in an advocacy role.

For more information on the C-IBC and membership — open to small, medium and large companies — contact the Canada-India Business Council, c/o The Canadian Chamber of Commerce, 181 Bay Street, Heritage Building, Box 818, Toronto, Ontario M5J 2T3, tel.: (416) 868-6415, fax: (416) 868-0189 or 868-0443, e-mail: admin.c-ibc@sympatico.ca, Internet: www.canada-indiabusiness.ca



THE CANADIAN TRADE COMMISSIONER SERVICE

Serving Canadian Business Abroad

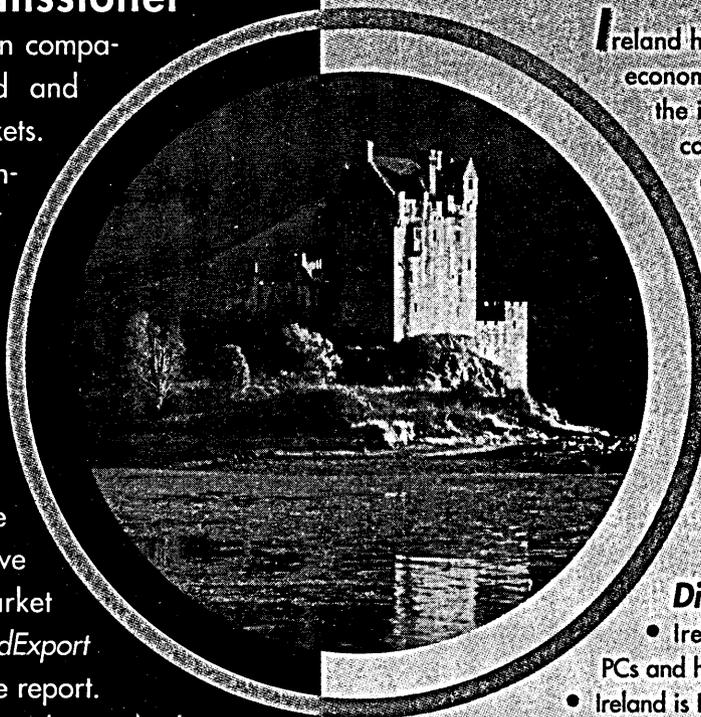
I R E L A N D —

The Trade Commissioner Service

helps Canadian companies that have researched and selected their target markets. Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last. To help you select which market you should target, the Team Canada Market Research Centre and the Trade Commissioner Service have prepared over 400 market reports. This section of *CanadExport* provides an overview of one report.

For more information on this and other reports or if you want to know how the Canadian Trade Commissioner Service can help you get results in international markets, visit us at

www.infoexport.gc.ca



Information Tech Telecommun

Ireland has the world's fastest-growing economy. Its growth is being fuelled by the information technology and telecommunications (IT&T) markets, giving it the nickname "Silicon Valley of Europe."

With a population of just 3.6 million, Ireland is a small market. However, many multinational corporations have operations in Ireland and are heavy consumers of IT&T products and services, presenting numerous potential opportunities for your firm.

Did you know that...

- Ireland produces a third of Europe's PCs and half of the world's Pentium chips?
- Ireland is Europe's multimedia hub?
- The Irish government wants to make Ireland an e-commerce centre?

A Snapshot of the Irish Information Technology Market

- Large, multinational corporations form the basis of Ireland's strong computer manufacturing industry. Industrial and

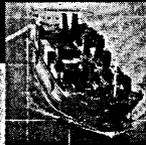
THE CANADIAN TRADE COMMISSIONER SERVICE

Expand Your Horizons



- Market Prospect
- Key Contacts Search
- Local Company Information
- Visit Information
- Face-to-face Briefing
- Troubleshooting

See insert for your IT&T contacts in Europe



Team Canada Inc • Equipe Canada inc

Technology and Telecommunications Market

commercial sectors are the largest consumers of computers in Ireland, but demand in the small office, home owner market is increasing.

- Ireland's software industry is galloping ahead with a growth rate of 15 per cent a year. The market for software localization is particularly bullish.
- Best bets in Ireland's fast-growing multi-media market include areas such as training, education, translation, Internet services, localization, games and entertainment.

companies, cable companies and Internet Service Providers are expected to merge.

- Ireland's hot mobile phone market is growing at a sweltering rate of 80 per cent

Irish Imports of IT&T Equipment, 1998

Market	Est. total imports (C\$ millions)
Computers and peripherals	1795
Electronic components	4230
Computer software	1149
Computer and telecommunications information services	330
Telecommunications services	2404
Telecommunications equipment	564

per year. Penetration now exceeds 24 per cent.

- If Ireland is to become an e-commerce hub, look for an increased demand for secure payment technologies and user-friendly e-commerce applications.
- The recent sale of Cablelink, Ireland's largest cable provider, should set the cable market on fire as cable companies race to offer new services such as voice telephony and high-speed Internet access.

A Snapshot of the Irish Telecommunications Market

- Ireland's telecommunications market is relatively undeveloped - leaving much room for growth and presenting opportunities for firms such as yours. For example, many Irish telecom carriers are upgrading their broadband infrastructure - they require the tools and services to carry this out. Can you fit the bill?
- Look for consolidation in Ireland's telecommunications market soon. Many telephone



Ireland: Your Launching Pad to Europe

Want to penetrate the lucrative European IT&T markets? You may wish to follow the lead of other foreign companies by using Ireland, with its skilled workforce and attractive corporate income tax rates, as your gateway to the rest of Europe. Consider entering into a joint agreement with an Irish firm that has experience in exporting to the European Union. Many Irish firms are interested in expanding and welcome partnerships with foreign firms.

See Potential?

Strong growth in many sectors provides numerous opportunities for Canadian IT&T firms. Significant international competition exists and you should therefore ensure that your company is either able to compete with the large players or cater to niche markets. To view the complete report, with a listing of specific opportunities, visit

infoexport.gc.ca



www.infoexport.gc.ca

Could this be your market? Complete report at www.infoexport.gc.ca

IT&T Market

➔ Access our market studies

Small Newfoundland Bottled Water Company Makes Waves in the U.S. with First Exports

Incorporated only two years ago, True North Springs Ltd. of St. John's, was already considering exporting when an ad appeared in the local newspaper on last April's Team Atlantic Trade Mission to the four New England states.

It didn't take long for True North's President and CEO Kevin Bussey to inquire about the mission and how to participate.

Federal-provincial help

"We were soon on the phone with our local Member of the House of Assembly, John Efford, who also happens to be Newfoundland's Minister of Fisheries and Aquaculture," recalls Bussey. "He helped us tremendously through the system, applying for the mission, meeting with the Premiers. Overall, he was a great facilitator."

Another regular source of help for True North has been Al McIsaac, Deputy Director, Market and Industry Services Branch at Agriculture and Agri-food Canada's St. John's office.

"McIsaac has been a solid source of information for the last two years," says Bussey, "keeping us up to date on trade fairs and missions, labelling regulations and contracting with U.S. distributors, where to get financial support, how to get in touch with the Canadian Consulates in the U.S., and planning the participation at a food service show in Cuba later this month."

As a matter of fact, Bussey who is a firm believer in trade shows, got wind of the one in Cuba through a Quebec contact he made at the Boston Food and Beverage Show.

"The Quebec businessman encouraged us to go to the Cuban event where he had already participated half a dozen times," says Bussey.

Contacts lead to sales

True North's primary goal in participating in the Team Atlantic Trade Mission was to look for distributors.

"We found two major ones in New England," recalls Bussey, "one covering Massachusetts, New Hampshire, Vermont and Maine, while Rhode Island was the territory of the second, resulting in one-year projected sales worth \$5-\$7 million."

But the "fishing expedition" didn't stop there. Soon afterwards, on a return visit to Boston, Bussey sold 120 cases of his premium bottled water and signed an agreement to become the official supplier of "The Cat," the luxury Catamaran linking Yarmouth, Nova Scotia and Bar Harbour, Maine.

"Thanks to contacts made during the mission," says Bussey, "we also became the official bottled water supplier at the American Cancer Society's 11th annual Sail for the Cure, and we are in close negotiations for exclusive distributorships with New England's universities."

Overall, he figures that the mission advanced True North's cause by one year.



Icicle Bottle

Marketing a quality product

Billed as one of the cleanest and purest waters in the world, True North's crystal clear blue product is sourced from a glacier aquifer in South Brook, Notre Dame Bay, on a 22-acre, picturesque,

forested hillside, and comes with glowing reports by consultant Dr. Tom Brewer who obtained the U.S. Food and Drug Administration's (FDA) stamp of approval.

"For a top quality product — a tasty water without the typical after-taste — we commissioned some top quality market research," says a proud Bussey, "with focus group testings in Boston and Toronto,

Continued on page 12 — True North Springs

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).



GO-Team to Israel, West Bank/Gaza

by Fay Devlin



Trade News

A breeze carries into my office the scent of cedar needles fallen on sunbaked red earth and the voices of three muezzin calling the faithful to afternoon prayer. There's no doubt, I'm in the Middle East. In Ramallah, actually, at the Canadian Representative Office (CRO). I'm a "GO-Team" officer, assigned to one month in Ramallah and three months at the Canadian Embassy in Tel Aviv to follow up on the February 1999 Middle East trade mission. Since May 10, I have slipped between these Palestinian and Israeli locations, trying to give Canadian companies an extra chance to make a deal.

"Global Opportunities Response Teams [GO-Teams] were created in January 1997 to give the Department of Foreign Affairs and International Trade [DFAIT] the ability to rapidly deploy additional resources abroad as a follow-up to high-profile government trade and investment initiatives," says Sylvie Gariépy of DFAIT's trade development arm.

GO-Teams are further proof that trade missions aren't one-night stands. Businesspeople participate in trade missions for many reasons, from gaining market familiarity to inking deals in the presence of, and sometimes with the help of, high-level politicians. A GO-Team officer encourages companies to maintain their interest in new markets. They offer ongoing services and reinforce or enhance the knowledge and contacts they gained on the mission. From my conversations with local businesspeople and Canadian participants, and by researching the business environment, my colleagues and I are better able to ascertain what more needs to be done to encourage bilateral trade and what information Canadians need to conduct business here.

My colleagues. Both offices are staffed with commercial officers whose knowledge of the local scene I cannot equal, but certainly can envy.

Though I provide an initial reminder that Canadian companies are serious contenders for local business, they provide the daily reinforcement of Canada's bilateral interests here. Together, we are proving that DFAIT practices what it preaches: persistence in new markets pays off.

Mission follow-up activities are not my only mandate. I'm also here to help out wherever I can. That means helping Nedal Ismail set up the new trade program in Ramallah, where the Canadian Representative Office just opened. It means also talking up Canadian capabilities at the Middle East's largest and most prestigious agri-food fair alongside Atalia Kahan, the officer responsible for AgriTech 99.

As my assignment draws to a close, I feel I am able to draw some conclusions about doing business here.

It takes time, local presence (or a good local partner) and persistence to be successful. Relationships need to be nurtured and the environment understood. Canadian trade officers can help. Commercial officers and trade commissioners know who make the decisions and which approach is more likely to succeed. They've got that daily connection in the marketplace that can save even well-prepared companies a lot of legwork and frustration. And they

know the value of personal contact.

"Canada's historic role in supporting peace in the Middle East has made us many friends here. Our recently concluded Joint Canadian-Palestinian Framework for Economic Co-operation and Trade has raised Canada's profile as a business partner," says Tim Martin, Head of the CRO. "I encourage Canadian businesses to make the West Bank and Gaza part of their export strategy for the Middle East."

As I move between offices, I see elements which make these marketplaces two distinct business environments and which create different opportunities for Canadians. West Bank/Gaza is an area rich in culture, yet young in structure. Here, Palestinians are looking for investors and joint-venture partners to provide all kinds of goods, manage infrastructure projects and help build a technology-based economy. In fact, technology transfers have become a way of life for many in this emerging economy.

The Israeli marketplace is much more developed and competitive. While Israelis also welcome investors, they are looking for serious suppliers, companies that can enhance their own high-tech industries or provide the kind of presence that Canadian

Continued on page 15 — GO-Team



International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

ETHIOPIA — The Ethiopian Telecommunications Corporation (ETC) invites bids for the supply of SDH transmission systems. Cost of bid documents: \$95. Closing date: November 9, 1999. Contact Daniel Lemieux before October 19, 1999, fax: (613) 996-2635, quoting IBOC case no. 990907-03083.

KENYA, UGANDA — Telkom Kenya Limited and Uganda Telecom Limited invite sealed bids for the supply, delivery and installation of equipment, civil works, provision of services, testing and commissioning. The project will be divided into two lots, each lot consisting of the following elements:

1. Fibre-optic cable with sub-duct including laying the sub-duct and cable, associated civil works and services.
2. Radio equipment, antennae, associated multiplex, civil works and services.
3. Fibre-optic transmission systems/equipment and associated services.

Tender documents cost US\$1,000. All bids must be accompanied by a bid security of Euro 800,000. Contact Daniel Lemieux before October 22, 1999, fax: (613) 996-2635, quoting IBOC case no. 990720-02458.

ETHIOPIA — The government invites bids for partial or total acquisition of government-owned shares in three breweries and a winery (Bedele

Brewery Share Company, Harar Brewery Share Company, Meta Abo Brewery Share Company, Awash Winery Share Company). The government intends to privatize these factories and would like to sell at least 51 per cent of their shares to an investor or a group of investors ready and capable of operating and developing the companies. Cost of bid documents: US\$125. Contact Daniel Lemieux before November 2, 1999, fax: (613) 996-2635, quoting IBOC case no. 990826-02942.

SINGAPORE — The Ministry of the Environment invites pre-qualification

design, build own and operate (DBOO) bids for the development of the fifth refuse Incineration Plant at Tuas South. Only experienced operators with the necessary expertise and financial capacity in the development and operation of large refuse incineration plants should apply. Contact Daniel Lemieux before November 8, 1999, fax: (613) 996-2635, quoting IBOC case no. 990812-02721.

Other tender calls and trade opportunities can be found on CanadExport Online at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

True North Springs Ltd. — Continued from page 10

which led us to develop our uniquely designed 'icicle bottle' with its visual and tactile appeal to consumers looking for premium water."

A very competitive market

Even with a quality product, Bussey finds the competition tough, including in the U.S.

"You have to make several visits and be prepared for very tough bargaining with U.S. distributors," he warns, "and be aware of being led down the garden path."

He also recommends getting good references about possible distributors — from Canadian Consulates,

for example, as was the case in Boston "where we received great help from Consul General Mary Clancy and Commercial Officer Colette Lekborg" — or becoming members of local professional associations which are good "door openers."

"We also made excellent contacts at trade shows, such as Gourmet International in Montreal last April, which have led to good follow-up visits or interest from Chile, Korea, China and the United Arab Emirates."

For more information, contact President and CEO Kevin Bussey, tel.: (709) 738-8783, fax: (709) 738-8784.

Canadian Pavilion will Enhance Participation at Cuba's Largest Fair

HAVANA, CUBA — October 31 - November 7, 1999 — Cuba's largest trade exhibition, the Havana International Trade Fair (Havif), is where Cuba's business players buy and sell, make contacts and build partnerships. In its 17th year, the Canadian Pavilion continues to draw significant attention and business activity. Your participation could be an important ingredient of your successful strategy for this challenging market.

In 1998, over 1,500 companies from some 75 countries displayed their products and services to over 250,000 visitors. There is always strong international participation, particularly from Italy, Spain, Mexico and the European Union.

Havif is a multi-sectoral fair, however, tourism industry supply, power and electricity generation,

transportation, agriculture and food, and consumer products are currently the most active sectors of the Cuban economy.

If you want to explore this market, investigate demand and requirements, meet key contacts and introduce your company and/or a new product, Havif is ideal.

For the more experienced exporter to Cuba, you can strengthen existing relationships, diversify your contacts and explore new opportunities by participating in the Canadian Pavilion.

Professionally designed and decorated, the Pavilion will occupy the entire construction building at ExpoCuba, the trade fair's site. There is 885 square metres of display space currently available for Canadian corporate stands.

The stand price is US\$1,296 per square metre for a booth of 3x3 metres minimum plus US\$250 per booth for furniture rental for a total of US\$1,546. This total includes a table, four chairs, wooden cabinet, three spot lights, ornamental plant, fan, carpet, electricity up to 500 watts, cleaning services, protection of displays, name badges, inclusion in the official show catalogue (up to 10 lines), translation services for important meetings, fascia decorated with Canadian motif and company name, daily transportation from Havana hotels to the site and invitations to the Pavilion reception.

For more information, contact Tino Romaguera, Commercial Officer, Canadian Embassy, Havana, tel.: (011-53-7) 24-2516, fax: (011-53-7) 24-2044, e-mail: tino.romaguera@dfait-maeci.gc.ca

Deadline for Medical Devices Show in Italy

BOLOGNA, ITALY — May 17-20, 2000 — With a total health-care expenditure of approximately \$120 billion in 1998 and a population of more than 57 million people, Italy imports more than 70 per cent of its medical devices. It is an extremely interesting market for foreign manufacturers given the limited number of national manufacturing companies and the eagerness of Italian distributors to find new supply sources.

Exposanita/Hospital is an opportunity for Canadian manufacturers of medical devices and

equipment to tap into this lucrative market. The last edition of this biannual international exhibition (May 21-24, 1998) registered 20,000 visitors and 600 exhibitors over 30,000 square metres of exhibiting space.

The Canadian Consulate General in Milan is offering fully equipped six-square-metre display spaces at a cost of \$3,333 each, which also includes storage space, assistance of a Consulate Commercial Officer, two receptionists/translators (shared with other exhibitors) and full logistic help on site (setting up and

dismantling, hotel reservation, counselling, etc.).

If you wish to explore the Italian market, don't miss this opportunity to be part of the Canada Stand at Exposanita/Hospital.

For more information, contact Sandra Marchesi, Commercial Officer, Life Sciences, Canadian Consulate General, Via Vittor Pisani 19, 20124 MILANO MI, direct line: (011-39-02) 6758-3351, fax: (011-39-02) 6758-3900.

Registration deadline is October 30, 1999.

Telecommunications

Show Providing Business Opportunities in Tunisia

TUNIS — November 24-28, 1999 — The World Trade Center de Tunis invites you to SATELLITE '99, the first Salon International de la Communication par Satellite et de la Télévision par Câble, to be held at the Centre international des Foires et Congrès (CIFCO) [international fair and convention centre]. Discover at this international satellite communications and cable television show a promising market, strengthen your position, build new alliances:

SATELLITE '99 is your gateway to all these strategies.

It is important to note that under the ninth development plan (1997-2001) the Tunisian authorities are planning to inject some US\$1.5 billion of public investment into the telecommunications sector, which is currently experiencing unprecedented change and modernization.

The show is especially interested in all fields from analog to digital, and in tomorrow's communications systems: TV/Radio broadcasting

and reception, RTM electronic communications, GSM mobile telephony, on-line services, multimedia, and audio, video and satellite equipment. The show's extensive promotional coverage will assure exhibitors of wide visibility/publicity.

For further information, contact World Trade Centre de Tunis, tel.: (011-216-1) 809-377, fax: (011-216-1) 807-955, e-mail: wtct@planet.tn or Canadian Embassy, Commercial Services, Tunisia, tel.: (011-216-1) 796-577, fax: (011-216-1) 792-371.

PORT AND MARINE EXPO TAPS INTO GROWING REGIONAL MARKET

BUENOS AIRES, ARGENTINA — November 11-13, 1999 — The Canadian Embassy in Buenos Aires has organized a Canada Stand at Expo Maritima Mercosur '99, the

annual port and marine trade show in Argentina.

The rapid increase in shipping activity resulting from expanding foreign trade, the privatization of

ports in Argentina and neighbouring countries and the commissioning of the major Hidrovia River waterway are creating a growing demand for port- and marine-related equipment and services.

This event is an excellent marketing opportunity for Canadian suppliers, either with their own company booth or by distributing pamphlets and brochures through the Canada Stand.

For more information, contact the Canadian Embassy, Commercial Section, Argentina, fax: (011-54-11) 4806-1209, e-mail: bairs-commerce@dfait-maeci.gc.ca

Airport Workshop Takes Flight in Japan

OSAKA, JAPAN — November 15-17, 1999 — The number of passengers travelling by air has skyrocketed in recent years creating excellent opportunities for Canadian companies. But the economic slowdown in Asia has had a significant impact on air travel, giving rise to the need for new, creative approaches to commercial airport development.

A good place to start is in Osaka at a workshop entitled Revitalizing Commercial Activities at Airports—Creating New Opportunities for Business. Presented by the Airports

Council International (ACI) - Pacific Region, it promises to provide valuable insight into revitalizing the commercial airport activities for the 21st century.

The workshop features presentations by some of the industry's leading experts, case study exercises, networking opportunities and a tour of the New Chitose Airport in Hokkaido.

For more information, contact ACI Pacific Regional Office, tel.: (604) 276-6773, fax: (604) 276-6070, e-mail: Idaley@aci-pacific.org



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Business Forum: Connecting the Americas

TORONTO, ONTARIO — November 1-3, 1999 — For three days in November, Toronto will become the business and trade centre of the Americas when it hosts the Fifth Americas Business Forum (ABF), an exciting milestone in hemispheric affairs.

The theme of the Forum is *Connecting the Americas* — a reflection of the evolving reality of the business environment in the Americas. Today, multi-level connections are increasing the part-

nership potential among the private sector, government and other sectors of society.

The ABF will bring together more than 1,000 business leaders and senior government officials from 34 countries in North, Central and South America and the Caribbean in a wide-ranging exchange of ideas on key hemispheric trade issues. It is an outstanding opportunity for businesspeople to help shape trade policy in their areas of interest.

This is the first time that the

Americas Business Forum will be held in Canada. It is a unique occasion to present your views directly to the trade ministers of the Americas, who will be meeting in Toronto immediately following the Forum.

Workshops are one of the most important components of the ABF, providing a valuable mechanism for delegates to express their interests in the Free Trade Area of the Americas (FTAA) process, to discuss concerns and to formulate recommendations.

The results of these deliberations will be conveyed to FTAA trade ministers at a Special Joint Plenary Session on November 3. The next day, ministers will meet to determine the progress of the FTAA negotiating groups. They will identify and resolve outstanding issues, set the work program and objectives for the next year and review the ABF recommendations.

Check the Internet site www.abfcanada.com regularly to view Forum information as it becomes available, including venues, agenda, schedules and transportation and hotel arrangements.

For more information on workshops or to submit papers, contact Hector Almendrades, Centre for Trade Policy and Law, Carleton University, tel.: (613) 520-6696, (613) 520-2600, ext. 8108, fax: (613) 520-3981, e-mail: hector_almendrades@carleton.ca, Internet: www.carleton.ca/ctpl/

GO-Team to Israel — *Continued from page 11*

companies like TNN Networks Ltd., Medico International Ltd. or President's Choice have.

"Where Canadian companies have been successful, it has been because they've been more aggressive than in other markets," says Goldie Schermann, First Secretary-Commercial at the Embassy. "They've met Israelis on their own turf."

Similarities exist in both environments. Becoming familiar with the environments will help you make the best use of your time, while respecting local customs. And it will ease you into the rhythm of life here.

Both Israel and the West Bank/Gaza must look to international trade to boost their economies, just

as Canada does. And, as in Canada, exporting creates the jobs which improve prospects for the future. Perhaps, as more Canadians take advantage of the Canada-Israel Free Trade Agreement and the Canadian-Palestinian Framework, expertise and high standards will become the primary synonyms for Canada.

In time, too, perhaps the breeze through my open window will bring the heady scent of increased trade with, and between, these two fascinating and vibrant partners.

For more information on these markets, contact Elaine Butcher, Middle East Division, DFAIT, tel.: (613) 944-6994, fax: (613) 944-7975, e-mail: elaine.butcher@dfait-maeci.gc.ca

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Publication of Y2K Country-readiness Statements

On September 14, 50 country-readiness statements were released on the Department of Foreign Affairs and International Trade's (DFAIT) Internet site. An additional 25 statements were released at the end of September.

The reports provide a general picture of the Y2K situation in individual countries or territories to help Canadians make more informed business and travel decisions. They do not judge a country's level of preparedness or recommend particular courses of action by Canadians.

Sources include official statements from governments and providers of foreign infrastructure services such as energy, telecommunications, transportation, financial, health, water and government as well as information provided by Canadian government missions abroad. For example, a statement may note that electricity providers in Country X expect to be Y2K compliant by October 1999.

The country-readiness statements are accompanied by an interpretive text which provides a description of global infrastructure readiness and an outline of the methodology most organizations are using to address Y2K problems. Readers can compare developments in individual countries with these global approaches.

Here are some observations that can be made regarding the challenge of collecting reliable information about Y2K country readiness:

can be far from complete.

- It is therefore difficult to draw conclusions about the readiness of key infrastructures in other countries.

- An individual's or company's ability to cope with potential Y2K disruptions abroad will vary considerably depending on available resources, personal experience, location within a country, and so on.

This approach provides Canadians with some basic information on a country's readiness and suggests sources for additional information. DFAIT's objective is to encourage Canadians to assess their own situations and take steps to minimize the impact of Y2K disruptions on their travel plans or business operations.

For more information, consult the Department's Internet site at <http://www.dfait-maeci.gc.ca/y2k> (with links to Consular Travel Information Reports, including new Year 2000 statements) or call the 1-800-OCanada toll-free line.

A Reminder TAX RELIEF TO HELP YOU MEET THE Y2K CHALLENGE

The federal government is providing special tax relief to help small and medium-sized businesses solve their Year 2000 (Y2K) computer problems.

The program applies to the cost of hardware and software acquired between January 1, 1998 and October 31, 1999, to replace equipment that is not Y2K compliant.

The tax relief takes the form of accelerated capital cost allowance (CCA) deductions of up to \$50,000. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

For more information, contact your local Revenue Canada Tax Services Office.

- The information available about other countries' level of readiness

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Web site at <http://www.dfait-maeci.gc.ca>

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Vol. 17, No. 17 — October 15, 1999

Team Canada Trade Mission to Japan: A Huge Door-Opener

Dept. of External Affairs
Min. des Affaires extérieures

OCT 20 1999

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During last month's Team Canada trade mission to Japan, Canadian companies, with the strong realization that Japan does indeed offer a market that is not only open to their products and services but that is, above all, accessible.

High-tech focus

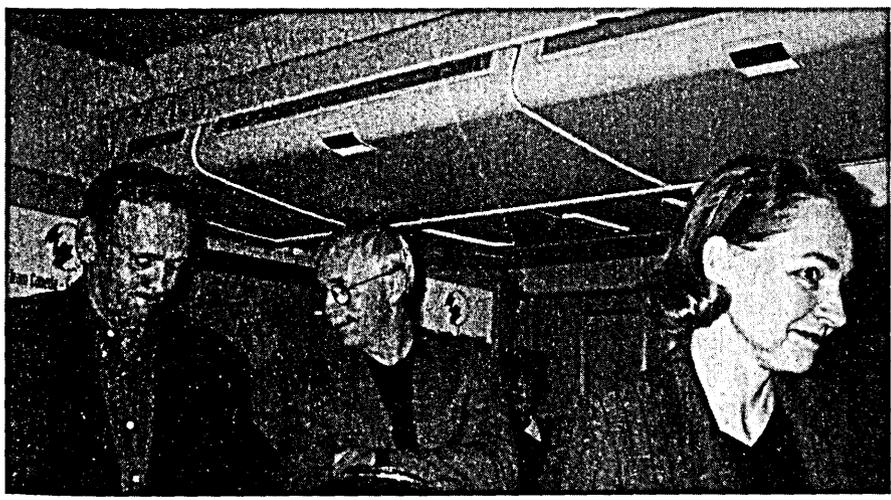
The primary focus of the mission was to brand Canada's new image: a high technology country and

Other goals included reinforcing bilateral relations, namely in social policies, space (with an exchange program), peace build-

national Trade Minister Pierre Pettigrew and Secretary of State (Asia-Pacific) Raymond Chan brought to over 60 the number of activities surrounding the Team Canada mission — the first to a developed country and, according to the Japanese, the largest international trade mission ever to visit their country.

A total of 269 businesses, eight provincial premiers and all three territorial leaders, as well as academic and other institutions participated in the Team Canada mission which visited Osaka and Tokyo.

Continued on page 2 — Team Canada



Prime Minister Jean Chrétien (left) — seen chatting with Ronald McLaughlin, Chief of Staff to the Premier of Ontario — and his wife Aline mingle with Team Canada Trade Mission participants on the return flight from Tokyo to Vancouver.

more than just an exporter of lumber and grain. One of the mission's objective was also to foster new partnerships especially in the priority sectors and to demonstrate to Canadians the opportunities created by changes in Japan.

ing and celebrating the 70th anniversary of diplomatic relations.

"Mission accomplished on all fronts," according to trade officials.

In addition to the Prime Minister, the active participation of Inter-

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Team Canada Trade Mission — Continued from page 1

The mission focussed on a number of sectors — all of them the subjects of seminars attended by Japanese businesspeople (standing room only) — including electric power and new energy, environment, information and communications technologies, education, building technologies and materials, food biotechnology, space and health.

The majority of the Canadian participants were either small or medium companies. During the course of the one-week mission, some 4,000 Japanese companies were contacted by members of Team Canada's mission.

Participation first step

Many participating Canadian companies — including ones that were originally shy to go — openly

reported how surprised they were not only by the number and ease of contacts they made but also by the huge opportunities they found. "Even if we didn't come back with contracts signed," they commented, "we certainly know where and how to pursue the opportunities we found."

Dorothy Grant, from Dorothy Grant Ltd., of Vancouver, is confident that the trip will continue to pay off over time for her small company of elegant Haida art form garments. "All that I absorbed about Japanese culture, fashion, and marketing techniques," she says, "will be very helpful in establishing myself in the Japanese market."

As for Glenn Hamilton, from Hamilton Myriadgate Technology

in Saskatoon, "For a small company like ours, the networking possibilities are the best of Team Canada. We're starting to reap rewards from the trade mission to Poland and Ukraine last January."

Overall, participating companies felt strongly that both the mission and the Team Canada concept were unqualified successes.

Contract highlights

On the "scoreboard" companies signed \$409 million in trade deals — including seven contracts (total \$178 million), 11 memoranda of understanding (\$52 million), four letters of understanding (\$22 million) and five other types of agreements (\$157 million).

Continued on page 3 — Team Canada

READER'S CORNER

Starting with our next issue, we would like to give you the opportunity to share your thoughts about *CanadExport* and international trade issues. We invite you to send us short letters for publication in our new Reader's Corner column.

This will be your column. We can't wait to hear from you. Send your letters to the attention of Reader's Corner, *CanadExport*.

CanadExport reserves the right to publish excerpts or to edit letters to satisfy space requirements.

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Agreement Number 1453025



Team Canada Trade Mission — Continued from page 2

Prime Minister Jean Chrétien noted that six additional agreements will bring Canadian products to the Japanese market.

Examples of contracts include Logo Computer Systems of Montreal which concluded an agreement with Tokyo's Soiku to distribute the Japanese-language version of Logo's MicroWorlds Pro software to approximately 40,000 schools in Japan. Spacebridge Networks based in Hull, Quebec, signed an MOU with Toshiba Corporation to provide for the identification of mutually beneficial business opportunities focussed on the broadband satellite technology market (see story p. 12).

Nineteen-year-old Emerson Saguaro, the youngest participant on the mission, who runs a multi-million-dollar Web advertising business in Toronto (TargetNet.com Inc.) signed a deal for more than US\$2 million. "Besides signing a letter of intent with our current Japanese partner, we started negotiations on expanding to other parts of Asia," noted Saguaro. "The presence of the Prime Minister and premiers had a significant impact on moving these negotiations forward."

And from St. John's, Newfoundland, AMI Nutrition Inc., a subsidiary of Atlantis Marine Inc., signed an MOU with Fields Inc. of Yokohama for Fields to act as AMI's marketing and sales agent for the Japanese market.

More than just contracts

Both the Prime Minister and Minister Pettigrew — he officially launched the new *Japan Trade Action Plan 1999-2000* with JETRO's President — emphasized that the number and value of the deals signed in Japan was not the only objective of the trade mission. It was as much to introduce new companies to this

"Yet our ability to conclude such significant deals shows the potential for growth, and shows what small and medium-sized companies can accomplish when business and governments work together."

Echoing the Prime Minister's statements, Charles Sferlazza of Toronto-based Web-Sentry said,



Members of Team Canada trade mission to Japan

market and to showcase Canada's high-tech and communication technology expertise.

"That the majority of deals signed were in high technology and innovation testifies to the fact that Canada can excel in the competitive Japanese market," said Mr. Chrétien.

"Canada's commercial relations with Japan, our second-largest trading partner at over \$22 billion in annual trade, are already strong and well established," added Minister Pettigrew.

"This trade mission has been the most fascinating business experience of my life. I was just hoping to get a bit of exposure in Japan and plant some seeds for future business. What happened is that I now have about 20 new customers and the best part is that there may well be a Web-Sentry office in Japan in the near future."

More information on the Team Canada mission or opportunities in Japan is available on www.tcm-mec.gc.ca/ and www.dfait-maeci.gc.ca/ni-ka

THE CANADIAN TRADE COMMISSIONER SERVICE

Serving Canadian Business Abroad

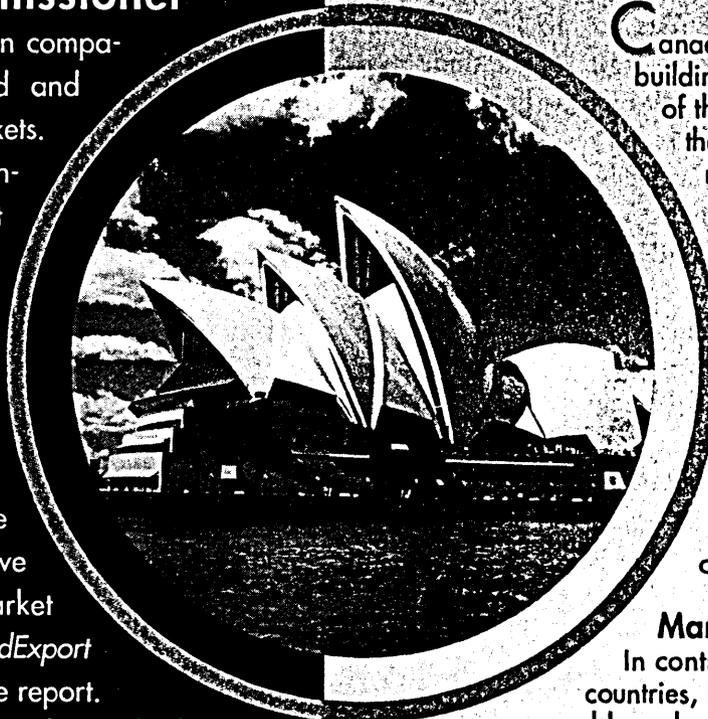
AUSTRALIA —

The Residential

The Trade Commissioner Service

helps Canadian companies that have researched and selected their target markets. Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last. To help you select which market you should target, the Team Canada Market Research Centre and the Trade Commissioner Service have prepared over 500 market reports. This section of *CanadExport* provides an overview of one report.

For more information on this and other reports or if you want to know how the Canadian Trade Commissioner Service can help you get results in international markets, visit us at www.infoexport.gc.ca



Canadian exporters of residential building products should take note of the excellent opportunities in the Australian market. The new residential building sector is the largest contributor to Australia's \$60 billion building and construction industry. Australian economic policies hold the potential for sustained growth in the future, as annual housing starts — ranging between 140 000 and 150 000 — are projected to remain buoyant over the next five years.

Market Trends

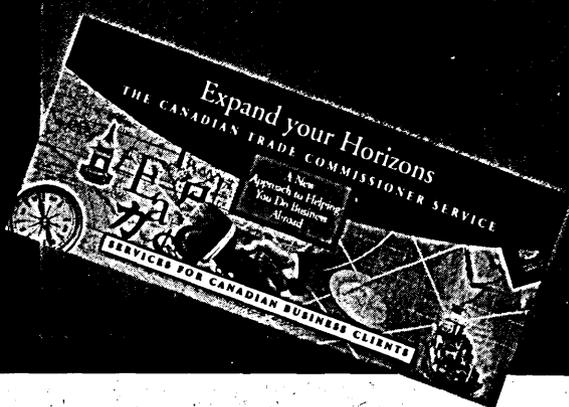
In contrast to most South Pacific countries, North American-style "2x4" wood-based construction methods are becoming very common in Australia, leading to an increasing market focus on prefabricated timber housing. Also, various Australian public policy initiatives concentrating on technological innovation are providing a window of opportunity for companies with expertise in energy-efficient housing technologies and services.

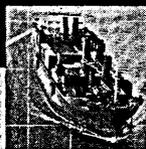
THE CANADIAN TRADE COMMISSIONER SERVICE

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See insert for your Residential Building contacts in Asia-Pacific





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Building Market

Furthermore, the \$3 billion home-improvement market is the fastest growing segment of the residential building sector. In fact, the recent surge in alterations and additions is said to be the strongest illustrated in the past two decades. Other important trends include medium-density housing projects and inner-city residential developments.

Building Codes

Your company will find that the Australian building industry has fewer technical constraints than many other foreign building industries. In 1997, the industry moved to a performance-based code and, as a result, building approvals are now based on individual merit rather than according to a fixed set of rules. This has allowed exporters to tap into the market more effectively, and deliver more safe, efficient and innovative buildings and materials to Australia.



Favourable Market Access

There are natural affinities between Canada and

The Australian Construction and Building Industry - Quick Facts

Market Size (1998)	CDN\$60 billion
Average Housing Starts (5-year projection)	140 000 - 150 000 starts (annually)
Value of Total Residential Market (1999 forecast)	CDN\$30 billion (7.4% growth over 1998)
Value of Total Market for Houses (1999 forecast)	CDN\$18 billion (6% growth over 1998)

Australia arising from similar legal and regulatory systems, and a trading relationship dating back more than 100 years. Most trade between the two countries takes place at most-favoured-nation-rates, with substantial amounts being duty free. Canadian companies can also benefit from preferential tariff treatment under the Canada/Australia Trade Agreement.

See Potential?

The Australian market for building products is very mature, yet constantly evolving as a result of technological innovation. By presenting your knowledge and expertise to the industry, your company could discover some excellent business prospects and expand the export portion of your business. For a list of Australian trade shows, and to learn more about opportunities, read the full report, "The Residential Building Market in Australia," prepared by the Team Canada Market Research Centre. The report is available on-line at www.infoexport.gc.ca



www.infoexport.gc.ca

Could this be your market?

Complete report at www.infoexport.gc.ca

The Residential Building Market

➔ Access our market studies



The Australian-Canadian Chamber of Commerce



Being "down there" is really only a matter of perspective.

Giving the North an "up" side is merely conventional, thus a geographic representation of the world sometimes teaches the wrong things about the world of business. Far countries may be closer than they appear: doing business in Australia is especially simplified because of its many common traits with Canada. Its cultural and linguistic affinity, close business culture and similar legal and banking infrastructure makes it especially easy to do business there. These are things most maps don't show, for one thing... or the fact that bilateral trade between Australia and Canada is more than \$2.3 billion.

A Chamber with a difference

Formed in November 1994, by 23 dedicated men and women, the Australian-Canadian Chamber of Commerce is a non-profit, mutual-benefit organization that promotes business, cultural and social relations between Australians and Canadians. It develops original networking opportunities and other events on behalf of Canadians and Canadian-based enterprises interested in conducting business in Australia, and on behalf of Australians and Australian-based enterprises interested in Canada.

"Our focus is broader than a traditional Chamber of Commerce," explains Chamber President, Brian Hemming. "We are more like a forum for Australians and Canadians in general, not just those involved in commerce."

It's a win-win mix that pleases the Chamber's almost 100 members — including 14 corporate members — ranging from big businesses to SMEs plus government agencies from both countries as well as individual entrepreneurs.

The Chamber offers a directory to members and organizes such events as luncheons, breakfasts and social functions, with the privilege of asking questions to government ministers, business leaders, trade experts and diplomats during these activities.

"Our two countries have a long history of trade, and now with a fast growing hi-tech sector in both countries,

there's definitely a great mutual interest between Canada and Australia," exclaims the president. The Chamber also helps with business referrals, travel itineraries and trade, customs and financial dealings. Corporate members get additional specific benefits.

Promoting bilateral business

As the Chamber's ex-officio Director, Australia's Consul General and Senior Trade Commissioner in Toronto, Peter Kane is very supportive of initiatives to build the business relationship between Canada and Australia.

"Two-way trade of more than \$2 billion demonstrates a solid business engagement," he says. "But shipping products across the Pacific is only part of the story. Companies in both countries also see the other as providing excellent investment destinations. For example, Australia's resources giant, BHP, started production last year at Canada's first diamond mine. Macquarie Bank has opened in Toronto. And Suncor is investing in a huge oil-from-shale project in Queensland."

The Consul General also emphasizes that Canadians wanting to do business in Australia face few cultural challenges: "What works in Canada will usually also work in Australia.

"As a bonus, Canadian visitors 'downunder' in the next 12 months can share in the excitement of the Olympics," Kane adds. "I recommend that all visitors to Sydney fit in a tour of the spectacular Olympic site. The major facilities are all either completed or nearly so. Come next September," he says with a smile, "we look forward to engaging Canadian athletes in tough, friendly competition — sport as it is meant to be."

To get in touch with the Chamber, contact the Austrade office in Toronto, which will refer inquiries to the appropriate Chamber director, as a courtesy, tel.: (416) 323-1155, ext. 301.

The Canadian High Commission in Canberra and Consulate General in Sydney can also help Canadian companies interested in the Australian market.

For more information, consult www.dfait-maeci.gc.ca/australia or contact DFAIT's Australia Desk, tel.: (613) 995-7652, fax: (613) 996-1248.

Interbuild Australia 2000: A Show Worth Building On

MELBOURNE — July 16-19, 2000 — Success in the building industry beyond 2000 will rely on innovative promotional strategies and developing industry-wide contacts in an increasingly complex marketplace.

Interbuild 2000 — Australia's 14th International Building Materials and Equipment Exhibition — is that country's premier showcase for the commercial, industrial and domestic building and design industries, presenting an invaluable opportunity for your business to establish new clients and generate sales. With a trade-only audience of over 15,000 buyers and specifiers, Interbuild can be a powerful component of your company's marketing strategy.

This year's show in Sydney — it alternates with Melbourne — featured 308 exhibitors from 19 countries including international groups from Belgium, India and Spain as well as Canada — the largest participating country. The Canada Pavilion included 10 participating companies as well as brochures from another 59 Canadian firms.

Shows within a show

Interbuild 2000 incorporates many major industry events, each with

seminars, including:

- Tilex 2000 features the largest collection of tile and stone products in Australasia, terracotta alongside the latest in adhesives, installation systems, tools, machinery and equipment, sealants and cleaners.
- Frame Australia 2000 showcases the design and manufacture of



Canadian participants at Interbuild 1999 with Kevin Skauge (left) and Robert Grison (right).

domestic and commercial timber frame construction including roof truss, floor truss and wall framing systems. The only exhibition of its kind held outside of the United States, it also features displays of the latest computer technology for design and manufacturing alongside the newest developments in engineered timber products.

- National Plumbing Show 2000, Australia's biggest plumbing in-

dustry event, joins forces with Interbuild for the first time. It will highlight a broad range of classical and contemporary plumbing and mechanical services.

- Interiors 2000 covers the ever-changing fashions of interior design including a comprehensive range of wall finishes, lighting, architectural hardware, furnishings and floor coverings. Interiors gives your company a chance to make an impression on a carefully targeted trade-only audience seeking the best in products and material available.

Special feature areas

In addition to the above shows within the show, Interbuild has special feature areas making it easier for visitors to locate any product material or service.

Window and Glass Technology - Displays of the most recent technology in window and glass manufacturing, including details of the Window Energy Rating Scheme.

Computerbuild - Showcasing the latest in CAD technology, this area will feature state-of-the-art technology for building. Innovative computer hardware and software will

Continued on page 8 — Interbuild

IFI Procurement: "Doing Business with Developing Countries"

Get connected with IFInet: <http://www.dfait-maeci.gc.ca/ifinet>

IFInet offers you access to thousands of business opportunities financed by international financial institutions (IFIs) in over 130 emerging and developing countries. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Interbuild Australia 2000 — Continued from page 7

include applications for building design solutions and project management.

Safety and Security - A dedicated area for products and services with a safety or security application, highlighting the most up-to-date building and home security systems.

Building Materials and Equipment - Showing the latest in equipment for residential, commercial and industrial building and design.

Participation strategy

Companies new to Australia can simply display their brochures in the giant brochure stand. Companies looking for a distributor may want to take a booth or share one with another related Canadian company. Associations are always welcome to participate.

Another way a company can participate is by having the Australian agent for a Canadian product included in the Canada Stand. Experts from Australia as well as industry contacts will be invited to meet with the Canadian group while in Australia.

If you are thinking Australia is a market that your company should explore for your newest product or service — it is a "natural" market after the U.S. — take a look at this opportunity to get 'building your network downunder.'

Who visits Interbuild

The previous Interbuild in Melbourne attracted international buyer groups from Hong Kong, Taiwan, Mainland China, Japan, Vietnam, New Caledonia and New Zealand, pre-

senting exhibitors with a diverse range of export opportunities.

Interbuild is attended by architects, interior designers, construction companies, property developers, managers and owners, engineers, contractors, hardware and timber merchants, manufacturers, importers and agents.

For more information contact:

- In Canada, Robert Grison, President, Canadian Export

Development, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca

- In Australia, Kevin Skauge — he will be attending the Construct Canada Show in Toronto in early December (see story p. 9) — Business Development Manager, Canadian Consulate General in Sydney, tel.: (011-61-2) 9364-3049, fax: (011-61-2) 9364-3097, e-mail: kevin.skauge@dfait-maeci.gc.ca

New Exporters to South America Program (NEXSA) Women's Mission to Argentina

ARGENTINA — November 8-11, 1999 — A new NEXSA mission will introduce export-ready Canadian businesswomen in the services sector to Argentina, where there are excellent opportunities in corporate training, business and environmental consulting, architecture and urban planning, among others.

The participation fee is \$300, which includes:

- translation of company profile into Spanish;
- training in Canada on Argentina;
- market information;
- a customized appointment schedule with distributors, agents and meetings with joint-venture partners;
- a briefing session in Argentina;
- a reception at the Canadian Embassy in Argentina with local contacts;
- free participation in a new prototype On-Line Trade Mission, with an interactive Internet site:

www.infoexport.gc.ca/oltm-mcel
On this site, delegates will find information on the mission, Argentina and their Argentinian counterparts. It will become operational October 15, 1999;

- possibility of attending the Women's Economic Summit of the Americas (www.globewomen.net/summit/sumEconomic.cfm);
- follow-up assistance by trade commissioners.

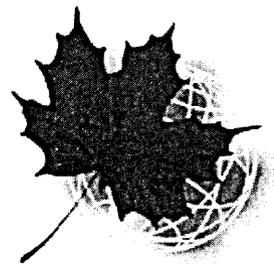
For more information, contact your local International Trade Centre or the South America Division, DFAIT, fax: (613) 943-8806.



Canadian Trade Review

A QUARTERLY REVIEW OF CANADA'S TRADE PERFORMANCE

SECOND QUARTER 1999



This trade and investment quarterly reports on Canada's economic growth in the second quarter of 1999 and highlights our trade and investment performance in key sectors and markets.

RECORD EXPORT SALES, SURGING FOREIGN INVESTMENT CONTRIBUTE TO SOLID ECONOMIC PERFORMANCE

Canada's economy remained robust in the second quarter. Real gross domestic product (GDP) growth fell slightly to 3.3 per cent from 4.2 per cent in the first quarter. Investment grew strongly, led by machinery and equipment and residential construction, while consumer spending on services and non-durable goods showed good progress.

Consumer and business confidence remained firm amidst stable economic conditions. In the labour market, 5,000 new jobs were created, while the unemployment rate averaged 8 per cent — only marginally off recent lows. Consumer prices increased in the quarter by 0.8 per cent, led by energy prices, which were up 4.2 per cent compared to the previous quarter. The Canadian dollar, benefiting from a combination of steady growth, low inflation and firmer world commodity prices, averaged US\$0.684, up from US\$0.661 in the first quarter.

Internationally, the economic picture continued to be mixed but generally improved. Most important for Canada, domestic demand in the United States remained buoyant and was even stronger than suggested by the 1.8 per cent quarterly growth in real GDP. The latter figure reflected strong import growth and a drop in inventory accumulation (which alone decreased U.S. growth by 1.2 percentage points).

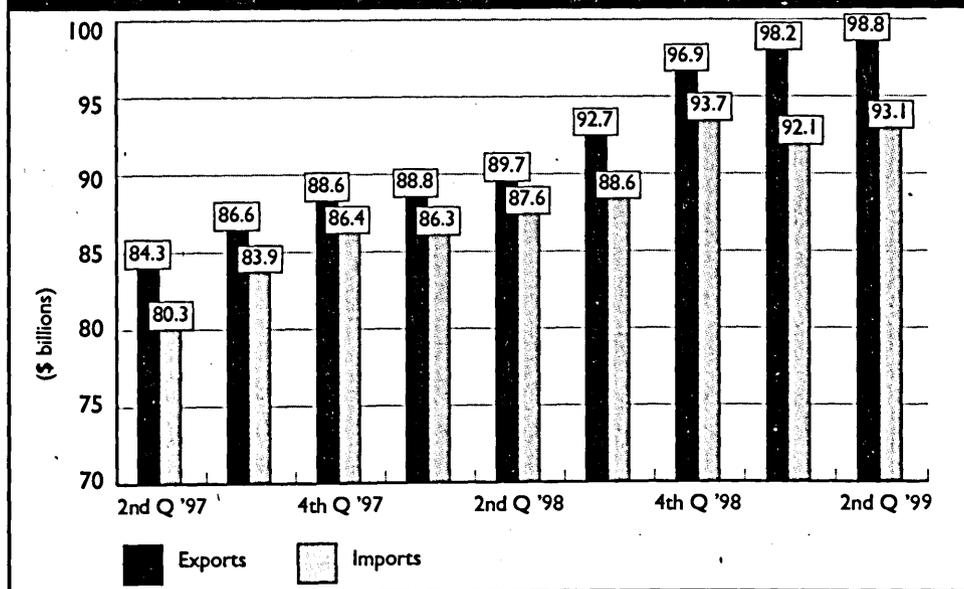
Elsewhere, recovery in Asia picked up, steam and the European Union economies showed signs of firming. Much of Latin America, however, remained in recession. While globally, consumer price inflation remained generally low, commodity prices recovered, due largely to rising energy prices.

Canada's goods and services exports grew 0.6 per cent in the second quarter to stand at more than 10 per cent over last year's level. At the same time, imports of

goods and services grew 1.1 per cent to stand at over 6 per cent ahead of a year earlier.

The trade surplus, while down slightly on a balance of international payments basis from the first quarter's recent high, remained well above last year's level. Meanwhile foreign direct investment (FDI) to Canada surged and exceeded the flow of Canadian direct investment abroad (CDIA) for the first time since the second quarter of 1996.

Canada's Trade in Goods and Services
(2nd Q '97 to 2nd Q '99, Balance of Payments, Seasonally Adjusted)



Source: Statistics Canada

Prepared by the Trade and Economic Analysis Division



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada

TRADE AND INVESTMENT HIGHLIGHTS

Canada's exports of goods in the second quarter rose to a record high of \$86.9 billion, while imports of goods grew to \$79.6 billion during the same period. The quarterly merchandise trade surplus of \$7.3 billion was slightly smaller than in the first quarter. The deficit on services trade widened to \$1.6 billion from \$1.3 billion in the first quarter. The latter development largely accounted for the increase in the current account deficit to \$1.3 billion from \$1 billion in the first quarter. Second-quarter FDI was \$1.9 billion higher than CDIA.

Merchandise trade led by growth in energy

Second-quarter growth in Canada's merchandise exports and imports was in large part accounted for by a sharp rise in the value of trade in the energy sector. This, in turn, was mostly based on higher world energy prices and, in particular, crude oil prices.

Canada's Merchandise Trade by Sector, Growth in Second Quarter over First Quarter 1999, Balance of Payments Basis

Sectors	Exports	Imports
Agriculture and Fishing	0.64%	0.48%
Energy	26.37%	20.96%
Forestry	2.61%	3.05%
Industrial	-1.34%	-1.09%
Machinery and Equipment	-0.70%	1.00%
Automotive	-2.90%	0.67%
Consumer	0.06%	0.32%

Source: Statistics Canada

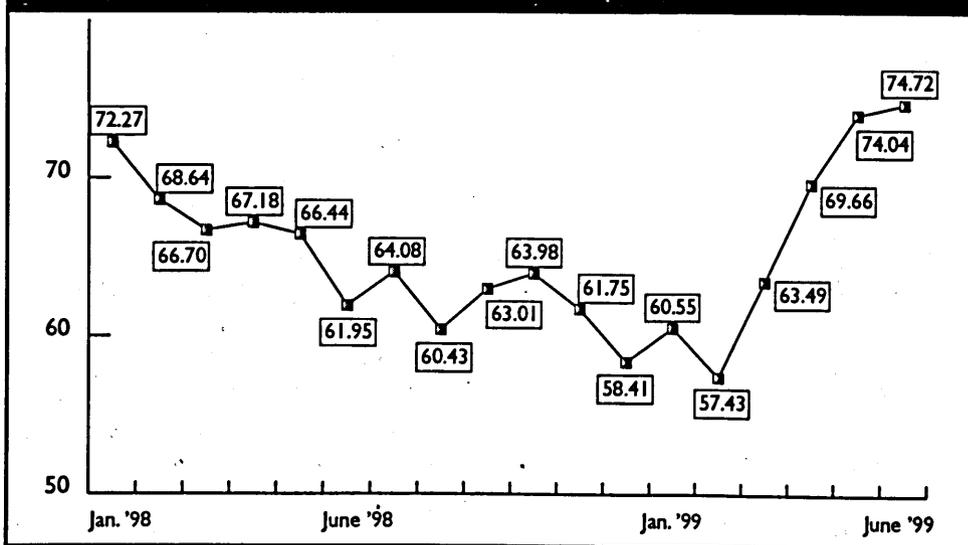
Canada's energy exports increased by \$1.4 billion, up 26.4 per cent over the first quarter. Combined with modest increases in exports in the agriculture, fishing, forestry and consumer goods sectors, this more than offset modest declines in Canada's other major export

sectors, namely industrial goods, machinery and equipment (M&E) and automotive products. M&E exports have shown signs of easing off after several quarters of torrid expansion. The quarterly decline of auto products exports can be seen as a reflection of the exceptional surge in sales in the first quarter of this year.

Export sales to the United States continued to grow, but perhaps the most notable development was an increase in sales to Japan, which helped to diversify the sources of market growth for Canadian exporters.

Canada's import growth was also accounted for largely by the energy sector, although growth was spread across all sectors with the exception of industrial goods. Imports from all of Canada's major trading partners were up during the second quarter.

Energy Price Index, Jan. 1998 to June 1999 (1982-90 = 100; U.S. dollars)



Source: Bank of Canada

Wider deficit in services trade

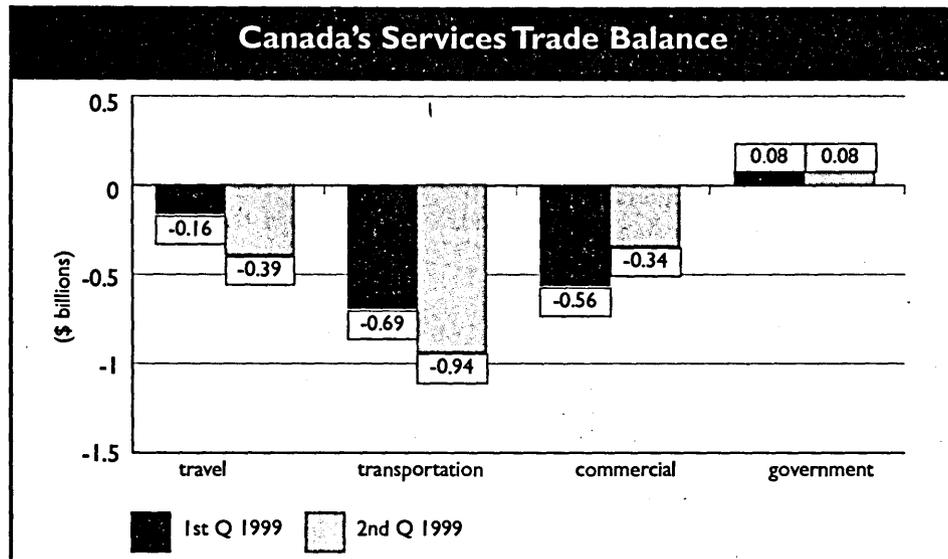
Exports of services totalled \$11.9 billion in the second quarter, down 0.9 per cent from the first quarter. The main factor in this performance was a decline in travel and transportation receipts. As imports of services continued to grow, the services deficit increased in the quarter to \$1.6 billion. More than half of this deficit stemmed from the transportation sector.

Foreign direct investment bounces back

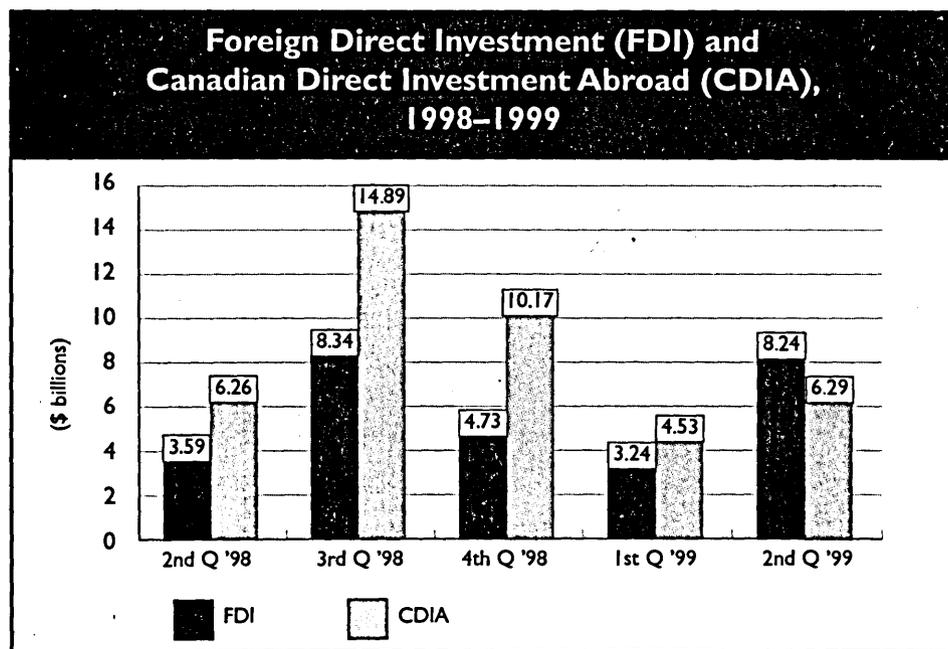
Foreign direct investment to Canada in the second quarter came in at a near record level of \$8.2 billion, up 154 per cent from the \$3.2 billion recorded in the first quarter. A major source of FDI was U.S. acquisitions in Canada's communications industry.

Meanwhile, Canadian direct investment abroad rose to \$6.3 billion in the second quarter of 1999, up 39 per cent from the \$4.5 billion recorded in the previous quarter. Canadian investment abroad was directed mainly to the financial and insurance industry in the United States.

As noted, the second quarter of 1999 marked the first time since the second quarter of 1996 that foreign direct investment into Canada exceeded Canadian direct investment abroad.



Source: Statistics Canada



Source: Statistics Canada

FEATURES SECTION

Provinces Profit from Strong U.S. Trade Link

Canada's trade with the United States is by far the largest bilateral trade flow in the world. In 1998, Canada sold \$297 billion of goods and services to the

U.S., or about 81 per cent of its total exports. While the importance of the U.S. market varies among Canada's provinces and territories, one common feature shared by the provinces (although not by the Yukon and Northwest Territories, whose trade with the U.S. is

minimal) is the growing importance of the U.S. as an export destination in recent years. In 1994, all of the provinces shipped more than 50 per cent of their merchandise exports to the U.S.; by 1998, these provincial shares were even higher.

The strong link with the United States has been particularly important for Ontario and for Quebec, which together accounted for 75 per cent of Canada's exports to the U.S. in 1998. Moreover, with the U.S. market accounting for 92 per cent and 84 per cent of their export sales respectively, Ontario and Quebec were least affected by the recent slow-down in growth outside of North America. At the same time, the strengthening of the U.S. trade link has been an important factor for Canada's other provinces in helping them weather weakening sales to other parts of the world.

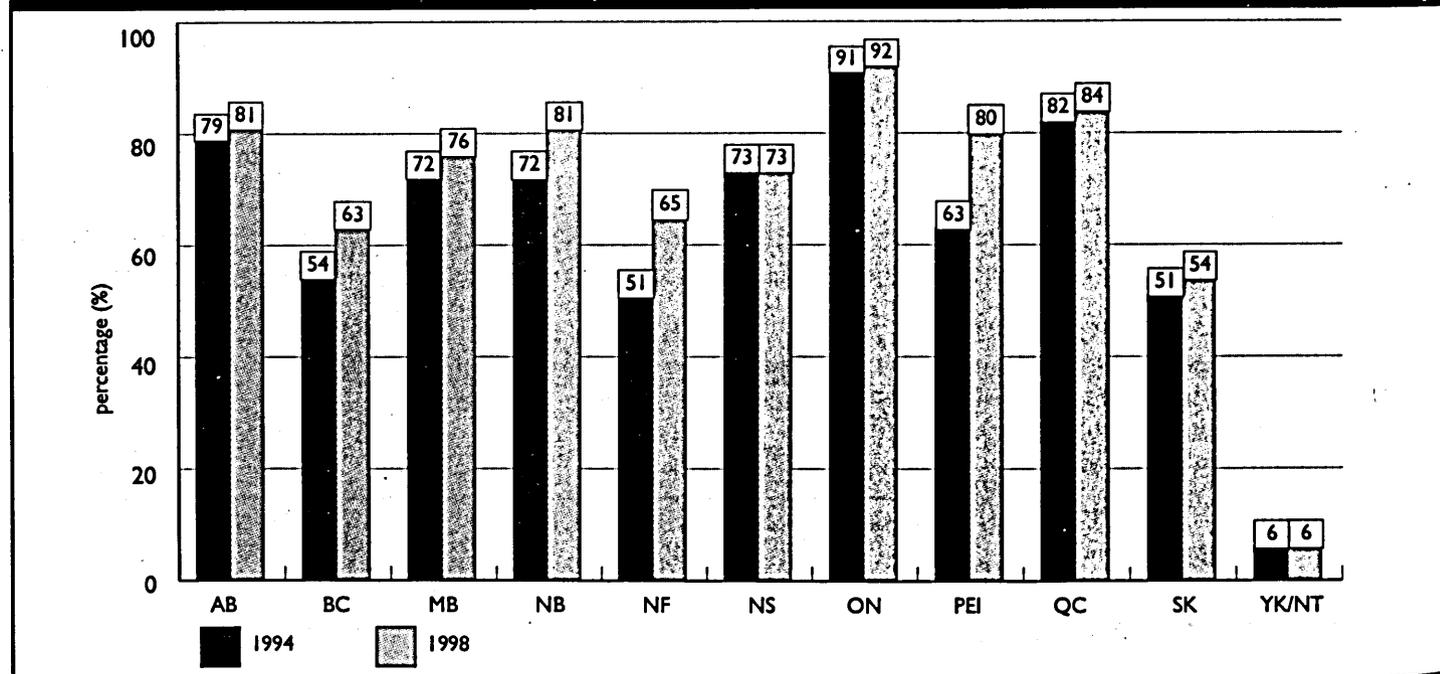
Provincial Merchandise Exports to the U.S.

	1994: Exports to the U.S. (\$ billions)	1998: Exports to the U.S. (\$ billions)	1998: Provincial Share of Canada's Exports to the U.S. (per cent)
Canada	172.18	251.11	
AB	18.14	25.31	10.08
BC	12.32	16.41	6.53
MB	3.26	6.06	2.41
NB	3.06	4.41	1.76
NF	0.81	1.73	0.69
NS	1.89	2.50	1.00
ON	97.08	142.66	56.81
PEI	0.18	0.37	0.15
QC	31.65	46.29	18.43
SK	3.86	5.36	2.13
YK/NT	0.01	0.02	0.01

Source: Canadian Trade Analyzer, May 1999

Note: Data do not include re-exports

Share of U.S. as Destination to Total Exports, 1994 and 1998



The Canadian Trade Commissioner Service (TCS) of the Department of Foreign Affairs and International Trade (DFAIT) has more than 120 offices and over 800 trade officers around the world. TCS can help open doors abroad for Canadian companies that have researched and selected their markets. DFAIT also facilitates exports by negotiating and administering a broad range of trade and investment agreements for Canada and helps resolve trade disputes on behalf of Canadian industries. For more information: <http://www.dfait-maeci.gc.ca> (DFAIT), tel.: 1-888-811-1119 (Team Canada Inc), <http://exportsource.gc.ca> (for research), <http://www.infoexport.gc.ca> (TCS).

Main source of data: Statistics Canada

Disponible également en français

Chance to Unlock New Building Products Markets

TORONTO — December 2, 1999 — Companies in the construction, building products and housing sector should not miss this unique

Your Invitation to a World of Construction

TORONTO — December 1-3, 1999 — Construct Canada '99, which also includes Homebuilders Expo and PM Expo, is an opportunity to see over 850 exhibits of products, systems and technologies used in building construction, retrofit and renovation applications for housing, office, industrial and institutional buildings. From concrete and steel to wood and plastics, you'll see it all.

In 1998, visitors from 33 countries came to learn about the latest in building systems and construction techniques and to meet leading Canadian architects, engineers, contractors, developers, homebuilders and real estate and property management professionals. This 11th annual show will also be a unique opportunity to interact with business people from around the world.

Over 150 seminars will be held, offering participants a wide range of information on such areas as Canadian design, building technology and automation, housing and heritage restoration. A special international visitors lounge will assist foreign participants arrange appointments with Canadian companies.

For more information, tel.: (416) 512-1215, ext. 229, fax: (416) 512-1993, e-mail: shows@cemyork.com, Internet: www.constructcanada.com

opportunity to unlock new global markets at the Building Products Export Café, to be held in conjunction with Construct Canada, the largest construction trade show in Canada. Through the Export Café, Canadian companies will be able to meet and discuss market opportunities with Canada's trade commissioners located in Canadian embassies and consulates around the world.

The Export Café puts you face-to-face with an officer from a major global market in small groups of about eight participants. Each officer will be at a round table, conducting a discussion about the market she/he represents and outline key opportunities in the construction, housing and building products sector. For 40 minutes, participants will interact with the trade commissioner and each other, pose questions, exchange experiences and discuss issues related to doing business for that particular market.

After each discussion, companies move on to another table to discuss another market of interest. Over the course of this half-day event, you will have the opportunity to choose and examine your top four markets of interest. You will also benefit from the experience and knowledge of trade commissioners and colleagues who are looking at similar challenges.

Representatives from key markets in Europe, the U.S. and Asia will be available for this unique event. The Export Café will conclude with a networking lunch that will provide further opportunities for interaction with Canada's trade commissioners.

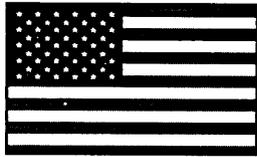
For more information, contact Patricia Sage, International Trade Centre, Toronto, tel.: (416) 954-6651, fax: (416) 973-8714.

Toy Manufacturers NEXOS Mission

LONDON, ENGLAND — January 29 - February 2, 2000 — The Canadian High Commission invites Canadian toy manufacturers to participate in a New Exporters Overseas Mission (NEXOS) to introduce export-ready companies to opportunities in the United Kingdom. The mission is organized around the U.K.'s largest toy exhibition, the British International Toy and Hobby Fair (www.britishtoy-fair.co.uk), which attracts some 400 exhibitors from around the world and represents both manufacturers and retailers from small innovative companies to big chain outlets. Participants will also have the option of attending the Nuremberg Toy Fair in Germany immediately after the U.K. fair.

The large U.K. toy and games market's sales grew by 16 per cent between 1994 and 1998 and is estimated to increase by 18 per cent from 1998 to 2003. The U.K. is also a logical first step for entering the European market.

To participate contact (by November 10), Michelle Gartland, Canadian High Commission, London, tel.: (011-44-171) 258-6362, fax: (011-44-171) 258-6384, e-mail: michelle.gartland@dfait-maeci.gc.ca, Internet: www.dfait-maeci.gc.ca/london



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (UTO). For information about articles on this page, contact UTO by fax at (613) 944-9119 or e-mail at commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Las Vegas COMDEX Show High on the New E-conomy

LAS VEGAS, NEVADA — November 15-19, 1999 — More than 50 Canadian companies are expected to participate in the COMDEX Fall '99 trade show.

COMDEX is the largest and most influential information technology (IT) event in the United States for resellers, corporate decision makers and industry representatives from around the globe. Long recognized as an industry barometer, and this year celebrating its 20th anniversary, COMDEX covers the technology spectrum, from the desktop to the server to Internet-enabled computing and communications technologies.

This year, COMDEX will focus on technology for the new "e-economy," hosting over 2,000 exhibiting companies, thousands of product launches and 200,000 resellers, IT professionals, developers and managers with more than \$125 billion in purchasing power. Last year, 100,000 attendees bought or planned to buy products they saw at the show.

Co-located with COMDEX/Fall '99 will be a brand-new event, Linux Business Expo. This forum, aimed at business managers, IT and information services professionals and developers, will help them gain essential perspectives about the software applications and hardware created for this environment.

COMDEX is an event Canadian IT companies should not miss. The U.S. is Canada's largest and most important export market for the IT sector, and COMDEX has long been a key focus of Canada's trade promotion efforts. In recent years, Canadian companies have enjoyed enormous success at COMDEX with several receiving awards in various product categories.

The Canada Pavilion at COMDEX/Fall '99 will be organized under a special arrangement between the Department of Foreign Affairs and International Trade (DFAIT) and ZD Events Inc., the show's producer. Canadian companies will have access to excellent floor space and exposure due to the long-standing Canadian government association with COMDEX.

COMDEX offers an unparalleled opportunity for market research. To assist Canadian IT companies that have some experience of the U.S. market but have yet to implement a full-scale marketing program, the Canadian Consulate in San Francisco/Silicon Valley will hold a special education and training session. This NEBS Plus (New Exporters to Border States) program, to be held November 17-19, 1999, will use the COMDEX venue to its full advantage.

It will provide SMEs with the necessary knowledge, exposure, information sources and motivation to expand their U.S. markets.

The fee for the NEBS program as well as access to COMDEX is US\$150. COMDEX conference packages are available directly from ZD Events (www.zdevents.com). Participants are responsible for their travel and accommodation arrangements and should arrive in Las Vegas on Tuesday, November 16.

Take advantage of this excellent opportunity to expand your business in the U.S. market. Exhibiting in the Canada Pavilion or participating in the NEBS Plus trade mission will let you focus your efforts on developing your firm's U.S. strategy to generate sales and create new business.

Additional information about the Canada Pavilion is available from Ziff Davis. Contact Paul Deluca, District Sales Manager, tel.: (781) 433-1577, e-mail: paul_deluca@zd.com; Doug Linn, Account Manager, tel.: (781) 433-1568, e-mail: doug_linn@zd.com

For more information about exhibitor opportunities or about the NEBS Plus trade mission, contact Pat Fera, U.S. Business Development Officer, DFAIT, tel.: (613) 944-9475, e-mail: pat.fera@dfait-maeci.gc.ca

THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE has a brand new LOOK: http://www.dfait-maeci.gc.ca/geobus/business_e.asp ... with a wide array of valuable information on doing business in and with the United States.

A Future Single Point of Entry for On-line U.S. Government Procurement?

The GSA (General Services Administration) held a public meeting in August to discuss the EPS (Electronic Posting System) and its bid to be the single point of entry for on-line government procurement.

Deidre Lee, Administrator of the Office of Federal Procurement Policy (OFPP) at the Office of Management and Budget (OMB) began by endorsing a way to make doing business with the government more user-friendly, less expensive and fairer, especially for small business.

The EPS, which started as a pilot in 1996, is accessible at www.eps.gov and serves both vendors and buyers. Vendors interested in selling to the U.S. federal government can download related documents while buyers can upload buying opportunities.

The EPS prides itself on integrating interfaces with agencies with which it deals as opposed to replacing them and currently posts opportunities from such agencies as:

Department of Defense, GSA, Veteran's Affairs, Department of Transportation and others. Paul Fontaine, Program Manager at

GSA's ARNet (Acquisition Reform Network) claims the EPS sees 90-95 per cent of the procurement "action."

Opportunities for electronic commerce vendors

As a result of the success of EPS

index. Other opportunities include posting, notification and electronic data interchange (EDI) services, procurement writing and evaluation of the interconnection of the agencies with which EPS deals.

The Canadian Embassy in Washington, DC, has announced that through its Internet site's on-line Trade Library you will soon be able to obtain valuable information (formerly sent by mail) on Doing Business with the U.S. Federal Government. In addition to providing new and updated documents on the General Services Administration (GSA) and Federal IT Market, as well as domestic buying preferences and other regulations such as the Buy American Act, the site connects you directly to many of the U.S. agencies and procurement resources referred to in these documents.

Visit the Canadian Embassy site at www.canadianembassy.org and click on Business Opportunities.

Feedback requested NOW

As the OMB forms policy regarding the Single Point of Entry, it welcomes feedback from the government procurement arena and encourages participation in an interactive discussion accessible at spe@arnet.gov

Julie Basile, a Procurement Analyst for the OFPP working on this issue, welcomes phone calls at (202) 395-4821.

The EPS is also interested in feedback, which can be sent to: feedback@eps.gov or you can con-

tact the Program Manager Wilbert Kelley at Wilbert.Kelley@gsa.gov or Paul Fontaine at Paul.Fontaine@gsa.gov

Looking to Do Business with the U.S. Federal Government?

Opportunities are just a key stroke away at the Internet site (www.gsa.gov) of the General Services Administration (GSA), which facilitates purchases by the U.S. government — "the world's largest consumer" — and the Electronic Posting System site at www.eps.gov. More GSA opportunities are listed on the site of the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) and periodically in *CanadExport*.

SpaceBridge Spans Across the Miles to the Land of the Rising Sun

Today, the world seems smaller. This reality is not the result of Einstein's law of relativity, rather it is due to the spectacular growth of global, wireless communications technology. SpaceBridge, a Canadian company, is developing products and technologies for this emerging wireless broadband market.

Formed in August 1997, SpaceBridge is located in Hull, Quebec, with 72 employees and annual sales worth approximately half-a-million dollars.

MOU signed

During last month's Team Canada trade mission to Japan, thanks to its premium high-speed broadband wireless products and its relentless commercial efforts and strategies, SpaceBridge signed a multi-million-dollar Memorandum of Understanding (MOU) with Toshiba Corporation, to develop an advanced multimedia terminal solution for the SkyBridge satellite system.

(Skybridge is located in Washington, DC, but is sponsored by Alcatel of France. The broadband satellite system, composed of 80 low earth orbit satellites, is designed to provide global wireless communications services by 2002-2003.)

Timing of trade mission helps land deal

"I have been involved in several such missions and find them most valuable," says Avedis Menechian, President and CEO of SpaceBridge. "The presence of the Prime Minister and trade ministers opens doors for us faster and easier than if we were to do it all by ourselves".

Some say the last mile is always the longest, even when you have the best offer with superior products and a smart sales strategy. When you

start to talk about signing a contract, the match has just begun; it takes time to settle on the financial aspects.

Menechian agrees; "There is no doubt that without the mission, the signing process would have taken two or three additional months."

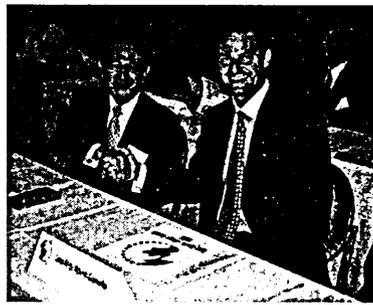
The Team Canada approach

As to the usefulness of the Team Canada missions, Menechian is certain: "Overall, whether the mission is useful, the answer is yes. Does it help us win new business? The answer is also yes, but indirectly. Talks began with Toshiba (a key partner in SkyBridge) two or three months before the mission. We went on the mission to finish the job. However, it's a great credibility builder, to speak with the Prime Minister and have the trade ministers backing us."

"Our Chief Technology Officer, Mahshad Koohgoli," adds Menechian, "had a chance to present our products and technologies to the Japanese Space Agency, to Mitsubishi and others. We were able to discuss their requirements for both space and ground communication systems and how SpaceBridge can provide a full

spectrum of elements in the broadband wireless network architecture.

It's a value-added event and we were pleased to be one of the selected companies".



SpaceBridge Vice President, Business Development, Dr. Stephen Goodman (right) with Associate General Manager of the Space Program Division at Toshiba, Minoru Homma.

It's a do-it-yourself mission after all

A successful story raises the unavoidable question: Is there a secret formula or recipe for success? Well, maybe a few ingredients.

Menechian says he has a few tips for companies that intend to participate in future mis-

sions: "You need to do your homework, make your contacts ahead of time, make sure your agenda is full, and meet department heads. This will ensure that you take full advantage of the opportunities and of the different events scheduled. The rest is just standard business procedure: know the culture, learn how they do business, and so on."

SpaceBridge did just that and the timing couldn't have been better to announce the signature of the MOU with Toshiba. With the media's attention already on Team Canada Japan, SpaceBridge found time to be front and centre in this event.

For more information, contact SpaceBridge, tel.: (819) 776-2848, fax: (819) 776-4179, Internet: www.spacebridge.com



Leading Ottawa Consulting Group Signs Sweet Deal in Guatemala

Sharing Trade Secrets

Priding itself on finding cost-effective, practical and sustainable solutions to each client's problems, a leading environmental science and engineering consulting group Water and Earth Science Associates Ltd. (WESA) recently demonstrated in yet another country that there is a need for its quality services.

The agreement or "Convenio" signed with the Association of Sugar Producers of Guatemala (AZASGUA) calls for the provision of environmental auditing and environmental business plans to the 17 sugar mills in that country over the next two years.

A deal in the making

"We had been working on the deal for six months," says WESA President Derek Smith, who is highly appreciative of all the help he received from the Canadian Embassy in Guatemala City — from Trade Commissioner and Consul Wayne McKenzie and Commercial Officer Margo Dannemiller all the way to Ambassador Daniel Livermore.

"The trade staff not only assisted us with meetings and in organizing the press conference," says Smith, "but they also let us use the Embassy boardroom and helped with the negotiations, keeping them going on our behalf even during our absence.

"As a matter of fact," recalls Smith, "the agreement was signed not only by myself and the head of AZASGUA, Armando Boesch, but also by the Ambassador himself, the whole ceremony being shown on national television."

Smith was absolutely delighted by the dedication shown by Dannemiller "who was simply terrific, making all the difference when it came to media relations, culminating in a TV signing ceremony."

How does he explain such high-profile national coverage?

The answer is simple: "The sugar industry wanted to show how proud it was to be associated with a company such as ours," Smith admits without any hesitation.

In addition, he credits the negotiating skills of Reid Sirrs, from the Canadian International Development Agency's (CIDA) Industrial Cooperation Branch for a contribution agreement that helped finance the initial phase of the work.

Tailor-made expertise

Founded in 1976 and with a solid complement of over 50 top professionals, including scientists, engineers,

industrial hygienists, environmental auditors, project managers and financial specialists, WESA must be doing something right with thousands of assignments under its belt, including projects in over 25 countries.

"We have established relationships with leading engineering firms in the U.S.A., Central and South America, the Pacific Rim, Europe and Africa," says a proud Smith, "where we routinely provide project management and technical expertise."

WESA is active on many fronts

"For example, we are involved under contract to Industry Canada's Environmental Branch — under the supervision of Director General Lucien Bradet and Cuban Desk Officer Anne Thompson — in some interesting projects with the sugar industry in Cuba," says Smith. "We are working with the Cuban Institute for the Development of Sugar Industry By-products (ICIDCA), which has good experience in the production of sub-products from the sugar industry. These include particle board, electricity, animal feeds and rum."

With WESA, one thing leads to another

"Our project in Guatemala is quite interesting," says Smith, "in that it is applicable to many other types of agro-businesses such as the coffee industry. And the benefits," he reminds, "are threefold: financial, through more efficient production and increased energy efficiency; environmental, through decreased air and water emissions; and commercial as well, from more efficient production."

As compliance with international environmental standards such as ISO14000 is becoming a requirement for international agro-businesses, WESA will not be short of potential clients looking for its expertise.

For more information on WESA — with three offices in Canada and currently active in nine other countries — contact President Derek Smith, tel.: (613) 839-3053, fax: (613) 839-5376, Internet: www.wesa.ca

Canadian Fiddleheads Sprout New Markets in Europe

A trade lead from the International Business Opportunities Centre (IBOC) helps germinate growing awareness in the European marketplace for Canadian fiddleheads.

Eastwood Marketing Inc. of Toronto, Ontario, recently sold \$3,320 worth of Canadian fiddlehead greens to Meli-Jo, a specialty food distributor of fresh products to restaurants and grocery stores in Belgium and other parts of Europe.

During the spring, Eastwood Farms, a division of Eastwood Marketing, harvests naturally grown fiddlehead greens daily from its seasonal operations across Canada and the Northeastern United States. Eastwood Marketing, which distributes this high nutritious product to wholesalers, supermarkets and specialty grocers throughout North America, was looking to expand into Europe.

Its chance came when Francis Keymolen, a Commercial Officer with the Canadian Embassy in Brussels, received a request from Meli-Jo for fresh fiddleheads. Keymolen approached IBOC and Sourcing Officer Yolande Bourque set to work searching various databases and contacting an extensive network of business

associates. Her diligence paid off. Eastwood Marketing was put in touch with Meli-Jo and a deal was negotiated.

nization with a great opportunity to expand into the European marketplace." To date, Meli-Jo has placed two orders with the Toronto firm for fresh fiddleheads and it anticipates more in the future. "We are hoping that the increasing awareness in Europe of Canadian fiddleheads will result in more contacts and sales for Eastwood," says Potwin. "Thanks to IBOC and the efforts of Yolande [Bourque], we are well on our way."

Eastwood Marketing has five full-time staff as well as numerous seasonal employees and contractors across Canada and supplies fresh organic fiddleheads from April through June with frozen and marinated varieties throughout the year. As a Canadian company, it is proud to be introducing this delicacy, a predominantly Canadian commodity, into new markets.

IBOC works with Canada's trade commissioners around the globe to match Canadian companies with business opportunities worldwide.



Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been put in touch with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Internet site at www.dfait-maeci.gc.ca/iboc-coai

Mike Potwin, Eastwood's Operations Manager, couldn't be more pleased. "IBOC provided our orga-

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).



CRO Engineering Uses Y2K to Enter Foreign Markets

CRO Engineering Ltd. has recently expanded beyond the Canadian market. Last month, the small Carp, Ontario company was chosen from among 10 international companies by China's State Enterprise Trade Commission to carry out Y2K workshops and seminars with the country's state-run companies.

The project is sponsored by the World Bank's Information for Development Program (infoDev), which provides countries with experts to help them perform Y2K risk assessments and develop their own contingency plans.

From small beginnings to Y2K

CRO Engineering Ltd. was created just over two years ago by John Grefford who has experience as both a chemical and electrical engineer.

The company started out by evaluating engineering needs and creating business development projects for small and medium-sized enterprises. "However," Grefford explains, "I quickly realized that my company had the experience and resources to address the growing opportunity to provide Y2K project management services."

His clients come from both the private sector and government departments (Department of National Defence, Natural Resources Canada, Parks Canada, Health Canada and the Government of Ontario).

"Because of our track record in Canada and experience in the financial sector, among others," says

Grefford, "we approached the World Bank to offer our company's services. Besides," he adds, "it didn't hurt either that we are the only Canadian

Flexibility key to added success

Just days before leaving for China, CRO Engineering was awarded a second World Bank contract in Mongolia and is negotiating for further contracts in Asia.

Grefford attributes his company's success in the fast-paced Y2K market, to his "supporting resources" — a bullpen of experts at his disposal. This gives the company the flexibility to start new projects as they arise, taking full advantage of the short window of opportunity that Y2K affords.

"These accomplishments can be attributed to the reputation that Canadian companies such as mine have received for their work in making Canada a leader in Y2K preparedness," says a proud Grefford.

He hopes that these international projects will help his firm to develop relationships with international companies that could lead to further projects beyond Y2K.

For more information on CRO Engineering Ltd., contact John Grefford, Principal Engineer, tel: (613) 839-1108, fax: (305) 832-8232.

A Reminder TAX RELIEF TO HELP YOU MEET THE Y2K CHALLENGE

The federal government is providing special tax relief to help small and medium-sized businesses solve their Year 2000 (Y2K) computer problems.

The program applies to the cost of hardware and software acquired between January 1, 1998 and October 31, 1999, to replace equipment that is not Y2K compliant.

The tax relief takes the form of accelerated capital cost allowance (CCA) deductions of up to \$50,000. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

For more information, contact your local Revenue Canada Tax Services Office.

company listed in the International Electronic and Electrical Engineers (IEEE) Electrotechnology database, a source used by many organizations, including the World Bank, to identify qualified consultants."

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, over 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

IT Sector Focus of Canada-China Business Council Annual Meeting

TORONTO — November 25-26, 1999 — The 19th Annual General Meeting of the Canada-China Business Council (CCBC), entitled AccessChina@CCBC.AGM99, will feature two days of plenary sessions, including networking opportunities at evening receptions, luncheons, a breakfast and gala banquet.

Two main themes will be featured during this year's conference: China's growing information technology (IT) sector and how it will affect

Canadian business; and the implications of China's accession to the World Trade Organization (WTO).

The plenary sessions will provide participants with accurate and timely information on topics such as managing information to protect intellectual property and cyber law; maximizing the benefits of e-commerce; investment and partnership opportunities; and using IT to gain a competitive edge in the Chinese market.

This year's event will also provide

participants with crucial information on how China's accession to the WTO will affect the day-to-day business operations and long-term planning of companies operating in China.

The conference offers plenty of networking opportunities as well as a mini-trade show where participants can reserve space for exhibition booths.

For more information, contact CCBC at (416) 954-3800.

Best Practices Entrepreneurship Conference for First Nation Youth

REGINA, SASKATCHEWAN — November 4-6, 1999 — You can help First Nation youth discover a world of opportunity by attending the Best Practices in First Nation Youth Entrepreneurship National Conference '99. There are also opportunities to exhibit products or services during the Conference's Entrepreneurial Showcase.

First Nation Youth entrepreneurs promise great economic and social benefits to Canada. Those who understand the application of new information technologies, learn how to obtain and manage financing for their activities, know how to access practical and affordable training pro-

grams and are prepared to provide the services and programs demanded by the marketplace will have the best chances of succeeding.

Through this Conference and Showcase, aboriginal youth will be able to equip themselves with the necessary knowledge and skills to move forward into the 21st century and have the confidence to seize commercial opportunities.

For more information, contact W.W. (Bill) or Rebecca Zarchikoff, tel.: 1-888-683-7711 (toll-free) or (604) 530-3840, fax: (604) 530-3841, e-mail: wzarchik@direct.ca, Internet: www.wzarchikoff.com

DID YOU KNOW THAT...

- Canada is the world's top exporter of forestry products. In 1998, Canada exported US\$25.1 billion worth of forestry products and accounted for 18.4 per cent of the total value of world exports.
- Canada is now the world's third-largest exporter of passenger motor vehicles, after Germany and Japan. Canada's exports were valued at \$28.2 billion in 1997, with a world share of 10.7 per cent.
- Aerospace is Canada's most successful advanced technology export. Its aerospace industry now employs more than 60,000 people, is the sixth largest in the world and is the fastest growing among leading aerospace nations.

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Web site at <http://www.dfait-maeci.gc.ca>

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1999 Canada Export Award Winners

International Trade Minister Pierre S. Pettigrew presented the 1999 Canada Export Awards to the following companies at a ceremony held last month in Toronto:

- AVANT-GARDE ENGINEERING
L'Assomption, Quebec
CIBC Job Creation Achievement
- Diagnostic Chemicals Limited
Charlottetown, P.E.I.
- Dominion Veterinary
Laboratories Ltd.
Winnipeg, Manitoba
- Douglas & McIntyre Publishing
Group
Vancouver, British Columbia
- Nanometrics Inc.
Kanata, Ontario
*Teleglobe Innovation and
Technology Award*
- Rainbow Farms Limited
Upper Rawdon, Nova Scotia
- Schulte Industries Ltd.
Englefeld, Saskatchewan
*EDC Smaller Exporter
Achievement*
- SNC-LAVALIN Group Inc.
Montreal, Quebec
Lifetime Achievement Award
- Viceroy Homes Ltd.
Port Hope, Ontario
Exporter of the Year
- Wentworth Technologies
Company Ltd.
Mississauga, Ontario

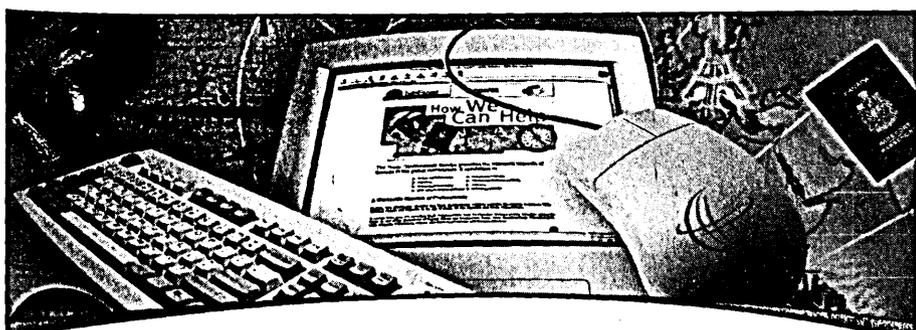
For more information on these companies, see the special supplement in the next issue of CanadaExport.

Canada to Host the Americas

Toronto will be the business and trade policy centre of the Americas when it hosts the fifth Americas Business Forum (ABF), November 1-3, 1999 and the Free Trade Area of the Americas (FTAA) Ministerial meeting, November 3-4.

Under the theme, *Connecting the Americas*, ABF Canada brings together over 1,000 business leaders and senior government officials from 34 countries in North, Central

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READER'S CORNER

Dear Editor,

We were delighted with the response from Canadian companies regarding the article on the Yeltsin Democracy Fellowship (YDF) Training Program that appeared in the June 15, 1999, issue of *CanadExport*. Over 30 companies contacted us to show their interest.

CanadExport allowed us to reach people who would not have otherwise known about this government-funded program.

Yours sincerely,

Lisa Van Buren
Project Officer
Sigma VI
Canadian Executing Agency
for YDF

CanadExport

Federal-Provincial Ministerial Trade Meeting: Collaboration

On October 7, 1999, International Trade Minister Pierre Pettigrew met in Toronto with his provincial and territorial counterparts to discuss a broad range of international trade issues.

The objective of the meeting, one in a series of consultations that the Government of Canada has undertaken, was to pursue discussions on relevant international trade policies and issues as Canada heads into two major forums – the meeting of Trade Ministers of the Free Trade Area of the Americas (FTAA) in Toronto, November 3-4 and the third World Trade Organization Ministerial Conference in Seattle, November 30 - December 3.

“By working closely together, we will be able to take full advantage of the ninth round of multilateral trade talks to begin soon at the WTO and to ensure that there is a good under-

standing of each other's priorities,” said Minister Pettigrew. He also noted the importance of regular and ongoing consultations between the levels of government. “Our primary goal is to strengthen the international trade system on the basis of rules that offer special benefits to middle powers like Canada,” he added.

Discussion also focussed on the promotion of international trade and foreign investment. “It is largely on account of Canada's vigorous campaign to promote foreign exports and investment that 40 per cent of our gross national product today consists of exports, the highest among the

Continued on page 15 — Federal-Provincial

New Team Canada Internet Site Launched

In conjunction with the Team Canada Mission to Japan in September 1999, a new Team Canada Internet site is now up and running. Testimonials, success stories, Web casts and photographs from the recent trade mission are now available on this site.

Also included is background information on all Team Canada missions as well as other trade and business development missions organized by the Department of Foreign Affairs and International Trade.

Visit www.tcm-mec.gc.ca for a better understanding of what Team Canada is all about and how it can help you further your business interests.



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Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada

Ontario Food Company Takes a Bite out of Japanese Market

Over the past few years, Family Tradition Foods has been exporting about a million dollars a year of its vacuum-packed cans of corn to Japan, through a major Japanese trading company. Since the chance meeting with the president of a leading retail food chain during the Team Canada 1999 trade mission, company president John Omstead expects that figure could climb as high as 50 million within seven years.

Located in Wheatley, near Point Pelee National Park in southwestern Ontario, Family Tradition Foods — which processes and markets canned and frozen vegetables — is probably best known for buying Green Giant Canada's flagship plant in Tecumseh — threatened to be closed in 1994. Since then, the company's roster has grown



John Omstead (left) seen here with his Japanese client (right), outlining his company's plans to Prime Minister Chrétien, during a Team Canada business reception.

from 92 to about 300 full-time employees — plus up to 600 seasonal workers.

“Conversing directly with the president of our ultimate end-user — in the quality setting provided by Team Canada — could never have been possible on our own,” says Omstead. “This turn of events will markedly increase our long-term sustainable sales of corn to Japan.”

Chance to score on a winning team

That meeting — and its ultimate repercussions — happened because Omstead was part of a winning team:

the Team Canada 1999 trade mission.

“And ‘Team’ goes beyond a word in a label,” he explains. “From day one of the trip, you get to know the other business people and start working together.”

So it was a fellow delegate who connected first with the president of Kansai Supermarkets, Yuji Kitano, moments prior to a Team Canada dinner. Recalling a conversation he had with Omstead at the airport, Glen Hamilton of Hamilton Myriadgate Inc. in Saskatoon recognized an opportunity for his Team Canada mate and tracked him down. “Glen seized the Team Canada puck and passed it to John O who thanked him and went on to score a goal,” says Omstead — who acknowledges a tendency towards corniness in his line of business.

John O's coup that evening was the unexpected chance to present his “ethical biography” concept to his client — a project which will enable consumers in Japan to access a special Internet site through which — by punching in the production code from a can of Family Tradition corn — they can take a virtual journey, in Japanese, from the planting of the seed to the harvesting of the crop.

“Then came the hat trick,” he adds. “To the delight of our client — for whom the presence of dignitaries carries a great deal of weight — we

had our photo taken together with Prime Minister Chrétien.”

Teamwork helps

As with all good teamwork, support is reciprocal. The new Internet site — it will also promote the company's sustainable farming techniques — will be set up by none other than Glen Hamilton's high-tech firm. Staff at the Canadian Consulate pitched in as well, by introducing Omstead to another potential customer and seating him at a table with the Managing Director of a major Japanese restaurant chain. Both proved to be valuable sources of future business.

“There was a genuine spirit of cooperation among the entire delegation,” Omstead says. “I made some contacts in the Japanese fresh market industry which may be of help to Canadian entrepreneurs in the greenhouse sector. The key is to get to know each other on the plane and when you rub shoulders with counterparts in the host countries, you don't just focus on your own interests. You're also on the lookout for opportunities for your new friends.”

“It is also important not to lose sight of the federal government's role as a member of the team. I cannot stress enough the excellent timing of this trip, given evolving regional conditions, as detailed in

Continued on page 11 — Ontario Food



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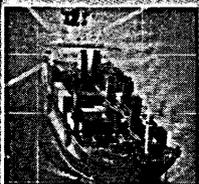
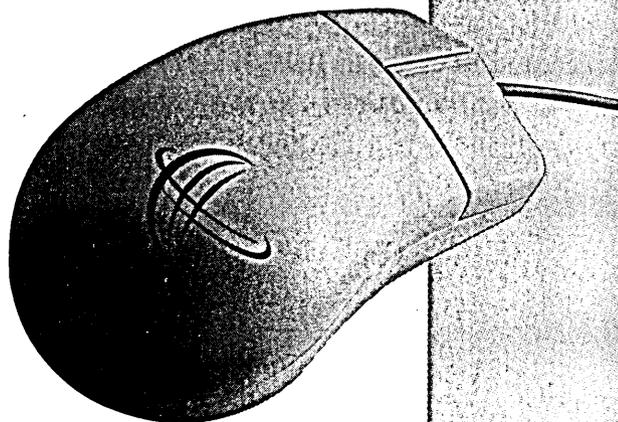
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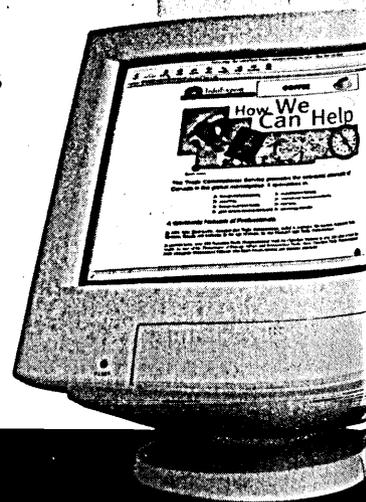
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Ministère des Affaires étrangères
et du Commerce International

Every day, more and more Canadian companies are doing business on the Web. To serve them better, the Canadian Trade Commissioner Service has improved its Internet services. Now our clients can get faster, easier and better access to our offices abroad and to our foreign market reports.

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Whether you're a small or large company, new or experienced in foreign markets, the Trade Commissioner Service can help you prepare for the challenges of international business. All our offices abroad offer the following services:

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Sector	Number of reports
Advanced Manufacturing Technologies	38
Aerospace and Defence	36
Agriculture, Food and Beverages	128
Arts and Cultural Industries	18
Automotive	20
Bio-Industries	19
Building Products	37
Consumer Products	100
Electrical Power Equipment and Services	14
Environmental Industry	83
Fish and Seafood Products	11
Forest Industries	19
Health Industries	61
Information Technologies and Telecommunications	140
Metals, Minerals and Related Equipment	34
Oil and Gas Products and Energy Equipment	40
Rail and Urban Transit	23
Service Industries	98

Young Quebec Company Rides High in U.S. with First Export Sale

Selling to the United States is not just a matter of crossing the border. Far from it. To really get "rolling," you have to be familiar with the many regulations governing this vast market, so close, yet sometimes different from our own. Alutrec Inc., an aluminum semi-trailer manufacturer, experienced this first hand.

The small company with a staff of 30 was founded in Ste-Agathe-de-Lotbinière in 1995. Two years later, it began producing a totally new type of trailer.

Julien Nadeau, president of Alutrec, explains, "Our trailer is unique in Canada because of its light weight (compared to traditional steel trailers) and its durability, which make it ideally suited to the Canadian climate."

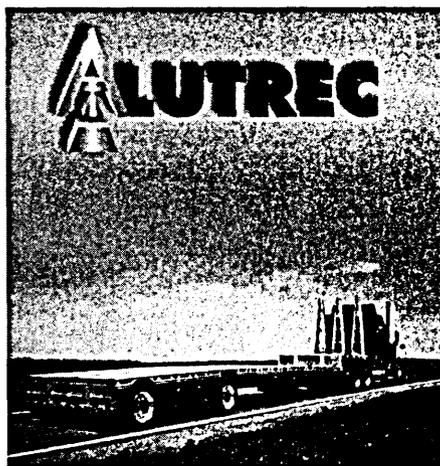
This type of trailer may be new in Canada, but not in the United States. Paradoxically, this is what drew Nadeau to the American market.

A show that opened doors

Alutrec's export initiatives began in 1996. Nadeau attended the Canadian Transportation Equipment Association's annual conference in Toronto. At the conference, he also met Margaret Baxter, an international trade officer at the Canadian Consulate General in Detroit.

"She was the first to talk to us about the American market and the Consulate General's services for participants in the Mid-America Trucking Show (MAT), held each year in Louisville, Kentucky," Nadeau recalls.

It took a few years, however, before Alutrec finally participated in MAT in March 1999. In the meantime, the product was launched in 1997, and Alutrec became more familiar with



federal road transport legislation on both sides of the border.

"Thanks to Ms. Baxter, we shared space in the Consulate's booth and also rented space on the grounds outside. Our trailer did not fail to attract the attention of prospective clients, even though our main goal was merely to test the American market," Nadeau points out.

This did not prevent a visitor from mentioning Alutrec to a friend from Hearth Glow, a hardwood

floor distributor. Nadeau got in touch with the friend.

"A month later, after a few presentations and negotiations, we sold our first trailer, a little by force of circumstance," Nadeau smiles, "since at first we set out only to study the market."

Value for money

In addition to making his first export sale, Nadeau discovered that, although aluminum trailers are common in the United States, his trailer offered the best value, confirming the choice of this niche.

"Our sales manager, Jean Fournier, is already in touch with other prospective clients, although we want to take our time," Nadeau explains.

As a result, Alutrec will return to MAT next year, this time to launch its product officially, "again with the help of the Canadian Consulate," Nadeau reiterates.

The month before, in February, he plans to attend the Commercial Truck Trailer and Technology Exposition, organized by the 36th convention of the National Truck Equipment Association in St. Louis.

Continued on page 16 — Alutrec Inc.

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 or (613) 944-4946, from the National Capital Region).



Opportunities Abound

Canada Major Player in Brazil's Telephone Services

Brazil's telecommunications industry — including technology, equipment, systems and services for voice, data and space communications, paging, trunking, open and cable television — is alive and well.

The average number of telephones is still below world averages, but with new investment over the next four years Brazil should reach world standards for installation and service. This means that there will be opportunities in the Brazilian market for a good number of years.

Brazil's telecommunications industry has a long history of Canadian content going back 100 years: it was Canadians — São Paulo Traction, Light and Power, now Brascan — who installed the first telephone systems in Brazil, together with the first power generation and distribution systems.

Successful Canadian companies

Many Canadian telephone and telecommunications companies are still active in Brazil, either with local manufacturing or selling directly from Canada.

Bell Canada International (BCI) of Montreal, after successfully bidding last year — together with Telesystems International Wireless (TIW) of Montreal — on B-Band cellular services in the centre-west states of Brazil and in Rio Grande do Sul, won two more bids earlier this year in Brazil's lucrative telephone market.

They include fixed telephone and value-added services in the north-northeast of Brazil (16 states, from the Amazon region to Rio de Janeiro) by BCI-led Canbrá consortium; and a similar contract in the state of São Paulo by BCI-led Megatel consortium. Investments are estimated at \$1.5 billion and \$2 billion respectively, with a combined licensed territory of approximately 125 million residents, including the Greater São Paulo and Rio de Janeiro areas, the cities

of Belo Horizonte, Salvador and 13 other state capitals in the north.

Bell Canada, with these consortia and TIW, will provide some form of telephone service in 90 per cent of the Brazilian territory.

The privatization of Brazil's telecommunications system is ongoing with the auction of the last competitive fixed telephone service still available for the centre-west and southern regions.

TIW, after obtaining the B-Band cellular licences, captured bids for A-Band cellular services in the state of Minas Gerais and in the Amazon states.

Long-term agreements with Brazil's recently privatized carrier Embratel have made Teleglobe (Montreal) one of the principal carriers of international traffic to and from Brazil, as well as the principal supplier of time for Embratel's Internet backbone: Teleglobe recently installed its Brazilian base in São Paulo, and is in the process of installing its teleport, to provide first-class services in voice and data.

TeleSat (Ottawa) also sees a good future in the Brazilian market, with possibilities of expanding into the Southern cone market, having recently completed the installation of teleports in São Paulo, Rio de Janeiro and Belo Horizonte to supply data and value-added links to local users.

Nortel (Toronto) has been present in Brazil for almost nine years, and last year established its manufacturing facilities for cellular radio base stations in Campinas, west of São Paulo. Nortel has a strong track record, having

Continued on page 9 — Brazil's Telephone

IFI Procurement: "Doing Business with Developing Countries"

Get connected with IFInet: <http://www.dfaic-maeci.gc.ca/ifinet>

IFInet offers you access to thousands of business opportunities financed by international financial institutions (IFIs) in over 130 emerging and developing countries. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Competitive Intelligence Lends a Helping Hand

by Susan Clarke, Society of Competitive Intelligence Professionals (SCIP)

Competitive intelligence (CI) is something we all do every day to varying degrees and with varying levels of success. It is the process of monitoring the competitive environment and providing the intelligence companies of all sizes need to make informed decisions. It involves the legal and ethical collection of information, accurate and objective analysis and controlled dissemination of action-oriented information.

Competitive intelligence is a big part of any decision-making process. Many firms perform CI without actually calling it that. For instance, planning units perform environmental scanning to assess promising new markets and human resources sections track information on competitors' salary and benefit packages to keep pace as employers. These are all CI functions and their purpose is to keep you ahead of everyone else.

Competitive intelligence is not spying. It is not unethical. It is not difficult. And, it is not expensive. Although the word intelligence tends to evoke visions of cloaks and daggers, spies and intrigue, properly executed, CI involves none of these characteristics.

Intelligence collection is methodical and organized and key to successfully entering a foreign market. When organized and analyzed, the intelligence will give you a good picture of your competitive landscape.

Next, analysts organize a collection plan to decide which pieces of the information puzzle are absolutely necessary.

Collation is organizing the information into groups, which usually involves making a first pass over the information to group it by issue or topic. This is also called "gap analysis," by which you identify holes/gaps in the information and then how to fill them with the necessary information.

Once the information is organized, the next step is *analysis*. There are hundreds of ways to analyze information. One useful example is strength-weakness-opportunity-threat, or SWOT analysis.

The final step is *dissemination*. This is where you distribute the results of the project to those who requested it and to those who can benefit from it.

Types of intelligence

There are two general types of intelligence. *Primary intelligence*, also known as human intelligence or HUMINT, is the intelligence you collect by talking to people. *Secondary intelligence*, also known as open-source intelligence or OSINT, is gathered by searching public documents and information sources such as publications, libraries, directories, newspapers and the Internet.

Intelligence professionals speak of the "value chain of intelligence," often explained by a pyramid — the value becoming greater the higher up you go. You start with knowledge building and information collection or environmental scanning. You read everything you can to learn about the industry/marketplace so you fully understand the issues which affect your subject today.

Tactical intelligence is what you do when you actively pursue a market or client and need on-the-ground information about competitors. This is a planned and directional process with specific goals and time lines and which often relies heavily on primary intelligence techniques. *Strategic intelligence* is information that helps you make strategic business decisions. It enables you to understand what the future holds for your industry/market and is key to remaining competitive.

Factors for success

Intelligence professionals all say there are many different factors for success. Certainly, there are at least five key ones:

- *Network, network, network* - Maintain contact with as many people as possible to collect primary intelligence when you need it most.

Continued on page 9—Competitive

The intelligence cycle

Intelligence analysts use a systematic process to collect CI, called the intelligence cycle. It involves a series of steps: planning; collection; collation; analysis; and dissemination.

Planning a project poses several questions. What is the problem? What are the issues? How can we best answer the questions?

Focus on

The Middle East, the Arabian Peninsula and North Africa

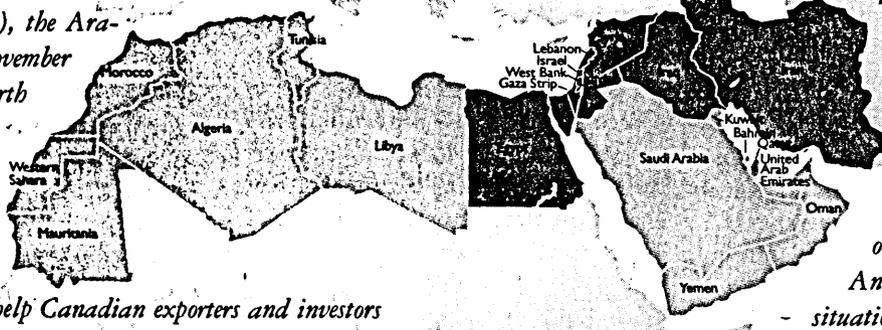
Over the next two months the Department of Foreign Affairs and International Trade (DFAIT) will present three CanadExport supplements focusing on commercial opportunities in the Middle East (November 1, 1999), the Arabian Peninsula (November 15, 1999) and North Africa (December 15, 1999). These supplements will highlight the mechanisms, tools and links that can help Canadian exporters and investors do business in these important and dynamic regions.

You may be familiar with these regions and their countries, commonly thought of as a source of sun, sand, spices, oil and, at times, conflict. You may, however, not be aware that these 20 countries offer unparalleled export opportunities for Canadian products, services and technology. Canadians are

welcome there and their goods and services are highly regarded for their quality and competitive prices.

There are three secrets to success in this part of the world — price, patience and perseverance. But perhaps most important is a well-connected and capable local agent or representative. And, in all business situations, personal contact is pivotal.

We encourage you to read these supplements and take advantage of the individuals and organizations dedicated to helping Canadian businesses enter, compete and succeed in these growing and evolving markets. We are certain you will find much here to intrigue you.



The Middle East: Land of Sun, Sand, Spices and Untapped Potential

One characteristic many Middle East countries share is a desire to restructure their economies — by diversifying their industries and opening them up to private-sector participation and foreign investment.

Thus far, economic reform and privatization have worked effectively. In Israel economic reforms combined with incentives to foreign investors, its skilled and innovative work force, growing consumer demand and the stability resulting from the peace process have made it one of the region's most attractive business environments.

Although Iran's economy is also based largely on oil exports, it boasts a solid

infrastructure and entrepreneurial private sector. As Iran prepares for the future, it needs foreign products, services and technology. Traditionally, investors have been wary of Iran because it prohibits foreign majority ownership of banks, natural resources and "strategic industries." Some foreign participation, however, is now allowed in the oil sector through buyback projects, which require foreign entities to fund, procure and manage the construction of oil or gas production infrastructure which then revert back to the state upon completion of the project (for a negotiated return of profits).

Egypt's ambitious economic reforms got off to a resounding start by elimi-

nating subsidies and it is gradually lifting restrictions on currency exchange. The largest country in the region and the first to make peace with Israel, Egypt is the region's political and economic centre. With nearly 65 million people, this market is one of the largest in the Middle East and its good relations with neighbouring countries is an added bonus for Canadian businesses.

The end of the civil war in Lebanon in 1991 created many opportunities for trade and investment, particularly in large infrastructure projects. The government is now looking to the

Continued on page ii — The Middle East



Stepping onto the World Stage

There has never been as much activity by Middle East countries on the international front. Israel and Egypt have reached free trade and partnership agreements with the European Union (EU), while Syria has made considerable progress in negotiating an association agreement with the EU, which has motivated it to invest several billion dollars to upgrade its infrastructure and industry.

In addition to the *EU Agreement*, Israel has finalized free trade agreements with, of course Canada, the U.S., Turkey, Austria, Norway, Finland, Sweden, Switzerland and the Czech Republic, among others, making it ideal for third-country partnerships and as a gateway to European markets.

Egypt is now a member of the World Trade Organization and is increasing its

global trading links by joining the Common Market for Eastern and Southern Africa (COMESA) and signing a Memorandum of Understanding (MOU) with the 13-member Southern African Development Community.

Complementing the region's growing international participation, Middle East relations are stronger than they've been in years. These partnerships are a welcome sign for Canadian businesses that can now develop several markets at one time rather than trying to access a group of diverse, separate markets.

Israel has fostered economic ties with its neighbours, signing the *Oslo Accords* and peace agreements with Egypt and Jordan and consolidating links with Asian countries. Egypt recently established an Arab Customs Union, elimi-

nating nearly all tariffs as part of its strategy to become a common market.

Lebanon signed a free trade agreement with Egypt in 1998 to exempt custom duties in five to seven years and concluded a tariff agreement with Syria, which will reduce customs duties on traded industrial goods by 25 per cent every year over four years.

Jordan has established good trading relations with most Arab countries and has signed free trade agreements with many of its neighbouring countries, including Qatar, Oman, Bahrain, Libya, Sudan, Somalia, Morocco, Lebanon and the Palestinian Authority. Syria is implementing an agreement it signed with 14 other Arab countries to create an Arab free trade area.

New Global Outlook

Another common element among Middle East countries is the growing regional and global links and partnerships being forged as they strive to open their borders to international business interests. One particular advantage for Canadian businesses is that most countries in the region have established or are negotiating bilateral agreements with Canada.

The most notable of these is the 1997 *Canada-Israel Free Trade Agreement*, which removed tariffs on all manufactured products and most agri-food items. Canada and Lebanon have been extremely active, signing a *Foreign Investment Protection Agreement* and pursuing a *Double Taxation Agreement*.

Canada and Jordan signed a *Double Taxation Agreement* in 1999 and are actively negotiating a *Foreign Investment Protection Agreement*. The recent *Joint Canadian-Palestinian Framework on Economic Co-operation and Trade* and the opening of the Canadian Representative Office in Ramallah have also improved Canadian prospects.

The Middle East — Continued from page i

private sector and new modes of funding to implement its five-year reconstruction plan, of which privatization is a key plank. This should result in the sale of many inefficient state-owned enterprises.

Jordan has made serious efforts to create a liberal business environment through new laws and regulations. Through its five-year development plan, it aims to boost economic growth to 6 per cent and cut unemployment to under 10 per cent. As well, international firms are not hampered by stringent foreign exchange controls or import restrictions, profits and expatriate salaries can be freely remitted and foreign companies can register branches to carry out contracts in Jordan.

For many years, the economy of the West Bank and Gaza Strip has relied on its neighbours, particularly Israel. Since the establishment of the Palestinian Authority in 1993, however, it has developed its export potential to reduce reliance on a single market. Traditional industries such as glass making and hand-made religious articles are now being augmented by new, expanding industries such as construction, pharmaceuticals, chemicals and food processing.

Syria has a diversified economy based largely on agriculture, petroleum, light manufacturing, trade and government services. Recently, measures promoting private investment, while easing import restrictions and foreign exchange controls have laid the foundation for a market-based, export-oriented economy with increasing private-sector participation.

Iraq is the most distinct of the Middle East economies. Trade with Iraq can only be conducted under United Nations Security Council resolutions, which allow it to sell up to \$5.2 billion of oil every six months. These revenues are used to purchase humanitarian goods, compensate victims of Iraq's invasion of Kuwait and finance UN operations in Iraq. There are opportunities for Canadian companies to supply food, pharmaceuticals, medical devices and oil field equipment under the UN program.

For information on the UN distribution plan, visit <http://www.un.org/Depts/oip/> or for trade with Iraq, contact Jeff McLaren, DFAIT at (613) 944-7029.

Serving Canadian Business

Doing business in the Middle East has never been more promising and the good thing is that Canadian businesses don't have to go it alone. There are countless government and private organizations ready, willing and able to help them enter and succeed in these markets.

The Export Development Corporation (EDC) is extremely active in the Middle East, offering a full range of financial and risk management services for exporters. It has established lines of credit in Israel, Egypt and Lebanon and is expected to announce one with the West Bank and Gaza Strip next year. In Iran, EDC has financing insurance in place for up to one year. EDC and the Iranian Central Bank and Ministry of Economic Affairs and Finance are currently discussing a medium-term financing program. For more information, visit www.edc.ca

The Canadian International Development Agency - Industrial Cooperation Program (CIDA-INC) acts as a bridge between commercial and devel-

opmental interests, reducing the risks to Canadian firms by sharing the costs of doing business in developing countries. CIDA-INC has provided considerable assistance to Middle East countries over the years, including: about \$3 million per year to Egypt; \$12 million over the last five years to Lebanon; and \$850,000 over the last three years for feasibility studies by Canadian firms in the West Bank and Gaza Strip. For more information, see www.acdi-cida.gc.ca

Since 1971, the Program for Export Market Development (PEMD) has helped over 28,000 Canadian businesses market their products and services abroad, with sales stemming from PEMD-supported activities exceeding \$12 billion. For more information, see www.infoexport.gc.ca or contact the nearest International Trade Centre (www.dfait-maeci.gc.ca).

There are also many more organizations and programs available to Canadian exporters: visit DFAIT's Internet site at www.dfait-maeci.gc.ca for details. As

well, the following organizations are dedicated to assisting Canadian enterprises do business in the region and to enhancing trade and commercial relations between Canada and the host countries.

Israel

Israel Export Institute:
www.export.gov.il

Egypt

African Development Bank:
www.afdb.org

Iran

Iran-Canada Business Council
(e-mail): Icbc@the-alliance.com

Lebanon

Beirut Chamber of Commerce and Industry: www.ccib.org.lb

Jordan

General information:
www.discoverjordan.com

West Bank and Gaza Strip
PalTrade: www.paltrade.org

Syria

Business information:
www.syria-net.com

Opportunities, Opportunities, Opportunities

The most promising sectors for Canadian businesses can be found in new industries emerging from efforts to diversify economies and reduce dependence on traditional sectors.

Information Technology and Telecommunications

Israel has opened its telecommunications monopoly to outside competition, creating opportunities for cellular networks, equipment and software, multimedia and Internet applications. TNN Networks Ltd., a joint venture between Newbridge Networks and ECI Telcom (one of Israel's largest telcos), recently won a US\$10-million contract to design, manufacture and supply the *Access Cabinet* for Bezeq, Israel's telecom provider.

Egypt is dedicated to equipping its schools with computers. Nearly all of its computer technology is imported, creating a large market for hardware, software and services. SR Telecom signed a contract valued at \$4.5 million with the Egyptian Telecommunication Organization to construct a microwave telecommunications system for rural areas.

Iran, with the largest telecommunications network in the region, is rapidly becoming an industry leader. Major growth areas include public switching systems, satellite communications, mobile cellular networks, rural telecommunications and data communications systems. The transition from analogue to digital systems and the expansion

of satellite networks are key planks of Iran's telecommunications plan.

Lebanon is a leader in global system mobile phone networks and is currently considering a third network, which should create attractive opportunities for Canadian companies. It has allocated US\$1 billion to refurbish and extend its Public Switched Telephone Network.

Canadian Travellers Face Few Restrictions

There are few travel restrictions for Canadians visiting the Middle East temporarily for business or pleasure. Check DFAIT's site at www.dfait-maeci.gc.ca/travelreport/menu_e.htm for updates and advisories.

Focus on The Middle East

A national IT plan, currently being developed by an international consortium, is looking to establish software development houses and a technology park near Tulkaram, in the West Bank. In September 1999, Teleglobe became the first international telecommunications company to enter into a direct-connect arrangement with the Palestinian Telecommunications Corporation (PalTel).

Syria has put in place the infrastructure for basic telephone service, creating significant opportunities for Canadian suppliers. The Syrian Telecommunications Establishment is expected to announce a tender to supply equipment and software to establish Internet service throughout the country.

Agri-food

Israel is an attractive market for Canadian agri-food and fish exports. Opportunities exist in canned and processed fish products such as salmon and mackerel, gourmet foods, prepared meals and cereals, baked goods, confectioneries, snack foods and kosher meat products. Private-label marketing is a new, growing concept in Israel. President's Choice International recently entered its prepared food market with a splash and now offers over 500 products.

Egypt imports 36 per cent of its domestic food consumption and demand for agri-food commodities and services is growing by 4.8 per cent a year. Traditional Canadian exports of dairy products (butter, fats, oils), wheat and processed food products, all of which have significant room for growth, are complemented by emerging prospects for pulses and oil seeds,

animal feed, peat moss, cattle and genetic material and tobacco. Egypt and the province of Manitoba also recently signed an MOU on canola.

In addition to annual wheat sales to Iran, Canada is poised to break into the \$800-million vegetable oil market with canola oil and has made significant soy bean and corn sales.

Food processing is one of the fastest-growing sectors in the West Bank and Gaza Strip. Recent developments to increase quality to meet international standards promise new opportunities in this sector.

Due to its critical shortage of modern formulated animal feed, substantial opportunities exist in Syria. There is also demand for barley — a tender for 200,000 tonnes is under consideration and could be announced shortly — soy bean, potato, sunflower and sugar beet seeds as well as vegetable and fruit seeds.

Environment

The critical need to manage natural resources, particularly water and arable land, dominates Egypt's environmental agenda. With World Bank assistance, it has allocated US\$2.6 billion through the year 2007 to implement its Environmental Action Plan. Industry Canada signed a Letter of Understanding with the Egyptian Environmental Affairs Agency to promote environmental co-operation between Egyptian and Canadian firms.

Lebanon has serious water, soil, air and waste problems. The government has allocated US\$1.1 billion over the next 10 years to bring its environmental

resources under control. Canadian environmental companies should take advantage of emerging opportunities in landfill management, waste water treatment, water purification, dams and recycling.

Jordan has secured \$819 million in grants and loans for water projects over the next five years. Planned projects will enable Jordan to stem the deterioration in its annual water deficit. It is currently seeking assistance to rehabilitate the Amman water network.

The World Bank has approved a US\$750,000-feasibility study in Syria on the use of natural gas in power production, transportation, residential and other areas. A pilot project for the natural gas conversion of diesel trucks and mini-buses is also planned. Prospects also exist for equipment to upgrade public utilities and transportation systems as well as modern manufacturing, refining and processing technologies.

Oil and Gas

Iran's most important sector holds great potential for Canadian businesses. With the second-largest oil and gas reserves in the world, demand for Canadian products and services is already strong and should grow in such areas as exploration, drilling, refining and training.

Since 1995, foreign companies have been able to participate in Iran's oil and gas sector through buyback deals. Several Canadian firms already supply the National Iranian Oil Company, which has a purchasing office in Calgary. In 1997, Calgary's Bow Valley was the first international company to sign such an agreement.

Upcoming Trade Fairs

Participation in trade fairs is one of the best ways to penetrate foreign markets. A number of major fairs such as Build and Buy (Tel Aviv), Iran Oil and Gas Show, Cairo Interbuild, Project Lebanon 2000 (Beirut) and SIMA (Syrian Industrial Marketing Fair) (Damascus), should not be missed. Complete participation and registration information for future trade fairs and missions in the Middle East is available from www.dfait-maeci.gc.ca

Brazil's Telephone Services — Continued from page 7

supplied the first cellular network in Brasília, as well as being one of the principal suppliers of switching equipment to Brazil.

SR Telecom (Montreal) has provided specialized microwave systems to integrate off-shore oil rigs to the Petrobrás communications networks, with a sales office in Rio de Janeiro.

Radio transmission equipment, originally manufactured by Harris Microwave Division in Calgary, is now supplied to the principal cellular operators from its facilities near São Paulo.

Recognizing the necessity of a strong local presence for support and services, Newbridge Networks (Kanata) opened an office in Rio de Janeiro.

Through different forms of agreements, many other Canadian manufactured products are present in the Brazilian market, even though their

trade names may not be known to the general public:

Glenayre Electronics (Vancouver) is the principal supplier of paging and trunking equipment to the growing Brazilian market;

Eicon Technology Corporation (Montreal) has made progress in introducing its connectivity products for ISDN services;

Mitel Semiconductor, although without direct investment in Brazil, has managed to have its semiconductors designed into most phone sets, PABX's and key systems manufactured in Brazil.; and

Til-Tek Antennas (Kemptville) has signed an agreement for the local manufacture of its antennas for cellular services.

Canadian companies are also rendering telecommunications-related services in Brazil: site management and system alignment services by SNC through Spectra Telecom and

Horizon (Montreal), both with offices in São Paulo.

Several Canadian companies are offering specialized high-resolution mapping services to assist telephone companies with network planning and routing. These include SHL Vision (Ottawa), RadarSat (Richmond, BC), PCI (Richmond Hill), Intermap (Calgary) and Hauts-Monts (Beauport, QC).

In audio and video: BCI, through Canbras Communications (Montreal), has a joint venture with the local Abril Group, providing cable TV services in a network of cities in the metropolitan area of São Paulo, reaching more than 75,000 households;

Leitch Video (Toronto) is one of the principal suppliers of television studio equipment;

Stratus (St. John's, NF) supplies state-of-the-art technology for GPS systems;

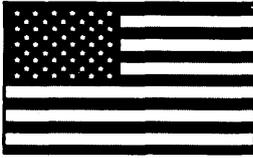
C-Mac (Montreal), NSI Communications (Montreal), WaveSat Telecom (Montreal), MPB Technologies (Dorval), Bayly Communications (Ajax), Advantech (Montreal) have, or are all in final discussions, for strategic alliances with local Brazilian enterprises.

For more information on telephone and telecommunication opportunities in the huge Brazilian market, contact William Jackson, Senior Commercial Officer, Canadian Consulate General, São Paulo, tel.: (011-55-11) 253-4944, fax: (011-55-11) 3171-0058, e-mail: infocentre-spalo@dfait-maeci.gc.ca

Competitive Intelligence — Continued from page 8

- **Focus your efforts** - Plan your efforts and use your time and information efficiently. Identify key issues and leave the rest for when you have more time. Often, you can also use the same information in more than one area.
- **Communicate** - Talk to people, e-mail them and spread the word in your own organization. You need to communicate your plans, needs and findings to succeed.
- **Find the right people** - This involves finding the right sources of information and the right people to do the work.
- **Be ethical** - Above all, you will never succeed if you do not respect ethical guidelines. None of the techniques discussed here require going beyond ethical standards.

To find out more about competitive intelligence, visit the SCIP Internet site at www.scip.org



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (UTO). For information about articles on this page, contact UTO by fax at (613) 944-9119 or e-mail at commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Business-to-business Internet-based Opportunities

The Canadian Consulate General in Atlanta reports an opportunity for Canadian companies wishing to tap into the rapidly growing business-to-business (B2B) segment of Internet-based supply chain management and procurement.

Officers from the Consulate General met recently with GoCo-op's principals in Orlando to encourage them to include Canadian suppliers in their innovative program. GoCo-op has developed a sophisticated Internet-based "platform" for use by companies that procure products and services regularly from tens, hundreds, and/or thousands of vendors.

After carrying out considerable user needs research followed by proprietary software development, GoCo-op launched its supply chain manage-

ment and procurement system in 1996. Industries currently covered include hotels, restaurants, and health care; others will be brought on stream over the next few months.

Through using GoCo-op's individually customized Internet interface,

companies can easily and efficiently offer their products and services for sale to other companies. In addition, GoCo-op can develop private procurement systems that link all of a company's suppliers into a fully integrated supply chain with a full suite

of management, tracking, and reporting functions, including interfaces to internal business systems such as accounting and inventory management.

For details, go to www.GoCo-op.com or call Kendall Cogan, V.P. Sales, tel.: (407) 628-3636.

Business Opportunity Contract Hospitality Manufacturers

The Fortune 500 company Marriott International is seeking Canadian manufacturers (no importers or distributors) of hotel guest-room products to furnish its Canadian properties. Prospective suppliers should have a strong commercial background in contract hospitality products. Interested manufacturers should contact Cynthia Stevenson, Canadian Embassy, Washington, tel.: (202) 682-7765.

MISSION TO TAP INTO DEFENSE MARKET

SAN DIEGO — February 9-11, 2000 — The Canadian Consulate General in Los Angeles is organizing a defense procurement trade mission. Activities include a Canada Day at the Space and Naval Warfare Systems Command (SPAWAR), visits to the Armed Forces Communications and Electronics Association Annual Trade Show and Conference (AFCEA) and a networking reception. Qualified vendors will be able to participate in a one-day table-top exposition at the SPAWAR Systems Center to demonstrate products and services to program managers and technical staff.

AFCEA West, the largest military trade show in the U.S. provides the perfect opportunity to meet with Department of Defense personnel and the prime contracting community. The reception is an informal venue in which to meet and discuss areas of mutual interest with U.S. counterparts.

For more information or to participate, contact Jeffrey Gray, Canadian Consulate General, Los Angeles, tel.: (213) 346-2752, fax: (213) 346-2767, e-mail: jeffrey.gray@dfait-maeci.gc.ca, Internet sites: www.cdnconsulat-la.com, www.afcea.org and <http://agency.spawar.navy.mil/>.

THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE has a brand-new LOOK: <http://www.dfait-maeci.gc.ca> ... with a wide array of valuable information on doing business in and with the United States.

CCC Internet Site Valuable Business Tool for Exporters

Business Opportunities

Who says no one is making money from the Internet? Not the thousands of Canadian exporters who are using the Canadian Commercial Corporation's (CCC) new U.S. Opportunities Web Site (www.usopportunities.com) to boost their export sales.

Launched at a ceremony in Toronto last fall, the Web site was an immediate hit and now records between 2,500 and 3,000 visits a week. It provides exporters with instant, up-to-the-minute access to trade opportunities with U.S. government agencies.

"It's a great success and all the traffic we already have has been generated simply by word of mouth," says CCC President Doug Patriquin. "We created it in response to client demand and the results have been very positive."

CCC began with a sample U.S. opportunities site last spring, which offered exporters a simple text-based version of the current site. The new look and feel of the site has paid off in increased traffic, as exporters can easily locate the information they need. The site lists opportunities for products ranging from brushes and paints to aircraft and space vehicles and services from architecture to health care.

"It's the world's biggest trade market and it can be overwhelming," says Marc Tomlinson, CCC Business Development Officer. "The Web site organizes things in a manageable way and makes it very easy for exporters to find the particular opportunities which offer them potential."

On the Web site, exporters simply select either goods or services, then pick a category from the displayed list. Complete listings for each day's opportunities are shown. When exporters find something of interest, they contact CCC by phone or e-mail to investigate the opportunity and begin the sales process.

The Web-based system stream-

lines the entire bid process for CCC and for its Canadian clients and foreign buyers. Buyers and sellers are matched quickly, with little wasted time. And, as Tomlinson points out, the U.S. Opportunities Web Site is only the beginning of new uses of information technology for exporters.

Continued on page 15 — CCC

Ontario Food Company — *Continued from page 3*

the debriefing we received on Japan's economic restructuring. Government resources were strategically utilized to identify promising existing and potential exporters for that market. Invaluable as well was the presence of our Premiers — whom I found to be both gracious and approachable."

The whole country benefits

According to Omstead, these are all crucial benefits afforded not only to Team Canada participants but to the Canadian economy as a whole.

"It's not just about immediate orders and contracts. The media reports in this respect are often shallow and unduly derisive. The trip represented a tremendous effort. Everybody worked very hard and although it was enjoyable meeting the other great people, it was no party. Sure, there are a few things I'd change, but regardless of the blips, you can count on seeing me on the next trade mission. It's a tremendous forum for leveraging our resources, seeing the big picture and focusing on what we can accomplish together for this country."

Final comment from John O? "Mr. Chrétien, and Premiers, Carry on!"

For more information on Family Tradition Foods Inc., contact President John Omstead, tel.: (519) 825-4673, fax: (519) 825-3134, e-mail: johno@mnsi.net Internet: www.familytradition.com

Looking to Do Business with the U.S. Federal Government?

Opportunities are just a key stroke away at the Internet site (www.gsa.gov) of the General Services Administration (GSA), which facilitates purchases by the U.S. government — "the world's largest consumer" — and the Electronic Posting System site at www.eps.gov. More GSA opportunities are listed on the site of the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) and periodically in *CanadExport*.

Teamwork and Fast Turnaround Provides Winning Edge for SENES Consultants Limited

A Canadian consortium of environmental consultants recently won a contract worth \$105,000, thanks in part to the International Business Opportunities Centre's (IBOC) Molly Jo Beauchamp and Viney Gupta, a commercial officer with the Canadian High Commission in New Delhi, India.

SENES Consultants Limited, in partnership with the University of Ottawa (U of O), was chosen by the World Bank and the Government of India to conduct a two-month training course for 17 environmental officers from India on such topics as pollution control, hazardous waste management, environmental audits and air and water quality monitoring.

"On December 10, 1998, IBOC received a fax from Sherrill Owen of the Department of Foreign Affairs and International Trade's [DFAIT] Market Report Division [TCM], asking if we knew of any Canadian companies that might be interested in bidding on this project," says Beauchamp. "The turnaround time was incredibly tight — the Government of India needed names of appropriate bidders as soon as possible. They wanted the intensive training course to begin in February and wrap up before the end of March."

Swinging into action, Beauchamp picked up her telephone and began calling her extensive network of contacts looking for appropriate companies. She contacted the Canadian Council for Human Resources, which immediately sent the request from India for proposals to its membership. During the next two weeks, Beauchamp fielded questions from interested bidders and relayed information about the project so they could prepare their proposals.

On Christmas Eve and January 4, she sent proposals from eight institutions to Viney Gupta, who hand-delivered them to the Ministry of Environment in New Delhi to ensure they met the deadline.

On January 5, Beauchamp found out that three Canadian institutions had been short-listed for the contract. However, the Government of India wanted the proposals revised to reflect some additional concerns. The deadline for the revisions? The next day.

Beauchamp sent the new requirements to the three candidates and followed up to alert them of the tight time line. Three weeks later, SENES and the University of Ottawa were awarded the lucrative contract, beating out competing consortia from Thailand, the Netherlands and the United States.

The effort and detail that SENES and U of O put into the revised proposal clinched the deal. Not only did they fully outline the course, they also included the cost of air fare, accommodation and incidental expenses in the proposed budget. Winning the contract was another feather in SENES' cap, which has

worked on more than 2,500 projects at home and abroad.

Beauchamp says solid teamwork helped her identify and contact prospective Canadian bidders. "Everybody pulled together to find the appropriate companies and get information to them as quickly as possible," she adds. "Gilles Seguin of DFAIT's Education Marketing Unit [ACET], Mary Jo Lynch of Industry Canada, Sherrill



Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been put in touch with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Internet site at www.dfait-maeci.gc.ca/iboc-coai

Continued on page 13 — SENES

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

ALGERIA — Sonatrach invites bids for electronic transmitters and flo metres for natural gas treatment plant (pressure 0 to 60 kg). Cost of bid documents (French only): US\$74. Closing date: December 13, 1999. Contact Daniel Lemieux before November 17, 1999, fax: (613) 996-2635, quoting IBOC case no. 990916-03191.

TUNISIA — The State Railway Company (SNCFT) has issued a tender for railroad equipment (HS3743) including the renovation of nine GM 040 DL type GL locomotives and the supply of related spare parts and special tools. Cost of bid documents (available in French only): US\$125. Closing date: December 15, 1999. Contact Daniel Lemieux before November 17, 1999, fax: (613) 996-2635, quoting IBOC case no. 990902-03025.

TURKEY — The Turkish Railway Authority has announced a tender for the upgrading of existing Istanbul-Ankara Railway Track, which is about 470 kms, and the busiest line in Turkey. The planned upgrade work consists of the following: supply of rail and replacement or worn-out track materials (rails); repair and replacement of track bed/sleepers; changing the curve of track at various locations; supply and replacement of several rail-switching mechanisms; supply and replacement (where necessary) of signalization, communication and electrification network; reconstruction of level crossings at several highway-railway intersection points; rebuilding of several railway bridges, etc. Cost of the bid documents is US \$5,000. Bid bond of US\$8million required.

Closing date: December 15, 1999. Contact Daniel Lemieux before November 19, 1999, fax: (613) 996-2635, quoting IBOC case no. 990923-03330.

INDIA — The Wheel and Axle Plant (Ministry of Railways) invites bids for: Temperature Compensating Gauge (Range - Snap Gauge range 125 mm to 175 mm with Digital Electronic Display and Sensor), quantity: 1 Set. Closing date is December 7, 1999. Contact Daniel Lemieux before November 17, 1999, fax: (613) 996-2635, quoting IBOC case no. 990928-03380.

ALGERIA — The ASMIDAL Agency has received a loan from the World Bank, and invites eligible firms to bid on the Rehabilitation of Nitric Acid Unit. Cost of the bid document is US\$487 (only available in French). Closing date: December 22, 1999. Contact Daniel Lemieux before November 26, 1999, fax: (613) 996-2635, quoting IBOC case no. 990929-03422.

SENEC Consultants Limited — Continued from page 12

Owen of TCM and, of course, Viney Gupta in New Delhi, all went beyond the call of duty to make sure that Canadian companies had a chance to compete for this contract. And, the extra effort certainly paid off."

The benefits of their hard work have greater magnitude than just a Canadian firm winning a solid contract, according to Gupta. "These 17 pollution control officers from across India will have a positive opinion about Canadian environmental technologies, thanks to this training," he says. "This could have a tremendous multiplier effect on Canadian success in India and its market for environmental products and services."

Other tender calls and trade opportunities can be found on CanadExport Online at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>



Opportunities in the French Information and Communications Technology Market

Europe represents 30 per cent of the world's information and communications technology (ICT) market. Market leaders are Germany (22.5 per cent), the United Kingdom (18.7 per cent) and France (16.4 per cent). In France, the telecommunications industry is reaping the benefits of the recent privatization and there is evidence that information technology product sales are beginning to take off. In addition, the French government is using all of its influence to strengthen France's ICT position in the global economy.

Telecommunications

The telecommunications sector is still riding the wave of privatization that began in 1998. The market, as a whole, increased 12.3 per cent in 1998. Mobile telecommunications grew by 67 per cent, the fastest-growing area of the telecommunications sector.

There are over 60 competitors to France Telecom and the long-distance and pre-paid phone card markets are now among the most competitive in France.

France Telecom is still dominant in the local market, but convergence is taking place between phone, television, and Internet connections just as it is in Canada. CATV (Cable TV) is the favoured means of increasing competition in the local phone market by the government. Some companies, however, are also experimenting with a wireless local loop. There are 2.3 million cable subscribers — most of these to television but some 2,400 subscribe to telephone services and 35,000 to Internet.

But it is the mobile phone market that is leading the telecom industry in France, with usage skyrocketing 100 per cent in 1998. Since 1997, the penetration of mobile phones has almost doubled every year: from 4 per cent in 1997 to 8 per cent in 1998, and 16 per cent by the beginning of 1999. By July 1999, it was estimated that

just under 25 per cent of the French population owned cellular phones.

Information technologies

Much has been made of France's late entry into the information age, but attitudes are changing and, as with the mobile phone, France is ready to become one of the fastest-growing personal computer markets in Europe. In 1998, PC sales increased 22 per cent, second only to the U.K.

Over 33 per cent of the population own a computer and almost 11 per cent have Internet access. French companies have also shown very impressive growth since 1997, when only 13 per cent were connected to the Internet, to 39 per cent in 1999.

Another promising market for Canadian businesses deals with call centres. In 1998, the market grew by 25 per cent compared with 7 per cent in the U.K., and is predicted to grow by more than 70 per cent by 2002.

ICT priorities

The French government has been actively steering the country towards acceptance and use of new technologies, and this is creating great opportunities in educational and cultural multimedia. Six priorities for technological improvement have been identified: education; culture; modernization of public services; businesses;

innovation; and regulation. Other dramatic moves include changing laws to accept digital signatures as legally binding and opening up the encryption software market, both of which will greatly advance e-commerce prospects.

These moves have already had a major impact on French schools. In the past year, connected primary schools have increased from 1 to 15 per cent and secondary schools from 20 to 90 per cent. There is now one computer for every five students in secondary schools, and one in five teachers is using the Internet at home.

Already 300 multimedia products have been endorsed by the Ministry of Education for their educational quality. Language multimedia programs have been very successful. By February 1999, multimedia sales had already equalled sales for all of 1998, with 18 million units, a growth rate of 54 per cent compared to 44 per cent for the European market as a whole. Of these sales, 49 per cent are games, 18 per cent are educational, 17 per cent are practical and 14 per cent are cultural.

For more information about the French ICT market, contact François Gauthé, Trade Officer, Canadian Embassy, Paris, tel.: (011-33-1) 44 43 23 58, fax: (011-33-1) 44 43 29 98, e-mail: francois.gauthé@dfait-maeci.gc.ca Internet: www.amb-canada.fr

IFA '99: Vietnam's Most Important Agriculture and Agri-food Fair

CAN THO, VIETNAM — December 10-16, 1999 — The International Fishery and Agriculture Fair '99 (IFA '99) is one of Vietnam's most important showcases for international exhibitors of agriculture and agri-food products and technology.

The modernization of Vietnam's agricultural sector is creating new opportunities for foreign companies to market their expertise and know-how. This year's show will provide the opportunity for Canadian suppliers to meet with potential local partners in the fishery and agricultural sectors, as well as to gain valuable knowledge of the local industry.

IFA '99 will be focusing on the Mekong Delta region of Vietnam which is currently the country's primary producer of agricultural products. Although its greatest strength lies in its potential, the Delta region is responsible for two thirds of the country's food capacity.

The Asian Development Bank has recently noted that in Can Tho province many private businesses are highly successful. This year's show aims to increase the level of foreign expertise necessary to maintain the Mekong Delta's annual average productivity increase of 8.6 per cent.

For more information, contact,

Bonny R. Berger, Canadian Consulate General, Ho Chi Minh City, tel. : (011-84-8) 824-5025, fax: (011-84-8) 829-4528, e-mail: bonny.berger@dfait-maeci.gc.ca

NATURAL GAS MISSION TO THE MIDDLE EAST

SAUDI ARABIA, OMAN, QATAR, ABU DHABI (UNITED ARAB EMIRATES) — February 2000 — Canadian embassies in the Middle East and Arabian Peninsula are considering organizing a natural gas production and processing mission to this region. The four countries under consideration have plans to significantly increase the domestic use and export of natural gas over the next four to ten years.

Mission participants will have the opportunity to make presentations to representatives of national oil and gas companies, as well as through meetings with local agents and briefings on doing business in the region.

To participate, submit an expression of interest by the end of November 1999. Send an e-mail to steven.goodinson@dfait-maeci.gc.ca or fax to (011-966-1) 488-0137, including a brief description of your company.

Federal-Provincial Meeting — Continued from page 2

G-7 countries," noted the Minister. "This major contribution to Canada's economy favours not only job creation, but also helps support social programs."

At the end of the day, all participants were satisfied with the progress achieved, particularly acknowledging the need to maintain continued collaboration on major international trade and investment issues.

CCC Internet Site — Continued from page 11

"We're going to expand the site," says Tomlinson, "and we're negotiating with other foreign buyers to display their opportunities in a similar way. By this fall, we hope to include opportunities for NATO's Maintenance and Supply Agency. And in the future, our clients will be able to register for CCC services on-line.

"This site uses the Internet in a different way than our marketing site," he adds. "Our goal is to make the opportunities site the place to do business if you're exporting out of Canada."

For more information, contact Canadian Commercial Corporation, tel.: 1-800-748-8191 (toll-free in Canada) or (613) 996-0034, fax: (613) 995-2121, e-mail: info@ccc.ca, Internet: www.ccc.ca

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, over 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Natural Resources

Chance to Participate in Mission to China

Minister of Natural Resources Ralph Goodale will be leading a trade and investment mission to China, January 24 to 28, 2000.

Executives of Canadian natural resource or resource-related companies wishing to strengthen their business relations with China will find this mission of particular interest.

If you are looking to gain a foothold in the Chinese market or increase your company's exports to China, this mission may be your ticket.

For more information, contact Natural Resources Canada, tel.: (613) 943-0579, fax: (613) 943-0550, e-mail: destination@nrca.gc.ca Internet: www.nrca.gc.ca/destination

Meeting of the Americas — Continued from page 1

and South America and the Caribbean for a wide-ranging exchange of ideas on the evolution of hemispheric trade and the development of the FTAA.

ABF Canada is an opportunity to do business and meet face-to-face with potential partners. It also provides an environment in which to make valuable business connections throughout the Americas, to showcase Canada as an important business and investment destination and to discuss the future of trade in the Americas.

For more information, visit the FTAA Internet site at www.ftaa-alca.org and the ABF Canada site at www.abfcanada.com

Alutrec Inc. — Continued from page 6

Missouri. This time, Nadeau will seek assistance from the Department of Industry of Quebec.

"We plan to find a network of distributors who can also provide service. This is an important component in this vast market, especially for a small company like ours," he explains.

Studying the market

But even a market so similar to our own must not be taken lightly.

"The most difficult thing," Nadeau recalls, "was finding out what we needed to do to comply with Canadian and American transport legisla-

tion, even though there are no major differences in equipment, and the same legislation and safety apply.

"Once again, Ms. Baxter was enormously helpful. She opened our eyes to opportunities but also constraints. Without her assistance," Nadeau admits, "we would not even have taken part in MAT this year. She advised us, enabled us to validate our product and got us across the border. In short, she guaranteed our success."

For more information about Alutrec Inc., contact Julien Nadeau, President, tel.: (418) 599-2415, fax: (418) 599-2555.

DID YOU KNOW THAT

- ...in 1997, Canada ranked fourth as a major exporter of automotive products with a 9.6% share of the world market. During the same period, Canada was the third leading importer with a 7.7% share.
- ...Canada is now recognized as the world leader in space robotics, measured by the success of Canadarm. So far, four Canadarms were destined for the Kennedy Space Center.
- ...Canada is the second-largest exporter of aluminum ores and concentrates, valued at \$3.2 billion (14% of world exports) in 1997 and of aluminum and aluminum alloys, with exports of \$4.6 billion (8.9% of world exports) also during the same year.

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Web site at <http://www.dfait-maeci.gc.ca>

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Canada Wins
 Big in India — p. 14

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Vol. 17, No. 19 — November 15, 1999

NOV 16 1999



Minister
 Ralph Goodale

Now Recruiting Natural Resources Canada Trade and Investment Mission to China

CHINA — January 24–28, 2000 — In support of the Canadian private sector, Minister of Natural Resources Ralph Goodale will lead a trade and investment business delegation to China (as briefly mentioned in the last issue).

The mission, which will be organized in close partnership with the Department of Foreign Affairs and International Trade (DFAIT)

and the Canada-China Business Council, will be of particular interest to Canadian natural resource-

The Canada Export Awards
 See pages 3-6

related companies wishing to strengthen their business relations with China.

This is an exciting time for private-sector opportunities in China. Between now and 2006, China is expected to import US\$1.5 trillion in technology, equipment and services. Policy reforms promise to further open up the country to foreign investment and joint ventures. Opportunities abound for Canadian trade and investment.

Canada's continuous program of high-level visits to China has helped strengthen bilateral ties and lay the groundwork for new long-term business partnerships with one of the most potentially dynamic economies in the world. As a result, in the last two decades, Canada and Canadian firms have become active players in the Chinese economy.

Continued on page 15 — Trade and Investment

Looking for Companies to Host Promising Young Russian Managers

The Yeltsin Democracy Fellowship Program (YDFP) is seeking Canadian companies interested in hosting promising young Russian managers for a short (one-to-three week) period in the spring of 2000. Preference will be given to Canadian companies working or interested in working in the Russian Far East.

This is a unique and valuable opportunity for Canadian companies to meet and establish potential business contacts with some of the best young talent in Russia today, while providing valuable business training for Russia.

All living costs for YDFP Fellows are paid for by the program. All you have to do is show them how you do what you do. All Fellows are competent English speakers who are

eager to learn and to establish Canadian contacts.

Between 20 and 30 young Russian managers will come to Canada in the spring of 2000 as YDFP Fellows. They are nominated through the Federal Commission on Organization of Managers and Executives Training for Enterprises of National Economy of the Russian Federation, and they come from a wide range of industries.

Continued on page 16 — Promising

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New Chief Trade Commissioner Appointed



The Department of Foreign Affairs and International Trade (DFAIT) recently named William L. Clarke Assistant Deputy Minister, International Business and Chief Trade Commissioner, replacing Kathryn McCallion. Mr. Clarke has served as Canadian Ambassador to Sweden and Brazil and has held several Trade Commissioner assignments, including in San Francisco, São Paulo, Singapore and The Hague.

"As a veteran Trade Commissioner I truly feel 'at home' in my new position," said Clarke upon his appointment.

The Department's Chief Trade Commissioner carries a number of important responsibilities, in particular promoting and protecting Canada's international trade, investment, science and technology interests. "With the Department's unparalleled global network of more than 130 offices, and, most importantly, some of the best and brightest people in the public service," noted Clarke, "we are in a good posi-

tion to take advantage of the opportunities and challenges facing Canada and the Canadian business community in the international marketplace."

As Chief Trade Commissioner, Clarke intends to continue to build on the recent accomplishments of the Trade Commissioner Service (TCS) team. He is dedicated to fulfilling the Department's goal of renewing and invigorating the TCS in serving Canadian business interests, particularly to ensure that the business community receives a clearly defined set of core services at all of our missions around the world.

He is committed to ensuring that staff at headquarters and at missions abroad have the necessary tools to serve Canada's trade and investment interests. This includes the vigorous promotion of the sale of Canadian goods and services abroad and the

attraction of new investment and technology to improve productivity in Canada.

Meeting these objectives will require many things — hard work, dedication, commitment and focus — but most important, according to Clarke, is an active outreach program to the Canadian business community. "After all," he says, "they are the people with the experience and knowledge in foreign markets. And, they know better than anyone what they need from government to succeed."

The new Chief Trade Commissioner is looking forward to hearing from Canadian business people and from the many government departments and agencies involved in international trade. "I intend to be as open and accountable as possible. Please let me know how my colleagues in the Trade Commissioner Service and I can lend a hand."

READER'S CORNER

Regarding the article that appeared in your October 1 issue, page 14, about a workshop on revitalizing commercial airport activities in Japan, this is good for Japan. However, Canada is slowing down with the FTAA. Trade blocks like the European Union take place by geographical regions, by consolidating their own regions first (e.g. Japan and the Asian bloc). My personal opinion would be that Canada should concentrate on the FTAA first. Canada is in the Americas, not in Europe or Asia. Think about it.
Best regards

Josh Selva (Canadian)
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Mail to: CanadExport (BCS), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.



THE CANADA EXPORT AWARDS

October 1999

Look Who's Making Headlines Around The World



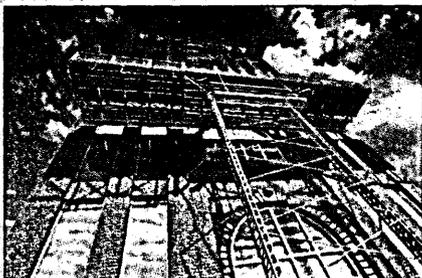
Meet Canada's Export Champions of 1999.

Back Row (left to right): Jacques Lamarre, SNC-Lavalin; Gaylord Lindal, Viceroy Homes; Albert Marshall, Wentworth Technologies. Middle Row: Dr. Regis Duffy, Diagnostic Chemicals; Louis-Phillippe Robillard, Avant-Garde Engineering; Sheldon Earn, Dominion Veterinary; Ronald Weatherhead, Rainbow Farms; Scott McIntyre, Douglas & McIntyre; The Honourable Pierre S. Pettigrew, Minister for International Trade. Front Row: Jim Camago, Schulte Industries; Robin Hayman, Nanometrics.

Featuring the Exporter of the Year!

On October 6, 1999, this year's winners were announced by the Honourable Pierre S. Pettigrew, Minister for International Trade, at a special ceremony in Toronto, Ontario. They are:

AVANT-GARDE ENGINEERING CIBC Job Creation Achievement



Building an innovative construction tool combined with a savvy multilingual sales force has allowed Avant-Garde Engineering to experience revenue growth of almost 7500% in five years – 96% of which are from exports. Avant-Garde's strong international sales have translated into quality jobs at home, with an increase of over 100 skilled employees since 1994.

The L'Assomption, Quebec manufacturing company specializes in the design, production and distribution of hydraulic platforms, which offer a more efficient, safer and

"The Canada Export Award is important to us for several reasons. It's an honour for our employees and it helps us get noticed in our financial environment."

– Jean Robillard, President and CEO.

simpler solution to traditional building scaffolding. "We never shy away from creating a building accessory that will meet the ultimate demands and imagination of the architect," said Jean Robillard, President and CEO.

DIAGNOSTIC CHEMICALS LTD.

Diagnostic Chemicals exports 90 per cent of its state-of-the-art medical testing systems to countries like the U.S., Germany, France,

Japan and Italy. "We are totally committed to the wants and needs of our customer," said Regis Duffy, President. "It's helped us to grow effectively and translate our



commitment to research and development into products that will improve the quality of life around the world."

DOMINION VETERINARY LABORATORIES

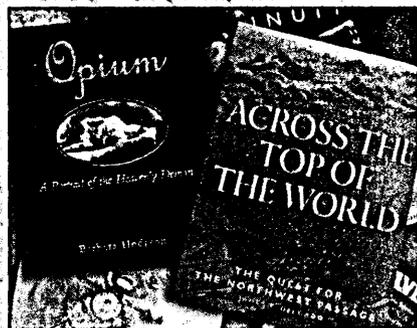
Dominion Veterinary Laboratories is Western Canada's largest manufacturer and distributor of veterinary pharmaceuticals and instruments. Based in Winnipeg, Manitoba, DVL knows how to be successful. "It's important to look overseas for growth," said Sheldon Earn, President. "Canada is well known for its cleanliness and as a good place to manufacture products. We try to focus on customer relations, deliver products on time and set very reasonable prices overseas." It's these three beliefs that enabled Dominion Veterinary Laboratories to export more than 60 per cent of its pharmaceutical products worldwide last year, an increase of 160 per



cent from its 1994-95 year. "Winning the Canada Export Award shows that a family-owned company can make an impact in foreign trade," said Shane Earn, Vice President.

DOUGLAS & MCINTYRE PUBLISHING GROUP

As recognition of Canadian writers explodes around the world, the Douglas & McIntyre Publishing Group capitalized on the worldwide demand and increased their export sales five per cent in two years to 31 per cent of their revenues. Now, they have Canadian books heading for stores in the U.S., Europe, Japan and Australia. "Nothing happens automatically," said Scott McIntyre, President. "Our success is the result of a lot



of hard work through the years. It takes craft and commitment, a quality product, assessing markets realistically and running fast, which contrary to popular belief, Canadians are capable of doing."

NANOMETRICS INC. Teleglobe Innovation and Technology Achievement

There's a whole lot of shaking going on and Nanometrics Inc. is usually at the centre of it all. With 86 installations in 36 countries, the Kanata, Ontario company is the world's leading manufacturer of seismological instruments and software, the kind used to detect earthquakes and other significant subterranean movements. Exporting almost 95% of their products, they believe their success stems from



recognizing the advantages of digital technology before their competitors.

"Part of our success is listening to our customers. They have good ideas and we incorporate their suggestions into our product development."
 — Robin Hayman, President and founder of Nanometrics

"We have redefined what is considered acceptable technology in the seismological industry," says Robin Hayman of Nanometrics.

RAINBOW FARMS

Growing global consciousness of the importance of nutrition has played a big role in the success of Rainbow Farms, which grows, harvests, processes and distributes wild blueberries from its base in Upper Rawdon, Nova Scotia. They have grown from a small, family-owned farm to an international business that currently exports more than 90 per cent of its crop of wild blueberries to Europe, the United States and Italy.

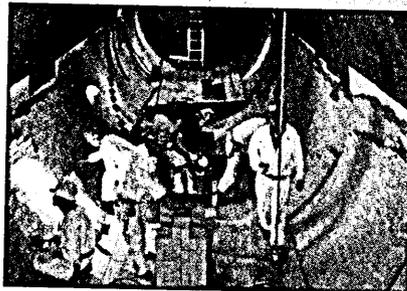


"We demand very high standards from our products," said Ronald Weatherhead, President and founder. "Our product is unique in the health benefits that it provides. And by using high technology to cultivate and freeze it, we are adding value to a famous Nova Scotia product, the blueberry."

SNC-LAVALIN GROUP

Lifetime Achievement Award

Countries around the world are seeking the expertise of Canadians more and more and one of the companies at the top of the list is Montreal-based, SNC-Lavalin Group. The Group's primary export is know-how and services, rather than goods. One of the world's leading engineering and construction groups, its excellence in exporting has captured it two previous Canada Export Awards and the designation of the Canada Export

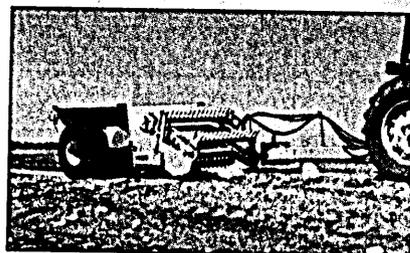


Lifetime Achievement Award. "It's a definite advantage that abroad, people like the Canadian way and that gives us an advantage," said Jacques Lamarre, President and CEO. "We're strong technically and we know our business. That's why we've seen our exports double since 1988 to 60 per cent of our total sales."

SCHULTE INDUSTRIES

EDC Smaller Exporter Achievement

From tailor-made mowers to rock removers, Schulte Industries really knows how to bring that mountain of dirt and debris to you. This Englefeld, Saskatchewan-based company has been manufacturing a diverse line of equipment for the agricultural, industrial and



"As a sponsor of the Canada Export Awards, EDC is proud to recognize the achievements of Canada's export champions and especially small and medium-sized exporters with the Smaller Exporter Achievement Award. EDC's sophisticated trade finance solutions and skills provide the competitive advantage Canadian companies are seeking in more than 200 countries around the world."

"At CIBC, we look at exporting as an essential investment in Canada, especially when it comes to creating jobs for Canadians. Today, a full three million Canadians depend on exports for work. The CIBC Job Creation Achievement Award annually recognizes the Canada Export Award winner that has experienced significant quality job growth as a result of their exporting success."

"At Teleglobe, we believe that investing in new ideas and technology are essential elements for achieving global success. That's why Teleglobe Business Services is proud to sponsor the Canada Export Awards and the Award for Innovation and Technology Achievement. Teleglobe has become a leader in the field of international telecommunications by successfully exporting its expertise and technical know-how worldwide. We are committed to helping Canadian businesses connect with the rest of the world so they can lead the way globally."

"For over the past century you have known us as Maclean Hunter Publishing. Now, as Rogers Media, we will continue to provide you with the information you need to compete and win across the street and around the world. As a sponsor of the Canada Export Awards, we have been able to help locate and champion the visionary individuals and organizations that fuel Canada's growth and enhance the prosperity of all Canadians."

And the Winner is...



Viceroy Homes Ltd.

Gaylord G. Lindal, President and founder of Viceroy Homes is presented with the 1999 Exporter of the Year Award for truly *Leading the Way* in exporting.

You could be one of the first Canada Export Award winners of the new millennium. To find out more about the Canada Export Award

Program and how your company can apply, please visit our web site at www.infoexport.gc.ca/awards

commercial sectors since 1942, and exporting since 1967. "We had to turn to export marketing to augment slowdowns in the domestic market," said Jim Carnago, President of Schulte Sales. "Each year we try to expand into a new country." It's a tactic that has seen exports grow from half of total sales to nearly two-thirds in the past 7 years.

"The recognition provided by the Canada Export Award is especially valuable because it shows that you don't have to be huge to be good."

— Jim Carnago, President, Schulte Sales.

VICEROY HOMES LTD.

When the earthquake destroyed large parts of Kobe, in Japan several years ago, Japanese style homes collapsed, while North American-style platform houses



stood up far better. This revelation had a major impact in Japan, and was a breakthrough for Viceroy Homes, a Port Hope, Ontario-based company that specializes in manufacturing and selling 'homes in a box'. "Our homes are the standard of quality all over the world," said President

"Winning the Exporter of the Year Award will raise Viceroy's profile with foreign customers and builders. Viceroy's staff and work force is also genuinely gratified that its efforts to expand operations and products beyond Canada's borders has been recognized as a significant step forward for Canadian industry."

— Gaylord G. Lindal, President, Viceroy Homes.

Gaylord Lindal. Viceroy ships 75 per cent of its pre-engineered homes to the U.S. and abroad, and it has tripled its staff since 1990. "We also emphasize the ability to do business in the language of the country to which we are exporting."

WENTWORTH TECHNOLOGIES COMPANY

Pick up a plastic soft drink bottle anywhere in the world, and the chances are overwhelming that it comes directly from a blow mould made by Wentworth Technologies of Mississauga, Ontario. One of the world's largest makers of moulds for plastic processing, Wentworth exports 80 to 90 per cent of its total sales and

has experienced explosive growth of more than 150 per cent compounded annually for the last five years.

"Wentworth provides the fastest global delivery and service in the industry," said Walter Kuskowsky, President, Wentworth Technologies.



Department of Foreign Affairs and International Trade

Ministère des Affaires étrangères et du Commerce international



Canada-Israel Chamber of Commerce

The Canada-Israel Chamber of Commerce (CICC) was established to foster bilateral trade and investment between the two countries and to raise awareness in Canada of the benefits of doing business with Israel.

According to Chamber President Robert Rubinstein, doing business with Israel makes good sense.

"Joint ventures in research and development, medical sciences, technology, agriculture, fashion design, infrastructure, real estate developments and a host of other fields help create jobs and have produced impressive returns for the Canadian and Israeli firms involved," he says.

And then there is the Canada-Israel Free Trade Agreement, signed in 1997.

"The Agreement has provided a major impetus to growth," adds Rubinstein, "and trade figures have increased dramatically. As a matter of fact, two-way trade has increased by more than 30 per cent in two years, while according to recent statistics Canada's exports to Israel have jumped by almost 60 per cent since 1996."

Activities: Networking

As an independent, non-profit organization, the CICC is dedicated to providing members with key links to the Canada-Israel business community. Member-financed and

-driven, it assists members through networking, providing business information and trade inquiry support and representing the interests of members to all levels of Canadian government.

The CICC offers several highly targeted programs throughout the year. Speakers are typically key players in the Canadian business community offering information on doing business with Israel.

Highlighting the year's events is the Annual Canada-Israel Business Excellence Awards, a gala ceremony recognizing the success of Canadian companies involved in trade and investment between the two countries.

Services: Creating links

"In a world," says Rubinstein, "where success is often determined by 'who you know,' the Chamber can help by providing valuable business contacts as well as networking opportunities."

The CICC provides members with front-line information on the Israeli business scene, and facilitates ways to participate in key

trade and business issues. It offers information on new products and opportunities and how to take part in trade missions to Israel.

The Chamber's Internet site is a key connection to the Canada-Israel business community, offering hot links ranging from vital information to daily Israeli financial newspapers. "The Members' Web Site Directory," explains Rubinstein, "is an indispensable tool for networking and business-building."

Available only to members, the alphabetical listings are classified by the individual's business specialty area, allowing potential clients to easily find Chamber members and do business with them.

"We are also an important liaison and resource centre for Canada's federal and provincial governments," adds Rubinstein, "and we maintain a close working relationship with the Israeli Economic Mission to Canada as well as being in regular contact with our sister chamber in Israel, the Israel-Canada Chamber of Commerce."

Continued on page 16 — Canada-Israel

IFI Procurement: "Doing Business with Developing Countries"

Get connected with IFInet: <http://www.dfait-maeci.gc.ca/IFInet>

IFInet offers you access to thousands of business opportunities financed by international financial institutions (IFIs) in over 130 emerging and developing countries. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

A Montreal Company is Organizing Santa Claus's Arrival ... in the United States

With December just around the corner, the time is already upon us to get ready for Santa Claus. Studio Artefact has been doing just that, perfecting its technique in the lucrative American market year after year.

Under a change of management in 1996, this small firm, which specialized in interiors for museums, opera houses and theatres when it was first established 13 years ago, changed its focus to high-quality "Santa Claus" interiors for shopping centres.

Current Vice-President Michel Thériault, who at the time was a new shareholder, and his associate, Alain Lauzon, understood the benefits of this change of direction and are going after the market in the United States.

Tackling the U.S. market

Business in the United States picked up for Studio Artefact when the firm accepted an invitation to decorate Tyson Corner in Washington ("one of the 10 most visible shopping centres in the United States," according to Thériault).

It then decorated a shopping centre in New Jersey, where it gained a better understanding of the American market ("interiors of average quality compared with our own," notes Thériault).

More importantly, through this project the firm became acquainted with an interior designer from the Atlanta Shopping Center "who taught

us a great deal and with whom we have maintained a good working relationship," adds Thériault.

Equipped with some knowledge of the American market, Thériault decided to tackle it seriously, convinced that there was a niche for his superior quality product. Business plan in hand, he approached the Canada Economic Development office in Longueuil (the firm was located in Brossard at that time), where he met advisor Francine Michaud.

Michaud not only approved his plan, but also told him the Government could help him to participate in the International Shopping Center Convention in Chicago, an annual trade fair.

"Ms. Michaud was very helpful," Thériault recalls, "she gave us all the details on how to obtain assistance through the federal government's Program for Export Market Development [PEMD]."

Initial efforts pay off

Although he didn't pick up any contracts in Chicago, Thériault didn't come back empty-handed. He made a lot of contacts, including representatives of major firms such as Urban

Retail and General Growth, which have become some of his biggest clients.

In fact, business is so good that the small firm, with 10 to 12 permanent employees, swells to 75 workers in the peak season (right now), with almost 95 per cent of business in the U.S.

"With 15 to 20 sales a year, at \$100,000 to \$750,000 per interior, our high-end product has found an excellent niche in the U.S.," says Thériault, who already considers his firm to be number two in North America.

Indeed, things are going so well that he will be able to pay off the PEMD funding that Michaud helped him obtain three years ago.

"She was really impressed by our product, and was so helpful that we have very good memories of how government services can be simple, direct, fast and, above all, effective."

A tough market

That assistance was all the more valuable, Thériault notes, considering how tough the U.S. market can be, despite what one might think.

"You have to have a superior quality product, provide excellent service, and, above all, adapt to the

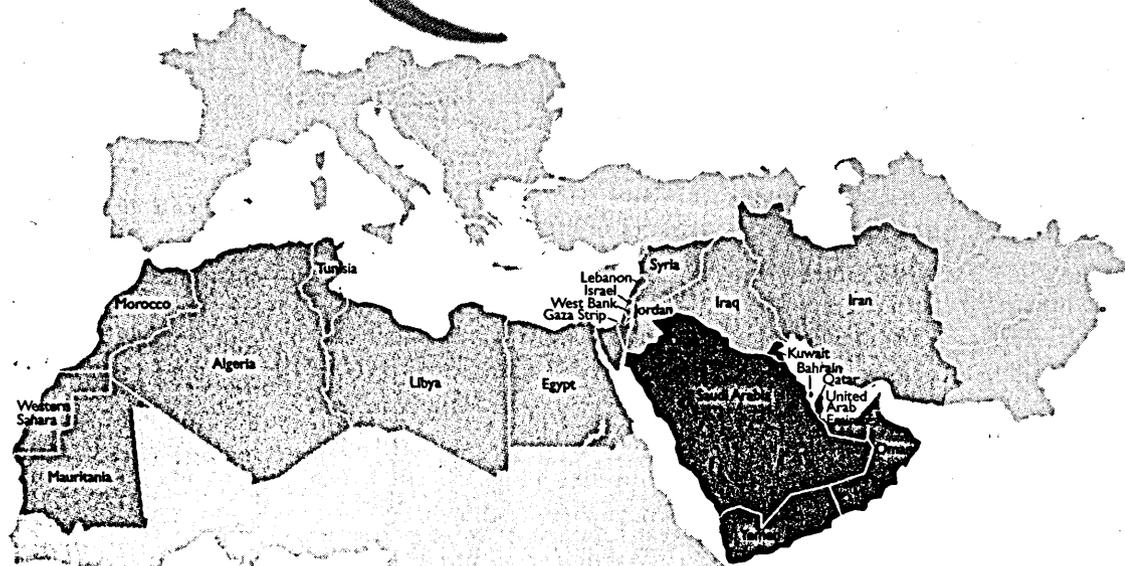
Continued on page 9 — Studio Artefact

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).



Focus on
The Arabian Peninsula



This is the second of three supplements on the Middle Eastern, Arabian Peninsula and North African regions. The final supplement (North Africa) will appear in the December 15, 1999, issue of CanadExport.

The seven countries of the Arabian Peninsula depend primarily on oil or gas for a large part of their revenues. All of them also hope to diversify their economies by developing their manufacturing sectors and attracting foreign investment.

Six of the seven countries — Saudi Arabia, the United Arab Emirates (UAE), Kuwait, Bahrain, Qatar and Oman — belong to the Gulf Cooperation Council (GCC), a regional organization created in 1981. The GCC is attempting to harmonize external trade tariffs, although in recent years some of its members (notably Saudi Arabia and Oman) have also devoted considerable effort to become members of the World Trade Organization.

Among developing countries, the wealthiest GCC members are in the unique position of providing development assistance. (More informa-

tion about their financing activities will be available in the December 15 supplement.) These same countries also own important foreign investment portfolios, built up over years of oil export earnings.

One of the world's poorest countries, Yemen, stands alone in the region as a major recipient of development assistance. With an esti-

mated population of 17 million, it is also a potential market worth investigating. Yemen remains the only country on the Arabian Peninsula that is eligible under the Canadian International Development Agency's Industrial Cooperation Program (CIDA-INC). For information, visit www.acdi-cida.gc.ca/cida-ind.nsf

Developing Bilateral Relationships

Countries of the Arabian Peninsula are strengthening economic links with Canada. Canada and Saudi Arabia signed a *Memorandum on Defence Industrial Cooperation* in 1992. Despite reduced government spending, the defence market remains a significant consideration in this region, which has recently faced several external threats.

In May, the UAE and Canada initialled an *Air Services Agreement* designed to improve bilateral flight connections. Both the UAE and Saudi Arabia take part in a *Joint Economic Committee* with Canadian government representatives. As well, resident Canadian businesspeople throughout the region are increasingly meeting with their local partners in similar forums. The Saudi capital boasts the *Canadian Businessmen's Association of Riyadh* while the Emirates of both Abu Dhabi and Dubai have their own *Canadian Business Council*.

prepared by the Maghreb and Arabian Peninsula Division



Economic Restructuring Dominates Current Business Trends

Countries in the region are proceeding with privatization, market liberalization and a complete overhaul of their fiscal and foreign investment regimes. Canada has completed negotiations with the UAE on a *Double Taxation Agreement* and has held talks with both the UAE and Saudi Arabia on foreign investment protection agreements.

Saudi Arabia is the region's largest economy, with an estimated gross domestic product of US\$135 billion in 1999, and depends on petroleum products for almost 90 per cent of its export revenues. It is one of Canada's best trading partners in the region, with annual bilateral trade consistently surpassing \$1 billion and with over 7,000 Canadians working in the country.

The UAE's economy is also largely tied to oil exports and production. Although last year's worldwide decline in oil prices prompted cutbacks in public spending throughout the region, bustling activity in

the industrial and free-trade zones in and near Dubai have to a large extent insulated the country from the vagaries of oil price fluctuation. In recent years, revenue from the UAE's US\$150-billion foreign investment portfolio have equalled and sometimes exceeded oil income. The UAE is Canada's fastest-growing market in the area, with exports reaching \$290 million in 1998, more than three times the 1993 level.

As Kuwait emerges from nearly a decade of reconstruction following the 1991 Gulf War, long-awaited privatization measures should stimulate local economic activity. The government is currently considering proposals to relax investment laws and encourage foreign investment.

Qatar's future hinges on its ability to competitively produce and export liquefied natural gas (LNG) and successfully diversify into other petrochemical value-added products. Qatar's North Field is the largest LNG deposit in the world. The country is aggressively encouraging foreign investment, particu-

larly through joint ventures with Qatari partners.

Privatization is also a major priority in Oman. The government recently announced plans to partially privatize the General Telecommunications Organization and to sell the country's major international airport to the private sector. The Gulf region's first build-own-operate power station was approved in Oman and several other projects are under consideration.

Oman, the UAE and Qatar are well placed to meet the future energy needs of the populous area stretching from Iran through the Asian sub-continent. In the meantime, infrastructure work on the regional energy transmission grid and port facilities will provide ample opportunities for Canadian firms specializing in the energy and transportation sectors.

With little crude oil production, Bahrain hopes to become a major financial centre and tourism destination.

Serving Canadian Business on the Arabian Peninsula

The fast-growing economies of the Arabian Gulf states offer several opportunities for Canadian businesses and the good thing is that they do not have to go it alone. There are countless government and private organizations that are ready,

willing and able to help them enter and succeed in these markets.

From the Department of Foreign Affairs and International Trade's (DFAIT) network of trade commissioners, who assist Canadian exporters in over 125 locations around the

world to the federal/provincial/private partnership of Team Canada Inc, Canadian businesses have a wealth of valuable support at their disposal.

Canada maintains diplomatic missions in Kuwait, Saudi Arabia and the UAE as well as a consulate in

Focus on The Arabian Peninsula

Dubai. In Jeddah, Muscat and Sana'a, Honorary Consuls are also available to advise Canadian exporters.

All Arabian Peninsula countries have diplomatic relations with Canada. Saudi Arabia, Yemen and Kuwait established embassies in Canada some 10 years ago, while 1999 greeted the newest arrival in Ottawa, the UAE Embassy.

The Export Development Corporation (EDC) has considerable interest in insuring and financing projects in the Gulf countries. Last year, it supported \$9 million and \$18.9 million in short- and medium-term insurance respectively in Saudi Arabia. For more information, companies with

annual export sales under \$1 million should call 1-800-850-9626; and those with export sales over \$1 million, 1-888-332-3777, or visit its Internet site at www.edc.ca

The Canadian Commercial Corporation (CCC) has facilitated several contracts in Saudi Arabia, the major one being the sale of light armoured vehicles to the Saudi Arabian National Guard and is also active in other countries in the region. For more information, contact CCC at tel.: (613) 996-0034, toll-free in Canada: (800) 748-8191, fax: (613) 995-2121, e-mail: info@ccc.ca, Internet: www.ccc.ca

DFAIT's own Program for Export Market Development has been

assisting Canadian exporters in Saudi Arabia, Oman and Bahrain for years. For more information, see www.infoexport.gc.ca or contact the nearest International Trade Centre (www.dfait-maeci.gc.ca).

Key Business Internet Sites

- Canada-Arab Business Council: www.canada-arabbusiness.org
- Yahoo's list of Saudi company Internet sites: dir.yahoo.com/Regional/Countries/Saudi_Arabia/Business_and_Economy/Companies/
- Etisalat's links to Internet sites in the UAE: www.emirates.net.ae

Opportunities, Opportunities, Opportunities

The most promising sectors for Canadian business on the Arabian Peninsula are in emerging industries that are being developed to reduce these markets' reliance on traditional sectors such as oil and gas.

Information Technology and Telecommunications (IT&T)

IT&T is one of the strongest growth areas in the area. Several opportunities exist for Canadian companies, particularly those specializing in transmission equipment, data networking and IT&T accessories. There are also opportunities in the Internet market (a brand-new development in Saudi Arabia), which is expected to expand to government agencies, private companies and schools throughout the region.

In Saudi Arabia, Canadian firms can build on Bell Canada's close involvement with the modernization of the telephone system in the late 1970s

and early 1980s. The UAE also has a developed telecommunications system, with over 750,000 mobile phone subscribers. Kuwait and Saudi Arabia have also espoused this popular feature of the 1990s. Recent decisions to privatize telecommunications services should speed up the implementation of the latest technologies.

Health Care

During the golden years of the oil boom, GCC governments developed a comprehensive "cradle-to-grave" social safety net for their citizens. Demographic pressures in this region, which account for one of the world's highest population growth rates, combined with the recent decline in oil prices (in real terms), have induced governments to look for new ways of delivering health programs.

The health-care sector in Kuwait and Qatar is highly competitive and

price-conscious. Kuwait continues to replace, upgrade and modernize existing medical facilities and open new hospitals and clinics. A joint three-year project through the Kuwait/Dalhousie University Physiotherapy and Rehabilitation Centre is implementing, training and providing education and management services to physiotherapists and rehabilitation professionals. Canada is similarly well positioned in Saudi Arabia, where more than half of foreign-trained Saudi doctors hold degrees from Canadian medical schools.

Canada's major breakthrough in the Gulf market for medical services occurred in the UAE, a country whose government's recent privatization scheme gradually saw the private sector take over management of hospitals and health insurance. It has also approved 17 new health-care projects, including the

Focus on The Arabian Peninsula

construction of hospitals and medical centres. InterHealth Canada Limited (ICL) of Toronto recently won an international competition resulting in one of the largest contracts ever awarded to an Ontario company in the region. ICL will operate the Shaikh Khalifa Medical Complex in Abu Dhabi, a new 335-bed multi-specialty hospital with a staff of approximately 1,800. The four-year contract (with an option for an additional two years) could reach more than \$1 billion and create opportunities for Canadians in such areas as health-care management, clinical services, technology and training.

Education and Training

As elsewhere in the Middle East, Arabian Peninsula countries no longer want to rely on a single resource or industry — oil and gas — in today's increasingly knowledge-intensive global economy. GCC governments are devoting considerable resources to educate and train their young population. Their objective is to gradually replace the millions of foreign and white collar workers who currently dominate the region's economy.

The Saudi Minister of Higher Education led a delegation of 25 Saudi

Arabian university officials on a cross-Canada tour in June. Dozens of agreements were signed by Canadian universities and their Saudi counterparts, auguring well for a new era of co-operation between the two countries.

With the education and training sector also a priority in both Kuwait and Qatar, potential business opportunities are emerging for Canadian institutions with corporate and government professional development education expertise. One of the best examples of success in this field is the signing of an agreement between the Canadian and Kuwaiti Coast Guards, whereby all 15 of Kuwait's officer cadets will attend a four-year training course to earn Canadian Coast Guard Academy degrees.

Agri-food

The GCC region is also an affluent market for value-added agri-food products. Canadian exports have shown consistent growth in recent years, with products such as frozen vegetables, potatoes, canola oil and (yes!) ice cream showing dramatic increases. For more information, consult Agriculture and Agri-Food Canada's Internet site at <http://ats-sea.agr.ca/public/africa-e.htm>

Oil and Gas

It is safe to predict that Canadian oil and gas companies will continue to enjoy success around this lasting pillar of the regional economy. Calgary's Canadian Occidental Petroleum Ltd. accounts for half of the oil extracted in Yemen.

In the UAE, which has the fourth-largest reserves of crude oil in the world, the Abu Dhabi National Oil Company's five-year capital investment program focuses on downstream development, particularly expansion of oil refining, gas processing and petrochemicals. Canadian companies wishing to compete in this sector must register with companies operating in the UAE and must have a local representative, agent or sponsor.

The oil and gas market may be easier to break into in Oman because it is less concentrated than in other Gulf states. Oman is particularly interested in production systems and technologies that will improve the efficiency of directional drilling. In 1999, Calgary's Stelarton Energy Corporation has delivered and installed six of these systems and has established a sales and operations office in Oman.

Travelling on Business to the Arabian Peninsula

Saudi Arabia is the only Gulf country that places significant restrictions on foreign business travellers (tourism travel is not possible). They must be sponsored by a local company and must obtain visas from a Saudi Embassy prior to their arrival. There are fewer restrictions on Canadians visiting other Arabian Peninsula countries. In the UAE and Oman, Canadian passport holders can obtain short duration visas at international airports when arrangements have been made in advance. Bahrain has lifted the visa requirement for Canadian citizens.

It is always a good idea to check DFAIT's site at www.dfait-maeci.gc.ca/travelreport/menu_e.htm for updates and advisories before undertaking business or other travel.

CCC and Northstar Team up to Offer One-stop Shopping for Exporters

Small and medium-sized exporters (SMEs) now have easier access to a full range of export sales, financing and contract management services, thanks to a new partnership between the Canadian Commercial Corporation (CCC) and Northstar Trade Finance Inc.

CCC and Northstar will promote each other's services to smaller and medium-sized exporters to help Canadian companies put better export deals together on better terms.

"Working as partners can only serve Canada's SMEs better," says CCC President Douglas Patriquin. "Our Progress Payment Program gives access to commercial sources of pre-shipment financing for their exports, which complements Northstar's medium-term financing for their foreign buyers."

The agreement builds on the need to offer SMEs alternative sources of financing to help them structure better export deals for competitive world markets.

"Together, CCC's and Northstar's products cover the full financing spectrum, from manufacturing for export to financing foreign sales," explains Northstar President Scott Shepherd. "And with a formal agreement, we can now promote our ser-

vices to a broader range of Canada's small and medium-sized exporters."

The agreement also offers new opportunities for exporters who may not be aware of the many services

for Canadian companies, increases foreign buyer confidence and gives Canadian exporters the competitive edge they need to win sales in markets where they are less known.

Northstar brings together the export strength of the federal government through the Export Development Corporation (EDC), the provincial government of British Columbia, and the private sector through the Bank of Montreal, the Royal Bank of Canada and the HSBC Bank of Canada. Its financing services assists exporters by providing fixed-rate medium-term loans of between \$100,000 and \$5 million to credit-worthy foreign buyers of eligible goods and services.

"Rapid access to a wider range of services is the longer-term goal of the agreement," says Mr. Patriquin. "CCC's strength is its ability to put together good export deals, and working with Northstar, we have even more to offer. For example, our sales structuring and contract management services might be an excellent complement to Northstar's financing assistance in dealing with distributors in a foreign market. There are a lot of opportunities here."

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: 1-800-748-8191 or Internet site: www.ccc.ca or contact Northstar, tel.: 1-800-663-9288 or Internet site: www.northstar.ca



Douglas Patriquin, President of CCC and Scott Shepherd, President and CEO of Northstar sign memorandum of agreement in October 1999.

that both organizations offer. Wholly owned by the Government of Canada, CCC is an export sales agency that helps exporters make sales on better terms. Its unique government-backed guarantee of contract performance opens doors

Studio Artefact — Continued from page 8

U.S. mentality, which is much more bottom-line than ours, meaning that even in the artistic field, business is business first and foremost, so there's zero tolerance for glitches or missed deadlines."

In addition, notes Thériault, the shopping centre market is a world unto itself, so it takes solid contacts established over a number of years, as well as relentless marketing, to break into it.

For more information on Studio Artefact, contact Vice-President Michel Thériault, tel.: (514) 933-7666, fax: (514) 933-5980.



THE U.S. CONNECTION

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (URT). For information about articles on this page, contact URT by fax at (613) 944-9119 or e-mail at commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

U.S. Market Studies Key to Knowing your Market

Market studies are an essential tool for exporters needing to identify and research foreign markets. To meet this need, almost 80 new studies on the United States have been produced since February 1998, bringing the total number currently available to 168, covering 12 sectors. All U.S. market studies can be found on the InfoExport Internet site (www.infoexport.gc.ca). Summaries are available through FaxLink (613-944-4500) and full reports can be ordered by calling Enquiries Service at 1-800-267-8376.

The following is a list of studies produced within the last eight months.

(Note: Studies marked with an asterisk (*) will be available soon through a new hyperlink currently under construction on the InfoExport site.)

Sector	Title	Date
Advanced Manufacturing Technologies	*High Technology Manufacturing Sector - U.S. Great Lakes Region	Aug. 99
Aerospace and Defence	Repairs and Overhaul Market in the SEUSA	Oct. 99
	Military Aerospace Market - Chicago Region	Oct. 99
	North Texas Aerospace Study	Oct. 99
	Aerospace and Defence Study - Minneapolis Region	Oct. 99
	*Aerospace Sector - U.S. Great Lakes Region	Aug. 99
Agricultural Technology and Equipment	The Agricultural Equipment Market in the U.S. Upper Midwest	Sept. 99
Arts and Cultural Industries	Canadian Aboriginal Arts & Craft Market Study for the Upper Midwest and Rocky Mountain States	May 99
	National Giftware and Craft Market Study for the U.S.	May 99
Automotive	The Automotive Network Exchange (ANX) Market in Michigan and Ohio	Aug. 99

THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE has a brand-new LOOK: <http://www.dfait-maeci.gc.ca/geolusa/business-e.asp> ... with a wide array of valuable information on doing business in and with the United States.

U.S. Market Studies — *Continued from page 10*

U.S. Connection

Sector	Title	Date
Building Products	The Building Materials Market in Illinois, Wisconsin and Missouri Heating, Ventilating and Air Conditioning (HVAC) in Michigan, Ohio, Indiana and Kentucky	June 99
	*Hardware Sector - Chicago Area	To come Aug. 99
Business, Professional and Educational Services	Solicitation Guide for the U.S. Federal Government	March 99
	Selling to the U.S. Federal Government	March 99
	Franchising in the Midwest: A Guide for Canadian Companies Seeking to Expand their Businesses into the U.S. Midwest	March 99
	*French Educational Material - New England and Mid-Atlantic Region	To come
Consumer Products	The Furniture Market in New England	Oct. 99
	Residential Furniture (DC)	Oct. 99
	The Midwestern Sporting Goods Market	March 99
	*Sporting Goods Sector - Midwest U.S.	Aug. 99
	*Women's Apparel and Fashion Accessories - New York Region	Aug. 99
	*Apparel Market - New England	To come
Environmental Industries	Guide to Brownfield Market Business (DC)	Oct. 99
	Upstate New York and Western Pennsylvania Market for Wastewater Treatment Products and Services	April 99
Health Industries	The Medical Devices Market in Arizona, Utah and Nevada	Oct. 99
Information Technology	Distance Learning in the Southwest Region	Aug. 99
	The Multimedia Market in New York State	Aug. 99
	The Geomatics Market in New England	Sep. 99
	Wireless Industry Report for the Southeastern USA	Feb. 99
Plastics	The Plastics Processing Machinery and Moulds Market in Illinois, Missouri and Wisconsin	Aug. 99
	New England Market Opportunities for Canadian Plastics Companies	June 99

Looking to Do Business with the U.S. Federal Government?

Opportunities are just a key stroke away at the Internet site (www.gsa.gov) of the General Services Administration (GSA), which facilitates purchases by the U.S. government — “the world’s largest consumer” — and the Electronic Posting System site at www.eps.gov. More GSA opportunities are listed on the site of the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) and periodically in *CanadExport*.

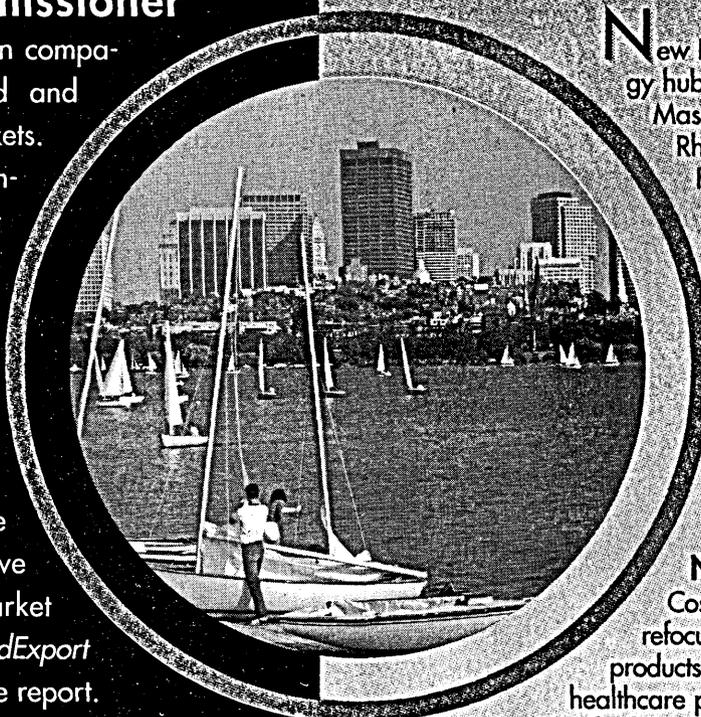


NEW ENGLAND – Biotechn

The Trade Commissioner Service

helps Canadian companies that have researched and selected their target markets. Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last. To help you select which market you should target, the Team Canada Market Research Centre and the Trade Commissioner Service have prepared over 500 market reports. This section of *CanadExport* provides an overview of one report.

For more information on this and other reports or if you want to know how the Canadian Trade Commissioner Service can help you get results in international markets, visit us at www.infoexport.gc.ca



New England, a major biotechnology hub in the United States, includes Massachusetts, Connecticut, Maine, Rhode Island, Vermont and New Hampshire. The industry in this area generated revenues of approximately US\$1.45 billion in 1998. The entire U.S. market for biotechnology related products and services is growing rapidly as more products receive U.S. Food and Drug Administration approval.

Opportunities in New England

Cost containment measures have refocused the market for biomedical products from hospitals to alternative healthcare providers, including doctors, outpatient facilities and urgent care clinics. The best opportunities for Canadian biotechnology firms exist in the form of outsourcing contracts, technology transfer agreements, and partnerships with other biotechnology firms. As a result of the time and money required for new product development, biotechnology in New England is dominated by subsidiaries of multinational

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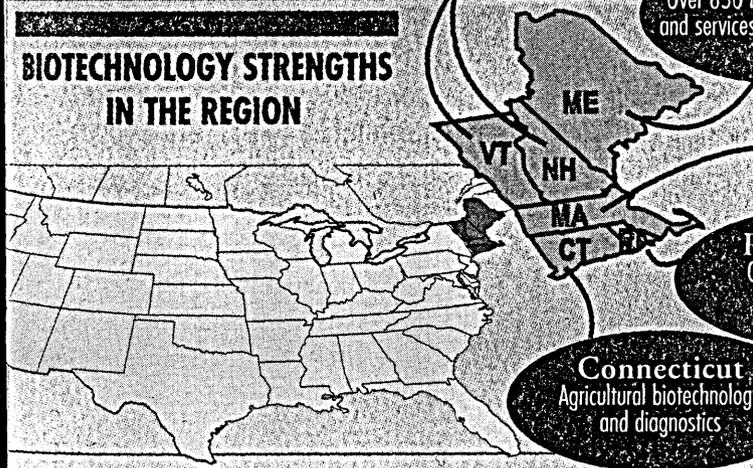
See insert for your Biotechnology Market contacts in the U.S. and page 10 for information on other U.S. market studies.



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Biotechnology Market

BIOTECHNOLOGY STRENGTHS IN THE REGION



New Hampshire, Vermont
Seeking research partnership to encourage industry growth.

Maine
Over 650 biotechnology products and services; marine biotechnology

Massachusetts
Clinical diagnostics; medical therapeutics and cancer drug research

Rhode Island
Cellular medicine and tissue engineering

Connecticut
Agricultural biotechnology and diagnostics

Boston will be the site of the world's largest international biotechnology conference March 25- 30, 2000. This event, called **BIO 2000** will attract 7,000 corporate executives, researchers, academics, and other biotechnology professionals. To learn more about Canadian activities surrounding **BIO 2000** contact the Canadian Consulate General in Boston by fax: (617) 262-3415 or e-mail at boston.commerce@dfait-maeci.gc.ca

corporations, and will continue to be characterized by mergers and partnerships. Particularly important to the biotechnology industry are contract research organizations working in partnership with large corporations. Best prospects in the New England market include protease inhibitors (AIDS/HIV therapy), DNA testing materials, and bioengineered crop seeds. Emerging market opportunities exist in the areas of biological pesticides, chimeric monoclonal antibody therapies, and genetically engineered bioremediation.



See Potential?

Accessing one area of the United States is your key to entering the entire U.S. biotechnology market, estimated to be worth US\$24 billion by 2006. With aggressive marketing, partnerships, and exploration of niche markets, your company can access the New England market. To read the full market report on biotechnology in New England and to find other reports pertaining to this sector visit

www.infoexport.gc.ca

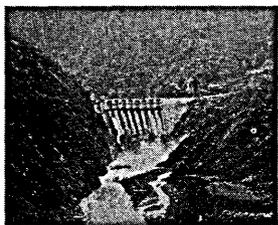
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**New England
Biotechnology Market**

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Canada Wins Stage II of the Chamera Hydro-electric Project in India



The Indo-Canadian Hydro Consortium (IHC) has been awarded a contract from the National Hydroelectric Power Corporation (NHPC) in New Delhi for the development of the 300 MW Chamera Stage II project — valued at \$0.55 billion — located in the northern state of Himachal Pradesh.

The consortium, led by India's Jaiprakesh Industries, is comprised of SNC-Lavalin, Acres International and GE (Canada) International.

Eleven days ago, EDC signed a loan agreement with NHPC which will provide \$175 million in financial support for the Chamera Stage II project. To date, EDC has approved approximately \$700 million in financial loans for power generation and renovation projects in India.

The Chamera hydro-electric project, located on the Ravi River, has one of the largest hydro-electric potentials in India. An SNC-Lavalin joint venture was awarded a \$640-million contract for Canadian goods and services for the 540 MW Chamera Stage I project — jointly funded by the Canadian International Development Agency (CIDA) and the Export Development Corporation (EDC) — completed in 1994.

Strong Canadian backing

Since the mid-1980s, Canadian high commissioners, trade commissioners and trade officers in India have assisted the marketing activities of the firms by calling on the Indian Minister of Power and, in the case of the State of Himachal Pradesh, the Chief Minister, the Power Minister as well as the Principal Secretary and other senior officials during the proposal review and decision-making process.

Canada's interest in participating in Stage II of Chamera was also made known during missions to India led by senior government officials including a Team Canada visit by Prime Minister Chrétien in 1996 and a visit by the Governor General in 1998.

Commented SNC-Lavalin Executive Vice-President Klaus Triendl, "In the end, the Canadian bid for Chamera

Stage II was won in international competition against a strong European consortium led by Skanska (Sweden). So we're quite pleased that together with our Indian and Canadian partners all our combined efforts have paid off."

For more information on the contract, contact SNC-Lavalin Vice-President Peter Langlais, tel.: (514) 393-1000, fax: (514) 395-9545.

POWER PLANT MISSION TO FOCUS ON VAST INDIAN OPPORTUNITIES

Following national elections earlier this fall and with renewed political stability, the Indian Government has reiterated that it intends to give priority to providing of basic infrastructure amenities, including power generation.

Referring to India's new hydro policy, the Federal Minister for Power Kumaramangalam has identified hydro potential for 84,000 MW — about 25 per cent of which lies in the State of Himachal Pradesh — and has specifically mentioned interest in working with Canada on hydro development.

India's electricity sector — hydro and other energy sources — is one of the largest and fastest growing in the world. The demand for electricity is rising 8 per cent annually; nation wide, the power shortage is 10 per cent and at peak hours, the shortfall reaches 20 per cent.

The market for power-related equipment is estimated at US\$5 billion per year — 10 per cent of which is represented by potential imports. Plans call for the installation of over 140,000 MW in new capacity by the year 2010 — equivalent to more than Canada's entire installed capacity. In addition to the need to bring new capacity on stream, it is estimated that up to one third of India's existing power facilities require renovation.

With a view to exploring such requirements, the Department of Foreign Affairs and International Trade (DFAIT) will be sponsoring a power mission to India, January 2000.

For more information on opportunities in India or to participate in the mission, contact DFAIT's South Asia Division, tel.: (613) 996-0917, fax: (613) 9965897, e-mail: psa@dfait-maeci.gc.ca

Chance to Exhibit at Mexico's Largest Metalworking and Manufacturing Show

MONTERREY, MEXICO — March 7-9, 2000 — Canadian companies are invited to participate at EXPO MANUFACTURA, Mexico's largest metalworking and manufacturing show, bringing together all areas of manufacturing technologies under one roof.

It's billed as the only event of its kind, unique in its body of support-

ing organizations, outstanding level of buyers and in-depth reach into the world of manufacturing.

Running concurrently with the show are technical sessions and workshops featuring leaders and specialists within the industry. In addition, there will be workshops showcasing various manufacturing processes.

Pavilions will focus on machine tool and metalworking; assembly technology; quality manufacturing; electrical manufacturing and coil winding; software; and instrumentation/automation.

The show will also feature a free matchmaking program supported by the United States Trade Center, giving the opportunity to initiate contact with Mexican companies interested in establishing a commercial relationship — agent, distributor, franchise or joint venture.

The thousands of buyers and participants come from the automotive, maquiladora, heavy machinery, machine tool and electronic sectors such as Ford, GM, WW and GE.

The Canadian Consulate in Monterrey will participate with an information booth to assist Canadian companies with exhibiting or setting up appointments.

For more information or to participate, contact David A. Valle, Commercial Officer, Canadian Consulate, Monterrey, tel.: (011-52-8) 344-3200, fax: (011-52-8) 344-3048.

Trade and Investment Mission to China

— Continued from page 1

With China poised to become one of the world's largest importers of technology and equipment, prospects for Canadian trade and investment are stronger than ever. Canada's resource industries are among the nation's biggest and most sophisticated investors in new capital equipment, including new state-of-the-art technology.

The mission will showcase this Canadian excellence and promote our goal to become and remain the world's "smartest" natural resources steward, developer, user and exporter.

Minister Goodale is inviting private-sector participation in this mission. Business delegates will have the opportunity to attend meetings with senior Chinese government officials and members of the Chinese business community to make new business contacts and pursue specific commercial opportunities in China.

In addition, a wide range of events will showcase Canadian excellence in natural resources stewardship, development and use. Sectoral seminars, networking with ministers and participation in official functions hosted by Minister Goodale will provide tremendous exposure for companies to develop and enhance business and investment interests in China.

If you are looking to gain a foothold in the Chinese market or increase your company's exports to China, this mission may be just the ticket.

For more information about the mission or to receive a registration package, contact Lynne Collin, Trade, Investment and Missions Division, Natural Resources Canada, tel.: (613) 943-0579, fax: (613) 943-0550, e-mail: destination@nrcan.gc.ca, Internet: www.nrcan.gc.ca/destination (registration kit available).

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, over 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>



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Promising Young Russian Managers — Continued from page 1

Manufacturing, retail, construction and services are among the more prominent industries and sectors that will be represented.

The program, which will begin in March 2000, will likely entail a one-week orientation to Canada, a one-week seminar program, and a three-week period of practical attachments to Canadian companies, followed by a one-week debriefing before returning to Russia.

The practical internship portion of the program is designed to provide Fellows with tangible experience in how business is conducted in their industry in Canada. The YDFP will contract firms to design and deliver specialized training

programs for individual Fellows. Canadian companies may also nominate individual candidates for admission into the YDFP — see details on the YDFP Internet site www.ydfp.org

As part of the program, reintegration activities take place in Russia after the training program in Canada has been completed. They are designed to both sustain the in-Canada learning experience for the individual and to secure concrete impacts at organizational and sectoral levels.

The YDF Program has initiated an Alumni Network to assist in the reintegration process. This Alumni Network, in turn, has formed the Russian-Canadian Club of President's

Fellows to promote human, information and professional networks.

The YDF Training Program is managed by Sigma VI, an education and training management firm. Sigma VI is the Training Program Manager contracted by the University of Saskatchewan, which under the terms of a Contribution Agreement with the Program of Cooperation with Central and Eastern Europe of the Canadian International Development Agency (CIDA), is responsible for the management of the trust fund, strategic research and relations with Alumni.

For more information, contact the YDFP, tel.: (613) 232-7622, e-mail: ydf@istar.ca

Canada-Israel Chamber of Commerce — Continued from page 7

Highlights of membership benefits

- free subscription to *Canada-Israel Business*, a monthly fax newsletter providing current business and economic news and notices of upcoming events;
- discounts on all CICC programs;
- access to "insider" information on emerging business opportunities;
- opportunity to subscribe to the Members' Web Site Directory;

- networking opportunities.

Changing opportunities

Canada-Israel trade was once limited to raw materials and agricultural products. Today the range is much more sophisticated, with particular emphasis on hi-tech, software, retailing and real estate development.

"Israel is indeed Canada's most dynamic trading partner in the

Middle East," points out Rubinstein, "and successful business with Israel is a link to business with all its free trade partners."

The Canada-Israel Chamber of Commerce — located in Toronto — can be contacted at tel.: (416) 410-7273, fax: (416) 590-0645, e-mail: info@canadaisraelbusiness.com Internet: www.canadaisraelbusiness.com

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Web site at <http://www.dfait-maeci.gc.ca>

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Vol. 17, No. 20 — December 1, 1999

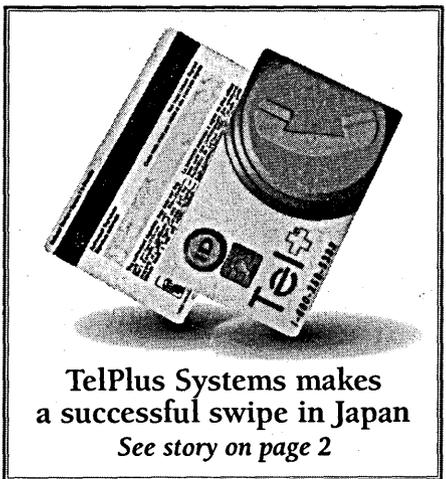
Pettigrew Announces Canada's Position on WTO Negotiations

On November 15, 1999, International Trade Minister Pierre Pettigrew presented Canada's position for upcoming negotiations at the World Trade Organization (WTO) to Parliament.

The report, *Canada and the Future of the World Trade Organization*, describes in detail the approach Canada will take when the world's trade ministers meet in Seattle this week. It directly answers 45 recommendations made by an all-party Parliamentary committee, the Standing Committee on Foreign Affairs and International Trade (SCFAIT).

"Our position is detailed and balanced – the result of extensive consultations with Canadian business and citizens," said Minister Pettigrew. "Parliamentarians and

citizens have told us that they support Canada's role in international trade talks, as long as they benefit



TelPlus Systems makes a successful swipe in Japan
See story on page 2

Canadians as a whole, that they reflect our heritage of democracy and openness and our ongoing quest for a just society."

Earlier this year, the SCFAIT held 30 public sessions and heard from more than 400 Canadians from a variety of business, labour, environmental, academic and human rights groups. The Department of Foreign Affairs and International Trade and other departments also directly consulted industry sectors and citizen groups throughout the spring and summer and will continue to do so during the negotiations.

Continued on page 3 — Canada's Position

REVOLUTIONARY WASTEWATER TREATMENT COMPANY SUCCESSFULLY TESTS EXPORT WATERS

Years of research and hard work have finally paid off for Brampton-based (near Toronto) Dry Biofilter Inc. now that it has broken into the world of exports – first in Poland and almost immediately after in the United States – with its new revolutionary wastewater treatment system, the Dry Biofilter (DBF™).

These successes did not come without much preparation, lengthy investigations and protracted negotiations involving each deal.

"As a matter of fact," says company President and CEO Don Prazmowski, "it took us 10 years to develop our product and

Continued on page 6 — Dry Biofilter Inc.

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Revolutionary Quebec Smart Card Company Makes a Successful Swipe in Japan

Making business deals in Japan can be a very long process. Not so says TelPlus Systems, a small Quebec City company that took advantage of the latest Team Canada trade mission to sign an instant deal with one of Japan's largest companies.

The product happens to be the world's newest generation of smart cards that has been developed right here in Canada.

TelPlus technology integrates a secure stream of acoustic tones — that can be transmitted over virtually any telephone — into a credit card-size package with a conventional magnetic stripe and smart card used for transactions conducted in person, by phone and on the Internet.

With a team of 14 talented engineers and business professionals, the company shows that small size can yield big results.

Time of the essence

The revolutionary credit card-sized authentication technology of TelPlus Systems will be sold throughout Japan, the Pacific Rim, Australia and New Zealand as a result of a memorandum of understanding (MOU) signed during the Team Canada trade mission just over two months ago.

"The MOU we signed," says TelPlus Chairman Alan Goodman, "is in fact a strong alliance with multinational trading partner, Nichimen Corporation of Tokyo, which will assist us greatly in reaching world markets much sooner."

How did this come about so quickly?

TelPlus Chief Technology Officer Marc Samson explains that it was only six weeks before the mission that he was contacted by Nichimen about an environmental opportunity that he was involved in at that time.

"We then talked about our new smart card," Samson recalls, "and I made it clear to the Japanese, who seemed very interested — but somewhat hesitant — that now was the time to get a deal going right in the presence of the Prime Minister and the whole Canadian delegation.

"I figured we had nothing to lose by putting on a little pressure," he recalls. "So we quickly accepted the invitation to go on the mission — I was already known to the Team Canada Office at the Department of Foreign

Continued on page 3 — TelPlus Systems

READERS' CORNER

Dear Editor,

CanadExport has proven to be a valuable tool in promoting and supporting the Canadian business community by identifying export opportunities in the global marketplace. It also brings the exporter up to speed regarding trade issues and responsibilities of various government agencies and the existing programs that are available to them. This publication's excellent coverage of special events such as Team Canada missions, as well as the Canadian Trade Review offers readers the inside story.

Yours sincerely,

Robert Grison
Director of Operations
Canadian Export Development

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TelPlus Systems Makes a Successful Swipe in Japan

— Continued from page 2

Affairs and International Trade [DFAIT] from having participated in the Prime Minister's mission to Ireland earlier this year."

Team Canada really works

According to Goodman, the pivotal deal with Nichimen — with annual sales close to US\$30 billion — was precipitated by his affiliation with the high-profile delegation.

"Clearly, it was the strength of the Team Canada participants — notably the Prime Minister and Premiers — that encouraged the Japanese to set aside their reticence and develop a relationship with us in less than one month," says Goodman. "Without this element of respect, the agreement might have taken up to a year to reach.

"There is certainly the power of the photo opportunity to consider," he adds, "but we believe that it was the respect for Team Canada that caused the movement."

Contacts invaluable

How much was the deal worth? Technically speaking — zilch.

"During a press briefing in Tokyo, the total value of contracts signed was deemed to be one of the criteria for the success of the mission," adds Goodman. "Our position is that the 'dollar value' of our deal was zero but the 'potential value' of this new association is substantial — in large part due to Team Canada.

Certainly, any specific successes that follow will be the result of our good products and performance, but the trade mission provided the forum that encouraged our potential partners to form alliances."

And the snowball effect has only started.

"Just think about it," adds Samson, "from a basically unknown company we now have large corporations the likes of Mitsubishi knocking on our door. This mission has given us huge publicity."

As a matter of fact, following the mission Samson went on to

Australia to further promote the product and take advantage of his good contacts at the Canadian High Commission there.

Talking about contacts, Samson has nothing but praise for "the excellent work being performed by DFAIT," where he has many good contacts — especially in the Team Canada Office — and Industry Canada in helping Canadian firms export."

For more information on TelPlus Systems, contact the company at tel.: (888) 731-0987, fax: (418) 524-8309, Internet: www.telplussystems.com

Canada's Position on WTO Negotiations

— Continued from page 1

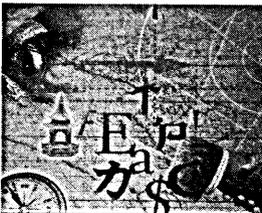
Canada's priorities in Seattle are to ensure that Canadian products can be exported to more countries, to eliminate export subsidies in agriculture and to continue to liberalize trade in services, the job-creating engine that now accounts for more than 60 per cent of the Canadian economy.

"As shown in our response to the SCFAIT report, there are many more issues discussed in Seattle," said Mr. Pettigrew. "Our goal in each issue is the same — to ensure that Canadian exporters can sell their goods and services

as widely and as problem-free as possible. That's the key to creating jobs in communities across Canada."

Minister Pettigrew added that Canada has been helping to write the international rule book for at least 50 years, to emphasize fair rules, not power, as the key to international peace and order. "Our continued work at the WTO is a worthy chapter in that book."

For more information on the SCFAIT report, visit www.dfait-maeci/tna-nac



EGYPT —

The Trade Commissioner Service

helps Canadian companies that have researched and selected their target markets. Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last. To help you select which market you should target, the Team Canada Market Research Centre and the Trade Commissioner Service have prepared over 500 market reports. This section of *CanadExport* provides an overview of one report.

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Environment

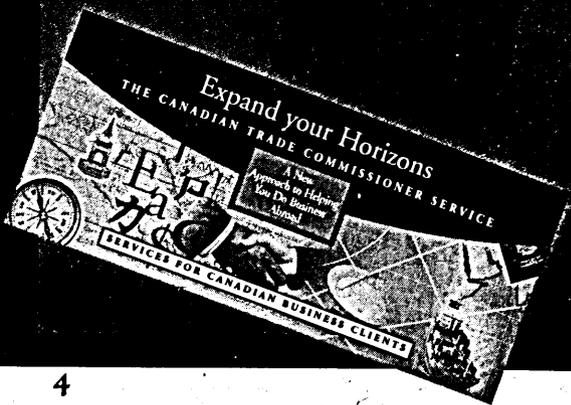
Egypt's environmental agenda is dominated by the critical need to control pollution and manage natural resources, particularly water and arable land. The Egyptian government is focussing on the more efficient use of these natural resources, while simultaneously improving the urban environment and protecting its enormous archeological heritage. The situation is complicated by the heavy concentration of the population within the country's primary agricultural zone — the Nile Valley. Furthermore, Egypt's antiquities are suffering accelerated deterioration from air pollution and encroachment by industrial and urban sprawl, while coastal areas along the Red and Mediterranean Seas are suffering from serious pollution that is affecting local fishing.

The Egyptian Environmental Affairs Agency is the governmental authority in charge of managing the

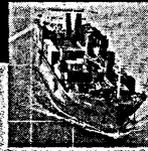
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See insert for your Environmental Market contacts in Africa and the Middle East



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Environmental Market

environmental sector and its activities. The government is projecting a budget of \$CDN3.8 billion to execute its National Environmental Action Plan through to 2007.

since 1976 and has consistently ranked among the main recipients of Canadian aid. Total annual Canadian assistance to Egypt averages approximately \$CDN 18-20 million. Also,

there are many projects funded by IFIs, such as the World Bank, the African Development Bank, and the Saudi Investment Bank. To succeed in this sophisticated and complicated market it is imperative to have a commercial agent for government procurement.

Egyptian Environmental Expenditures - 1998

Subsector	Approximate \$CDN million
Municipal water supply and wastewater treatment	701.3
Industrial wastewater treatment	102.3
Air pollution control:	
stationary sources	36.5
air pollution control: mobile sources	7.3
Hazardous waste management	43.8
Solid waste management	14.6
Environmental consulting services	87.7
Total	993.5

CIDA Active Service Contracts and Contribution Agreements for Environmental Projects

Project	Allocation \$CDN million
Egyptian Environmental Initiative Fund	20
Egyptian Environmental Information System	12.8
Privatization of Egyptian Public Sector Enterprises	4.2
National Water Quality and Availability Management	20.5
Total Funding	\$CDN 57.5

Source: Industry Canada. *Egyptian Environmental Markets: A Window into the Middle East and North Africa*, October 9, 1998; and The Canadian Embassy in Cairo.

Canadian International Development Agency (CIDA) Funding and International Financial Institutions (IFIs)

The Canadian Government has its own policies and initiatives that Canadian companies can take advantage of. For example, Egypt has been eligible for CIDA assis-



See Potential?

To find out more about the Egyptian market for environmental products and services read the full market report available at www.infoexport.gc.ca

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Could this be your market?
Complete report at
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Environmental Market

➔ Access our market studies

Dry Biofilter Inc. Successfully Tests Export Waters

— Continued from page 1

another three to prove it commercially, but thanks to all the help we got from different Canadian government sources along the way, we succeeded in perfecting our prefabricated, custom-built DBF™ that can be pre-tested on site by prospective customers.”

DBF™ is a refinement of a well-proven wastewater treatment process designed by Prazmowski, the trickling filter design which has been patented in the U.S. with three additional patents pending in the U.S., Canada, Poland and the United Kingdom.

On the road to exporting

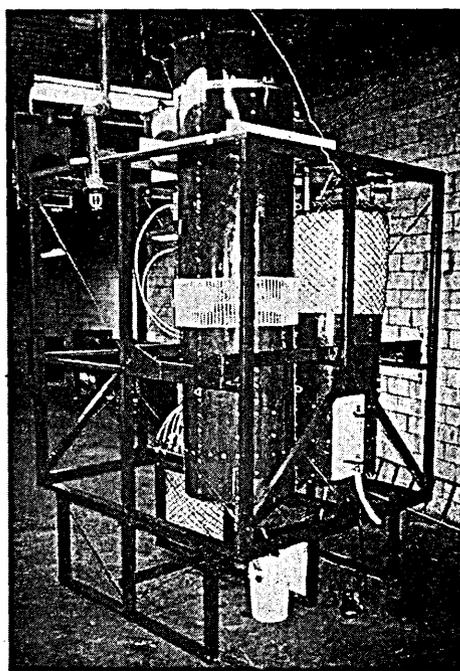
Prazmowski had been keeping the iron in two fires: Poland and the U.S. It just so happened that the sale that clicked first was in Poland.

“In the last five years I had made at least 13 visits to Poland, not counting two trips this year,” he recalls, “following up on contacts obtained through Canadian Trade Commissioners in Warsaw — great service — and others gleaned from the Department of Foreign Affairs and International Trade’s [DFAIT] WIN Exports database, meeting with local government and industry representatives.”

In addition, Prazmowski discovered a very large — US\$250-300 million — new market for his product, created by recent, more stringent pollution control regulations. “Hundreds of existing rural wastewater treatment facilities will have to be replaced or updated. This is where DBF™ can help at lower than replacement cost,” he says.

Then last March, Prazmowski got an invitation — thanks to his Canadian government contacts, he thinks — to attend a two-day seminar organized at the Polish Consulate General in Montreal for a delegation of top Polish environmental experts.

“The meetings covered the full spectrum of Polish needs and matching Canadian capabilities,” says Prazmowski, “leading to a visit to our manufacturing plant in Brampton and our latest commercial facility in Bolton, and eventually an invitation for me to go to Poland.”



The revolutionary DBF™ wastewater treatment system.

In the meantime, Prazmowski had also been in contact with Paul Vaillancourt, Senior Project Manager, Technology Demonstration Fund for Poland, Canadian Office for Technology Exchange at Industry Canada, to take advantage of the 1994 Canada-Poland Memorandum of Understanding on Environmental Cooperation that recently led to the creation of a Technology Transfer Fund.

“So I went back to Poland in July,” says Prazmowski, “made preliminary contacts and returned again in September to sign a deal — letter of intent — with the BOS Bank, agreeing to the opportunity to demonstrate our superior technology, to be followed by four DBF™ systems to be delivered between December and April, with a total cost of \$200,000, including installation and start-up.”

U.S. contract in the wings

In the meantime, the company was also testing the waters for the kind of “treatment” it would receive

Continued on page 7 — Dry Biofilter Inc.

Dry Biofilter Inc. Successfully Tests Export Waters

— Continued from page 6

south of the border, participating in a DFAIT New Exporters to Border States (NEBS) environment mission to San Antonio, Texas, in August 1998.

"That's where we were introduced to key military people, a senior U.S. customs representative and Canada's Export Development Corporation's [EDC] Bruce Stanton, all arranged through the superb organizational skills of Business Development Officer Scott Flukinger and Business Development Assistant Reah Reedy at the Canadian Consulate General in Dallas," recalls a thankful Prazmowski.

"As a matter of fact," beams Prazmowski, "it was Scott who introduced us to our future agent — and now partner at our branch plant in Texas — Steve Mechler and Associates, who in turn led us to Pearl Brewery in San Antonio three months ago."

Following talks and negotiations, Prazmowski flew back to Texas last month, finalizing proposals with his associate and delivering them to Pearl Brewery's CEO, who accepted the US\$1.2-million deal subject to successful tests "which we are 95 per cent sure will be successful," adds a confident Prazmowski.

A unique deal for a unique product

"At the beginning of the century, Henry Ford made automobiles affordable through mass production," reminds Prazmowski. "In the same way, DBF™ is designed to be mass produced, making it far less expensive and more accessible to a wider circle of users."

As in Poland, the U.S. customer can assess — before he buys — to his satisfaction over a three-to-four-month period the performance of the equipment which can be modified on site until it performs as expected. "It's the only system in the world offering a rentable, full-size test unit capable of determining the operational success of a full-size wastewater treatment facility," reminds a proud Prazmowski.

"Our motto," he adds, is "Try it before you buy it." Featuring a unique modular construction, factory prefabricated and road transportable for on-site assembly, the lightweight, inexpensive and easy-to-install and -operate DBF™ reactors can even be positioned on rooftops

in congested urban areas.

"But," says Prazmowski, "one of the most difficult things is to introduce a new technology in a new country. We have now broken the ice in the U.S. — Scott was instrumental in that — which represents a tremendous victory in a market worth at least US\$25 million in the Southern States alone," he adds.

With Mexico and the U.K. knocking on his door, Prazmowski is confident that his small company is on the road to bigger things.

For more information on Dry Biofilter Inc., contact President and CEO Don Prazmowski, tel.: (905) 796-9653, fax: (905) 796-8706.

At the beginning of the century, Henry Ford made automobiles affordable through mass production. In the same way, DBF™ is designed to be mass produced, making it far less expensive and more accessible to a wider circle of users.



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).

Pulse Scientific Detects New Opportunities in South America

A trade lead from the International Business Opportunities Centre (IBOC) provided Pulse Scientific Inc. with the opportunity to distribute its pregnancy detection products into a new market.

Pulse Scientific Inc. of Burlington, Ontario, a leading manufacturer of medical diagnostic strips and serology latex tests recently sold over US\$10,000 to Polychaco D Colombia Ltda, a distributor of medical supplies and equipment throughout South America.

Formed in 1992, Pulse Scientific Inc. manufactures a wide range of medical products that are sold to various hospitals in Canada, Canadian blood services and provincial and private laboratories. Its products include diagnostic strip tests designed to quickly and accurately detect pregnancy, syphilis, HIV and Hepatitis B. In addition, the company supplies an assortment of laboratory sundries to the medical community. Pulse exports its products to over 10 countries worldwide including Spain, Switzerland, Korea, China and the Philippines and is looking to expand into the burgeoning South American marketplace.

The chance to sell to South America came when Kathleen E. Gittins, a Commercial Assistant with the Canadian Embassy in Buenos Aires, Argentina, was approached by Sergio Alberto Yanovsky for Canadian suppliers of pregnancy detection strips. Gittins immediately

contacted IBOC, and sourcing officer Madeleine Giguere reviewed the request and searched several databases, including WIN Exports, where she located Pulse Scientific Inc. The

our first sale to the South American market, which we were anxious to penetrate," says Allen Chan of Pulse Scientific. "Our success in establishing an ongoing relationship with a distributor in South America was a direct result of the co-operative efforts between IBOC, the Canadian embassies in Argentina and Colombia and ourselves," adds Chan.

The initial trade lead was for pregnancy detection strip tests and subsequent orders have expanded to include glucose detection strips. Chan anticipates a long-term relationship with Polychaco by providing quality Canadian-made products at competitive prices. "With the assistance of IBOC, our goal to expand our network of distributors worldwide is being achieved. IBOC helped to bring the global marketplace to our door."

IBOC works with Canada's trade commissioners to connect Canadian companies with business opportunities world-

wide. As the sourcing centre for Team Canada Inc, the federal government's network of export service providers, IBOC works closely with various government organizations and agencies such as the Department of Foreign Affairs and International Trade, Industry Canada and Agriculture and Agri-Food Canada.



Quick Facts

Since it opened in 1995, IBOC has contacted more than 21,000 Canadian companies.

IBOC has responded to more than 13,500 inquiries from foreign buyers.

Thanks to IBOC, more than 7,500 Canadian firms have been in contact with foreign buyers, resulting in over 1,500 matches.

IBOC's sourcing experts use a variety of databases as well as a large network of business contacts across the country to identify Canadian companies of all sizes.

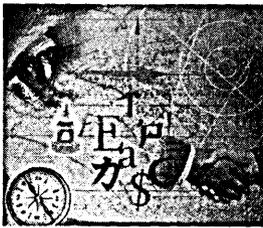
IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, with special co-operation from Agriculture and Agri-Food Canada.

IBOC is the sourcing centre for Team Canada Inc.

Want to Learn More? Visit IBOC's Internet site at www.iboc.gc.ca

company was capable of supplying the product Polychaco was seeking and appeared to be the perfect match. It was. With Giguere's assistance, Pulse Scientific connected with Polychaco and a firm business relationship was created.

"The export sales of pregnancy detection strip tests to Colombia was



Focus on


**THE CANADIAN
TRADE COMMISSIONER
SERVICE**

This special CanadExport supplement on the Trade Commissioner Service profiles Trade Commissioners recently appointed to posts in various regions of the world, including Asia, Europe, Latin America and the Caribbean, the Middle East and Africa, and the United States.

Message from William Clarke

**Assistant Deputy Minister, International Business and Chief Trade Commissioner
Department of Foreign Affairs and International Trade (DFAIT)**



As new Chief Trade Commissioner, it gives me great pleasure to introduce the many dedicated and committed Trade Commissioners who serve the interests of the Canadian business community in some 130 embassies and consulates worldwide.

In the past two years, the Canadian Trade Commissioner Service has made significant changes to the way we do business. To keep pace with your needs and expectations in a globalized Internet age, we've become more business-like at facilitating your export, investment and technology alliances abroad. Like the private sector, a more modern Trade Commissioner Service has embraced client focus and a stronger results orientation.

Our Canadian Trade Commissioners and our locally engaged business development officers are uniquely placed in their home markets to respond to specific client service requests and to provide Canadian firms with actionable intelligence to facilitate business decision-making and successful outcomes.

We have made great strides in streamlining our assistance to six core services deemed essential by business clients and available at most of our offices abroad. This has allowed Trade Commissioners to concentrate efforts and energy on the services that the Canadian business community has told us — through extensive public consultations and client surveys — they need to succeed in world markets. Indeed, this year's first annual client survey revealed that 81 percent of clients were either fully or somewhat satisfied with our services.

The Trade Commissioners profiled in this supplement are dedicated to helping capable and committed firms who have researched and selected their markets. They are there to help you reap the economic benefits of globalization — so, call on them whenever you need intelligence and contacts in your target markets.

Trade Commissioner Service (TCS) Headquarters

- **Roger Ferland**, Director General, Overseas Programs and Services, tel.: (613) 992-8785
- **Peter MacArthur**, Director, Overseas Operations, tel.: (613) 996-2964, fax: (613) 996-1225, e-mail: peter.macarthur@dfait-maeci.gc.ca
- **Trade Commissioner Service Client Feedback Line:** 1-888-306-9991



Focus on
The Canadian Trade Commissioner Service

Asia



Bates, Greg

Greg Bates is Senior Trade Commissioner at the Canadian Consulate General in Guangzhou, China. Greg previously served in Malaysia (1974-77), the Philippines (1977-79), Belgium (1982-86) and in the United States (1986-90) as well as holding several positions at DFAIT headquarters in Ottawa.

Danagher, Michael

Michael Danagher is the new Senior Trade Commissioner in Hanoi, Vietnam. He was previously posted in Lagos (1989-91) and in Seoul (1993-97). Michael's assignments have included responsibilities for commodity trade policy, the Africa and Western Europe desks and, most recently, as Desk Manager for Taiwan (1997-99).



Delorme, Pierre

Since last August, Pierre Delorme has directed the Asian Development Bank Liaison Office at the Canadian Embassy in Manila. Previously, Pierre served in Tokyo (1980-84), in Cairo as First Secretary (Commercial) (1987-89) and in Fukuoka as Consul (1991-95).

Fraser, Arthur

Arthur Fraser is on his fourth Asian posting and is currently Counsellor in Seoul, responsible for the investment, infrastructure, forestry, metals and oil and gas sectors in Korea. His previous posts include Manila, as Liaison to the Asian Development Bank (1995-99); Ottawa, as Deputy Director for WIN Exports (1991-94); Seattle, as Trade Commissioner responsible for Boeing (1987-91); and Hong Kong, as Trade Commissioner for tourism promotion in Southeast Asia (1983-87). He has also held several positions with Tourism Canada.



Fraser, Scott

Scott Fraser recently arrived in Taipei to assume the position of Director, Trade and Investment and Senior Trade Commissioner in the Canadian Trade Office. From January 1998 to this past summer, Scott was Deputy Director in the South Asia Division and prior to that was Director of Sponsorship for APEC '97. He has also served in Beijing (1993-96).

Giokas, Greg

Greg Giokas is the new Commercial Counsellor, Food and Consumer Products, in Tokyo. Greg's previous assignments include Desk Officer, Food Products, DFAIT (1997-99); Deputy Director, Agrifood Trade Promotion, Europe and the Americas, Agriculture and Agri-Food Canada (AAFC) (1994-97); Senior Commodity Officer, Grains and Oilseeds, AAFC (1993-94); Executive Secretary, Canada-USSR Trade Task Force (1990-93); and Assistant to the Minister of International Relations (1987-90).



Hamilton, David

David Hamilton is responsible for promoting the environment, oil and gas and chemical sectors at the Canadian Embassy in Beijing. Prior to this posting, David spent a year in the China Division at headquarters, where he was responsible for the environment sector, among other areas.

Hannan, Marie-Louise

Marie-Louise Hannan is Third Secretary (Commercial) at the Canadian High Commission in Kuala Lumpur, Malaysia, where she is responsible for the environment, oil and gas, and power sectors. Marie-Louise joins an experienced and enthusiastic team in Kuala Lumpur and plans to contribute to enhanced Canada-Malaysia trade ties as Asian economies return to their former strength. Although this is her first DFAIT posting, she has lived in Taipei (1992-93), has a keen interest in Asian languages and culture, and is fluent in Mandarin Chinese.



Focus on The Canadian Trade Commissioner Service



Hodgson, Joshua

Joshua Hodgson is Deputy Director and Assistant Trade Commissioner in Taipei, responsible for biotechnology, building and environmental products, as well as ground and maritime transportation and consumer products. In the past, Joshua worked in the Export Finance Division (1997); the GO-Team in Tel Aviv (1997); the Korea-Oceania Division (1996-97); and the Lebanon/Syria/Jordan Trade Desk (1996).

King, Murray

In July 1999, Murray King was posted to the Canadian Embassy in Beijing, where his responsibilities are transportation, textiles, machinery, defence and international financial institutions. His geographic responsibilities include Liaoning and Hunan provinces, as well as Ningxia Autonomous Region. Murray joined DFAIT in 1996 after working for five years as a lawyer in the private sector. He has worked in the Southeast Asia and China/Mongolia divisions.



Kitnikone, Ping

Ping Kitnikone is Deputy Director, Investment at the Canadian Trade Office in Taipei, where her responsibilities include all areas of investment, with particular emphasis on venture capital in the high-tech and biotechnology sectors. Ping's previous postings were at the Canadian Embassy in Beijing as Second Secretary (Commercial), responsible for the environmental protection, oil and gas and chemical sectors and the International Finance and China divisions (1996-99).



Scullion, Mark

Mark Scullion, who is fluent in Japanese, is Trade Program Manager at the Canadian Consulate General in Osaka, Japan. Mark's previous assignments include Desk Officer, Japan Division (1999) and the Young Entrepreneur Portfolio, SME Export Services (1998-99). He was also Director of Finance, Spruceholme Inc., Fort-Coulonge, Quebec (1996-98).



Shantz, Graham

Graham Shantz has served in Jakarta, Indonesia since August 1997. Prior to this assignment, Graham worked in the Trade Policy, Market Access (1996-97) and China divisions (1994-95). From 1991 to 1994, he was at the Canadian Embassy in Beijing, where he was responsible for the financial services, power, and oil and gas sectors.

Simon, Josiane

Josiane Simon just arrived at the Canadian Consulate in Fukuoka, Japan, a small office where agri-food products and building materials are priorities. This posting follows a two-year assignment in Santiago, Chile, where she was responsible for the implementation of the Canada-Chile Free Trade Agreement. Josiane's previous assignments include two years in DFAIT's Resource Planning and Management Secretariat and two years as Trade Commissioner at the Canadian Embassy in Moscow, Russia.



Ward, Michael

Michael Ward is at the Canadian Embassy in Bangkok, which includes responsibility for Thailand and Laos. He joined DFAIT in 1984, negotiating restraint arrangements and, in 1988, he was with the General Agreement on Tariffs and Trade Division. Mike was also Section Head at the Canadian Embassy in Riyadh (1991-95) and Program Manager, Political/Economic and Public Affairs Division in Chicago (1995-99).

Wilshaw, Sara

Sara Wilshaw is on assignment in Tokyo in the high-tech section of the Commercial Division of the Embassy, with responsibility for transportation, aerospace and defence-related products, after completing temporary duty in Osaka for Team Canada. Sara has been with DFAIT since 1996 and worked in two Asian divisions before starting long-term language training (in Japanese) in September 1997.



Europe



Blake, Sven

At Canada's Mission to the World Trade Organization (WTO), Sven Blake is responsible for intellectual property issues and co-operation between the WTO and other international agencies, like the World Bank. Sven's previous assignments include two years as Senior Policy Advisor to the Minister for International Trade (1997-99), work on anti-dumping and countervailing duty cases (1995-97) and three years as Trade Commissioner in São Paulo, Brazil (1992-95).

Cesaratto, Sylvia

Sylvia Cesaratto joined DFAIT in 1992 and was first posted to South Africa in 1993. She was one of two Trade Commissioners who assisted in the reopening of the Canadian High Commission's trade office once sanctions were lifted. After three years in South Africa, Sylvia worked in the Trade Personnel Division, before taking up her new posting in London, England, where she is responsible for the aerospace, transportation and defence sectors.



Connors, Paul

Paul Connors has 10 years of experience as a Trade Commissioner, with emphasis in the European market. Paul has served as Head of the Marketplace Program and the European Affairs and Missions Program. Most recently, he worked on nuclear security in Eastern Europe and was Canada's representative on the G-7 Nuclear Safety Working Group. He has previously served in Bern, Switzerland and now begins a four-year assignment as Economic Counsellor in Berlin.

Couturier, Gilles

Gilles Couturier is on secondment from Natural Resources Canada, where he was Principal Economist, Precious Metals. He started work in Moscow as Commercial Counsellor, Energy and Mines in April 1999. Russia has an extraordinary potential in these sectors and there are major opportunities for Canadian investment in Russia's natural resource development.



Hughes, Walter

Walter Hughes is Counsellor, Commerce, Communications and Culture in The Hague, with responsibility for aerospace and defence. He is also manager of media and academic relations, and educational and cultural marketing. Prior to this assignment, Walter had seven years of experience as Trade Commissioner in London (1991-95) and in the Europe Branch (1996-99). He managed the trade program at the Canadian Embassy in Vietnam (1995-96) and the trade desk for the United Kingdom and Ireland (1996-99).

Kamarianakis, Emmanuel

Emmanuel Kamarianakis is First Secretary (Commercial) at the Canadian Embassy in Athens, Greece. He began his career at DFAIT in 1993 working in various headquarters divisions and acquiring professional training in a number of areas before being posted to Tehran, Iran in 1995. As Second Secretary (Commercial) at the Canadian Embassy in Tehran, Emmanuel was involved in developing and promoting Canadian exports to Iran in the agriculture, oil and gas, and power sectors.

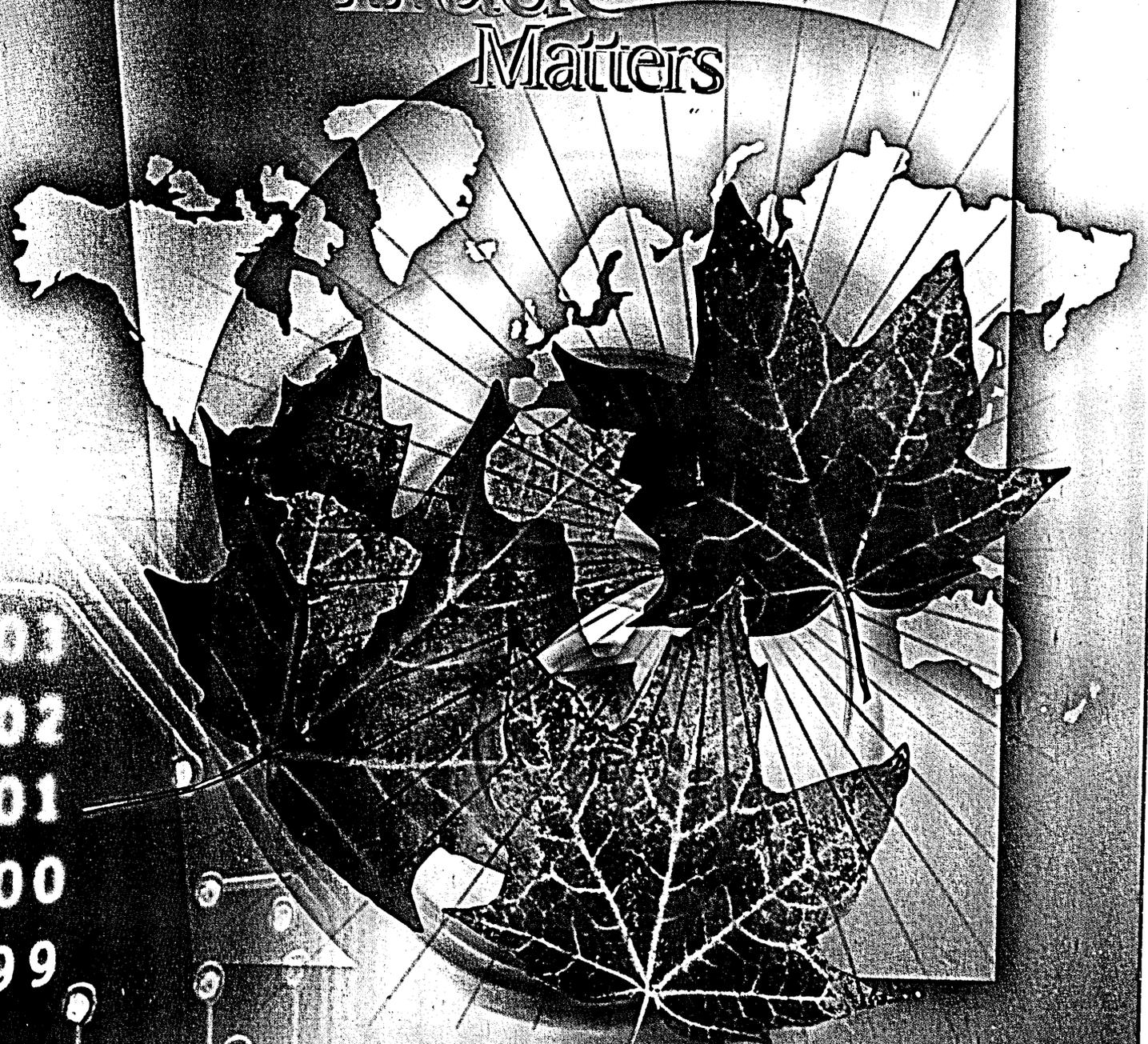


Lemay, Joanne

Joanne Lemay's current position is Third Secretary (Commercial Affairs) in Warsaw, Poland. Although this is her first official assignment since joining the Trade Commissioner Service (TCS) two years ago, Joanne has already served in Kuwait, Warsaw and Vienna. She has also been responsible for trade issues for the Central Europe Division at headquarters. Joanne is a lawyer and a graduate of the Université de Montréal Faculty of Law, has studied in France and Hungary and was operations manager of a small business firm for two years.

Canada

Why Trade Matters



2003

2002

2001

2000

1999

Canada



Why Trade Matters

For six straight years the United Nations has ranked Canada the best country in the world in which to live. How did a country of 30 million people climb to the very top? One of our biggest boosters has been our ability to do business with the outside world. Trade enhances the quality of Canadian life. Success in the international marketplace helps give Canadians the economic energy we need to create the nation we want.



Is trade really that important to Canadians? Think about it. More than 40 percent of everything that Canadians produce is exported. In 1998, Canada shattered its own export record for the seventh straight year. We exported \$368 billion in goods and services to countries throughout the world. That is more than \$12 145 for every Canadian — kids, youth and retirees included.

Canada's increasingly complex economy — bursting with potential — can't keep growing unless we continue to develop markets outside our borders. Only one out of every 200 people in the world is Canadian. If we ignore what the other 199 have to buy and sell, Canada's cash registers will soon turn quiet and increasing numbers of Canadians will find themselves out of work. Every \$1 billion increase in Canada's exports sustains 6 000 Canadian jobs. One out of three Canadian jobs depends on exports.

COMPETING TO WIN



If asked why trade matters, a Grade 5 kid might say "Canadians sell a lot of stuff to other countries, and we get a lot of money. Canadians use that money to buy stuff they need." That may be too simple an explanation for economists and adults in general, but it does get to the heart of the matter.



Douglas & McIntyre's export sales have increased from 23 percent of total sales two years ago to 31 percent of 1998's \$6.1 million. More than 80 percent of their exports go to the United States, 16 percent head to Europe, and 3 percent to Japan and Australia. "There has been a subtle shift in emphasis in the last five years to exports being critical and central to what we do. We have changed our publishing program to focus more on the international market."

SCOTT MCINTYRE, PRESIDENT, DOUGLAS AND MCINTYRE PUBLISHING GROUP,
VANCOUVER, BRITISH COLUMBIA

Trade means imports as well as exports. If some of the billions of dollars that Canadians earn from exports is used to purchase imported goods, so much the better. Other countries need to export to us if they are going to buy from us.

Trade brings in technology and materials needed to create exports and offers Canadians a wider range of personal choice in purchasing everything from oranges, to cars, to medication. It encourages competitive pricing, creates jobs, stimulates technological advances and promotes more educated societies.

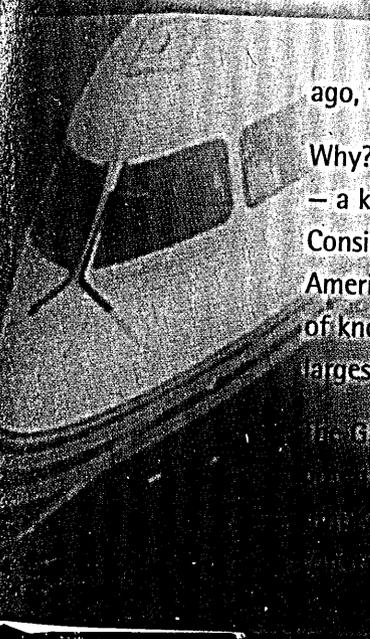
Trade can have its downside – like any opportunity, it involves risk. But there is no question that international trade presents an endless range of win-win situations for those countries with the resolve to compete. As long as the game is played by the rules.

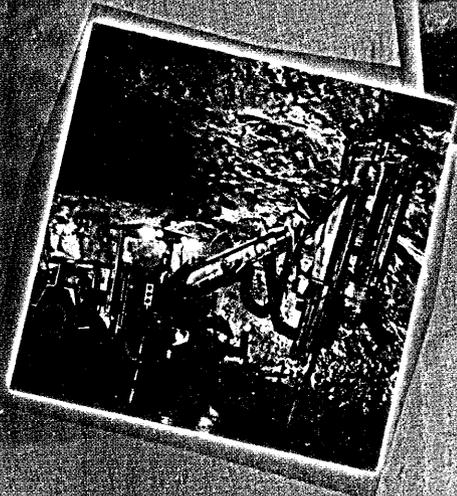
*D*OES CANADA HAVE WHAT IT TAKES?

Canada used to be known as a commodity-based economy. Grains. Minerals. Timber. Those commodities continue to matter very much to Canada. But while commodities accounted for 65 percent of Canada's exports only two decades ago, they account for just 45 percent now.

Why? Because Canada has developed a much more sophisticated economy in recent decades – a knowledge-based economy. Canada has some of the best educational systems anywhere. Consider this: the 1998 list ranking the top 40 electrical engineering programs in North America featured the names of 18 Canadian universities. Canadian schools produce the kind of know-how that fuels modern hi-tech industries such as our aerospace industry, the fifth largest in the world.

The Global Competitiveness Report ranked Canada first among nations in technological potential. We Canadians can't afford to waste all that potential. Canada's domestic market is not large enough to absorb Canada's enormous productive capabilities. We must transform those capabilities into global success – through trade – or we will lose them.





Diagnostics Chemicals Ltd. currently earns about 90 percent of its revenues from exports, compared to 75 percent five years ago. Its largest export market is the United States, with 80 percent of its total heading south of the border. Other large markets include Japan, Germany, France and Italy. Diagnostics opened marketing subsidiaries in the U.S. and Mexico to meet increased demand. It has 150 employees, double the number three to four years ago.

DIAGNOSTICS CHEMICALS LTD.,
CHARLOTTETOWN, PRINCE EDWARD ISLAND

Canada sells more to the United States than any other country does, by a wide margin. Free trade has helped. Canada's exports of goods to the United States increased from \$149 billion to \$242 billion between 1993 and 1998. Imports from the United States were \$234 billion in 1998. If Canadians can compete so successfully with the hard-trading Americans, we can compete with anyone, anywhere in the world.

*I*NTERNATIONAL HERMITS DON'T PROSPER

There are those who will argue that Canada will lose its identity if it becomes too dependent on the benefits of international commerce. Not so. Canadians know who they are. Canada needs to grow economically to sustain the kinds of unique social and cultural programs that have made our country special. We can't stand still — we need to win globally to grow domestically. Trade puts money in the pockets of Canadians who work in our hospitals, teach in our schools and run our social programs.

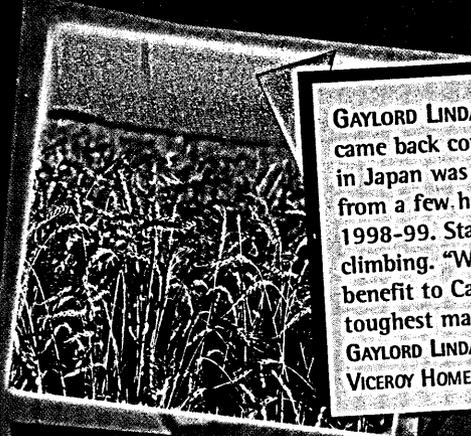
The last thing Canadians need to do is to hide from the rest of the world. Canadian workers, small business owners and entrepreneurs have the ability to compete. They are counting on their government to work — in concert with other governments — to create a level global playing field on which they can compete.

Investment follows trade and vice versa. There was a time when many Canadians were wary of foreign investment. A few still are. But look at the example of Ericsson Communications Canada, an international investor hiring smart young Canadians to work here rather than somewhere else. And to work for the benefit of all Canadians.



Avant-Garde Engineering's exports have increased about a hundred-fold since 1994, reaching \$23 million by 1998. It is among the fastest-growing companies in Canada, 40 times larger in 1999 than it was five years before. In 1994, AGE had three employees; today it has more than 100 and it expects to double that again in the next few years. While the United States is its major export market, AGE also exports to Chile, France and Egypt.

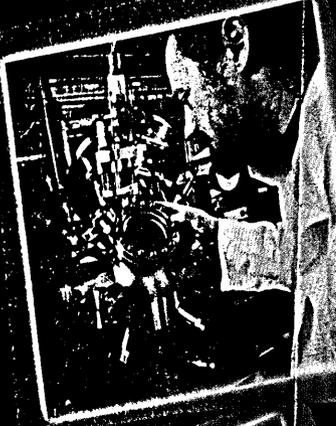
AVANT-GARDE ENGINEERING, L'ASSOMPTION, QUEBEC



GAYLORD LINDAL of *Viceroy Homes Ltd.* visited Japan in 1992 and came back convinced of its potential. The result of Viceroy's efforts in Japan was an export-led recovery that saw production climb from a few hundred units in the early 1990s to 1400 units in 1998-99. Staff, which was down to 100 is now at 350 and climbing. "We're shipping a value-added product, which is a major benefit to Canada. And we're shipping it to what is probably the toughest manufacturing market in the world."

GAYLORD LINDAL, PRESIDENT AND CEO,
VICEROY HOMES LTD., PORT HOPE, ONTARIO

CANADA'S TRADE AGENDA



Some Canadians have expressed concerns about the impact of globalized trade on Canadian commerce. Some of those concerns have been exaggerated, but many are legitimate. Change always creates challenges, and those require the full attention of governments to maximize the benefits of change and minimize its side effects.



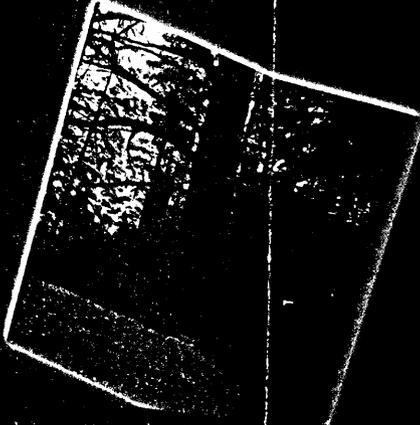
In November, Canada will enter discussions with more than 130 member countries of the World Trade Organization (WTO) during the third WTO ministerial conference in Seattle, Washington. The Seattle meetings will look at past WTO agreements, as well as look forward to the next WTO negotiations coming up in 2000.

Active Canadian participation in these WTO sessions underscores the Government of Canada's determination to see the right rules govern business transactions around the world.



Canada is a medium-sized country. From time to time we compete against countries that like to throw their weight around. Canada cannot match the subsidies and other unfair advantages that some countries give their industries and farmers. We need rules that every country can work with. Canada can compete successfully but the playing fields must be level and the rules clear and evenly applied.

To reap the benefits of trading internationally, all players must know and agree to operate by the same rules in global markets.



Dominion Veterinary Laboratories exported more than 60 per cent of its pharmaceutical products 1998-99. Of its export sales, \$3.5 million went to the United States, and \$400 000 to the Middle East. Exports have grown very rapidly recently, from only \$25 000 in 1994-95 to the current level of about \$4 million. "It shows that a family-owned company can make an impact in foreign trade. Exports are a great opportunity for us."

SHELDON EARN, PRESIDENT,
VETERINARY LABORATORIES, WINNIPEG, MANITOBA

Rachael Lewis is still energized by her whirlwind visit to Japan in September. Her small consulting firm, *R.L. Resource Management*, was one of four companies from the Yukon that participated in the Team Canada 1999 trade mission to the region. It was the firm's first foray into Japan, but the second time it made headway with Team Canada.

"We made all kinds of valuable contacts in Latin America on the 1998 trade mission, including a number of government agencies that were directed to us by two Chilean companies that we met."

RACHAEL LEWIS, PARTNER, R.L. RESOURCE MANAGEMENT, WHITEHORSE, YUKON

They must balance trade goals with a commitment to social justice and a sustainable world ecology.

Canada has championed the environment and social justice within the Free Trade Area of the Americas (FTAA). It will treat these issues as priorities at the WTO meetings in Seattle.

INTERESTED?

For more information on Canada's trade agenda, access the website of the Department of Foreign Affairs and International Trade: www.dfaif-maeci.gc.ca/tna-nac/

To comment on Canadian trade matters, go to: www.dfaif-maeci.gc.ca/tna-nac/contact-e.asp

or by mail or fax at the following address:

Trade Negotiations Consultations
Trade Policy Consultations and Liaison
Division (EBC)

Department of Foreign Affairs and
International Trade

Lester B. Pearson Building

125 Sussex Drive

Ottawa, Ontario K1A 0G2

Fax: (613) 944-7981

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Department of Foreign Affairs and
International Trade

125 Sussex Drive, Tower B-2

Ottawa, Ontario K1A 0G2

or by calling:

1 800 267-8376 (toll-free); or,

(613) 944-4000 (Ottawa-Hull area);

Fax: (613) 996-9709

OTHER SOURCES:

Strategis: Trade and Investment

http://strategis.ic.gc.ca/sc_mrkti/engdoc/homepage.html

International Trade and Finance

<http://www.fin.gc.ca/activity/ACTIVE.html>

Customs - Business

<http://www.ccr-aadrc.gc.ca/customs/business/menu-e.html>

Contracts Canada - Trade Agreements

<http://contractscanada.gc.ca/en/trade-e.htm>

Agri-Food Trade Policy

<http://www.agr.ca/itpd-dpci/indexe.html>

Canadian Food Inspection Agency

<http://www.cfia-acia.agr.ca/english/toc.html>

Labour Program

<http://labour-travail.hrdc-drhc.gc.ca/doc/lab-trav/eng/>

The Green Lane: Environmental Agreements

http://www.ec.gc.ca/envagree_e.html

Canadian Heritage - Trade and Investment

<http://www.pch.gc.ca/culture/invest/english.htm>

In October 1999 Ericsson announced a \$196 million investment to develop new telecommunication solutions. This investment will create 130 new engineering positions at Ericsson's research facility in Montreal. Since 1990 Ericsson has invested over \$1 billion in Canada as well as employing 1400 people at the company's Montreal and Mississauga facilities. Ericsson Canada posted over \$600 million in sales last year.
ERICSSON COMMUNICATIONS CANADA, MISSISSAUGA, ONTARIO



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce internationale

Focus on The Canadian Trade Commissioner Service



McDonald, Lynn

Lynn McDonald's first posting abroad is as Third Secretary (Legal Officer), Permanent Mission of Canada to the WTO in Geneva. Since 1996, when she joined the Department, Lynn has held positions in Ottawa with the Legal Bureau (Humanitarian Law) and with the Investment Trade Policy Division. She graduated from the Faculty of Law at the University of Toronto in 1994 and was called to the Bar in British Columbia in 1995.

Nasim, Khawar

After completing his Masters of Business Administration in International Business from McGill University, Khawar Nasim joined the Department's European Investment and Technology Division in 1993. In 1996, Khawar moved to the Southeast Asia Trade Division, where he contributed to the successful 1997 and 1998 Team Canada Trade Missions. Rome is his first foreign assignment.



Stulken, Peter

Since May 1999, Peter Stulken has been serving as Trade Commissioner in the Canadian Consulate in Düsseldorf, Germany, covering health sciences with an emphasis on medical devices and pharmaceuticals. Peter's last posting was in Munich (1995-98), where he was responsible for the German software market. He has also worked in the Recruitment and Training Pool (1993-95) and the Trade Communications Division (1993).

Latin America and the Caribbean

Allard, Stéphanie

Stéphanie Allard started as Trade Program Manager in Bogotá in August. Before that, she spent three years in Moscow as Trade Commissioner responsible for bilateral and multilateral trade agreements, trade policy, financing, agri-food, medical, services and cultural industries. Stéphanie, an economist, joined DFAIT in 1993.



Cooper, Michelle

Michelle Cooper will be posted to Chile for three years, covering trade policy issues, including the Canada-Chile Free Trade Agreement, as well as promoting agricultural exports. Michelle graduated from the University of British Columbia with an MA in Economics. She worked at Nesbitt Burns before joining DFAIT in 1997. She has held positions relating to Asia-Pacific Economic Cooperation (APEC) and market access and trade policy.

Egyed, Peter

Peter Egyed joined DFAIT in 1990 (after having been Director of Trade Promotion at the Canadian Chamber of Commerce) and spent his first five years in the United States Trade and Investment Bureau. He was First Secretary (Commercial) at the Canadian Embassy in Rome (1996-99). In Mexico City, he is responsible for mining equipment and services, transportation, aerospace and defence, and oversees the telecommunications, information technology, construction and building products and educational services fields, among others.



Gartke, John

John Gartke is First Secretary (Commercial) at the Canadian Embassy in San José, Costa Rica, which includes Nicaragua and Honduras. John previously served as Trade Commissioner responsible for Brazil and Mercosur in the South America Division at headquarters, from 1996 to 1999. He also served as Second Secretary (Commercial) at the Canadian Embassy in Bogotá, Colombia (1993-96).

Harwood, Randy

Randy Harwood joined the Department in 1982 and has held postings in Egypt, Australia, Iran and South Africa. Following the completion of his most recent assignment as Senior Departmental Assistant to the Minister for International Trade, Randy assumed his new duties as Commercial Counsellor of the Trade Section at the Canadian Embassy in Santiago, Chile.



Focus on The Canadian Trade Commissioner Service



Lebleu, Marcel

Marcel Lebleu joined the Department in 1987 after completing an MA at the École des Hautes Études Commerciales in Montreal. Since August, Marcel has led the trade program at the Canadian Embassy in Buenos Aires. This is his third assignment, having been posted in Yaoundé and San José. He was previously Deputy Director, Commercial Affairs, South America Division and has held several positions with DFAIT, and with the Canadian International Development Agency (CIDA), as a manager in the Industrial Cooperation Program.

Madan, Kapil

Kapil Madan served for two years at the Canadian Embassy in Jakarta (1994-96) as Trade Commissioner responsible for the high-tech sector. After two years in Ottawa (1996-98) handling trade relations with South Africa and working on the Nelson Mandela visit to Canada in 1998, Kapil is now Trade Program Manager in Kingston, Jamaica, which includes responsibility for the Bahamas, the Caymans, Turks and Caicos and Belize.



O'Neil, Kim

Kim O'Neil is First Secretary (Agriculture) at the Canadian Embassy in Mexico City. Kim has had extensive experience working with Mexico, as Senior International Marketing Officer – Mexico Desk with AAFC (1993-96) and Trade Commissioner in DFAIT's Latin America and Caribbean Division (1996-99). These positions have given her the opportunity to work closely with government, private sector and industry associations in both Canada and Mexico.

Potvin, Sylvia

Sylvia Potvin joined DFAIT as a commercial officer and later became a foreign service officer. She has served in Brussels (1979-81), Hong Kong (1987-90) and Barbados (1990-93), where she returned this summer as Commercial Counsellor. Sylvia brings a wealth of experience to her assignments having worked for the SNC Group in Montreal as Director of Marketing, IFIs (1983-84) and operating her own company in Washington (1995-97). During this time, she also served on the International Marketing Advisory Board for a large Canadian company.



Strasser, Mark

Mark Strasser's first posting is in Lima, Peru, as Assistant Trade Commissioner, having joined DFAIT in 1998. From January to March 1999, while in Dubai, Mark worked on the GulFood '99 trade show as well as on the Minister for International Trade's business mission to the region. Prior to his assignment in Lima, he instructed various posts in the Middle East on the new version of WIN Exports. Mark graduated from McGill University with a Masters of Science degree and was employed as a research assistant at McGill before joining DFAIT.

Middle East and Africa

Battel, Leopold

Leopold Battel is Head of the Trade Section in Rabat. He was previously Deputy Director, International Financing Division, responsible for international financial institutions (IFIs), where he published a special report on Arab and Islamic Financial Institutions (on *IFInet*). Leopold's past postings include Helsinki (1992-96), Haiti (1991-92) and Abidjan (1982-85). He was Director of the Haiti Division at CIDA, and desk officer in the Francophone Africa and Western Europe divisions.



Garner, Karen

Karen Garner is responsible for telecommunications, broadcasting, agriculture, agri-food, fisheries, sea products, education and cultural industries at the Canadian High Commission Trade Office in Johannesburg. Prior to her current posting, Karen was part of the Team Canada Trade Missions Task Force, helping organize the Prime Minister's trade missions to Warsaw and Kyiv as well as a Minister-led mission to the Middle East.

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Poirier, Gilles

Gilles Poirier joined the Department in 1972 after earning a BA in Business Administration from the École des Hautes Études Commerciales in Montreal. Gilles' previous foreign assignments include Cameroon, Venezuela, the Canadian Embassy to the United Nations Educational, Scientific and Cultural Organization in Paris and Canada's mission to the Organization for Security and Cooperation in Europe (Vienna and Paris). He has served as Commercial Counsellor in Algiers since August 1997.

Thornley, Christopher

Christopher Thornley is Consul and Senior Trade Commissioner at the Canadian Consulate in Dubai, United Arab Emirates. His previous foreign assignments have taken him to Stockholm (1992-93) and Boston (1993-96). In Ottawa, Christopher held a number of trade development and policy positions and most recently was Deputy Director (Trade), Trade/Political Personnel Division. From 1985 to 1990, he was Manager of the World Trade Centre in Halifax.



United States



Bieber, Doug

Doug Bieber is Consul and Senior Trade Commissioner at the Consulate in Chicago where he is responsible for trade, investment and technology activities in Illinois, Wyoming, Wisconsin and North Dakota. From 1996, Doug was responsible for the Investment Development Program and managed the Strategic Alliance Center in Chicago. He was with the Investment and Technology Bureau (1995-96) and the TCS Operations Division (1993-95). Doug's previous assignments include London (1989-93) and Dallas (1985-89).

Boucher, Catherine

In Catherine Boucher's first posting abroad, she is responsible for the new Info Centre at the Canadian Consulate in Boston and for the New Exporters to Border States Program (NEBS). Prior to her posting to Boston, Catherine worked in the United States Business Development Division (UTR) (1997-99).



Brathwaite-Sturgeon, Gerard

Gerard Brathwaite-Sturgeon is Second Secretary (Commercial) at the Canadian Embassy in Washington. Gerard has also served as Assistant NEBS Co-ordinator, UTR (1998-99); Second Secretary (Administration), Port of Spain, Trinidad and Tobago (1997-98); and Trade Commissioner, Minneapolis and Georgetown, Guyana (1996).

Burchett, J. Ian

Ian Burchett is Consul, Investment and Corporate Relations at the Canadian Consulate General in New York. Ian's previous assignments include Deputy Director, China and Mongolia Division (1997-99); Desk Officer, Korea and Oceania Division (1995-97); Consul and Trade Commissioner, Canadian Consulate, Monterrey, Mexico (1993-95); Consul and Trade Commissioner, Canadian High Commission, Kingston, Jamaica (1992-93); and Desk Officer, Middle East Trade Division (1990-92).



Chan, Roger

Roger Chan is the newly appointed Deputy Consul General of Canada in Los Angeles, as well as Senior Trade Commissioner for trade offices in San Francisco and San Jose. Roger joined the Department in 1975, working at the International Trade Centre in Regina. Since then he has held a number of positions in Canada and abroad, including Director, Export Programs Division (1995-97); Counsellor (Commercial), Mexico (1993-95); Program Manager, Oslo (1989-93); Deputy Director, Central Information Management Office (1987-89); Consul and Trade Commissioner, Buffalo (1980-84); First Secretary (Commercial) and Consul, Caracas (1977-80).

Focus on
The Canadian Trade Commissioner Service



Kim, Handol

Handol Kim was posted to the Canadian Trade Office in Taipei from 1996 to 1999, where he was responsible for environment, life sciences, construction, investment and high technology. Handol is now Consul and Trade Commissioner in San Jose, responsible for microelectronics, telecommunications and investment. He served in the Korea and East Asia Branch and worked on the first Team Canada Trade Mission.

Lang, John

John Lang joined the TCS in 1966 and has served in Europe, Latin America, the Caribbean, the Middle East and Southeast Asia, and in various trade-related positions in Ottawa. He is now in Detroit where, from his office window, he can see the Ambassador Bridge, the largest single conduit for Canadian exports in the world. John and his fellow trade officers in Detroit assist Canadians to do business in Michigan, Ohio, Indiana and Kentucky.



LeBlanc, André L.

André LeBlanc is Consul and Trade Commissioner in New York, and is also responsible for Bermuda. André's last assignment was Deputy Director, Media Relations Office, and departmental spokesperson on international trade issues. He also worked in the Technical Barriers and Regulations Division. His previous foreign postings include Guatemala City as head of the trade program, and San José, Costa Rica.

LePage, Richard

Richard LePage is Consul and Trade Commissioner, Investment in Los Angeles, California, responsible for the development of investment partnering and strategic alliance opportunities for Canadian firms in the technology-rich region of Southern California. This is Richard's first posting abroad. From 1994 to 1997, he was Deputy Director, Investment, Science and Technology and Partnering Division. In 1997, he joined UTR for a two-year term, focusing on the aerospace, defence and environment sectors.



Lundy, Peter

Peter Lundy has just taken up his new position as head of the investment program in Chicago. Peter's responsibilities also include management of the Strategic Alliance Center, which assists Canadian companies to establish alliances with U.S. companies. The Consulate in Chicago is responsible for three states, Illinois, Wisconsin and Missouri. He has served in various geographic divisions, most recently, the Export Financing Division. From 1995 to 1998, Peter was posted to Caracas, Venezuela, where his primary focus was the oil and gas sector.

McNaughton, Amanda

Amanda McNaughton's first posting abroad is as Third Secretary (Commercial) at the Canadian Embassy in Washington, where she is responsible for trade promotion in environmental technologies and geomatics and for promoting investment in Canada. Amanda graduated from the University of Kent at Canterbury in the United Kingdom in 1993 with an MA in International Relations.



Reed, Lesley-Ann

Lesley-Ann Reed began her first posting in Bogotá, Colombia in July 1999, where she is responsible for environment services and equipment, geomatics and remote sensing equipment and services, informatics and advanced technologies and business, professional and education services. Prior to moving to Colombia, Lesley-Ann was an international trade law lawyer in the Trade Law Division.

Rockburne, Carl

Carl Rockburne joined the Department in 1967 as an export sales promoter after working in the private sector with the Algoma Steel Corporation. He has served at several interesting posts, including Buffalo, the International Trade Centre in Winnipeg, and Mexico City. Carl is currently at the Canadian Consulate General in Atlanta, Georgia.



International Business Opportunities Centre

The International Business Opportunities Centre (IBOC) provides a matching service — connecting foreign buyers with Canadian companies. The Centre provides timely, relevant and targeted business leads from the desks of foreign buyers to the doorsteps of Canadian companies.

The following lists some of the Centre's current trade opportunities. To view a complete selection of IBOC's current trade opportunities, simply visit the Internet site at www.iboc.gc.ca/leads

Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

INDIA — The Ministry of Communications is looking for voice mail service systems for 54 locations. Closing date: January 5, 2000. Contact Madhu Toshniwal, Trade Advisor, Canadian High Commission, New Delhi, tel.: (011-91-11) 687-6500, fax: (011-91-11) 687-5387, e-mail: madhu.toshniwal@dfait-maeci.gc.ca

KOREA — Kyonggi Province has investment opportunities in construction projects for wastewater treatment facilities, waste incinerators and waste-food treatment facilities. The wastewater treatment facilities are located in 13 cities; the waste incinerators are to be constructed in seven cities until the year 2002; and the waste-food treatment facilities are to be constructed in nine cities. Closing date: January 5, 2000. Contact Jean-Philippe Linteau, Third Secretary, Canadian Embassy, Seoul, tel.: (011-82-2-3) 455-6000, fax: (011-82-2) 755-0686,

e-mail: jean-philippe.linteau@dfait-maeci.gc.ca

MOROCCO — It is expected that the Government of Morocco will consider printing new bank notes/stamps and issue new coins. Contact Daniel Lemieux before January 5, 2000, fax: (613) 996-2635, quoting IBOC case no. 990923-03331.

ARGENTINA — The Bureau of International Trade (BIT), a small firm focused on assisting SMEs enter new export markets, is searching for a possible Canadian partner. BIT's mission is to develop the tools that are needed to improve competence among potential customers. Staff is specialized in areas such as legal, marketing, strategic planning, finance and administration and human resources. Closing date: January 10, 2000. Contact: Matilde Paz, Director, tel.: (011-54-11-4) 775-0146, fax:

(011-54-11-4) 775-0146, e-mail: mpaz@bureau.com or Kathleen Gittins, Commercial Assistant, Canadian Embassy, Buenos Aires, tel.: (011-54-114) 805-3032, fax: (011-54-11-4) 806-1209, e-mail: kahleen.gittins@dfait-maeci.gc.ca

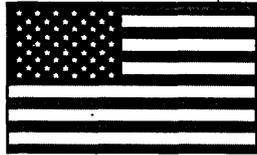
GUINEA — The Ministry of Higher Education and Science Research, with backing from the International Development Association, is looking for the purchase and set up of computer and telephone networks. Deadline: January 28, 2000. Contact the Ministry, tel.: (011-22) 441-4141, fax: (011-22) 445-3217, and also inform Souleymane N'Diaye, Trade Development Officer, Canadian Embassy, Conakry, tel.: (011 22) 446- 2395, fax: (011-22) 446-4235, e-mail: souleymane.ndiaye@dfait-maeci.gc.ca

IBOC Trade Opportunities — Find out more at www.iboc.gc.ca

IFI Procurement: "Doing Business with Developing Countries"

Get connected with IFInet: <http://www.dfait-maeci.gc.ca/IFInet>

IFInet offers you access to thousands of business opportunities financed by international financial institutions (IFIs) in over 130 emerging and developing countries. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.



THE U.S. CONNECT



The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (URT). For information about articles on this page, contact URT by fax at (613) 944-9119 or e-mail at commerce@dfait-maeci.gc.ca. For all other export enquiries call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Canada in the Upper Midwest and Rocky Mountain States

Get to know the Minneapolis post

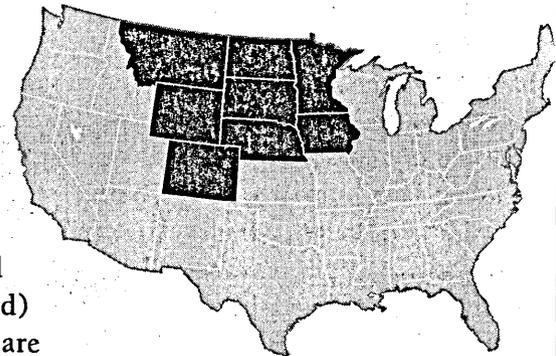
The collective expertise and excellent reputation of the Canadian Consulate General in Minneapolis may be one of Canada's best kept trade secrets. We would like to share a little of what we're all about and invite you to call on us for assistance in exporting to this thriving and business-friendly market.

The territory

The Upper Midwest and the Rocky Mountain States are two distinct marketing regions within the Consulate's territory. If this area were a country — with more than 15 million people, eight states and over \$24 billion in bilateral trade — it would rank ahead of Japan as Canada's second-largest trading partner worldwide.

Minneapolis/St. Paul and Denver are the two major trading centres within this highly diversified region. Doing business here is, in many ways, like doing business in

Canada, so it's a logical first export market for many Canadians. Not only are climate and geography similar to parts of Canada (our revered loon is Minnesota's state bird) but cultural and social values are closely in line as well.



The region is home to 26 Fortune 500 companies, 29 Forbes 500 Private Companies, and 25 of Inc Magazine's 500 Fastest Growing Private Companies. Wondering who they are? The following are just some of the well-known corporate giants and household names that were born and raised here: Arctic Cat; Dairy Queen; Polaris; Honeywell; Betty Crocker; Cheerios; Toro; Gateway; Post-It Notes/3M; Cargill; Jolly Green Giant; Coors; Pillsbury Dough Boy; Rollerblades; Maytag; Mutual of Omaha; Radisson Hotels; Carlson Wagonlit Travel; Northwest Airlines; Gates Rubber.

Canadian supply and local demand, promise the greatest potential: information technologies; consumer products; advanced manufacturing; cultural industries; aerospace; aboriginal arts and crafts; medical devices/health care; agri-food and beverages; agricultural equipment; environment; building products; biotechnology.

Key opportunities for Canadian firms

Opportunities abound for Canadian companies of all sizes in a wide variety of industries. The Consulate has identified the following sectors which, considering

The Minneapolis team

The Minneapolis Trade Team, led by Consul and Senior Trade Commissioner Wayne Robinson, is a hard-working and energetic group of nine individuals with over 125 years of

Continued on page 11 — Canada

THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE has a brand-new LOOK: <http://www.dfait-maeci.gc.ca/geo/usa/business-e.asp> ... with a wide array of valuable information on doing business in and with the United States.

Canada in the Upper Midwest and Rocky Mountain States

— Continued from page 10

U.S. Connection

experience (collectively) in marketing Canadian businesses, large and small. As with most posts abroad, the managers are Canadian Trade Commissioners, while the Business Development Officers and Trade Assistants are professionals with experience in the local market. Members of our locally engaged business development staff have won awards for their excellent service, and as a whole, the Minneapolis team prides itself on the personal approach it takes to bringing new business to Canadian firms.

We also work closely with our Team Canada Inc federal and provincial partners. Together, our goal is to provide the information and intelligence necessary to help you increase exports to our territory and to stimulate investment from this region into Canada.

Increasing Canada's market share

It would not surprise us to hear that you have already participated in one of our programs, or met

a member of the Minneapolis Business Development Team in Canada. One of our main goals is to communicate with as many new and experienced exporters as possible through a multi-level approach. We attend trade shows

Canada. On the United States side of the border, we have become well respected for our New Exporters to Border States (NEBS) missions, as well as Rep Locators, which we hold for a variety of business sectors.

We also get the word out through industry newsletters and market studies. Our objective is to go beyond what is expected to satisfy our clients and come up with new ways to increase Canada's presence in this exciting market.

The Minneapolis Post Internet Site

A full range of information on our territory is available on our Internet site. We invite you to visit us at www.dfait-maeci.gc.ca/minneapolis

Further enquiries may be directed to Wayne

Robinson, Consul and Senior Trade Commissioner, tel.: (612) 332-7486, ext. 3806 or Jim Holt, Consul and Trade Commissioner, tel.: (612) 332-7486, ext. 3809.



On October 1, 1999, the Canadian Consulate General in Minneapolis welcomed its new Consul General, Susan Thompson. Formerly Mayor of the City of Winnipeg, Thompson knows the region well and brings a great deal of experience and enthusiasm to the post.

Canadian businesses can expect to continue to receive a high level of service during her stay in Minneapolis. Look for a more detailed article about Thompson in a future edition of CanadExport.

in Canada, work with federal and provincial partners to deliver export seminars from coast to coast and actively participate in outreach programs throughout

Looking to Do Business with the U.S. Federal Government?

Opportunities are just a key stroke away at the Internet site (www.gsa.gov) of the General Services Administration (GSA), which facilitates purchases by the U.S. government — “the world's largest consumer” — and the Electronic Posting System site at www.eps.gov. More GSA opportunities are listed on the site of the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) and periodically in *CanadExport*.

Opportunities in the United Kingdom Information and Communications Technology Market

The United Kingdom Information and Communications Technology (ICT) market is the second largest in Europe, after Germany, at about \$132 billion in 1999. The ICT market is growing at a real rate of about 10 per cent annually, according to the European Information Technology Observatory (EITO) (www.eito.com).

The key issues facing the sector include:

- year 2000 (Y2K) compliance and European Monetary Union;
- information technology skills shortages; and
- e-commerce regulatory environment.

According to an international ICT survey published in 1999, which now covers all the G-7 countries including Canada (www.isi.gov.uk/isi/bench/international99.htm):

- the U.K.'s leadership in Europe is being challenged, despite catching up with the United States in most ICT areas;
- medium-sized U.K. companies (100-250 employees) have almost reached the saturation point in the area of personal computers, yet under 40 per cent of micro-businesses (1-9 employees) own a PC;
- U.K. micro-businesses lag behind those in other countries, but small and medium-sized businesses are ahead of comparable G-7 companies.

The Internet is attracting 10,900 new adult users in Britain every day, according to the NOP Research Group. Its research also shows that some 10.6 million adults accessed the Internet at least once during 1998, a 48-per cent increase over 1997 (www.nopres.co.uk/). Other U.K. Internet reports are also published by Durlacher Research (www.durlacher.co.uk/).

Opportunities

The main areas of opportunity for Canadian businesses are primarily Internet-related, including e-commerce, security, Web-enabling legacy applications, and education and training.

There has been a growth explosion in Internet use since Dixons, the leading U.K. PC retailer, launched a "free" dial-up Internet service (Freeserve) in September 1998. By February 1999, Freeserve had become the largest Internet Service Provider in the U.K. with 1.3 million subscribers.

Cable TV companies are beginning to offer cable modems and Internet services over their networks (the U.K. launched digital satellite and terrestrial TV networks in 1998), driving the consumer Internet market towards e-commerce and other transaction services.

The other main area of growth is education and training across all ages, including adult retraining. Over \$2 billion has been identified by the government to connect schools and libraries to the Internet and to train teachers in the use of ICT (www.dfee.gov.uk/grid/index.htm). The University for Industry (www.ufild.co.uk/) will be providing course material for adult training and retraining.

The U.K. Action Plan, dated May 1999, which gives a detailed look at the U.K. market, is available at www.infoexport.gc.ca/docs/view-e.asp?filename=84218

For more information about the U.K. ICT market, contact George Edwards, Commercial Officer, Canadian High Commission, London, tel.: (011-44-20) 7-258-6680, fax: (011-44-87) 0-088-2306, e-mail: george.edwards@dfait-maeci.gc.ca, Internet: www.george.edwards.dial.pipex.com/



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Canada-Europe Round Table Later this Month

Given the high importance the Government attaches to the development of Canada's trade relations with the European Union (EU), Prime Minister Chrétien will meet with new EU Commission President Romano Prodi on December 16 in Ottawa.

As usual, economic issues will play a central role at this Canada-EU Summit, an event which takes place twice a year.

What has been notably absent in the multi-faceted Canada-EU relationship until now is a formal business-to-business link. Fortunately, this gap has now been filled with the official launch last June in Brussels of the Canada-Europe Round Table (CERT) at a meeting attended by former Minister of International Trade Sergio Marchi and former EU Commission Vice-President Sir Leon Brittan.

CERT, which enjoys the support of key companies such as Alcan, Seagrams and Novartis, has released a position paper containing a series of trade policy recommendations directed to Canada and the European Commission. Both governments have undertaken to respond to these proposals and will do so prior to the

next CERT meeting planned for Ottawa on the margins of the upcoming Canada-EU Summit.

CERT has the potential to play a key role in defining and advancing the Canada-EU trade and economic policy agenda, much as the EU-USA Transatlantic Business Dialogue (TABD) has over recent years. However, CERT is in its early stages and is actively seeking new members.

If your company has important trade or investment interests in Europe you should give CERT involvement serious consideration. CERT offers a specific focus on Canadian and EU issues, excellent access to senior government policy makers and the opportunity to network with companies from both sides of the Atlantic.

The CERT Secretariat is currently located in Brussels and has yet to establish a formal presence in Canada.

For further information, contact Jan Candries, Director, CERT - Canada Europe Round Table for Business, rue Zinnerstraat, 1 B-1000 Brussels, Belgium, tel.: (011-32-2) 549-5142, fax: (011-32-2) 549-5144, e-mail: cert@skynet.be or Cameron Siles, EU Relations Division, DFAIT, tel.: (613) 996-2056, e-mail: cameron.siles@dfait-maeci.gc.ca

Australian Opportunity for Canadian Communications Technologies

SYDNEY, AUSTRALIA — April 4-6, 2000 — The Canadian Consulate General in Sydney is co-ordinating a Canada Stand for Canadian firms to participate in Australia's premier communications industry conference and exhibition, NOW 2000.

A number of Canadian companies may already be familiar with the annual ATUG event, which was re-launched last year as NOW. All of Australia's major telecommunications and communications industry representatives will gather for this event.

The recent changes in the Australian marketplace, resulting in more carriers and service providers seeking to purchase systems and technologies, along with smart business users transforming their activities into more competitive and productive forms, provides a ready and enlarged Australasian market for systems and equipment suppliers. This is an opportune time for Canadian suppliers of communications technologies to access or increase their business in the Australian market.

The Canada Stand will allow up to 10 Canadian companies to exhibit directly.

For more information on exhibiting at the NOW 2000 Canada Stand, contact Cadia Maestri, Business Development Manager (IT&T), Canadian Consulate General, Sydney, tel.: (011-61-2) 9364 3042, fax: (011-61-2) 9364 3097, e-mail: cadia.maestri@dfait-maeci.gc.ca, NOW 2000 Internet site: www.atug.org.au

SPACE IS LIMITED, SO BE SURE TO ACT NOW!

Recruiting for February 2000 Environment Mission in Morocco

The Canadian Embassy in Rabat is organizing a mission in the environment sector next February 2000.

Like many other developing countries, Morocco is experiencing considerable demographic pressure (30 million inhabitants for a total area of 446,550 km²) and strong economic growth. Both factors affect the environment. Estimates of Morocco's ecological deficit put figures at \$3 billion per year. To address this situation, the government's new program has placed environmental concerns at the core of socio-economic development with a view of reaching a level of sustainable development. The main objectives of the new policy aim at:

- improving the urban environment;
- fighting industrial, energy and mining pollution;
- reinforcing the surveillance/monitoring network and data gathering system on the environment;
- protection of natural resources and their rational use;
- strengthening the legislative and regulatory framework;
- improvement of the information, education and communication systems.

Furthermore, Morocco has recently signed an Association Agreement with the European Union which should be effective shortly and which will eliminate duties over a 12-year period. The Moroccan industrial sector is

thus faced with competitiveness requirements while there is a need to respect acceptable environmental standards. Local firms must adjust as a result to meet these trade-related demands, notably for those firms operating in export sectors such as textiles, agri-food, leather, chemical, phosphates, mines, cements, and so on.

Moroccan authorities and local economic operators are clearly

intent on finding practical solutions to environmental problems: Canadian companies should act quickly to seize the new opportunities of the Moroccan market.

Interested companies should contact, before December 15, 1999, Lucie Tremblay, DFAIT, tel.: (613) 944-6590, fax: (613) 944-7431, or Asmae Amrouche, Commercial Officer, Canadian Embassy, Morocco, tel.: (011-212-7) 67.28.80, fax: (011-212-7) 67.21.87.

Canadian Technology Showcase Coming up in Trinidad and Tobago

PORT OF SPAIN — March 13-16, 2000 — The Canadian Export Development (CED) in co-operation with the Canadian High Commission in Port of Spain, invites you to participate in the Canada Pavilion at the Trade and Investment Convention 2000, sponsored by the Trinidad and the Trinidad and Tobago Manufacturers Association (TTMA).

Canadian companies will be able to display their products and services under one umbrella at the Canada Stand as they pursue business opportunities in Trinidad and Tobago and the surrounding islands. TTMA will invite key public and private-sector decision-makers and buyers to visit the Canada Stand.

Your participation can be a powerful component of your company's marketing strategy by providing an

excellent opportunity to introduce yourself to an important market, generate new sales and initiate business relationships with Caribbean partners.

The Convention — the first of its kind — will highlight local manufacturing industries in Trinidad and Tobago to foreign investors, and will provide an opportunity for the development of linkages between businesses both regionally and internationally.

Participants are invited to get involved in joint ventures and trade and investment with local companies. The Trade and Investment Seminars have been designed to assist foreign participants in understanding Trinidad and Tobago's market structure.

Canadian companies wishing to participate in this event may be able

Continued on page 15 — Trade

HOTEL 2000 Targets Projects in the Middle East

DUBAI, UAE — April 3-5, 2000 — A delegation of Canadian manufacturers and suppliers will be targeting a number of hotel projects in the Middle East by attending the HOTEL 2000 trade show to be held at the Dubai International Airport Convention Centre in the United Arab Emirates (UAE).

The Middle East, the world's fastest-growing tourist destination, is undergoing a major boom in hotel and leisure resort construction and expansion. According to the World Tourism Organization, the region's tourist revenues soared by 11 per cent and the number of visitors by 5 per cent in 1997.

With total annual visitors still under 15 million, potential for future growth is outstanding. Furthermore, as most of the major regional and international hotel groups have announced plans to

enter the market or expand their existing Middle East operations, the region now offers unrivaled prospects to Canada's tourism industry suppliers.

The UAE is now a major destination for both holiday makers and business visitors and the key development location in the Middle East. The number of hotels in Dubai alone has increased from 48 (5,000 rooms) in 1988 to 258 (17,000 rooms) in 1998. Other major markets in the area include Oman, Saudi Arabia, Qatar, Bahrain, Lebanon and Egypt.

Future projects in the Middle East include:

- 140 new luxury hotel and resort properties over the next three to five years and over 33,000 rooms.
- Dubai is the key development location for the major hotel chains, with plans for some

7,000 new luxury hotel rooms over the next five years.

- The developers of Dubai's prestigious Westside Marina have announced 20 luxury hotels to be built over the next 10 years.
- Saudi Arabia has plans to invest US\$2.6 billion in tourism.
- Oman is investing US\$485 million to develop its tourism infrastructure.
- Lebanon will spend over US\$1 billion over the next 10 years developing hotels.

This building bonanza has generated a substantial market for Canadian suppliers of materials and equipment already involved in Middle Eastern hotel properties, from hotel interiors to security systems, lighting to landscaping. It has also created an enormous market for specific hospitality equipment and products in the Middle East, currently valued at over US\$2.5 billion per annum.

Companies interested in joining the Canadian delegation to the area should contact the Project Director, HOTEL 2000, Canadian Showhouse Consortium, Suite 209, 2628 Granville Street, Vancouver, BC V6H 3H8, tel.: (604) 731-9663, fax: (604) 263-1652, e-mail: cpic@cosmospacific.bc.ca, Internet: www.direct.ca/cosmos/hotel2000.htm

Trade and Investment Convention 2000

— Continued from page 14

to obtain financial assistance under the Program for Export Market Development (PEMD). For details, contact your local International Trade Centre (ITC).

The Canadian Export Development encourages Canadian businesses to take a close look at the growing opportunities in the Caribbean market by participating in this exceptional event. Space is at a premium so confirmation will be made on a first-come, first-served basis.

For more information, contact Robert Grison, Director of Operations, CED, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, over 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

How to Conquer the World: Business Resources on the Internet

How to Conquer the World: A Directory of 8,000+ International Business Resources on the Internet highlights the best international trade resources available for businesspeople who want to find new global customers, partners and suppliers, and who want to grow their businesses using the World Wide Web.

Easy-to-use and jargon-free, this new book from ABS Group Inc. provides readers with the know-how and the "know-who" to go global online. Covering 230 countries and territories, this information-packed directory compiles — in one time-saving resource — over 200 Internet tips and more than 8,000 reliable, high-quality trade sites, including little-known but highly valuable global business sites that most search engines miss.

How to Conquer the World has applications in virtually every industry but was designed especially for executives, managers and staff involved or interested in cross-border commerce. The directory reviews the leading Internet tools in 20 areas, including training, sales, purchasing, banking, accounting, law, customs brokerage and shipping, and explains simple and inexpensive strategies that can boost international business.

Several useful appendices, including E-commerce, E-Supplier and E-Partner Profilers, are great tools for identifying ideal customers and working associates.

For more information, contact ABS Group Inc. at www.howtoconquertheworld.com

Bottin international du Québec

The seventh edition of this directory is in the preparation stages. It will be posted on the Internet with hypertext links to subscribers' sites and will include the addresses, countries as well as areas of activity and other information on Quebec firms, organizations, institutions and consultants working on the international scene, and the province's foreign partners.

Thousands of copies of the *Bottin* are distributed free of charge to international organizations working in Quebec and Canada, and in foreign countries where Quebec and Canadian organizations operate.

To register (\$57 + tax) or for further information, contact QUÉBEC DANS LE MONDE, tel.: (418) 659-5540, fax: (418) 659-4143, e-mail: info@quebecmonde.com, Internet site: www.quebecmonde.com

Latest Edition of Mining Suppliers

The Canadian Association of Mining Equipment and Services for Export (CAMESE) has just issued the 1999/2000 CAMESE Compendium of Canadian Mining Suppliers. This 146-page book is packed with useful information about the many dynamic, technologically advanced and environmentally sound suppliers that help keep Canadian mines among the most efficient in the world.

Profiles of over 230 of Canada's prime suppliers of mining equipment

and services are included, as well as an index with easy cross-referencing for readers looking for sources of particular goods and services.

Some 20,000 copies will be distributed to mining decision makers and much of the material contained in the Compendium is also available on the CAMESE Internet site (www.camese.org).

For a copy, contact CAMESE, tel.: (905) 513-0046, fax: (905) 513-1834, e-mail: minesupply@camese.org

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Web site at <http://www.dfait-maeci.gc.ca>

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OTTAWA

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DEC 17 1999

Opportunities in France

A Market for Canadian Language Schools

The steady growth in the French market for language study abroad presents solid opportunities for Canadian language schools. Canadian schools, however, must be prepared to make the effort to gain the loyalty of clients who place considerable stock in reputation, reliability and quality service.

Language instruction is a cultural industry, and is related to both the education and tourism sectors.

Given that Canada has about 400,000 French visitors every year (it will probably be close to 500,000 in 2000),

Potential of French market

It is estimated that every year 300,000 to 400,000 French nationals spend two to four weeks abroad studying foreign languages; English is by far the most popular, with 90 per cent of the market.

The United Kingdom gets the lion's share (60 per cent of English-language students), Ireland ranks second (15 per cent) and North America stands at about 10 per cent.

Looking more closely at North America, some 40,000 students study English in the United States, which attracts 800,000 French tourists annually.



Christmas displays by Studio Artefact of Montreal (see November 15 issue, p. 8).

we should expect to attract 15,000 to 20,000 language students. However, the actual number who do come to study English here is about 5,000. So, there are opportunities to expand our share of the French market for foreign language study.

French clientele

The French have at least five weeks of paid vacation each year. In 1997, 20 per cent of the population travelled abroad, and there is every indication that this percentage will continue to grow. The importance of English in the business community and in com-

Continued on page 12 — Opportunities

World PC EXPO 2000, Tokyo, Japan

For many years, the Japan Division in the Department of Foreign Affairs and International Trade (DFAIT), in close collaboration with the Japan External Trade Organization (JETRO), has worked to help Canadian software firms expand their exports to Japan, the world's second-largest software market, which is expected to grow

by 12-15 per cent each year through 2002.

With a degree of innovation and competitiveness that has been recognized by Japanese experts, Canada's software firms are certainly capable of claiming their fair share of this market, 50 per cent of which is supplied by imports.

Continued on page 16 — World PC

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CanadExport Rings in the New Year with a New Look and Outlook

In an effort to continue to satisfy the needs of both our departmental clients and our 77,000 readers, *CanadExport* undertook a number of new initiatives in 1999.

We conducted a random, country-wide readership survey to find out what people think about *CanadExport*, and what they would like to see. Conducted by Pollara, an Ottawa polling company, the survey discovered many interesting opinions and results. (See *Highlights box on this page for a summary, or for a full report on the survey, visit the CanadExport site at www.dfait-maeci.gc.ca/english/news/newsletr/canex*)

We also sought the opinions of Trade Commissioners, in Canada and abroad, as well as locally engaged Commercial Officers in Canadian trade offices around the world. Furthermore, we established an editorial board for *CanadExport*, comprised of representatives of DFAIT's geographic and sector areas, to learn firsthand what our clients need to promote their programs, services and initiatives.

And there's more. Beginning with the January 15, 2000, edition, we will unveil a new design for *CanadExport*, which we are confident will give it an attractive and dynamic look as we launch our first year 2000 issue.

But we're not stopping there. We

want to continue to improve the quality and value of *CanadExport*, making it more responsive to the needs and desires of our readers and clients. We've already initiated a regular column, called *Readers' Corner*, to give everyone an opportunity to share their views and opinions on the newsletter.

We will also keep doing the things that our readers and clients have told us we're doing well — special supplements on specific markets and sectors, success stories on Canadian exporters, up-to-date and informative news on trade fairs and business events, and more.

We look forward to continuing to serve our readers and clients in the new year, and for many years to come. The *CanadExport* staff and its team of contributors wish you all a happy and export-prosperous year 2000.

CanadExport Readership Survey Highlights

- almost nine out of ten (88%) respondents would recommend *CanadExport* to their business colleagues;
- three quarters (74%) usually read *The U.S. Connection*, a regular feature page that provides news, facts, tips and opportunities on Canada-U.S. trade;
- eight out of ten (79%) readers are interested in additional regular feature pages, specifically on Europe (61%), Latin America/Caribbean (55%) and Asia Pacific (51%);
- more than half (57%) of the respondents believe they benefit from the information in the newsletter, and three out of ten (29%) benefit from trade and business tips;
- over half (57%) circulate the publication around the office — to, on average, four or five people;
- almost 70% of readers want to continue to have a printed copy mailed to them, while 9% would view it from DFAIT's Internet site;
- of the 15 specific topic areas tested, information and updates on DFAIT programs and services and on upcoming trade fairs, missions and industry/business conventions received top scores in terms of coverage.

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



Cultural Heritage Businesses Take Part in Exploratory Mission to IFIs in Washington

Last month the Mayor of Montreal, Pierre Bourque, chaired an exploratory mission to Washington D.C. on construction and urban renewal and development, which for the first time included representatives from the cultural heritage sector.

Half of the almost 20 participants from Quebec, Ontario and Nova Scotia were businesses in cultural heritage.

This mission was initiated by the Montreal regional office of the Department of Canadian Heritage and Montreal's International Trade Centre, which had identified the World Bank and the Inter-American Development Bank as having underdeveloped trade potential in the cultural sector.

Organized by Montreal's World Trade Centre, the mission was designed to help participants become familiar with the mechanisms of these two international financial institutions (IFIs).

This was also the first time officials of the two banks hosted a mission involving the cultural heritage sector. The World Bank especially welcomed Canadian interest and expertise in helping to maintain and promote cultural heritage in developing countries.

A renewed commitment

Since last year, the World Bank has increased its efforts to encourage developing countries to include heritage and sustainable development in projects for which they seek financial assistance.

In May 1998, the World Bank's

Working Group on Social Development concluded that culture is an essential component of sustainable development, directly contributing to development by offering the potential to

Continued on page 13 — Cultural

Washington IFIs Made Easy: New Internet Site for Exporters

Looking for a one-stop shop on the Internet for news, information and advice on doing business with the World Bank and the Inter-American Development Bank?

Visit www.canadianembassy.org/olifi, the new home on the Internet for the Office of Liaison with International Financial Institutions (OLIFI) at the Canadian Embassy in Washington, D.C.

Whether you are exploring the Washington IFIs for the first time or have a solid track record in development business, OLIFI's site brings everything you need right to your desktop with simple menus, easy-to-read pages, and thoughtful links to all your favourite Canadian and IFI Internet sites.

The new site, which goes "live" on December 15, combines essential information with news, current events, OLIFI's expert advice, and just the right hotlinks. In addition to the links to various IFI- and related home pages, the new site eliminates the tedium of plowing through the tremendous amount of existing information on the Internet to find what you need, by linking you to relevant pages within the World Bank and International Development Bank Internet sites themselves.

"OLIFI depends on the Internet for our day-to-day business," said Marie Stamp, Director of OLIFI, "and we were all managing a cumbersome amount of 'bookmarks'. We were sure that if we could create a convenient Internet site bringing all our working tools into one place, our clients would enjoy working with it too."

OLIFI looks forward to suggestions and input from Canadian companies, and has incorporated a feedback feature on the site.

IFI Procurement: "Doing Business with Developing Countries"

Get connected with IFInet: <http://www.dfait-maeci.gc.ca/IFInet>

IFInet offers you access to thousands of business opportunities financed by international financial institutions (IFIs) in over 130 emerging and developing countries. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

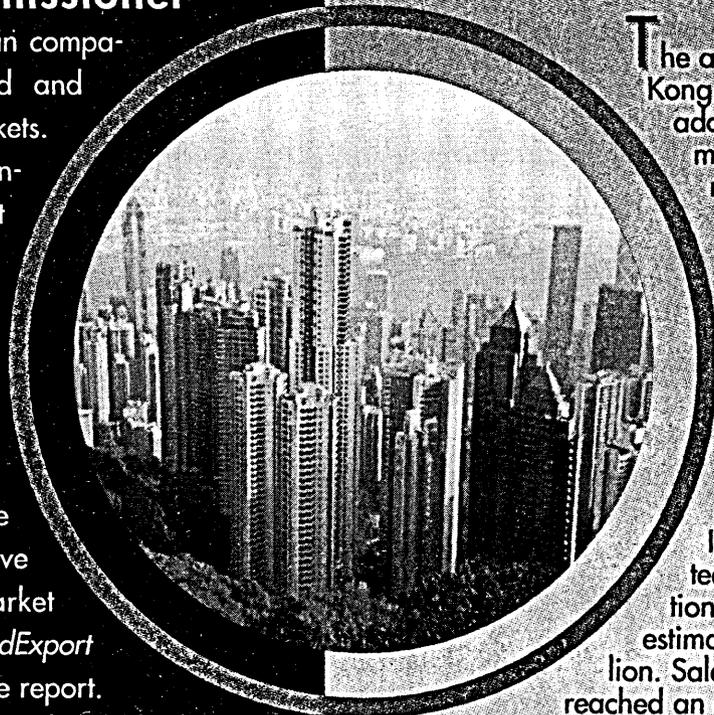
THE CANADIAN
TRADE COMMISSIONER
SERVICE *Serving Canadian Business Abroad*

HONG KONG —

The Trade Commissioner Service

helps Canadian companies that have researched and selected their target markets. Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last. To help you select which market you should target, the Team Canada Market Research Centre and the Trade Commissioner Service have prepared over 500 market reports. This section of *CanadExport* provides an overview of one report.

For more information on this and other reports or if you want to know how the Canadian Trade Commissioner Service can help you get results in international markets, visit us at www.infoexport.gc.ca



The Softy Multimed

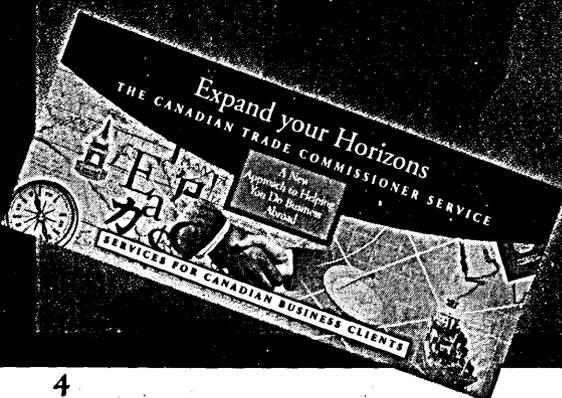
The advanced nature of the Hong Kong economy has led to the adoption of the latest in information technology and communication products. While the financial sector continues to be the largest user of these products and services, the entertainment, communications, manufacturing, government and consumer segments are also important end-users.

In 1998, the information technology and communication market in Hong Kong was estimated to be worth US\$3 billion. Sales in the software market reached an estimated \$114 million in 1998 and more than \$1.05 billion for related services. Heightened demand combined with low taxes, few tariffs or duties and a high level of disposable income for consumers make this sector in Hong Kong very attractive for Canadian firms. Imported software accounts for over half of the software products sold in Hong Kong.

THE CANADIAN TRADE COMMISSIONER SERVICE

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- Key Contacts Search
- Visit Information
- Troubleshooting



See insert for your Software and Multimedia Industries contacts in Asia



Team Canada Inc. - Equipe Canada inc

re and Industries

Chinese Language Capabilities

Despite the intense competition, opportunities exist for Canadian firms offering unique or niche technologies — particularly those with

Internet and Electronic Commerce

There are currently 700,000 Internet subscribers in Hong Kong and the number of local firms selling products to customers on-line and

twenty Canadian high-tech firms currently have regional offices in Hong Kong, and many more maintain a presence by working through local agents and distributors.

Hong Kong Market Size (US\$ Million)

	1995	1996	1997	1998 ¹	1999	2000
PC Packaged and Application Software	48	58	68	82	94	108

¹Estimates for 1998-2000

Chinese-language capabilities. For example, there is significant demand for Cantonese-language multimedia products, such as CD-ROMs, information kiosks, multimedia phones, video compact discs, etc., for both local consumption and export markets.

In terms of software, there are promising prospects in applications software (particularly for Chinese-language systems); Internet; electronic commerce; graphics and desktop publishing; computer-aided design; networking and communications; engineering and production control; and fourth-generation language applications.



placing orders with suppliers is increasing. Software for these applications will be a major growth area over the next year and beyond. Keep an eye out for the proposed HK\$13 billion Cyberport facility — a hi-tech multimedia hub — to be completed in two phases, commencing in 2001.

The Canadian Presence

Hong Kong imported over \$250 million worth of high-tech products from Canada in 1997, consisting primarily of telecommunications equipment, network equipment, software and multimedia products. More than

Access to other markets

While Hong Kong continues to be a good market for Canadian software and multimedia products and services, it also serves as an important gateway into the large Chinese market and the Asian continent. To learn more about these exciting opportunities, take a look at the full market report *The Software and Multimedia Markets in Hong Kong*, prepared by the Market Research Centre.

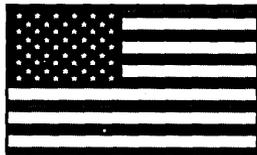
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The Software and Multimedia Industries

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THE U.S. CONNECTION

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New Brunswick Makes its Mark in Los Angeles

By the International Trade Centre, Moncton, New Brunswick

If you ask one particular participant how he felt about being part of a 16-member group of organizations in the New Brunswick pavilion at a recent trade show in Los Angeles, you'll get an unequivocal glowing response.

"We came back with over 200 solid leads, compared with the 10 or 20 leads we get at most shows," says Mark MacDonald, Marketing Director for BKM Research and Development, a 40-person low-bandwidth training development firm located in Dieppe, New Brunswick.

"We were inundated with people interested in our product. And even if we didn't have the exact product they were looking for, we could refer them to another firm in the group. It was a great feeling to be able to keep the sale in New Brunswick."

Participation pays off

From October 17 to 20, 16 New Brunswick firms and organizations involved in advanced learning technologies participated in the OnLine Learning '99 Conference and Exposition in Los Angeles. Headed by the province's Minister for Economic

Development, Tourism and Culture, Peter Mesheau, the mission was put together by the province of New Brunswick in co-operation with Industry Canada and the Department of Foreign Affairs and International Trade (through the Canadian Consulate General in Los Angeles).

Several companies signed partnership deals worth millions of dollars, and most came away with a good list of leads.

For the Business & Technology Training Institute, a 12-

person firm based in Fredericton that offers on-line professional development and training programs, the L.A. mission opened its eyes to the export potential for its products.

Says Managing Director Robert Didiodato, "This was our first foray into markets outside Canada, and it has resulted in a psychological shift for our company. We always knew there was potential for us in the U.S., but I don't think we

would have got there on our own. After the show in L.A., we know we can compete with the best in the world, and there's no turning back. We'll be there, talking to the other Canadian consulates to take advantage of their knowledge."

Adds Didiodato, "The New Brunswick pavilion gave us instant credibility. The people coming to our booth were focused on our product, instead of asking questions about how long we've been established or how big we are, which can sometimes be the case if you're on your own."

For Terry Wood, President of Glacier Software, a 10-person firm located in Miramichi, the first word that comes to mind to describe the mission is "excellent." Says Wood, "In terms of what we got out of this, the trip far exceeded my expectations. We had companies in Budapest, Hungary and in Israel interested in distributing our product internationally. And an Oklahoma company wants to distribute it in 29 states."

Continued on page 7 — New Brunswick



Corey Stephen (left), explains Certify Online.com's products to Canadian Consul General in Los Angeles, Kim Campbell, accompanied by Tom Palamides (centre), Business Development Officer at the Consulate.

THE BUSINESS SECTION OF THE CANADA-U.S. RELATIONS HOME PAGE has a brand-new LOOK: <http://www.dfait-maeci.gc.ca/geofusa/business.asp> ... with a wide array of valuable information on doing business in and with the United States.

Northwest Home Furnishings Show Recruiting

PORTLAND, OREGON — February 11-14, 2000 — The new Northwest Home Furnishings Show at the Oregon Convention Center offers a remarkable opportunity for Canadian manufacturers and wholesale representatives as well as buyers searching for new and unique lines.

Targeting furniture retailers, home

furnishings and lifestyle stores and designers, this event features a full range of upholstery, bedroom and dining room furniture, occasional tables, lamps, mirrors, wall decor, home accents, garden furniture and a wide array of decorative accessories.

The show includes a comprehensive marketing campaign directed at top retailers and designers throughout the northwest U.S. and western Canada.

The Canadian Consulate General

in Seattle is encouraging Canadian home furnishing companies to participate in the Canada Pavilion.

For exhibitor and buyer information and application forms, contact Joan Stockton, Western Exhibitors, San Francisco, tel.: (415) 447-3233, fax: (415) 346-4965, e-mail: joan@weshows.com

For general information, contact Helen Raiswell, Business Development Officer, Canadian Consulate General, Seattle, tel.: (206) 770-4076.

U.S. Connection

NEW BRUNSWICK

— Continued from page 6

Although Glacier Software has been to the U.S. market before, the L.A. mission was its first opportunity to be part of a trade mission. "It was a definite advantage to be part of the larger group. Many visitors were looking for a number of products, and our pavilion was a one-stop shop."

Would any of these firms join such a mission again? "Absolutely," says Terry Wood. "I've already told the organizers that we'll be going to the same show in Denver next year."

For information, contact Victor Landry, Senior Officer, Information Technology Sector, Industry Canada, International Trade Centre, Moncton, tel.: (506) 851-6421, fax: (506) 851-6429, e-mail: landry.victor@ic.gc.ca or Stephen Kelly, Project Executive (Trade), New Brunswick Economic Development, Tourism and Culture, tel.: (506) 444-5265, fax: (506) 453-3783, e-mail: steve.kelly@gov.nb.ca

International Builder's Show / Mission

DALLAS, TEXAS — January 14-17, 2000 — The 2000 International Builder's Show is a great marketing, research and educational experience for Canadian companies interested in exporting their products to the U.S. and beyond.

The show attracts more than 70,000 home and multi-family builders, building products distributors, architects, manufacturers' reps and other buyers from 48 countries. An added feature is the International Commercial Construction Exposition (ICCON) held simultaneously.

For the 18th year, there will be a 20-booth Canadian Pavilion in a high-profile section of the show. For details on purchasing space, contact Durban Morrow, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: (613) 944-7486, fax: (613) 944-9119.

A separate Market Orientation Mission will be sponsored by the Canada Mortgage and Housing Corporation, January 13-17, 2000. This includes a full-day seminar and tour of a home design centre, new home developments, a building products distributor and a retailer.

The Canadian Info Stand can be used by mission participants as a base of operations while at the show to display brochures or hold brief meetings with buyers and show visitors.

For registration information, contact Carol Kerley, tel.: (416) 218-3345 or Brent Court, tel.: (416) 973-5187. For general information, contact the Canadian Consulate General in Dallas, tel.: (214) 922-9806, fax: (214) 922-9815.

Looking to Do Business with the U.S. Federal Government?

Opportunities are just a key stroke away at the Internet site (www.gsa.gov) of the General Services Administration (GSA), which facilitates purchases by the U.S. government — "the world's largest consumer" — and the Electronic Posting System site at www.eps.gov. More GSA opportunities are listed on the site of the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) and periodically in *CanadExport*.

New Brunswick Telecom Company Makes Successful Link in the U.K.

In a move that will open doors to the rest of the world, NBTel Global Inc. has joined forces with British Telecom (BT) to share best practice and knowledge in government on-line services across the Atlantic.

The new business relationship is a true model of NBTel Global's LivingLAB™ innovations environment, where a product is researched and developed first in New Brunswick and then exported to global markets.

With the United Kingdom ranking second in Europe (after Germany) in information and communications technology (ICT) — and a gateway to the rest of Europe and Asia — the BT deal represents a major coup for the Saint-John-based company of just over 100 employees. Specializing in software development and consulting for electronic service delivery (ESD) solutions, NBTel Global is a wholly owned subsidiary of Aliant — a growth company formed last March by combining the four major ICT and provincial telecommunication firms in Atlantic Canada.

The agreement — initially signed in July — has since become a one-year renewable contract. "We've had one of our consultants working over there for the past two months," says Rick LeBlanc, Director of Sales at NBTel Global. During that period, the company prioritized five opportunities with BT. "We've now moved on to assisting them in their evaluation of how our electronic government

services can fit into their current environment," adds LeBlanc.

A market of opportunities

An expert on prospects in the region for Canadian information and technology firms is George Edwards, Senior Commercial Officer at the Canadian High Commission in Britain.

"With the Internet now representing about 20 per cent of BT's local call traffic and with data volume already exceeding voice across its network in the U.K., Internet-related opportunities abound here," says Edwards. "Interactive digital television services, which are just being launched, are hungry for content and have already attracted about 1.5 million users."

Education and training requirements across all ages — including adult retraining — have seen a corresponding surge. "Over \$2 billion has been earmarked by the British government to connect schools and libraries to the Internet and to train teachers in the use of ICT," adds Edwards. "Although the U.K. has some excellent suppliers of education and training software, there are real opportunities for Canadian companies."

The explosion of growth in Internet use began with the launch by Dixons,

the leading U.K. retailer, of the first subscription-free Internet service in September 1998. It was right around that time that George Edwards first hooked up NBTel Global with BT, setting the wheels in motion for a deal the following year.

Trade Commissioner help invaluable

"Just after meeting Rick LeBlanc and his colleagues at NBTel Global while on a trip to New Brunswick, I attended a presentation in St. John's by British Telecom Scotland about the use of ICT in government," explains Edwards. "Afterwards, I suggested to the BT representative that he look into NBTel Global's considerable expertise in electronic delivery of government services. Rick then enthusiastically took up the challenge of convincing BT that his company had something BT needed."

The result, many discussions and visits later, was this exciting new contract.

"Our work with the government of New Brunswick allowed us to develop these technologies which we're pleased to be sharing with our industry colleagues in the United Kingdom," says LeBlanc.

Continued on page 13 — NBTel Global Inc.

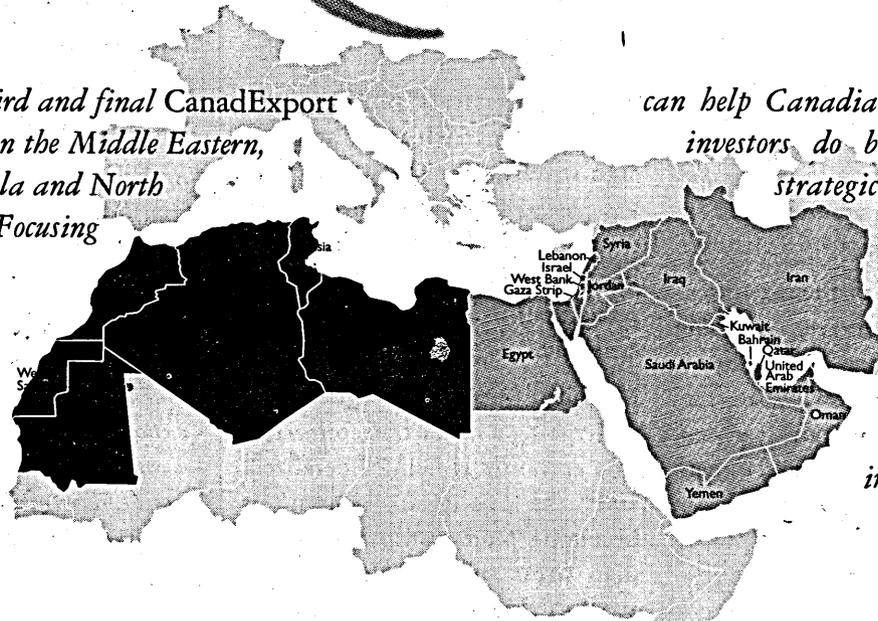
Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote 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 1-800-551-4946 (613-944-4946, from the National Capital Region).



Focus on
North Africa

This is the third and final CanadExport supplement on the Middle Eastern, Arabian Peninsula and North African regions. Focusing on North Africa (the Maghreb), this supplement highlights the mechanisms, tools and links that



can help Canadian exporters and investors do business in this strategic and dynamic region. Also highlighted is the role that international financial institutions play in these regions.

North Africa's Untapped Potential

Good news from the five countries that make up the region — oil prices have rebounded, favouring the region's OPEC members, Algeria and Libya, whose revenues rely on oil exports. The two countries have fully rejoined the international community with the resumption of international flights to Tripoli and Algiers. The transition to a new young monarch in Morocco has proved to be a smooth one. The World Bank lauds the economic reforms undertaken by Mauritania, and Tunisia continues to post the region's most impressive economic growth rate.

Canadian exporters and investors may need to be reminded that these countries offer exceptional opportunities in many traditional and emerging sectors. Canadian companies enjoy a distinct advantage in North Africa — they have an excellent reputation due to up-to-date

technologies, competitive prices and professionalism. North Africa's French-speaking countries often look to Canada when it comes to finding suppliers that offer North American technology and services in French.

While opportunities in the oil and gas sector have always been plentiful, other sectors are now emerging as equally valuable areas for Canadian businesses to explore. For example, a number of Canadian engineering consulting companies are already active in Libyan water and electrification projects.

There is little commerce between the countries of the region, with the exception of cross-border trade

between Tunisia and Libya. Europe is the region's traditional trading partner. While Morocco and Tunisia have signed free trade agreements with the European Union (EU), the absence of trade accords with the other Maghreb countries means that Canadian products are treated on the same basis as those of their European competitors.

Upcoming Trade Fairs

Two major fairs taking place in Algeria are particularly valuable — the International Fair of Algiers (FIA 2000) in June 2000 and the Fourth Scientific and Technical Days (JST 2000) in April, organized by Sonatrach. Companies interested in the telecommunications sector should consider Telecom Maghreb in Morocco, April 4-7, and agri-food exporters can meet potential joint-venture partners at Agro-Leader 2000 in Tunisia, April 26-30.

prepared by the Maghreb and Arabian Peninsula Division



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada

Privatization and Foreign Investment

Countries in the region are vigorously pursuing economic and structural reforms to open up their domestic economies to the private sector and to foreign investment.

Thanks to changes to the tax structure and other incentives, Tunisia (www.ministeres.tn) now has a relatively open economy. Foreign investors can enter most sectors without restriction (retail and direct consumer services being the principal exceptions).

Mauritania (www.Mauritania.mr) has been going through such a transition since 1985. Encouraged by the World Bank, it has undertaken structural reforms, the results of which have been lauded by the International Monetary Fund (IMF). One of the country's initiatives is the recently announced privatization of part of its Postal and Telecommunications Office.

It wasn't until the oil shock of 1986 that Algeria (<http://eldjazair.net.dz>)

began aggressively pursuing private-sector participation and foreign investment. The government has passed legislation to give foreign investors access to all areas and has implemented measures proposed by the IMF to foster a market economy.

Morocco (www.mincom.gov.ma) is undergoing a major transformation. The economy is being liberalized, and the political system is becoming more transparent. Canadian firms such as Nortel Networks, Dessau International, Corel and Computronix have opened offices there.

The government is expected to pursue privatisation efforts, following the huge success of the sale of a second licence for a GSM telephone system. Morocco is the region's most "connected" country, with a high quality telecommunications network, with 1.4 million telephone subscribers and 10,000 web users.

New Opportunities

The offshoot of these economic and structural reforms is twofold. First, traditional, resource-based sectors such as oil and gas, mining and agri-food are beginning to demonstrate value-added potential as a result of privatization and foreign investment. Second, newly emerging sectors such as telecommunications, environment and education are developing rapidly as countries strive to become more competitive in the global information business environment.

One sector that has prospered from the region's shift to the new technologies of the information age is education. Canadian universities and colleges are taking an interest in Tunisia — Lasalle College and l'École des Hautes Études Commerciales de Montréal (HEC) now offer professional teaching and training: Lasalle in fashion design, hotel management and multimedia, and HEC with an MBA program. Morocco has launched a vast

United Nations Sanctions on Libya Suspended

The UN Security Council suspended sanctions against Libya in April 1999. Libya is again eligible for export credit guarantees and is free to borrow on world financial markets. Canadian sanctions against Libya, adopted in 1986, have also been suspended. This means that Canada has resumed normal trade with Libya, but export certificates are required — contact (613) 995-0413. Goods of U.S. origin continue to be controlled.

Libya remains one of the only countries that still exercises significant state control over its domestic economy. The state-owned National Oil Corporation has a monopoly on its oil and gas reserves, which account for 40 per cent of gross domestic product and 95 per cent of exports. State enterprises also control most of the country's manufacturing, agriculture and trade activities. Foreign suppliers must have a representative in Libya and must first obtain a certificate to legalize their activities in this country.

Two sites that might be of interest are www.geocities.com/Athens/8744/mylinks1.htm and www.agora.stm.it/politic/africa.htm

reform of its education and training system. The Special Commission of Education and Training, an ad-hoc royal commission, visited various countries, including Canada, to research distance and computer-based education and co-op

Focus on North Africa

programs. Libya has long been a strong proponent of Canadian educational services, each year sending many students to Canada, where it maintains a full-time co-ordinator.

Environmental protection is another emerging sector. Morocco's focus is its degrading water resources, increased desertification and the rapid growth of pollution from combustion. In Tunisia, the establishment of the National Office of Sanitation (ONAS) has brought to the forefront new opportunities for sewage processing facilities and paper, plastic and glass recycling.

Energy dominates Libya's economy. It has the largest proven oil reserves in the African region and has been the site of the most promising new discoveries. Currently all eyes are on Algeria, where the local oil company Sonatrach (www.sonatrach.dz), the 11th largest in the world, is proceeding with a US\$20-billion investment to exploit recent discoveries. In Morocco, Canadian firms will find opportunities in operating power

stations and in the increased use of natural gas made possible by the Maghreb-Europe pipeline. Calgary-based Cabre Exploration is investing in oil and gas exploration in Morocco under three different permits.

Throughout the region, the mining sector has experienced the greatest impact by the shift towards privatization and foreign investment. Algeria and Mauritania have amended their mining codes to allow greater foreign participation — good news for Canadian mining companies and their suppliers. Both countries contain vast quantities of undeveloped resources, including gold, diamonds, copper and cobalt.

Morocco is a country with a long mining tradition and whose geological structure has a great potential for exploration. To attract investment, Morocco has launched an ambitious plan called the National Programme of the Geological Cartography (NPGC) for which the Canadian firm Geotterex Dighem has been awarded two phases of a large heli-

copter geophysical survey.

Firms providing related products and services also benefit: in Mauritania, General Motors of London and Consolquip Inc. of Montreal are the major suppliers of locomotives and rolling stock used to transfer iron ore from the desert to the Atlantic Ocean shore.

Substantial prospects are also cropping up in agri-food. As domestic consumption grows, Tunisian companies are looking to franchise or partner to increase their range of products. Packaging and the production of new secondary products (confectioneries, cereals) are niches worth investigating. Morocco's agri-food industries offer good opportunities for Canadian companies, particularly in food processing and storage, food conservation (refrigeration, packaging, ionization and radiation), processing and pricing systems, greenhouse techniques and all types of training.

Serving Canadian Business in North Africa

Algeria and Canada signed a Double Taxation Agreement in 1999, which should be ratified in the near future, and a similar agreement with Morocco has been in place since 1975. Morocco and Canada have also negotiated an agreement on social security that, when implemented, will allow people who have lived or worked in both Canada and Morocco to qualify for old age, retirement, disability or survivor pensions (www.brdc-drbc.gc.ca/isp).

The Export Development Corporation (www.edc.ca) helps Canadian exporters and investors do business throughout the region. In Algeria for example, EDC has two major lines of credit, with the Algerian Development Bank and with the oil company Sonatrach.

The Canada-Morocco Partnership Council advises Canada and Morocco on technological and economic partnerships and helps sensitize companies to prospective business opportunities (www.palantir.calthe-alliance and www.cgem.org).

The Canadian International Development Agency (www.acdi-cida.gc.ca) administers two programs in North Africa, the Private Sector Development Fund (FDSP), which seeks to enhance the effectiveness of the economy by encouraging the development of a more competitive, high-performance private sector, and an institution-strengthening program, known as PRICAL in Algeria, PRICAT in Tunisia and PRICAM in Morocco.

International Financial Institutions in North Africa and the Middle East

International financial institutions (IFIs) are valuable sources of commercial prospects and partnerships for Canadian exporters and investors. In addition to the World Bank and the African Development Bank, Canadian firms can draw on several Arab and Islamic funds, including the Arab Investment Company and various Kuwaiti funds.

Arab and Islamic Financial Institutions

Islamic banking and its creative approaches to financial markets can be of significant advantage for Canadian businesses. Some 140 Islamic financial institutions, with total assets of over US\$110 billion and capital of US\$5 billion, operate in more than 40 countries. The largest, in terms of assets, are concentrated in Bahrain, Kuwait and Saudi Arabia — Bahrain alone is the base for 11 Islamic financial institutions, including one set up by Citibank. Several Western financial institutions have also followed suit by offering Islamic mutual funds and other investment products. In North Africa, the Islamic Development Bank maintains a regional office in Rabat.

For a copy of *Arab and Islamic Development Funds and Financial Institutions: A Guide for Canadian Business*, visit www.dfait-maeci.gc.ca/ifinet/bgguide-e.asp.

African Development Bank Group

The African Development Bank Group (www.afdb.org) is an international development organization

supported by 77 member nations and 24 non-regional shareholders, including Canada. With headquarters in Abidjan, Côte d'Ivoire, the Bank Group covers Africa exclusively.

Preparation Vital to Accessing IFI Sources

Canadian companies must have a thorough understanding of the structures, mechanisms and procedures inherent in these financial institutions. And, as with all commercial activities in these regions, it is important to network, partner and form strategic alliances with local firms or individuals. Personal contact and long-term relationships are key to developing a solid business base in the region.

Generally, IFIs and funds do not exclude participation by foreign

firms. *In theory*, eligibility for financial support is not restricted to Arab or Islamic countries. *In practice*, however, institutions and funds tend to prefer regional companies. This is why it is necessary for Canadian businesses to team up with local partners.

Canadian firms can benefit by lobbying local executing agencies, particularly in francophone countries, where Canada's presence and expertise are well established. Many institutions and funds have lists of Canadian companies with whom they have worked and most of these firms are more than willing to work with Canadian partners.

Find out about IFI-financed projects through DFAIT's IFInet system at www.dfait-maeci.gc.ca/ifinet.

Regions Share more than Sun, Sand, Spices and Oil

The countries of the Middle East, Arabian Peninsula and North Africa have much in common — culture, heritage and, of course, geography. For the Canadian exporter, the three secrets to success in this part of the world are price, patience and perseverance.

We encourage you to read the three CanadExport supplements on this region.

The November 1, 1999 issue discussed trade opportunities in the Middle East and highlighted the government and private sector organizations active in this region. The November 15 issue focused on the Arabian Peninsula and on promising sectoral opportunities there. This issue covers North Africa and the international financial institutions that fund projects throughout the region.

Additional copies of these three issues are available by calling (613) 944-6994, or through the Internet at <http://www.dfait-maeci.gc.ca>. The Department of Foreign Affairs and International Trade's site also contains valuable information on travelling to and doing business with North African and Middle East countries.

MOU on Increased Ties Between Canada-Chile SMEs

On November 10, 1999, Canada and Chile signed a Memorandum of Understanding (MOU) on International Business Development for Small and Medium-sized Enterprises (SMEs). Paralleling the MOU signed with Argentina on May 18, 1999, this agreement is designed to promote and accelerate exports of Canadian SME technology, management knowledge and skills to customers and partners in the Free Trade Area of the Americas.

Through the MOU, signed by the Department of Foreign Affairs and International Trade (DFAIT) and the Chilean Economic Development Agency (CORFO), the two countries have agreed to work together to develop a plan of activities to achieve the following objectives:

- exchange best practices and knowledge to promote the international business activities of SMEs;
- develop good mechanisms to increase exports bilaterally;
- encourage joint ventures and strategic alliances between Canadian and Chilean SMEs;
- identify and promote trade and partnership opportunities through missions, seminars and exchanges;
- continue to promote the global business efforts of women- and aboriginal-owned SMEs;

- develop opportunities for training and technology transfer programs; and
- encourage the participation of Canadian and Chilean entrepreneurs and officials in business events in both countries.



From left to right, Canada's Ambassador to Chile, Lawrence Lederman; JoAnna Townsend, Director, Export Services for Small- and Medium-sized Enterprises, DFAIT; Francisco J. Troncoso International Relations Director, Corporación de Fomento de la Producción - Chile (CORFO); and Gonzalo Rivas Gomez, Executive Vice-President, CORFO.

The MOU has the potential of bringing exceptional benefits to both countries' SMEs, including direct links to networks of technology experts, buyers and suppliers; access to training and technology transfer programs; knowledge of business and industry sectors; and opportunities for partnerships and alliances.

For more information on the Canada-Chile MOU, check the Internet site www.dfait-maeci.gc.ca, select *The World*, then *Latin America and The Caribbean*, then *Chile*, then *Information*.

Opening of Three Facilities in Poland

This past summer, former Canadian Ambassador to Poland, Serge April had the pleasure of attending the opening of three facilities in Poland.

On June 18, Ambassador April, Commercial Counsellor Barbara Giacomini and Commercial Officer Adam Kapitan Bergman were at the opening of the Royal Europa factory in Polkowice. Royal Europa is the European arm of Royal Group Technologies of Mississauga, which has been active in Poland for several years and was the recipient of *Murator* magazine's *Best Designed*

Home in Poland contest. Also in attendance were Vic de Zen, President and CEO of Royal Group Technologies and Bogdan Fusiek, President of Royal Europa.

The Royal Europa factory represents an investment of US\$35 million, and is the most modern factory in the Royal Group family. Through this facility, the Mississauga company is introducing a new construction technology to Europe that will produce approximately 2,500 high-quality, energy-efficient, environmentally friendly and affordable homes per year.

On June 23, the Ambassador, with Barbara Giacomini and Commercial Officer Ewa Gawron-Dobroczyńska attended two opening ceremonies in the city of Zabrze — a new sorting/composting facility and the Zabrze water purification plant.

Since 1996, the International Centre for Sustainable Cities in Vancouver, with the support of the Canadian International Development Agency, has been working with a team of Canadian and Polish partners (AGRA Earth and Environmental Ltd. of

Continued on page 13 — Opening



Solid Waste Market Opportunities in the United Kingdom

The Solid Waste Market

The United Kingdom (U.K.) solid waste market is large (approximately \$9 billion), but highly fragmented in comparison with other European countries. There are some 3,500 companies in this sector, covering waste collection, transport, treatment and disposal. The top three waste management companies control only 15 per cent of the market, compared with 51 per cent in France, 36 per cent in the Netherlands, and 32 per cent in Belgium. There is also a strong international presence — the two largest operators being French — and several joint ventures between foreign and U.K. companies.

Market drivers

About 520 million tonnes of waste were generated in the U.K. last year. Over 80 per cent went to landfill, with less than 10 per cent recycled, and the remainder incinerated. Although the government has set, and continues to set, ambitious targets for increasing recycling and composting rates and creating energy from waste, its targets are far from being realized.

Recent growth in the solid waste market has resulted largely from European Union (EU) legislation. Landfilling, traditionally the principal means of waste disposal in the U.K., is becoming a less attractive option. A move by the U.K. government to encourage alternatives to landfilling has raised the landfill tax from £3/t (approximately \$7) to £10/t (\$23.50), which will be increased by £1/year until the year 2004.

The EU Landfill Directive will ban the dumping of whole tires within two years of its implementation and the dumping of shredded tires within three years. As a result, new disposal solutions will have to be found for up to 9 million tires each year.

A forthcoming directive covering waste incineration has serious implications as the proposed limit for NOx emissions (200 mg/m³) is beyond the capabilities of the mass burn municipal waste incineration technology commonly used in the United Kingdom. Clearly, more efficient incineration technologies or alternatives are urgently required.

By the year 2001, half of all packaging material used (8.5-11 million tonnes per year) must be recycled or adapted to generate power. With the U.K. currently at only 8 per cent, there is real opportunity for companies with recycling technology expertise to enter this sector.

Canadian successes

Eco Waste Solutions has generated a great deal of interest in the U.K. with its thermal waste oxidizer, which can handle both solid and liquid wastes and achieves a volume reduction of 90 per cent. The non-toxic ash can be safely landfilled or refused, metal/glass can be recovered for recycling and the system can also be used to generate electricity. Through a partnership agreement, the Canadian firm Global Waste Solutions just announced its first U.K. contract, with Devon Waste Management. (See www.eco-waste.com)

Wright Environmental Management recently won a \$3.7-million contract to supply a 15,000-tonne-per-year in-vessel composting system to Biffa Waste Services, a major U.K. waste management company. The plant is the largest of its kind in the country. This is Wright's first large-scale system sale in Europe and provides a strong foundation for the future. (See www.compost.wem.ca)

Shred-Tech Limited has been active in the U.K. for several years, and in 1998 sold a second industrial shredder to N.E.C.P. Computers Ltd, which will be used to recover metals from electronic scrap. (See www.shred-tech.com)

Can-Ross Environmental has been supplying the U.K. market with spill response-related items for over 10 years. In addition to its oil spill response organization, based in Scotland, it has also set up an extensive distribution network, with a centre in the West Midlands and 18 branches throughout the country. (See www.canross.com)

Your contact in the U.K.

For more information, or assistance in finding a U.K. business partner, contact Patrick Stratton, Commercial Officer, Canadian High Commission, 1 Grosvenor Square, London, United Kingdom W1X 0AB, tel.: (011-44-171) 258 6654, fax: (011-44-171) 258 6384, e-mail: patrick.stratton@dfait-maeci.gc.ca, Internet: www.dfait-maeci.gc.ca/london

International Business Opportunities Centre

The International Business Opportunities Centre (IBOC) provides a matching service — connecting foreign buyers with Canadian companies. The Centre provides timely, relevant and targeted business leads from the desks of foreign buyers to the doorsteps of Canadian companies.

The following lists some of the Centre's current trade opportunities. To view a complete selection of IBOC's current trade opportunities, simply visit the Internet site at www.iboc.gc.ca/eleads

Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

INDIA — Widening and Strengthening of Highways, IFI Project — A notice for pre-qualification of civil work contractors for Orissa State Road Project under World Bank assistance has been issued for the widening of two lanes and strengthening of existing State highways in various areas of Orissa. The strengthening will consist of a wet mix macadam granular overlay with dense bituminous macadam and bituminous concrete surfacing. Invitations to bid are expected to be made in March 2000. Cost of pre-qualification documents: US\$125. Closing date: January 17, 2000. Contact Daniel Lemieux, IBOC, fax: (613) 996-2635, quoting case no. number 19991119-04096.

CYPRUS — Demolition of Dhekelia Power Station — The Electricity Authority of Cyprus is calling for the demolition of the Dhekelia Power Station. The turnkey contract will include the identification, removal and packaging of all thermal system insulation, shipping and export of materials to a compound; issuing of asbestos clearance certificates; continuous air monitoring testing; the employment

of an independent consultant; and the demolition of buildings and structures. Closing date: January 14, 2000. Contact Daniel Lemieux, IBOC, fax: (613) 996-2635, quoting case no. 991027-03783.

INDIA — Department Stores for India — The State Trading Corporation of India Ltd. (STC) is considering entering into a joint venture with an established multinational retail chain which can set up its first outlet on the first three floors of STC's 23-storey building in central New Delhi. The area that can be made available initially would be approx. 20, 000 sq. ft. Closing date: January 31, 2000. Contact Daniel Lemieux, IBOC, fax: (613) 996-2635, quoting case no. 991117-04049.

SYRIA — Aluminum Wire Rods — Bids are being accepted for the supply of 3,000 tons +25% aluminum wire rods (diameter 9.5 mm) to be used in cable manufacturing shared with the General Co. for cable industry, in Damascus. Closing date: January 20, 2000. Cost of bid bond: US\$45,000. Contact Daniel Lemieux, IBOC,

fax: (613) 996-2635, quoting case no. 991117-04057.

KAZAKHSTAN — The JSC "Talgar" garment factory invites bids for investors in its garment factory. JSC "Talgar" was founded in 1995 after a merger of two private joint-stock companies: JSC "Talgar" (knitted goods factory) and JSC "Nauryz" (textile factory). JSC "Talgar" is a completely autonomous modern facility with 700 sewing machines and over 550 employees, including designers. It is among the biggest suppliers of garment products in the Republic of Kazakhstan — uniforms for military, police and security forces of Kazakhstan and Russia. The company also has some preliminary orders from the West-Siberian Army of Russia and the Czech Republic.

There is a possibility to sell blocks of shares to potential investors. Contact Daniel Lemieux, IBOC, before January 20, 2000, fax: (613) 996-2635, quoting case no. 990920-03206.

IBOC Trade Opportunities — Find out more at www.iboc.gc.ca

Opportunities for Canadian Language Schools

— Continued from page 1

panies interested in exporting is also on the rise.

The French are studying English in growing numbers. According to Ministry of Education figures, 70 per cent of students enrolled in language programs are studying English. Currently, young people aged 14 to 28 are the target market for language schools, vacation camps, universities, and for programs that incorporate language training.

Canada's assets

In addition to the internationally recognized expertise of Canadian second-language schools and teachers, Canada offers French clients considerable advantages:

- Canada is a bilingual country where learning English and French is a cultural tradition.
- It has a positive image in France. According to a recent survey by the Canadian Tourism Commission, when asked which country most captured their imagination, one in three French respondents answered "Canada."
- Although North American, Canada has an international ambience.
- We have state-of-the-art equipment and technology, proven methodologies, and qualified, experienced teachers.
- Canada is six hours away by plane and has easy telephone and electronic communications with France.
- Canada is a safe, secure, friendly place where visitors can learn English surrounded by nature.

- Canada offers competitive prices and numerous study options.
- Canadian host families are friendly and hospitable.

Trade fairs

Trade fairs are important market promotion tools. In France, there are two major trade fairs in the sector: *Expolangues* and the *Salon de l'Éducation*.

EXPOLANGUES — February 23-27, 2000 — The 18th annual *Salon des Langues, des Cultures et des Échanges Internationaux* (Language, Culture and International Exchange Fair) will be held at the Grande Halle de la Villette in Paris. The show attracted 318 exhibitors and 27,589 visitors in 1999, including 8,000 trade representatives and nearly 20,000 members of the general public. For information on Canadian participation, contact DP Expos Services Inc. in Montreal, tel.: (514) 871-3838; or in Paris, tel./fax: (011-33-1) 39 73 95 27, e-mail: dpexpos@easynet.fr

SALON DE L'ÉDUCATION — November 2000 — This major exhibition comprises three shows: language and education; academic publishing and multimedia; and education partners and services. The event is usually held at Paris EXPO, Porte de Versailles. For more information, visit www.salon-education.com

Know the law in France

Under French law, only travel agencies or associations may sell holiday

packages (defined as including transportation, lodging and activities). Organizations must have a licence or certification number which proves they are qualified and have financial guarantees and the required insurance in case of problems.

Language schools that sell only courses (without travel or lodging) are not subject to these requirements. The Canadian Tourism Commission provides companies with a list of French travel agencies and associations that offer language study trips to Canada.

For more information on the French market for language study abroad, contact Giséle Aubut, commercial officer at the Canadian Embassy in Paris, tel: (011-33-1) 44 43 23 82, fax: (011-33-1) 44 43 29 98, or e-mail: gisele.aubut@dfait-maeci.gc.ca or visit the Internet site at www.amb-canada.fr. You can also contact Danielle Cordisco, officer responsible for relations with the tourism industry at the Canadian Tourism Commission in Paris, tel: (011-33-1) 44 43 25 02, fax: (011-33-1) 44 43 29 94, or e-mail: dcordisco@cct-paris.com or visit the Internet site at www.amb-canada.fr



Cultural Heritage Businesses in Washington — Continued from page 3

Trade News

reduce poverty within communities, generating revenue through existing cultural products, improving quality of life and fostering a sense of belonging and individual pride.

Since then the World Bank has tried to take the cultural dimension into account, especially in terms of urban development, and has increased the annual budget for this area (3 per cent in 1998, 4 per cent in 1999, and almost 6 per cent, or about US\$1.8 billion, projected in 2000).

Since Canadian companies are allowed to compete for contracts financed by the World Bank, this trend represents an appreciable trade potential for Canadian businesses working in cultural heritage, especially those

ready to face the challenges of international competition in Third World countries and those in market transition.

Productive meetings

Participants in the mission met with IFI representatives who said they were aware of Canadian know-how in developing policies, and managing and preserving heritage. They also took part in information sessions on IFI practices, project cycles, and the types of contracts offered to businesses.

However, speakers stressed the importance of forming consortiums to bring together different kinds of expertise that can respond to the various aspects of projects submitted by developing countries.

Participants also used these meetings to seize business opportunities with these banks in the key fields of urban development and cultural heritage. Projects were also identified for several regions (Eastern Europe, Latin America); the World Bank called upon the support of the Montreal regional office of the Department of Canadian Heritage.

For information on the mission and business opportunities, contact Linda Mayer, Department of Canadian Heritage, Quebec Region, tel.: (514) 283-4016, fax: (514) 283-8794, e-mail: mayer.linda@ic.gc.ca or Marie Stamp, Director, Office of Liaison with IFIs, Canadian Embassy, Washington, tel.: (212) 682-7719, fax: (212) 682-7789, e-mail: marie.stamp@dfait-maeci.gc.ca or Anne Delaney, Arts and Cultural Industries Promotion Division, DFAIT, tel.: (613) 995-0674, fax: (613) 992-5965, e-mail: anne.delaney@dfait-maeci.gc.ca

Opening of Three Facilities in Poland

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Calgary, WCI Waste Management Inc. of Ottawa, and WCI Natcol of Katowice, Poland) to build/operate a recycling/composting plant in Zabrze.

Total investment in the facility was over \$5 million, which was constructed through a turnkey contract between the city of Zabrze and the Inter/Horstmann company. A number of Ontario companies supplied equipment for the plant, including Helm Welding (Lucknow), Rotogran International Inc. (Concord), and Waste Stream Management (Ajax). The Canadian technology used at this plant is an excellent example of an economically viable and environmentally sound solution to municipal solid waste problems.

The expertise and technology of ADI International of Fredericton, New Brunswick, used to upgrade the existing Zabrze water purification

plant, serves as a model for municipalities and industries that want to improve their water quality.

Also in attendance at these two opening ceremonies were Nola-Kate Seymoar, Executive Director, International Centre for Sustainable Cities; Joe Kennedy, President, WCI Waste Management Inc.; Mike Mikelides, President, Rotogran International Inc.; and David J. Beattie, President, ADI International.

For more information, contact Jean-Pierre Petit, Trade Commissioner, Central Europe Division, DFAIT, tel.: (613) 992-1449, fax: (613) 995-8756, e-mail: Jeanpierre.Petit@dfait-maeci.gc.ca or the Commercial Section, Canadian Embassy, Warsaw, tel.: (011-48-22) 629-8051, fax: (011-49-22) 622-9802, e-mail: wsaw-td.@dfait-maeci.gc.ca, Internet: www.infoexport.gc.ca/pl

NBTel Global Inc.

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NBTel Global's success also illustrates the value of face-to-face briefings by Canada's Trade Commissioner Service (TCS) — and follow-up by the company of leads — to help generate new business overseas. "The initial contact by TCS has paid enormous dividends," LeBlanc adds. "Its assistance has been invaluable, not only in London, but in Hong Kong and New York as well."

For more information on NBTel Global, contact Rick LeBlanc, tel.: (506) 694 2185, toll-free in North America: (800) 363-3358, fax: (506) 658-0600, e-mail: NBTel Global@nbtel.nb.ca

Korean Appetite for Canadian Food Products Heats Up

SEOUL, KOREA — March 14-15, 2000 — Rapid changes are occurring in the way food products are processed, distributed and marketed in Korea. Consumer tastes are becoming more Western due to Korea's development as a modern, industrialized nation. The Korean economy is fast recovering from the economic crisis that hit Asia in late 1997. All of these factors are generating an escalating demand for imported food products in Korea.

To help satisfy the Korean appetite for Canadian food products and to introduce Canadian suppliers to the burgeoning market, the Canadian Embassy in Seoul is organizing the New Millennium Canadian Food Show.

The New Millennium Show will be an excellent, low-cost opportunity for Canadian companies to investigate new opportunities. Tours of local food retail outlets, wholesaler

and discount outlets will also be arranged.

To register, or for more information, contact Murray Mitchell at Agriculture and Agri-Food Canada (AAFC), International Marketing Bureau in Ottawa, tel.: (613) 759-7719, fax: (613) 759-7506; or Murray Pearson at the Canadian Embassy in Seoul, Korea, tel.: (011-82-2) 3455-6056, fax: (011-82-2) 755-0686; or AAFC's Regional Office in your province.

Post-earthquake Construction Mission Headed to Turkey

TURKEY — January 31-February 4, 2000 — In the wake of the devastating earthquakes in Turkey a construction trade mission is being organized to capitalize on the opportuni-

ties emerging from this country's massive reconstruction efforts.

Opportunities for building and commercial products and equipment in the housing, construction,

contracting and engineering sectors are available for Canadian firms, especially those with technological expertise.

The mission program includes group activities combined with individual meetings with Turkish firms. Time will also be available for independent activities.

The construction mission to Turkey is organized by the Department of Foreign Affairs and International Trade (DFAIT) with its Team Canada Inc partners, Industry Canada and Canada Mortgage and Housing Corporation, and the Canadian Embassy in Ankara.

To participate in the mission, contact Jean-Louis Robitaille (DFAIT), tel.: (613) 996-4484, fax: (613) 995-8783, e-mail: jean-louis.robitaille@dfait-maeci.gc.ca

For more information, contact Loreta Giannetti (DFAIT), tel.: (613) 996-5263, fax: (613) 995-8783, e-mail: loreta.giannetti@dfait-maeci.gc.ca

First Southeastern Europe COMDEX Show Set for Athens

ATHENS, GREECE — March 16-19, 2000 — COMDEX Greece, the first COMDEX show in Southeastern Europe, is designed to present new products, technologies and applications to companies and visitors from around the world, in particular Europe, the Balkans and Cyprus. It is anticipated that more than 150 of the most important international and domestic information technology companies will be exhibiting their products and services at the show.

Organized by the American-Hellenic Chamber of Commerce

and Ziff-Davis Events, COMDEX Greece will also feature key speakers, a multitude of conferences, seminars, workshops and discussions.

For more information, contact the American-Hellenic Chamber of Commerce in Athens, tel.: (011-30-1) 362. 3231-3, fax: (011-30-1) 361. 0170 or 362.0995, e-mail: amcham@ath.forthnet.gr. Companies may also wish to copy George E. Dimitriou, Commercial Officer, Canadian Embassy in Athens, tel.: (011-30-1) 727.3355, fax: (011-30-1) 727.3460, e-mail: athns-td@dfait-maeci.gc.ca

Plug into ICT Nordic Mission and CeBIT, the World's Largest Trade Show

FINLAND, SWEDEN, NORWAY, DENMARK, GERMANY — February 20-27, 2000 — The Department of Foreign Affairs and International Trade (DFAIT) is organizing a New Exporters Overseas (NEXOS) mission to the four Nordic countries and to CeBIT, the world's largest information and communications technology (ICT) trade fair.

NEXOS mission: Market opportunities

This NEXOS mission is designed to introduce the Nordic ICT market to Canadian companies that have not exported to the region before. NEXOS missions expose companies to the market opportunities available to them, identifying emerging trends and market characteristics, explaining the aspects of doing business in the target countries, and how to develop strategies to achieve distribution and sales.

Each mission includes a full day of briefings on how to find an agent, distributor, or associate, and provides information in areas such as customs procedures, market access, shipping, labelling, distribution channels and currency regulations, through seminars and workshops which include local speakers.

The mission will begin in Helsinki and will proceed to Stockholm, Oslo, and Copenhagen, for one day each before going on to Hannover

for a minimum two-day stop at CeBIT 2000.

CeBIT, a mega show

The program at CeBIT will begin with a half-day orientation session to the fair, and will allow for a minimum of two days to visit the show. Participants interested in visiting other European posts after CeBIT may make arrangements through the mission organizer (*below*) to take advantage of the services offered by the Canadian Trade Commissioner Service worldwide network.

Heralded as the world's largest trade fair, CeBIT is Europe's premier ICT event that consistently breaks its own records, with nearly 7,500 exhibitors in 1999, and over 700,000 visitors during the seven-day event.

The show covers the ICT sector in its entirety with 28 halls thematically assigned to various subsectors such as IT hardware; telecommunications; network computing; development, construction, production and planning; automatic data collection; software, consulting, and services; office automation; bank technology; plastic card technology and security equipment; as well as research and technology transfer.

Held annually, CeBIT's success has been based on its ability to act as a single focal point for increasingly converging technologies. The lines between traditional computing and

telecommunications have, with the pervasive influence of the Internet, become increasingly blurred.

From a technology standpoint, CeBIT compactly showcases cross-over influences of the latest ICT developments in search of a greater variety of applications. As an international meeting point, it is unsurpassed with exhibitors from 64 nations.

Information

Participants in NEXOS are responsible for their own transportation, accommodation and living expenses. NEXOS will cover associated program expenses such as meeting rooms, speakers and local transportation.

Market reports on the target countries can be found on DFAIT's InfoExport site at www.infoexport.gc.ca Articles on some of the Nordic markets will be featured in upcoming issues of *CanadExport*.

For more information or to participate in the ICT NEXOS mission to the Nordics and CeBIT, contact Emmanuel Skoulas, Trade Commissioner, tel.: (613) 995-6565, fax: (613) 944-1008, e-mail: emmanuel.skoulas@dfait-maeci.gc.ca or Gayle McCallum, tel.: (613) 996-1530, fax: (613) 944-1008, e-mail: gayle.mccallum@dfait-maeci.gc.ca both at DFAIT's European Business Development Division.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, over 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

World PC EXPO 2000, Tokyo, Japan — Continued from page 1

Trade Fairs and Missions

To help them do so, JETRO has created the *Software Import Specialist Program 2000*. Under the program, a software industry specialist from Japan will visit a number of Canadian companies that have potential in the Japanese market and will select some of them for inclusion in JETRO's booth at the World PC Expo in Tokyo in the fall 2000.

There is no fee for participating in this program, and most shipping and exhibition costs are borne by JETRO. All Canadian software companies that do not already have an agent, distributor or contract in Japan are invited to apply for this program.

Participating companies will also receive a list of Japanese firms that

expressed an interest in their product during the trade show. This list includes contact information, a brief company profile, and an indicator of their level of interest. Over the past two years, these lists have given Canadian companies an average of more than 100 contacts each.

JETRO is a Japanese government-related agency that operates under the auspices of Japan's Ministry of International Trade and Industry. Its mandate is to facilitate Canadian

exports to Japan, as well as to promote the expansion of investment between the two countries.

DFAIT's Japan Division fully supports these efforts to help Canadian software companies and encourages them to contact JETRO.

For more information or to receive an application — the deadlines are very tight — contact Jason Krausert, Assistant Director, Research and Investment, JETRO-Toronto, tel.: (416) 861-0000, ext. 235, fax: (416) 861-9666.

Business Agenda

Doing Business in Uzbekistan

CALGARY — January 10, 2000 — The Canada Eurasia Energy & Industry Alliance (CEEIA) is organizing a conference on *Doing Business in Uzbekistan*. There will be representatives of Uzbekneftegas, the Ministry of External Affairs, Foreign Investment, Higher and Secondary Education and Environment. CEEIA is a non-profit, membership-funded organization that promotes the business development of Canadian industry in Eastern Europe and the Former Soviet Union. Registration by Internet: www.ceeia.org, e-mail: iva@ceeia.org or fax: (403) 218-8727.

Alimentaria 2000 is Waiting for You!

BARCELONA, SPAIN — March 6-10, 2000 — Alimentaria 2000 is considered the largest international food fair in the world after ANUGA (Cologne) and SIAL (Paris).

In March 2000, more than 3,000 participants from about 50 countries are expected to attend. It is anticipated that approximately 110,000 visiting professionals from some 90 countries will be accredited.

In order for Canada to project the best image abroad, Canadian companies will be in the international section. A commercial attaché from the Canadian Embassy in Spain will attend.

Alimentaria 2000 will be divided into nine product families: *Expobebidas* (soft drinks, bottled water, beer, ciders); *Intercarn* (meat and meat byproducts); *Interlact* (milk and dairy products); *Interpesca* (fish and seafoods); *Intervin* (wines and spirits); *Multiproducto* (general food products); *Mundidulce* (sweets, cookies and confectionery); *Restaurama* (food outside the home); and *Vegefruit* (fruits and vegetables).

The fair will also have parallel activities such as an international food forum focusing on *Communication in the 21st Century*; *Innoval*, presenting a range of new products, and an international wine-tasting competition.

For information, or to participate, contact Gayle McCallum, European Trade Promotion, DFAIT, tel.: (613) 996-1530, fax: (613) 944-1008, e-mail: gayle.mccallum@dfait-maeci.gc.ca or Rosemarie Ojalvo, OCI Marketing Inc., tel.: (519) 433-0531, fax: (519) 433-0811, or Sylvie Laniel, Quebec Department of Agriculture, Fisheries and Food, tel.: (514) 873-4147, ext. 251.

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Web site at <http://www.dfait-maeci.gc.ca>

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