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Department of Foreign Affairs
International Trade

Ministère des Affaires étrangères
et du Commerce international

JAN 29 2003

Canada

CanadaExpo



Netherlands, United Kingdom and Italy Team Canada trade mission to Europe

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P rime Minister Jean Chrétien will lead a **Team Canada trade mission to the Netherlands, the United Kingdom (U.K.) and Italy from March 25 to April 4, 2003.**

The Prime Minister will be joined by International Trade Minister Pierre Pettigrew, provincial premiers, territorial leaders and business executives from across Canada. They will travel to The Hague, Amsterdam, London, Rome and Milan.

trade, investment and science and technology partners in the world," said the Prime Minister.

The upcoming trade, investment and science and technology mission will focus on further promoting these activities—through networking sessions, seminars and workshops in all three destinations—in a number of areas, including: aerospace, agri-food, construction and building products, culture, education, environment, health, information and communications technology, life sciences and sustainable energy.

continued on page 7 — Team Canada



Team Canada • Équipe Canada
2003

"The Netherlands, the U.K. and Italy are among Canada's most important

Vol. 21, No. 2
February 3, 2003

Supplement
**TURKEY — EXPANDING MARKETS
AND OPPORTUNITIES**
(see insert)

Americas Food and Beverage Trade Show Canada a big hit in Miami

The **5th Annual Americas Food and Beverage Trade Show** held in Miami last December was the perfect venue for over 60 Canadian companies to exhibit their products to potential clients from throughout the southeast U.S. and more than 30 countries from Latin America and the Caribbean.

Miami a Gateway

The importance of Miami as the gateway to the Caribbean and Latin America was underscored by the record number of buyers attending from throughout the region, even at a time when their local economies are facing difficult times.

continued on page 6 — Americas

CCC a facilitator

New airport for Quito

As a Crown Corporation mandated to facilitate international trade, particularly in government markets, the **Canadian Commercial Corporation (CCC)** has helped thousands of companies from across Canada close export deals worth more than \$30 billion and facilitated sales to foreign governments in more than 100 countries. The construction of a new airport in Quito, Ecuador is a project CCC is currently involved in.

The Mariscal Sucre Airport in Quito was originally built in the valley at one

end of the city to be used by propeller aircraft, which had to avoid the surrounding mountains. As the city expanded and grew around the airport, the facility became more difficult for the newer, larger jet aircraft. Due to lack of land required for expansion, plans were developed for a new facility to be built approximately 18 kilometers outside the city.

To expedite development of the new airport and to follow a fair and transparent procurement process, Corporacion Aeropuerto Y Zona Franca del Distrito Metropolitano de Quito (CORPAQ)—the entity authorized by the Municipality of Quito to build, manage and maintain the new airport—entered into a “Swiss Challenge Agreement”, with CCC acting on behalf of a Canadian consortium consisting of **Aecon Group Inc., Marshall Macklin Monaghan and Airport Development Corporation (ADC)**.

This agreement required CCC to submit a proposal for the design, engineering, construction and operation of the airport, which would be used as the baseline against which other offers would be compared. Ultimately, CCC and the Canadian consortium were granted the construction and concession rights to the airport and invited to negotiate the respective agreements.

The Canadian consortium, led by Aecon, had originally approached CCC in 2000 to assist them with the project and take the lead as prime contractor on this deal because of CCC's experience and expertise in export contracting and transactions with foreign governments. The group believed their offer would be strengthened if the construction contract would be executed on a government-to-government basis.

Put the power of Canada behind your export sales



The **Canadian Commercial Corporation (CCC)** is a Crown corporation mandated to facilitate international trade, particularly in government markets. Acting as a prime contractor, CCC signs export contracts which provide access to markets for exporters and a government-backed performance guarantee for buyers. CCC also assists exporters to increase their pre-shipment working capital from commercial sources, and offers its international contracting expertise on a fee-for-service basis. When it comes to exports, CCC means credibility, confidence, and contracts.

For more information, contact CCC, tel.: **(613) 996-0034**, toll-free in Canada: **1-800-748-8191**, Web site: **www.ccc.ca**

Technical and commercial discussions followed the award of the tender and, in September 2002, CCC and CORPAQ signed a full set of agreements that allow for CCC to act as the prime contractor on the construction of the new airport and a Canadian-led consortium called Quiport to operate the airport's post-construction. CCC will subcontract 100% of the construction to Aecon.

Quiport is also responsible for raising project financing—a task in which CCC is not involved. In addition to other financiers, the Overseas Private Investment Corporation (OPIC) of the United States has already expressed interest in financing US\$200 million for this project.

Final Canadian government approval is pending, and a number of conditions—precedent to the start of this project—includes the completion of a satisfactory environmental assessment

continued on page 6 — Quito

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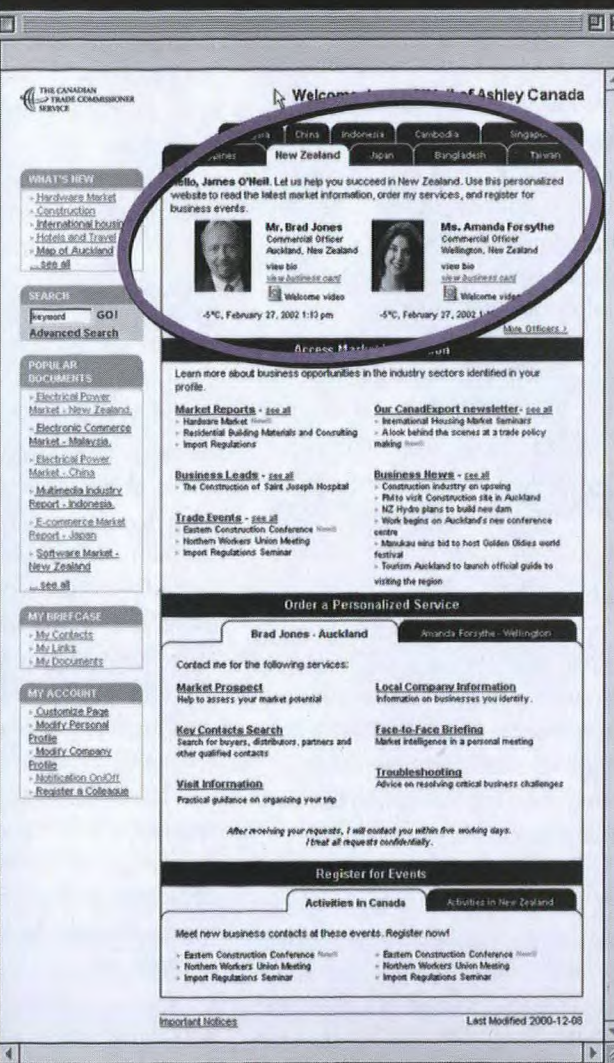
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Opportunities in Bulgaria and Turkey

Upcoming trade mission

Secretary of State (Central and Eastern Europe and Middle East) Gar Knutson will lead a **trade mission to Bulgaria and Turkey, May 21 to 29, 2003** to assist Canadian businesses in exploring and developing commercial opportunities.

Both countries share a region in the southeastern part of the Balkan peninsula which is undergoing dynamic social and economic change, and plays an increasingly important role as a link to the European Union (EU), the Middle East, Russia and the Community of Independent States.

The mission will visit **Sofia, Bulgaria, from May 21 to 23; Istanbul, Turkey's largest commercial centre, from May 25 to 27; and Turkey's capital, Ankara, from May 27 to 28.**

Bulgaria

Bulgaria is fast becoming a western oriented country (accession talks have begun to join NATO and the EU) and is characterized by political and economic stability, solid economic growth, low labour costs, a high level of education and national treatment for foreign investment.

Bulgaria has averaged over 4% growth in GDP in the last four years. In 2002, there was greater privatization of the economy which again grew by over 4%. Interest rates remain low. The Bulgarian currency, the Lev, is stable and pegged to the Euro. Services account for approximately 58% of Bulgaria's GDP, while industry and agriculture account for 28% and 15% respectively.

Major imports are minerals, machinery and equipment, food and textiles. There are opportunities in many industrial sectors but the best ones lie in **agriculture and agri-food, trans-**

portation, electricity generation and telecommunications.

Turkey

Turkey is another promising and expanding market. With a population of 69 million and the 17th largest economy in the world, Turkey represents an important market for Canadian goods and services. Overall prospects for Turkey are promising as a result of its Customs Union with the EU and its enhanced role as a gateway to the emerging markets and natural resources of the Caucasus and Central Asia.

EUROPE

Continued steps towards economic reform, a growing and dynamic private sector, a new majority government, and a skilled labour force are generating excitement about the recovery of the Turkish economy. GNP grew by 8.8% in the second quarter of 2002 and inflation stood at 37% in September, down from 68.5% at the start of the year. According to the OECD, real growth should reach 3.6% this year and 4.3% in 2004.

Canada-Turkey bilateral trade has nearly tripled in the last decade, reaching \$497 million in 2001, and Canadian investments in Turkey total approximately \$410 million, making Canada the 14th largest investor there.

With Turkey on an upswing, the country offers potential for Canadian companies in a variety of sectors, including **energy (oil, gas, electricity), transportation, mining, construction, environment, information and communications technologies, aerospace, agriculture and agri-food, health, as well as consulting**

engineering and infrastructure equipment and services.

How to participate

Experienced Canadian exporters from all sectors are invited to apply to join the mission. In each city, the business program will consist of seminars, networking opportunities, hospitality events and the chance to meet local business leaders as well as other Canadian businesspeople active in the region.

For more information, assistance or assessment of the regional situation, contact the mission support team at DFAIT. **For Bulgaria:** Brian Hood, tel.: **(613) 944-1562**, fax: **(613) 944-3107**, e-mail: **brian.hood@dfait-maeci.gc.ca**

For Turkey: David Clendenning, tel.: **(613) 996-4484**, fax: **(613) 995-8756**, e-mail: **david.clendenning@dfait-maeci.gc.ca**

To view the full program or **to register**, visit the mission Web site at **www.dfait-maeci.gc.ca/trade/missions/oltm/bulgariaturkey**

(For the unabridged version, see **www.infoexport.gc.ca/canadexport** and click on "Trade Fairs and Missions".)

CANADIAN TURKISH BUSINESS COUNCIL CONFERENCE

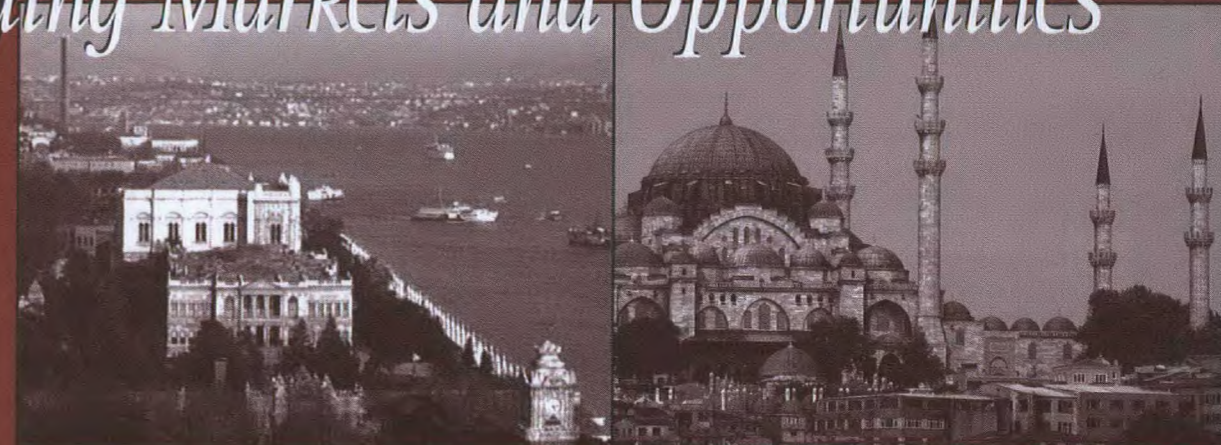
TORONTO — March 20, 2003 —The Canadian Turkish Business Council's second annual full-day **Business Conference** will focus on increasing awareness of opportunities for trade and investment between Canada and Turkey. The program will contain an overview of the business environment, impact of political changes in Turkey, business challenges and opportunities, and sector success stories. Guests of honor will include Secretary of State Gar Knutson and the Turkish Ambassador to Canada. **To view** the full program or **to register**, go to **www.ctbc.ca**

SUPPLEMENT CanadExport

February 2003

TURKEY

Expanding Markets and Opportunities



Message from the Ambassador

Turkey, with a population of over 69 million and the world's 17th-largest economy, is expected to outpace the average growth of countries in the European Union over the next few years. This growth represents tremendous commercial potential for the Canadian business community.

Though the country has recently emerged from a period of economic hardship, Turkey's long and distinguished trading history, its promising economic future and its historically close ties to Canada, make this an ideal time for Canadian companies to explore the many opportunities the country offers. These are particularly encouraging in sectors such as energy, transportation, mining, construction and telecommunications, as well as in consulting engineering and infrastructure equipment and services.

Future prospects for commercial relations are bright as a result of both Turkey's Customs Union Agreement with the European Union and its increasingly important role as a gateway to the emerging markets and natural resources of the Caucasus and Central Asia.

It is with strong optimism that I, as the newly arrived Ambassador, welcome Canadian companies, large and small and from all sectors, to take advantage of the many developing trade and investment opportunities that Turkey offers.

Our dedicated and experienced trade officers at the Canadian Embassy in Ankara are eager to help Canadian businesses explore the significant potential that awaits them in Turkey.

We look forward to working with you.

Michael R. Leir
Canada's Ambassador to Turkey



Canada-Turkey Trade and Investment Relations

Turkey, by its history, its geography, and its cultural heritage has always been a crossroad of change and innovation. Over recent years, while its East European neighbours in the region have worked to overcome the legacy of communism, Turkey's entrepreneurial spirit has continued to assert itself despite the hardship created by difficult economic conditions.

This environment, characterized by high inflation rates, successive devaluations and banking crises has been overcome by the resilience and imagination of Turkey's entrepreneurs. Today's Turkey is once more at a crossroad as it has engaged in substantive structural reforms aimed at enabling the country to prosper and succeed in a globalized economy. If successfully implemented, these measures should allow the country to achieve its potential and become an engine of economic growth and prosperity in the region. The thrust of these reforms is intended to foster macro-economic stability which is essential to provide the predictability needed for capital investments to take place and to attract foreign direct investment.

While Turkey already has a Customs Union with the European Union (EU), its candidacy to join the EU is providing additional impetus to its modernization and reform efforts.

Continued deregulation, a growing and dynamic private sector, and a skilled labour force are generating optimism about the Turkish economy. In fact, over the last two decades, Turkey has experienced the highest growth rate of any Organization for Economic Cooperation and Development (OECD) country, averaging 5.2 percent annually.

The economy has shown signs of recovery from the recession of 2001. Gross National Product grew by 8.8 percent in the second quarter of 2002 and inflation stood at 37

percent in September, down from 68.5 percent at the start of the year. According to the OECD, real growth should be close to 4 percent in 2002 and 3.6 percent and 4.3 percent in 2003-2004.

Perhaps the most significant development in recent years is the country's Customs Union Agreement with the European Union, signed in 1996. Goods can now move freely between the EU and Turkey without customs duties or quotas. While the Customs Union gives preferential access to European markets, general tariffs on Canadian and other third-country imports have also been reduced. In effect, most Canadian products and services, which were competitive before the Customs Union, have remained competitive and, in many areas, gained market share.

Exports/Imports

Canada-Turkey trade has nearly tripled in the last decade, reaching \$497 million in 2001, and is an important component of Canada's growing commercial interests in this region. In 2001, Canadian exports to Turkey totalled \$172 million, a 33-percent drop from 2000, due to economic conditions in Turkey. As these conditions continue to improve, however, the value and range of Canada's exports are expected to rise. The bulk of Canada's exports to Turkey are commodities (coal, wood pulp, newsprint, iron ore, pulses, wheat) and manufactured products such as electrical goods, telecommunications equipment, and aircraft-related equipment.

In 2001, imports from Turkey increased some 7.5 percent from 2000 to \$315 million. Canadian imports are primarily Turkey's traditional exports: rolled steel and steel bars, raisins, woven fabrics, other textile products and ceramics.

Opportunities for Canadian companies are promising in sectors such as infrastructure development, telecommunications, transportation, energy, industrial upgrades, health, tourism, mining, construction, and aerospace and defence. While the public sector will continue to be a major source of demand for large-scale projects, Turkey's dynamic private sector is emerging as one of the main drivers for trade between Canada and Turkey.

Agreements key to trade and investment growth

With the signing of the Memorandum of Understanding (MOU) on Bilateral Cooperation in

the Energy Sector between Canada and Turkey in 1998, considerable potential was created for a substantial increase in Canadian exports of consulting engineering and infrastructure construction services to Turkey. One of the most visible Canadian exports in this area has been the Ankara Metro Project, constructed by SNC-Lavalin and Bombardier/UTDC.

Negotiations continue on finalizing a Framework MOU, designed to provide a structural basis for Canada-Turkey bilateral relations. The signing of this document will demonstrate Canadian confidence in Turkey as it pursues its economic reform program. As well, Canada and Turkey have been negotiating a Double Taxation Agreement for some time.

In Montreal, on June 16, 2002, Canada and Turkey signed two agreements to promote bilateral trade and investment. The first document involved the business councils of the two countries and the second was between the Canadian Manufacturers & Exporters and the Union of Chambers of Commerce, Industry, Commodity Exchanges and Maritime Chambers of Commerce of Turkey.

In anticipation of growing commercial relations between the two countries, a number of Canadian companies, large and small, have established strong trade and investment ties with Turkey.

Much of the Canadian business community's interest will be focused on the 10-15 million Turkish consumers in the major urban centres of Western Turkey, namely Istanbul, Ankara and Izmir, the majority of whom are below the age of 30 and aspire to a lifestyle and standard of living similar to Western Europe.

Investment

One of the main objectives outlined in the economic reform program announced by Turkey's new government is the opening up of the country's economy to foreign investors. The emphasis Turkey is giving to foreign investment promises considerable potential for Canadian business interests in all areas of the Turkish economy.

Canada is the 14th-largest investor in Turkey, with investments totalling \$409.7 million (US\$262.4 million). Five Canadian investments make up a major portion of this figure: Four Seasons Hotels in Istanbul; Eldorado Gold in Usak; Inmet Mining in Rize; OZ Optics in Izmir; and the Norte/NIETAS joint venture in Istanbul.

New Turkish Government Launches Economic Revitalization Plan

Turkey's newly elected AK Party (AKP) brings renewed energy and determination to resolve Turkey's economic ills and set the country firmly on the path of increased integration with Europe.

There is widespread optimism regarding the AKP, the first majority government in Turkey in over 10 years, as it continues to provide reassuring messages on its economic program and commitment to International Monetary Fund-backed reforms, designed to set the foundation for strong sustainable economic growth. The formation of a moderate cabinet, including a young and dynamic economy minister, has had a beneficial effect on market indicators. On November 18, 2002, the Turkish Lira reached its highest value against the U.S. dollar in over four months. Business groups have praised the new government's positions, while macro-economic indicators continue to follow positive trends started under the former economic minister.

AKP has also put forward an ambitious one-year economic revitalization plan. Immediate actions include consolidating public spending in a single Treasury account and starting extensive tax reform. Other planned measures include accelerating privatization, encouraging foreign direct investment and revitalizing key sectors like manufacturing and agriculture. By the end of 2003, the AKP plan aims at full privatization of mining and energy management, as well as a redefinition of the transportation sector.

Turkish companies are also showing increased interest in Canada as an investment location. One such investment is by the Turkish company Arbel Pulse, Grain Industry and Trade S. A. Arbel, which operates the largest pulse

processing plant in the world, and is the majority shareholder of the recently completed 25,000-square-foot, \$5.2-million lentil processing/splitting plant by **Saskcan Pulse Trading** in Regina.



Fast Facts

General

Capital: Ankara
Total Area: 780,576 km²
Population: 69.3 million; urban 73%, rural 27% (2002)
Currency: Turkish Lira; C\$1 = 989,200 (November 2002)

Economic

GDP: US\$148.2 billion (2001)
GNP per capita: US\$2160 (2001)
GNP real growth rate: +4.1% (est. 2002)
Inflation: 37% (2001)
Unemployment Rate: 11.8% (2002)
Total Foreign Investment: US\$26.3 billion (2001)

Total Canadian Investment: US\$262.4 million (2002)

Trade

Total Turkish Exports: US\$31.3 billion (2001)
Total Turkish Imports: US\$41.4 billion (2001)

Source: Baltic, Central European and Eastern Mediterranean Division (REC) Division, DFAIT



Sector Opportunities and Market Considerations



Quality, technological sophistication and price are the most important factors affecting competition in the Turkish market. Price is an essential factor for government purchases and in awarding of contracts. Appointing an agent and distributor, or establishing joint ventures with local firms, and the ability to provide a financing package are also keys to success in this market.

Government projects are usually large and focus on infrastructure development, defence and health. The projects normally take time to develop and require considerable marketing, but the rewards can be very attractive.

The Commercial Section of the Canadian Embassy in Ankara can assist Canadian firms seeking an agent or distributor. In Turkey, agency representation agreements are private contracts between agents and their foreign suppliers. There are no regulations governing commission rates.

Turkey has a relatively free market for trade in goods and services; there are no tariff barriers for most products and services imported into Turkey. Bid and performance bonds are normally required in a number of sectors, including aerospace and defence, transportation and industrial automation. Health-care products must possess either Food and Drug Administration (FDA) certification or an import permit obtained from the Turkish Ministry of Health. Medical goods imports are also subject to the approval of the Turkish Standards Institute and must comply with ISO 9000 or equivalent standards. No customs duties are imposed on mining extraction and processing equipment as long as an incentive certificate is obtained from the Undersecretariat of Foreign Trade. Otherwise, the customs duty may vary from 0 percent to 15 percent of the C.I.F. price. Offering after-sales services for data processing and communications equipment is becoming increasingly important, since most established customers

and businesses are looking for long-term maintenance and upgrading services.

Turkish companies offer good opportunities for third-country cooperation, since many of them are aggressively pursuing business in the region (Middle East, Russia and Commonwealth of Independent States [C.I.S.] countries). Turkey's shared ethnic and cultural ties with the "Turkic Republics" (Azerbaijan, Kazakhstan, Kyrgyzstan, Turkmenistan, Uzbekistan and Tajikistan) would make it even more beneficial for Canadian companies to associate with a Turkish company.

Turkey has an ambitious plan to become an energy conduit for the vast oil and natural gas reserves to be moved from Central Asia and Azerbaijan to Europe, mainly through the recently started joint construction of the Baku-Tbilisi-Ceyhan oil pipeline.

AEROSPACE AND DEFENCE

The Turkish civilian aircraft market has grown significantly in the last eight years, as a result of expansion by state-owned Turkish Airlines and increased interest from the private sector in corporate aircraft and helicopters.

Turkey is the second-largest military force in NATO. Between now and 2020, a significant investment on overall weapons systems is expected. Turkey's defence products market provides many opportunities for Canadian companies prepared to seek out forms of cooperation such as joint ventures and technology transfer.

Opportunities exist in corporate and regional aircraft, fire-fighting aircraft, aircraft engines and parts, avionics and navigational systems, radar systems and training simulators. There is growing interest from large industrial/commercial holding groups in executive/corporate jets and helicopters.

The Turkish Ministry of Defence is currently working on a number of projects, including tank production, fighters, training, airborne warning and control aircraft, electronic systems, missile systems and helicopters.

These projects all offer opportunities for Canadian manufacturers of subsystems, parts, components, avionics and electronics.

For more information, contact:
Can Ozguc, Commercial Officer
Canadian Embassy
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fax: (90-312) 459-9365
e-mail: can.ozguc@dfait-maeci.gc.ca

Related Web Sites
Turkish Undersecretariat for Defence Industries (SSM): www.ssm.gov.tr

Turkish Air Forces Logistics Command:
www.hvlojk.mil.tr

AGRICULTURE AND FOOD PRODUCTS

Several different climatic zones and a large, fertile land area allow Turkey to have an annual agricultural surplus. Cereals and grains account for more acreage than any other crop, with wheat the most prominent, followed by barley, cotton, corn, sunflower seeds, lentils, tobacco and sugar beets.

Although Turkey is a leading producer of red and green lentils, harvests have been declining in recent years. To meet the shortage, Canada has been the major supplier of lentils to the country since 1996. Between 1997 and 2000, Canadian exports increased from \$7.7 million to \$58.9 million, but dropped to \$9.1 million in 2001 due to sufficient local production. In 2002, approximately 20-30,000 tons of green lentils was estimated to have been imported from various sources, including Canada. Other agricultural products offering export potential are seed potatoes, sweet potatoes, and dried peas.

Turkey has implemented the Southeastern Anatolia Project (GAP) for hydro-electric power generation and irrigation, creating investment opportunities in the agricultural sector.

Turkey lacks advanced know-how in food-processing technology, and its limited capacity to produce processed food to Western quality standards impedes its ability to compete in international markets. To remedy this situation, the government is taking measures to stimulate investment and technology transfer in this sector.

Opportunities also exist for introducing new techniques and supplying materials and equipment used in breeding, artificial insemination and embryo transfer, animal feed plant cultivation, and combatting animal diseases.

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METSO Automation SCADA Solutions

Calgary-based METSO Automation SCADA Solutions has been actively promoting SCADA systems in Turkey, successfully completing projects in oil and gas pipeline automation, as well as in gas distribution, municipal water and sewage networks. The company is currently pursuing projects in sectors as diverse as municipal gas distribution, power transmission and power distribution. METSO is preparing to offer its technology for use on the Baku-Tbilisi-Ceyhan and Shah Deniz pipelines, which will carry crude oil from Azerbaijan and gas from the Caspian Sea through Georgia to the Turkish south coast.

Related Web Sites
Turkish Ministry of Agriculture and Rural Affairs: www.tarim.gov.tr

Export Promotion Centre of Turkey:
www.igeme.org.tr

Turkish Food Importers Association:
www.tugider.org.tr

CONSTRUCTION

A fast-growing population and increased migration from rural to urban areas have made the construction sector the driving force behind Turkey's economic development. These rapid increases in population and urbanization are creating demand for some 400,000 new housing units per year. As a result, housing construction has overtaken infrastructure development as the fastest-growing subsector.

In a market that is highly price-sensitive, Canadian building products and manufactured houses are becoming increasingly popular with upper-income buyers. Main export opportunities are for doors and windows, quality lumber, plywood, strand board, coating and finishing materials, roofing and sanitation systems, insulation materials, value-added wood products, and wood- and light steel-framed houses.

Turkey's highly developed construction sector includes a large number of world-class firms active in international markets such as Russia, C.I.S. countries and the Middle East. Partnering with these companies presents third-country opportunities for Canadian firms.

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Related Web Sites
Turkish Contractors Association:
www.tca-uic.org.tr

Interteks International Trade Exhibitions:
www.interteks.com.tr

Yem Trade Show Company: www.yem.net

HEALTH

Over the past decade, and with the aid of World Bank financing, the Turkish health-care sector has experienced a dramatic restructuring process emphasizing privatization of services and cost-effective use of public resources. Investment incentives enabling private entrepreneurs to invest in modern facilities, improved legislation for private health insurance, and simplified international procurement procedures have combined to create a large market for health-care products and services. The medical equipment and supplies market is now valued at \$1.4 billion, of which 50 percent is accounted for by imports. With growth expected to continue, Turkey will remain an attractive market for exporters of equipment and supplies, as well as exporters of consulting services and knowledge transfer, either through joint venture or licensing arrangements.

Main Canadian exports include cancer therapy equipment, X-ray devices, orthopedic implants and appliances, and pharmaceutical products and consumables. The largest single buyer of medical products is the Turkish Ministry of Health and its affiliated hospitals. Military and university hospitals, private clinics and diagnostic labs are also among potential buyers.

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Technomarine

Canadian marina technology will soon be welcoming yachts and other vessels docking at the Turkish harbour town of Turgutreis near Bodrum. Quebec-based Technomarine is currently wrapping up the US\$3.2-million project to build a marina that will accommodate yachts of all sizes, as well as withstand storm winds, using a combination of steel pile anchoring and Mediterranean mooring methods. The project is follow-on business from two similar projects along the same Mediterranean coast, Port Göcek and Cesme. Technomarine has overseen everything from design through to project management and installation for these projects, which were supported by Export Development Canada financing and carried out in partnership with local suppliers.

The small company, which designs and builds floating docks, breakwaters, ferry landings and gangways, exports 98 percent of its output to countries in the Middle East, Asia, the Americas and Europe. It has gained a worldwide reputation for innovative solutions to even the most complex harbour challenges.

Related Web Sites
Medicine Related Resources in Turkey:
<http://web.bilkent.edu.tr/inet-turkey/tip.html>

Turkindex, Health Industry:
www.turkindex.com/health.htm

INDUSTRIAL AUTOMATION

The value of the Turkish industrial, process and utility automation systems and services market is estimated at 1 percent of the US\$7-billion global market. Turkish state-owned public utility companies such as Turkish Petroleum Refineries Corporation (TUPRAS), Petroleum Pipeline Corporation (BOTAS), and Turkish Electricity Distribution Corporation (TEDAS) are the major buyers of utility automation systems. Other potential buyers are manufacturers and industries in the paper, automotive, chemicals, petrochemicals, plastics, metallurgy, cement, food and beverage, pharmaceuticals, glass, textile and energy sectors.

Opportunities exist for sales of robotics, electronic eye devices, sensors, programmable logic controller (PLC) units and software packages. Priority is given to the automation of existing factories and facilities.

For more information, contact:
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fax: (90-312) 459-9365
e-mail: can.ozguc@dfait-maeci.gc.ca

TRANSPORTATION

The Turkish government gives special priority to major infrastructure projects, particularly in the transportation sector. The government is planning the construction of new airports, ports and highways, creating opportunities for building products and construction machinery, automotive parts and service equipment, architectural/construction/engineering services, and travel and tourism infrastructure. The new government is also planning an additional 15,000 km of road widening.

SNC-Lavalin

Active in Turkey in a variety of sectors since the 1980s, Canada-based SNC-Lavalin—one of the world's leading engineering and construction firms—has experienced its most recent Turkish success in a rapid transit project in Ankara. In the 1990s, SNC-Lavalin led a Canadian-Turkish consortium through the financing, design, construction, testing and commissioning phases of the Ankara Metro. The project, worth \$900 million and financed in part by the Canadian government, was completed and commissioned in 1997 and has now been taken over by the municipal operator. Satisfaction with the system is very high, and the municipality has called for tenders for its extension.

SNC-Lavalin continues to work with local Turkish companies and partners to identify new business opportunities in Central Asia and other neighbouring markets.

Inmet Mining Corporation

Northeastern Turkey's Cayeli copper/zinc mine is one of four competitive mining operations of Canadian-based international mining company Inmet Mining Corporation. Holding 55-percent interest in Cayeli, Inmet works in partnership with Turkish mining company Eti Holding S.A.

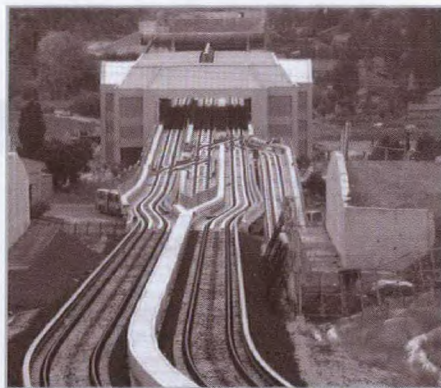
Cayeli, employing more than 400 people, is located on the Black Sea coast in the Rize province. The mine produced its first copper and zinc in late 1994 and has steadily increased production to approximately 40,000 tonnes of both metals. Cayeli exports most of its product to Europe and Asia, and now ranks as one of the lowest-cost underground mines in the world.

"Inmet and its partner have invested over US\$200 million in making Cayeli a world-class competitive mining operation," says Inmet President and CEO Richard Ross. "The plan is to continue expanding and adding value to Cayeli for many years to come."

Various urban transit system projects also offer opportunities for Canadian companies, as does the turnkey construction of the underwater 1.8-km Istanbul Bosphorus Railway Tube Crossing and the 76.3-km suburban railroad (Marmaray), which will be the extension of the Tube on the Asian side of Istanbul. The Directorate General of Railways, Ports, and Airports Construction of the Turkish Ministry of Transportation is the agency responsible for the project.

For more information, contact:

Can Ozguc, Commercial Officer
Canadian Embassy
tel.: (90-312) 459-9353
fax: (90-312) 459-9365
e-mail: can.ozguc@dfait-maeci.gc.ca



equipment, an area in which Canadian firms are strong competitors.

There is a need for solutions to water supply problems through developing major water supply projects, improving reservoir management, reducing water losses in distribution systems, and defining alternative water sources.

Since less than 10 percent of wastewater is treated in Turkey, there are numerous opportunities for Canadian companies in the construction and operation of treatment plants. The greatest potential lies in the industrial sector where organizations have the ability to borrow in international markets and have come under pressure to conform to European environmental standards.

For dealing with hazardous wastes, a number of municipalities are experimenting with the use of small incinerators, the supply of which is a potentially promising area for Canadian companies.

For more information, contact:

Akin Kosetorunu, Commercial Officer
Canadian Embassy
tel.: (90-312) 459-9354
fax: (90-312) 459-9365
e-mail: akin.kosetorunu@dfait-maeci.gc.ca

MINING

Turkey is among the richest countries in the world in natural resources. Today, 53 different minerals are produced in the Turkish mining

Nortel Networks/NETAS

The 35th anniversary of Nortel Networks' presence in Turkey was fittingly marked by the winning of a US\$94-million contract by Nortel, its Turkish manufacturing partner NETAS, and its Turkish installation partner Palmat. Under the three-year contract, awarded in September 2002, the consortium is supplying infrastructure equipment and services to Aycell A.S., Turkey's youngest and highly successful mobile operator, to assist in expanding Aycell's GSM 1800 mobile telecommunications network. This latest contract is expected to increase Nortel/NETAS's competitiveness in neighbouring markets.

The largest Canadian investment in Turkey, Nortel Networks/NETAS has pioneered the transfer of the latest telecommunications technology into the country. Nortel has the biggest R&D facility in Turkey and has been a major supplier of switching and networking equipment.

sector, particularly coal, iron ore, copper, bauxite, zinc and lead. Turkey also has precious mineral deposits, mainly gold, available for development. The country, however, lacks both up-to-date technology and the financial capability to exploit these resources. During the last decade, new legislation has allowed private enterprises, including foreign investors, to take an active part in the mining sector.

In addition to making necessary legislative changes, Turkey has launched an ambitious program to privatize Eti Holding S.A., which controls almost 60 percent of domestic mineral production, as well as various state-owned mines and metallurgical plants.

Major opportunities exist in upgrading facilities for coal mining and preparation, as well as for lead and zinc mining and sintering, copper mining, and gold and silver mining and refining. Other opportunities include the modernization of steel mills and sintering plants, geological surveys, mine exploration, engineering services and equipment supply. Turkish companies are actively seeking joint ventures with foreign firms to supply technology and equipment.

For more information, contact:

Akin Kosetorunu, Commercial Officer
Canadian Embassy
tel.: (90-312) 459-9354
fax: (90-312) 459-9365
e-mail: akin.kosetorunu@dfait-maeci.gc.ca

ENERGY (OIL, GAS, ELECTRICITY)

Turkey's oil sector is dominated by public enterprises, namely Turkish Petroleum Corporation (TPAO) for exploration and production, Turkish Petroleum Refineries Corporation (TUPRAS) for refining, and Petroleum Pipeline Corporation (BOTAS) for oil and gas transmission. Although TPAO has the largest share—approximately 80 percent—in oil and gas exploration and production, more than a dozen Turkish and foreign companies are active in the oil business. Refining and transmission are under state monopoly; however, the government has taken steps to privatize TUPRAS.

The existing domestic gas transmission distribution pipeline infrastructure is very limited, serving only 20-25 percent of the population and requiring substantial expansion to inter-connect main urban and industrial centres.

Opportunities exist for oil exploration and oil field development and production technology, services and equipment; engineering, consulting and contracting services for oil pipeline transmission and distribution; pipeline construction and rehabilitation; and materials and equipment such as steel and polyethylene pipes, fittings, SCADA systems, gas meters and auxiliary material.

Turkey also has the only direct conduit for Central Asian oil and gas to the Mediterranean Sea and is a prospective energy terminal for the export of Caspian oil and natural gas.

There is a growing requirement for electrical power systems to supply energy to Turkey's growing population and industry. Demand for electricity will continue rising parallel to industrial growth; the government plans to encourage Turkish and foreign private-sector investments in the power generation and distribution sectors.

For more information, contact:

Akin Kosetorunu, Commercial Officer
Canadian Embassy
tel.: (90-312) 459-9354
fax: (90-312) 459-9365
e-mail: akin.kosetorunu@dfait-maeci.gc.ca

Related Web Sites

World Energy Council Turkish National Committee: www.wec.ankara.edu.tr

United States Energy Information Administration: www.eia.doe.gov/emeu/cabs/turkey.html

Black Sea Regional Energy Centre: www.bsrec.bg/turkey/turkey.html

Turkish Ministry of Energy and Natural Resources: www.enerji.gov.tr

Turkish Petroleum Corporation (TPAO): www.tpao.gov.tr

Petroleum Pipeline Corporation (BOTAS): www.botas.gov.tr

Turkish Petroleum Refineries Corporation (TUPRAS): www.tupras.com.tr

MOU on Hydro-electric Power Generation

The main projects currently pursued by Canadian companies in the Turkish energy sector are covered in a Memorandum of Understanding (MOU) for hydro-electric development. The MOU, signed by Canada and Turkey in 1998, is for the development of five hydro-electric power plants with an approximate value of US\$1 billion. Consortia consisting of Canadian and Turkish firms have been formed for all these projects and Cabinet decrees have been signed on four of them. Negotiations between the Canadian firms and the Turkish Ministry of Energy are in progress.

The MOU, the result of discussions between the Turkish and Canadian governments as well as Canadian companies, should greatly enhance opportunities for Canadian firms in the energy sector.

OZ Optics Limited

At the top of the list of export advice for doing business in Turkey is establishing a local presence. OZ Optics has taken that advice to the ultimate degree: the Carp, Ontario-based supplier of fibre-optic products has located its new manufacturing plant in Izmir, Turkey.

Founded in 1985, OZ Optics has more than 3,000 clients around the globe in the telecommunications, cable television, medical, military, industrial and educational sectors. The company began looking into the possibility of investing in Turkey in 1998. A 1999 feasibility study, funded in part by the Canadian International Development Agency (CIDA), led to the incorporation, in September 2000, of OZ Optics A.S., which subsequently purchased a manufacturing facility in Izmir. For the past year, OZ Optics A.S. has been selling its Turkish-manufactured fibre-optic components to Turkish companies.

The location, in a country that is a member of the EU Customs Union and that has lower labour and infrastructure costs than those of EU countries, provides both strategic and cost-saving advantages for OZ. The company will also benefit from Turkey's close proximity to emerging markets in Asia and Eastern Europe.

INFORMATION AND COMMUNICATIONS TECHNOLOGIES (ICT)

With the exception of Global System for Mobile Communications (GSM) and the Very Small Aperture Terminal (VSAT) and paging networks, state-owned Türk Telekom (TT) is the only carrier for all telephone systems in Turkey. There are four mobile telephone (GSM 900 and 1800) operators, two VSAT operators, and one paging operator licensed by the Turkish Ministry of Communications.

The Turkish telecommunications sector is growing rapidly with an annual network capacity growth rate of around 6-7 percent. Sales revenues in the ICT market are expected to total approximately US\$9.6 billion by the end of 2002.

Turkey's advanced and fast-growing telecommunications infrastructure constitutes a sound base for local and wide area networking operations. The WAN and data communications industries are moving toward satellite communications in order to provide essential services to banks, newspapers, government offices, transportation companies, universities and other organizations. In the last two years, improvements have also been made to Turkey's Internet network, which currently serves about 4.2 million users.

In 2002, it is estimated that approximately 1.3 million digital telephone lines were

procured from local manufacturers and installed. The Turkish government has plans to privatize 45-51 percent of TT's shares in 2003. Pay-phone and CATV networks are also expected to be privatized.

The information technology sector offers tremendous opportunities. Major end-users are banks, stock exchange brokers, large corporate holdings, transportation companies, and media firms.

Computer software and hardware is one of the country's fastest-growing markets. Personal computers constitute the largest segment in the computer hardware market, with about 750,000 PCs sold annually.

For more information, contact:

Can Ozguc, Commercial Officer
Canadian Embassy
tel.: (90-312) 459-9353
fax: (90-312) 459-9365
e-mail: can.ozguc@dfait-maeci.gc.ca

Related Web Sites

Turkish Telecommunications Regulatory Board: www.tgm.gov.tr or www.th.gov.tr

Informatics Association of Turkey: www.tbd.org.tr

Turkish Informatics Foundation: www.tbv.org.tr

Turkish National Information Infrastructure Project Office: www.tuena.tubitak.gov.tr

Turkish Internet Foundation and Association of Internet Technologies: www.inetd.org.tr

Association of Internet Service Providers of Turkey: www.tissad.org

Information Technology Services Association of Turkey: www.tubisad.org.tr

ENVIRONMENT

Industrialization, a high rate of population increase and rapid urbanization have created acute and diverse environmental problems in Turkey. Due to limited financial resources, the country has not been able to implement up-to-date technologies.

The establishment of a Ministry of Environment in 1991 has placed increasing emphasis on environmental issues. New regulations regarding sewage, medical waste and power plant production, among other issues, will add to the growth of this sector and create opportunities for sales of pollution control

The Trade Commissioner Service of the Department of Foreign Affairs and International Trade (DFAIT), along with government and private-sector partner organizations, are ready to serve Canadian companies that are interested in expanding their export markets in Turkey.

Partner Organizations

Export Development Canada

Export Development Canada (EDC) has a long established business tradition in Turkey having been a key player in most major capital projects which have involved Canadian exporters and investors. Smaller transactions involving Canadian small and medium-sized companies such as Technomarine, have also used EDC's services.

The yearly average volume of EDC business in Turkey over the last three years (2000-2002) has exceeded \$300 million, which highlights Turkey as one of the most important markets for EDC in all of Central and Southeast Europe.

For more information, contact:

Luc Dupont, Manager, Turkey and South Europe
Tel.: (613) 598-2860
e-mail: ldupont@edc-see.ca
Web site: www.edc.ca

Canadian Turkish Business Council

Newly created in 2002 by several major Canadian companies with business interests in Turkey, the Canadian Turkish Business Council (CTBC) promotes bilateral trade and investment between Turkey and Canada and provides its members with critical information on business opportunities and strategies for success in Turkish and third-country markets. The CTBC's Turkish partner is the Turkish Foreign Economic Relations Board (DEİK) and the Secretariat of the Council is the Canadian Manufacturers & Exporters.

The Council aims to facilitate two-way trade and investment between Canada and Turkey; provide a resource centre and platform for information sharing; facilitate the transfer of Canadian technology and expertise to Turkey through strategic alliances between Canadian and Turkish companies; and act as an advocate for Canadian and Turkish business to all levels of governments.

For more information, contact:

CTBC
E-mail: info@ctbc.ca
Web site: www.ctbc.ca

CIDA-INC

The Canadian International Development Agency's Industrial Cooperation Program (CIDA-INC) contributes financial support and advice to Canadian firms planning sustainable business activities in countries such as Turkey. The Program reduces risks to

Canadian firms by sharing the costs unique to doing business in developing countries.

Since the Program began in 1978, a total of 101 projects have been approved for Turkey, for an estimated \$24.2 million. Approximately 14 projects are currently under way in the country and two potential projects are in the planning stage.

Canadian firms are encouraged to visit www.acdi-cida.gc.ca/inc to determine if their company/project is eligible for CIDA-INC assistance.

For more information, contact:

Céline Boles, Program Manager for Turkey
CIDA-INC
Tel.: (819) 997-0569
Fax.: (819) 953-5024
E-mail: celine_boles@cida-acdi.gc.ca

Canadian Commercial Corporation

Canada's export contracting agency, the Canadian Commercial Corporation (CCC), specializes in sales to foreign governments. CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC also gives exporters access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements, thereby enhancing exporter credibility and customer confidence.

For more information, contact:

Tel.: (613) 996-0034 or 1-800-748-8191
Fax: (613) 995-2121
Web site: www.ccc.ca

Key Contacts and Web Sites

- Canadian Embassy, Nenehatun Caddesi No. 75, G.O.P. 06700, Ankara, Turkey
Tel.: 90-312-459-9351
Fax: 90-312-4599365
www.dfait-maeci.gc.ca/ankara or www.infoexport.gc.ca/tr
- Jennifer Barbaree, Counsellor (Commercial) Canadian Embassy
Tel.: (011-90-312) 459-9350
Fax: (011-90-312) 459-9365
E-mail: jennifer.barbaree@dfait-maeci.gc.ca
- David Clendenning, Trade Commissioner Baltic, Central European and Eastern Mediterranean Division (REC), DFAIT, Ottawa
Tel.: (613) 996-4484
Fax: (613) 995-8756
E-mail: david.clendenning@dfait-maeci.gc.ca



Ensemble ... dans un r
Together ...

CANADA

- Department of Foreign Affairs and International Trade: www.dfait-maeci.gc.ca
- Canadian Trade Commissioner Service: www.infoexport.gc.ca
- Industry Canada's Strategis: <http://strategis.ic.gc.ca>
- International Business Opportunities Centre: www.iboc.gc.ca
- Program for Export Market Development: www.infoexport.gc.ca/programs-e.asp
- Team Canada Inc: exportsource.gc.ca (1-888-811-1119)

Visit www.infoexport.gc.ca

to log on to your Virtual Trade Commissioner, a new on-line service allowing registered Canadian companies to access trade leads and market reports, and make service requests from Canada's trade offices in 140 locations throughout the world.

TURKEY

- Turkish State Institute of Statistics: www.die.gov.tr/ENGLISH/
- Turkish Undersecretariat of Foreign Trade: www.dtm.gov.tr/engmenu.htm
- Turkish Undersecretariat for Treasury, General Directorate on Foreign Investment: www.investinginturkey.gov.tr
- Central Bank of the Republic of Turkey: www.tcmb.gov.tr/new/eng/index.html
- Miscellaneous Information on Turkey: www.turkey.com/
- Republic of Turkey (various links): www.oib.gov.tr/links.htm
- Ministry of Tourism: www.turizm.gov.tr
- Foreign Economic Relations Board of Turkey (DEİK): www.deik.org
- Turkish Industrialists' and Businessmen's Association: www.tusiad.org/english.nsf
- Istanbul Chamber of Industry: www.iso.org.tr

Fukuoka Gift Fair 2003 in Japan

Fukuoka a gift of a city

Fukuoka, a city in southern Japan, serves as the main centre for the Kyushu region, a market of 15 million people with a gross domestic product exceeding that of South Korea and Taiwan, and almost the same as Australia's.



tion density, distribution network, ease of information dissemination and consumers' sensitivity to new trends.

Opportunities

The **Fukuoka Gift Fair 2003** (formerly known as the Fukuoka International Trade Fair) will take place in Fukuoka from **September 11 to 14, 2003**. This is a biennial event featuring approximately 400 booths, with exhibitors from over 40 countries attracting 80,000 visitors. The fair focuses on gift items such as gourmet food and wines, accessories, interior items and various consumer goods.

The fair targets a mixed audience of both businesses and general visitors, with direct sales to visitors allowed on the "public days" (September 13 and 14). The event has a good reputation among local importers of Canadian

consumer goods, and many participants find that direct sales to the public allow them to recover their booth fee. It also allows exhibitors to get first-hand consumer feedback on their products. Companies introducing Canadian products are usually grouped together to form a "Canada Corner". The registration deadline is **March 31, 2003**.

In the case of food products, exporters must comply with the usual Japanese import requirements, so advanced planning is required. For companies looking to identify local importers, it is recommended that they contact potential importers ahead of time (the Canadian Consulate in Fukuoka can provide a list of key contacts) to provide information on their product and, if possible, arrange a time to meet.

For more information on the fair, go to www.fukuokafair.com/english/index.html or contact Tomiko Miyakawa, e-mail: info@fukuokafair.com and copy the Canadian Consulate in Fukuoka, e-mail: fkoka@dfait-maeci.gc.ca

Canadian companies have it all on display ICT markets in China

Canadian companies are getting a piece of the action in the booming information and communications technology (ICT) market in China where they participated in three trade shows.

PT/Expo Comm China 2002

Held in Beijing (Oct. 29-Nov. 2), it is the largest telecommunications event in Asia. The Canadian pavilion, which included 13 highly satisfied Canadian exhibitors, attracted thousands of visitors.

The Canadian Embassy organized several events, providing an opportunity

for Canadian companies to strengthen their ties with their Chinese counterparts. For more information, contact Rosaline Kwan, e-mail: rosaline.kwan@dfait-maeci.gc.ca or Agnes Cui, e-mail: haixia.cui@dfait-maeci.gc.ca at the Canadian Embassy in Beijing, tel.: (011-86-10) 6532-3536.

China Hi-tech Fair (CHTF)

Held in Shenzhen (Oct. 12-17), the show attracted 3,691 exhibitors and 1,124 investors from 40 countries. Canada had a total of 58 representatives at the fair.

The Canadian Consulate General in Guangzhou helped develop a complete program for the Canadian participants—they found the event a huge success—including the Canada-China Hi-tech Seminar. Several memorandums of understanding (MOU) were signed with Chinese partners, including agreements between **Avvida Systems Inc.**, from Waterloo, Ontario and four Chinese partners.

For more information, contact Cathy Yao, Canadian Consulate General in Guangzhou, tel.: (011-86-20) 8666-0569 ext. 3351, e-mail: cathy.yao@dfait-maeci.gc.ca

continued on page 7 — China's



Americas Food Show

— continued from page 1

The **Americas Food and Beverage Trade Show**, which merged with the long running Canadian **Solo Food and Beverage Show** in Miami, has been growing at a fast pace every year. In 2001, there were nearly 2,000 South American and Caribbean buyers at the show, which generated an anticipated \$500 million worth of sales. This year's show featured products from more than 500 manufacturers, and over 8,500 buyers attended from more than 85 countries.

Canada centre stage

With Canada as the featured country at the show, the event provided an excellent opportunity to increase awareness of Canadian food and beverage products, to highlight both Canadian quality and value and to showcase Canada's exporters.

The Canadian products exhibited at the show were extremely well received. Both buyers and sellers were able to meet at a networking hospitality event and at one-on-one meetings with Canadian trade commissioners

and trade officers from throughout the hemisphere.

Canadian successes at the show included single-company on-site sales of over \$100,000 worth of products,



From left to right: Anthony (Tony) Knill, Canadian Consul in Miami; Sylvain Miron, RCMP; Ana Maria Fernandez Haar, Chair, World Trade Center, Miami; Ben Neji, Vice-President, Americas Food and Beverage Show, World Trade Center, Miami; and Margaret Cullen, Commercial Officer, Canadian Consulate in Miami.

with further sales of more than \$1 million anticipated for this year as a direct result of participating in the show.

A symposium highlighted the opportunities in all the Latin American and Caribbean markets. In addition, presentations were made on the important Hispanic market in the U.S., by nationally recognized market research firms and advertising agencies that are selling to the estimated 35 million Hispanic consumers in the U.S.

An event not to be missed

As noted by Canada's Consul and Trade Commissioner in Miami, Tony Knill, "Over 95% of the Canadian companies that attended this year's show have advised that they will be back next year, which to me is the best possible indicator of the value of the show to Canadian exporters who are targeting markets in the southeast U.S., Latin America and the Caribbean.

"So see you this December in Miami," he adds, "and remember, 'you can't win if you don't (dis)play'!"

For more information on the show, contact Margaret Cullen, Commercial Officer, Canadian Consulate in Miami, tel.: (305) 579-1612, fax: (305) 374-6774, e-mail: margaret.cullen@dfait-maeci.gc.ca *

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection".)

How to apply?

Application forms and guidelines are available on the CEA Web site at: www.infoexport.gc.ca/awards-prix. The **deadline** for receipt of applications is **March 31, 2003**. *

Quito

— continued from page 2

review. Construction is expected to start in spring 2003.

For more information about how you can put the power of Canada behind your export sales, contact CCC at **1-800-748-8191** or click on www.ccc.ca *

Application deadline approaching

Canada Export Awards

Each year, since 1983, the Minister for International Trade presents the **Canada Export Awards (CEA)** to a number of outstanding exporters from across Canada who have been chosen by a panel of their peers. This year marks the 20th anniversary, an important milestone. The 2003 winners and the 'Exporter of the Year' will be honoured at a gala presentation ceremony and dinner in **Toronto**, in **November 2003**.

Who is eligible?

All firms, or divisions of firms, based in Canada that have been exporting

goods or services for at least three years are eligible. In selecting the finalists and winners, the committee considers a company's performance in areas such as: significant increases in export sales over the past three fiscal years; success in introducing new products or services into world markets; success in breaking into new markets; level of Canadian content, range of markets, and holding markets in the face of strong foreign competition; ratio of export sales to total sales; and uniqueness of product or service.



Team Canada trade mission to Europe

— continued from page 1

"This second consecutive Team Canada mission to Europe will help build stronger alliances between Canadian and European businesses in some of the most influential centres of commerce, finance, transportation, science and technology, culture and media in Europe," the Prime Minister added.

Market overview

The Netherlands, the U.K. and Italy are among the world's largest economies; two-way merchandise trade between Canada and these countries reached \$25.2 billion in 2001. They are also the source of close to \$38 billion in direct investment in Canada and are equally important for Canada in terms of innovation and technology transfers and partnerships.

The **Netherlands** is recognized as the strategic hub of Europe's transportation system and gateway to continental markets. It is the world's 14th largest economy—based on its 2002 estimated gross domestic product (GDP) of \$726.96 billion—Canada's fourth largest source of foreign direct investment (FDI) at over \$12 billion in 2001, and Canada's fifth largest trading partner in Europe with \$2.9 billion in bilateral trade in 2001. Canadian exports reached \$1.6 billion in 2001, the 11th largest market for Canada overall. The Team Canada business program in the Netherlands will take place in Amsterdam, the country's business centre and home to many top Dutch corporations.

The **U.K.** is Canada's largest market in Europe, Canada's third largest export market overall, and the second largest foreign investor in Canada. The U.K. possesses the world's fourth

largest economy at \$2.1 trillion (based on GDP) and is the second largest source of FDI for Canada (after the U.S.) at \$24.7 billion in 2001. Bilateral trade between the U.K. and Canada reached \$16.6 billion in 2001, with exports to that country reaching \$5 billion in that same period. The U.K. leg of the mission will take place in London, a world centre for business, financial services, culture, politics and the media.

Italy has the sixth largest economy in the world in terms of GDP at an estimated \$2.03 trillion in 2002. It is Canada's ninth largest trading partner worldwide, with \$5.65 billion in

bilateral trade in 2001. Canadian exports reached \$1.6 billion in 2001, the 10th largest market for Canada overall. The venue for the business program will be Milan, a key centre of innovation and growth in northern Italy, and a region that has the highest per capita GDP in all of Europe.

This will be the eighth Team Canada mission and will bring together some of Canada's best businesses, entrepreneurs and scientists with their counterparts in these countries, offering many opportunities for expanding new trade, investment, technology and scientific co-operation. Team Canada has served Canadians well in opening doors for businesses in key markets and in enhancing trade and investments links.

For more information or to **register** for the mission, contact DFAIT's Team Canada Division, tel.: (613) 995-2194, fax: (613) 996-3406, Web site: www.tcm-mec.gc.ca *

China's ICT market

— continued from page 5

ELE/EXPO COMM 2002

Held in Shanghai (June 27-30), **ELE/EXPOCOMM** saw nine Canadian companies exhibiting at the Canadian pavilion which attracted thousands of visitors.

A half-day Canadian ICT capability seminar was organized, followed by a networking reception where **Skywave Mobile Communications Inc.**, from Ottawa, Ontario signed an MOU with a local company for the distribution of its products in China. It was a good opportunity for the Canadian companies to enhance their business relationship in the region.

For more information, contact Murray King, e-mail: murray.king@dfait-maeci.gc.ca or Michelle Ng, e-mail: michelle.ng@dfait-maeci.gc.ca at the Canadian

Consulate General in Shanghai, tel.: (011-86-21) 6279-8400.

Upcoming ICT trade shows in China and Hong Kong

- Hong Kong Information Infrastructure Expo and Conference, Feb. 19-22, 2003 (www.hkiexpo.com)
- ELE/ExpoComm in Shanghai, June 23-26, 2003 (www.expocomm.com/shanghai)
- China Hi-tech Fair in Shenzhen, Oct. 12-17, 2003 (www.chtf.com)
- PT/Wireless and Networks Comm China 2003 in Beijing, Nov. 11-15, 2003 (www.2456.com/eng/showsinfo/info/info1.asp?eid=2542&order=22) *

Linking two vibrant economies

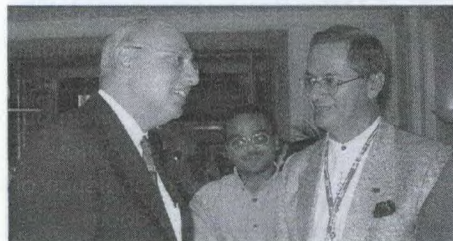
Natural resources mission to India a success

Minister of Natural Resources (NRCan), Herb Dhaliwal, led a seven-day business development mission to the key Indian cities of New Delhi, Hyderabad, Mumbai, Bangalore and Kolkata in November 2002.

Mission members included representatives of 45 world-class Canadian companies specializing in geomatics, geoscience, energy, mining and forestry products, as well as officials from government and industry associations.

The mission provided Canada with the opportunity to strengthen its ties with the world's fourth largest economy in purchasing power. "We are laying the foundation for future agreements, and opening the doors to more business in the coming years," said Minister Dhaliwal. Business and government entered into collaborative partnerships while showcasing Canadian excellence in innovation, technology and the sustainable development of natural resources.

Following the mission, Minister Dhaliwal announced the establishment of a Canadian Consulate General in Chandigarh, further emphasizing



Minister of Natural Resources Herb Dhaliwal (left) speaks with Dr. Robert Moses, President and CEO of PCI Geomatics of Richmond Hill (Ont.), during a mission stop in Hyderabad.

Canada's commitment to sustaining bilateral ties with India. "We are discovering a new and exciting India whose economy is energized," added Minister Dhaliwal.

For more information, go to www.missionindia.nrcan.gc.ca *
(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions".)

AMERICANA 2003

MONTREAL — March 19-21, 2003 — **AMERICANA 2003** is the Pan-American Environmental Technology Trade Show and Conference. This year's theme, 'Solutions for a Healthy World', features leading-edge technologies in climate change, air, contaminated sites, water and waste water treatment, solid waste, renewable energies, geomatics as well as international markets and business opportunities.

Some 25 officers from the Canadian Trade Commissioner Service—serving in different locations around the world—will be attending to make Canadian companies aware of export opportunities in their country. You will have a chance to meet one-on-one with them or to attend their presentation at the **Export Café**, to be held the morning of **March 21**.

For more information on the show, go to www.americana.org. For the **Export Café**, contact Suzanne Drisdelle, Trade Commissioner, Environmental Industries, DFAIT, e-mail: suzanne.drisdelle@dfait-maeci.gc.ca *

Oil and gas mission to Mexico

VERACRUZ, MEXICO — February 16-19, 2003 — Canada will be participating in a trade mission to the **Third Technical Convention and Oil Industry Technology Exhibition (EXITEP 2003)**, Mexico's premier trade show

for oil and gas technology. The mission is being organized by DFAIT, Export Development Canada, Alberta Economic Development, Industry Canada and the Canadian Embassy in Mexico. **For more information**, contact Carlos

Rojas-Arbulú, Trade Commissioner, Mexico Division, DFAIT, tel.: **(613) 995-8804**, fax: **(613) 996-6142**, e-mail: carlos.rojas-arbulu@dfait-maeci.gc.ca *

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions".)

ce provides counselling, publications, and referral services. Trade-related information can be obtained by calling at **(613) 996-9709**; by calling the Enquiries Service or by visiting the DFAIT Web site at www.dfait-maeci.gc.ca

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