

Hong Kong: strong market and effective door to China

Following successful visits to Shanghai and Beijing, International Trade Minister Jim Peterson led 124 Canadian business delegates to Hong Kong, as part of the January 2005 Canada Trade Mission to China. The program coincided with Prime Minister Paul Martin's visit to Hong Kong and was kicked off by a high level reception, attended by Li Kash-ing—arguably Asia's most influential businessman—and his son Victor, who are both significant investors in Canada. In his remarks, the Prime Minister paid strong tribute to Mr. Li, who recently established a \$1.2 billion charitable fund in Canada.

The Hong Kong business community warmly welcomed the visit, and participated actively in the Trade Mission events. There was a definite buzz of networking activity throughout.

Hong Kong offers significant business opportunities for Canadian firms. Not only is Hong Kong an important market in its own right, but it continues to be an important door to China for many products. It is arguably the easiest place to do business in Asia, and a great starting point for small businesses.

In line with export opportunities, six sector seminars were organized in the areas of information and communications technology, agri-food products, fish and seafood, biotechnology, transportation and education. In each of these sectors, Canadian participants presented their capabilities and business interest to potential local business partners. In addition, two information seminars were held on financial services and doing business in Hong Kong. To highlight business potential north of the border, a session on Pearl River Delta opportunities was organized in conjunction with the Canadian Consulate General in Guangzhou.



From left: Business magnate Li Kash-ing; Canadian Consul General to Hong Kong Gerry Campbell; and Minister Peterson.

"We were very pleased to see such a large group of companies on the Trade Mission," said Senior Trade Commissioner David McNamara. "These days, every company should have a China strategy—some have export opportunities, some can improve their competitiveness by outsourcing components, and even those companies who are comfortable in the North American market might soon see a Chinese company as their biggest competitor. Hong Kong can play an important role in any company's China strategy, either as a door to the Chinese market, or as a supplier of business services for a venture in China. As a result of this mission, we are looking forward to helping many more companies get a successful start in this market."

For more information, please contact the Trade office of the Canadian Consulate General in Hong Kong, tel.: (011-852) 2847-7414, fax: (011-852) 2847-7441, e-mail: canadatrade.hkong@international.gc.ca, Web site: www.hongkong.gc.ca.

Seeking power from winds in Guangdong

Winds of opportunity may be blowing in South China for Canadian firms with products or technology related to harnessing the power of the wind for electricity. With continued blackouts and brownouts across the region, efforts are being stepped up to find alternative energy solutions to help fill some of the burgeoning energy demands in one of China's fastest growing regions.

Since 2000, China's demand for power has outpaced supply. In 2002, 12 provincial grids had to restrict power supplies during summer and winter. In 2003 the figure increased to 23. Per capita power generation in China is equal to 1/13 of that of the United States and 1/8 of that in Japan despite rapidly rising per capita power consumption.

China will need a total generating capacity of 1.5 billion kilowatts by

2010. By the end of 2003, its installed capacity was 385 million kilowatts. Much of the required new capacity is to be filled by thermal power and hydro facilities. Developing renewable energy sources, such as wind, will be integral in meeting China's power needs. Presently, the use of wind in power generation is at an unprecedented level of commercialization.

Investing in wind power

In Guangdong, wind resources across its 3,300 kilometres of coastline are capable of generating 3 million kilowatts of power. Over the next six years, Guangdong plans to invest nearly \$900 million in wind power, aiming to increase its wind power capacity to 800,000 kilowatts by 2010, from the current 66,000 presently being generated by Nan'ao and Huilai wind-power facilities, the second biggest wind farm in China.

Progress is also being made with the Zhuhai Gaolan Wind Power Project, with investment by the Beijing Guohua Electric Power Corporation of \$30 million and the Yangjiang Hailing Island Project with investment by the Hong Kong Zhonghua Electric Power Company of \$123 million.

The Shibe Wind Energy Plant in Huizhou is a demonstration project approved by the central government in a franchise business model. The Guangdong Yuedian Group was selected to build and operate it with an installed capacity of 25,000 kilowatts in phase one, due to be operational by the second quarter of 2005. Upon completion in 2006, the total installed capacity would reach 100,000 kilowatts, with 167 local generating units.

Mainland power producers are looking to the nascent wind power sector to diversify energy supplies and prepare



for future regulations stipulating greater use of renewable energy. Preferential policies are being implemented to support development of clean energy resources in Guangdong. The price paid to wind power plants is \$0.08 per kilowatt-hour (kWh), much higher than the ordinary on grid price of \$0.05 per kWh. Encouraged by such prospects, investors—State-owned power conglomerates, private and foreign firms—have set their sights on the sector.

However, the development of wind power in China is still at an early stage, generating 560,000 kilowatts of electricity last year. The figure is rather small compared to Germany's 14.6 million kilowatts and the world's 39 million kilowatts. Wind power development in China continues to face the challenges of huge investment needs and high per kilowatt production costs.

Conclusion

Business opportunities for Canadian companies in this sector:

- technology transfer
- project investment via partnerships with local electric companies
- domestically-made equipment production.

Useful local contacts: Guangzhou Institute of Energy Conversion, Chinese Academy of Science (www.giec.ac.cn), Guangdong Yuedian Group (www.gdyd.com)

For more information, contact Connie Li, Trade Commissioner (Environment and Energy Sectors), Canadian Consulate General in Guangzhou, tel.: (011-86-20) 8666-0569, ext. 3353, fax.: (011-86-20) 8667-2401, e-mail: connie.li@international.gc.ca, Web site: www.guangzhou.gc.ca.

The powerful lure of the Pearl River Delta

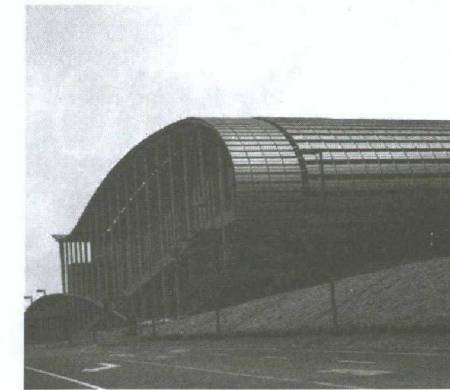
Some 124 Canadian business people had a unique chance to experience the extraordinary dynamism emanating from South China's Pearl River Delta (PRD) region while participating in Minister Peterson's recent Canada Trade Mission to China.

Located at the heart of Guangdong Province, the Pearl River Delta "Factory of the World" accounted for 90% of provincial exports in 2004, which totaled \$247 billion. Guangdong absorbed \$12.3 billion in foreign direct investment—first amongst China's provinces—and achieved a 2004 GDP growth of 14.8% to \$198 billion.

Already a key production and distribution base for China and an export manufacturing platform for the world, the region is home to multinationals such as Avon, Colgate-Palmolive, Heinz, Honda, IBM, Nissan, Nortel, Procter & Gamble, Toyota and Walmart. The region is also experiencing massive infrastructure, industrialization and urbanization initiatives.

Potential for innovative partnerships

During the Trade Mission, participants met with the Canadian Consulate General trade team in Guangzhou, representatives of more than 40 companies and officials who traveled to Hong Kong to explore innovative partnerships potential in services, agri-food, transportation, education, information and communications, and biotechnology. Local experts also informed them about opportunities and challenges of doing business in the PRD. Companies benefitted from these meetings to develop and to explore new business opportunities in South China. Four partnership agreements were signed by Canadian companies and other ICT opportunities were pursued. These included public security needs of the 2010 Asian Games in Guangzhou, e-government with Guangzhou



Guangzhou's new Exhibition Centre.

City and agri-food links with the Guangzhou Food Association.

Guangzhou has major infrastructure projects in the works including the second phase of the new Baiyun International Airport (\$1.2 billion), a regional railway network, four new subway lines, the development of the port of Nansha and \$29.6 billion worth of new infrastructure in the run-up to the 2010 Asian Games, which it will host. The Hong Kong-Zhuhai-Macau bridge is slated for completion in 2008, opening up even more areas for development in the Western part of the PRD.

The region's history of "openness" and relative freedom from government interference has created a sophisticated business community willing to do business with the world. With some 20 million affluent consumers, the PRD's urban markets are increasingly demanding items for quality of life, modern convenience and lifestyle, including cars, computers, wireless phones and devices, higher education, imported foods, improved health care and recreation.

Adjacent to Hong Kong, the region is also one of the best served areas in China for financial and business services. Hong Kong has invested over \$98 billion in Guangdong; 63,000 Hong Kong firms employ some 12 million people in the Pearl River Delta region and Hong Kong handles 80% of their exports and imports.

For more information, contact the Canadian Consulate General in Guangzhou, tel.: (011-86-20) 8666-0569, fax: (011-86-20) 8667-2401, e-mail: ganzug@international.gc.ca, Web site: www.guangzhou.gc.ca.

Shenzhen: PRD business lure

Bordering Hong Kong, the sleepy fishing village of Shenzhen has been transformed into a metropolis of over 5 million people and is considered China's richest city. Shenzhen's ports handled 135 million tons of goods in 2004, with container throughput increasing by 28.6% to 13.6 million twenty foot equivalent units (TEUs). According to one Hong Kong academic, this year;

- For every 100 people in Shenzhen there will be 85 mobile phones;
- Cable TV will reach over 95% of the city's population;
- Over 50% of its residents will have access to digital TV;
- For every 100 households there will be over 80 computers;
- For every 10,000 people there will be 4,600 Internet subscribers;
- Over 50% of schools will have broadband connections and will use multimedia facilities;
- E-commerce will amount to 5 billion yuan (\$609 million) a year;
- Over 50% of enterprises will have home pages; and
- 50% of the city government's public services will offer electronic service delivery.

Editorial team: Yen Le
Aaron Annable
Jean-Philippe Dumas

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

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Kazakhstan construction market: the boom goes on

Kazakhstan has come a long way in its economic reforms and innovations since independence in 1991—so has the development of its construction market. Closely following that of the oil and gas sector, the construction market has been booming over the past three years, with an economic growth soaring at 10% annually (higher than China's).

Background

To further promote the development of this important industry, the Ministry of Industry's Committee for Construction and Housing drafted the State Program of Housing Development in the Republic of Kazakhstan for 2005-2007. Its main purpose is to provide consumers with affordable quality housing and to create a fully-blown and balanced housing market, and it calls for the ambitious task of building over 12 million square metres of housing by 2007. The Program provides for several measures and initiatives, including housing price reductions, the development of an individual housing market, attracting investment from the private sector, developing a domestic production of efficient and environmentally-friendly building materials, and introducing advanced technologies.

Opportunities present

The Program also calls for the establishment of joint ventures to manufacture building materials that are in high demand: construction glass, cement, ceramic brick, heating and insulation, paints, linoleum, dry pack mortar, and fixtures and fittings. It provides for several incentives to attract foreign investors, such as tax benefits, exemp-

tions from customs duties, and in-kind grants from the government.

Other areas of business opportunities include projects associated with the development of principal cities (Astana, Almaty, Atyrau)—construction, renovation, design & assembly, project management, turnkey projects—as well as projects associated with the country's infrastructure—upgrades, expansion or construction of new ports, airports, roads and power distribution grids. Advanced building materials, building automation controls, heating, ventilation



Government buildings in Kazakhstan's new booming capital, Astana.

and air conditioning (HVAC), concrete, energy management, building maintenance, landscaping, roofing, turnkey solutions, and advanced insulation materials are of specific interest in Kazakhstan.

Competition

Since the domestic building materials industry is still in the early stages of development, companies from China, Russia, Turkey, and Western Europe have been able to secure their market share. As a result, up to 70% of building materials in Kazakhstan are now imported from elsewhere. The domestic manufacturing market is still represented by basic technologies, such as cement,

bricks, and windows and doors—although it has been developing over the past several years. Consequently, Canadian companies offering unique, advanced, or specialized technologies and products should be able to find a niche in this market.

How to learn more

Ask for key contacts. In November-December 2004, the Canadian Embassy coordinated a visit of the Kazakhstani delegation of construction companies to Toronto, where it attended Construct Canada 2004 and met with companies involved in this sector. Having developed good working relations with the members of the delegation, the trade section is now able to share its local contacts with interested parties in Canada.

Visit the market. There are two major building shows held in Kazakhstan every year: KazBuild 2005 will take place in Almaty from September 7 to 10 and Astana Build will be organized from May 18 to 20, 2005, in the capital city, Astana.

Register your company with the Virtual Trade Commissioner (VTC), a free service designed to make communications between the Canadian Trade

Commissioner Service and its clients more streamlined and efficient. After registration, you will be provided with a personalized Web page containing information matching clients' business interests. The VTC includes market reports, news announcements, hotel rates, translators, and additional service providers.

For more information, contact Artur Iralin, Trade Commissioner, Canadian Embassy in Kazakhstan, tel.: (011-7-3272) 501151, fax: (011-7-3272) 582493, e-mail: artur.iralin@international.gc.ca. To register for your own Virtual Trade Commissioner, go to www.infoexport.gc.ca.

Germany We are Moving!



As of April 2005, the Canadian Embassy in Berlin will open its doors at a new address. The building, located at 17 Leipziger Platz, will have an open area accessible to the public. Pedestrians will see Canadian materials used to create integrated art designed by Canadian artists and have access to information about Canada at a digital information centre.

The structure reflects Canada's bold yet hospitable style using a wide variety of materials that reflect all of Canada's regions in spectacular internal and external spaces. This stunning new building will provide a strong Canadian presence in the heart of the new Berlin. The Canadian Embassy will serve as a symbolic bridge in the reunified city and express Canada's vital presence in an imaginative and contemporary way.

Germany: Great Expectations

When you think of Germany, you probably think of beer steins, romantic castles on the Rhine and gleaming luxury cars speeding on the expansive autobahn. Germany has all that and much more. A densely populated nation of 83 million people set in the heart of Europe, Germany has the third-largest economy in the world and the largest economy in the European Union (EU). It is Canada's fifth-largest export market, worth more than \$2.8 billion in 2003.

Germany has been a leader in the development of the EU and a key to the organization's integration of financial, social and political standards. For Canadian firms considering expanding their operations in Europe, Germany offers an excellent central location from which to access much of the European market. However, the highly developed nature of the German economy and the advantages given to other EU countries in trade with Germany mean that Canadian exporters must be prepared to be innovative and imaginative in order to market the quality and value of their products.

NEW BERLIN AIRPORT

The \$4.32 Cdn billion project to develop the Berlin-Schönefeld Airport into Berlin-Brandenburg International Airport (BBI) will begin construction in early 2006, with airport operations to begin ramping up by 2010. BBI is intended to become the sole airport serving Berlin, with Berlin-Tempelhof Airport likely closing in 2005 and Berlin-Tegel Airport closing shortly after BBI becomes operational. In total, the airport will cover an area of about 2,000 hectares.

The airport will include the construction of a new runway with a length of 4,000 metres and the extension of an existing runway to 3,600 metres. A new train station and the extension of local rail and subway lines, valued at no less than \$ 800 Cdn million, will be integrated into the overall construction of the airport. The general planning works for the \$800 Cdn million terminal were recently awarded to Planungsgemeinschaft Flughafen BBI (Planning Association Airport BBI).

Canadian companies with international experience in supplying airport-related products and equipment (such as for the IT,

Strong growth potential for Canadians

Increasing exports of Canadian finished goods indicate that Germany is becoming more aware of the quality and diversity of Canadian products. Strong prospects for continued growth for Canadian exporters have been identified in the following sectors: information technology, communications and multimedia, aerospace, residential housing, agriculture and agri-food, cultural industries, industrial machinery and health industries. Opportunities also exist for new cooperation and strategic alliances in the areas of scientific research and development.

Peter Brake and Claudia Verno of Export Development Canada

Although opportunities exist in numerous sectors, the sectors described in this section deserve particular attention.

security and materials handling sectors) may pursue European tenders in cooperation with local agents or partner firms.

Please refer to the following Web sites for further project and tendering information:

- www.berlin-airport.de/bbi/rubEnglish/index.html
- ted.publications.eu.int/official

For more information, contact the Trade Commissioners Nathalie Niedoba at nathalie.niedoba@international.gc.ca or Thorsten Henke at thorsten.henke@international.gc.ca at the Trade Section of the Canadian Embassy in Berlin (011-49-30) 20312-0.



Germany at a glance

General

- Population: 83.3 million (2004)
- Capital: Berlin
- Pop. Growth rate: 0.1%
- Total area: 357,021 square kilometres
- Currency: C\$1=0.625 Euro (2004 Average)

Economic

- GDP: \$3,375 billion (2003)
- Real GDP growth rate: -0.1% (2003)
- GDP per capita: \$40,924 (2003)
- Inflation rate: 1.1% (2003)
- Unemployment rate: 9.9% (2003)

Bilateral Trade

- Exports to Germany: \$2.87 billion (2003)
- Imports from Germany: \$8.64 billion (2003)



AGRI-FOOD AND SEAFOOD: Something to chew on

Germany is the leading European importer of agriculture, agri-food and seafood products, with total imports amounting to \$60 billion in 2003. Imports from Canada the same year were \$280 million (German Federal Office of Statistics).

The German market for food products is dominated at the retail level by a handful of large chains (top five chains account for 60%, top ten chains for 83% of the market). It is characterized by a very strong discounter presence, a price-sensitive consumer population and a fast-growing market for organic products.

The greatest potential in this sector is for prepared food products, including high value-added and/or retail-ready products. Of particular interest are organic products—a very fast growing segment of the German food market, in which Canada has particular advantages. A large segment of German consumers strongly favour products that are organic and associated with healthy environment—consumer perceptions that match well the Canada “brand” and provide an effective marketing tool.

Germany is the site of several major agrifood trade fairs that are important to both European and global markets. An interesting recent trend is toward more specialized fairs for particular food products, which have enjoyed fast growth in recent years, attracting specialized exhibitors and visitors aimed mainly at the EU market.

For more information, contact Trade Commissioner Stephan Rung at the Canadian Consulate in Düsseldorf at (011-49-211) 17-21-70 or by email at stephan.rung@international.gc.ca

Agritechnica • Hannover, November 8-12, 2005
www.agritechnica.de • Canadian Pavilion on site

Anuga • Cologne, October 8-12, 2005 • www.anuga.com

Biofach, World Organic Trade Fair • Nuremberg, February 16-19, 2006
<http://biofach.de> • Canadian Pavilion on site



RENEWABLE RESOURCES AND ENERGY

The German government has a strategy of attaining 25 percent renewable resources by 2020 in electricity generation, fuels, heat generation and the production of materials and chemicals. Since these figures are currently well below 5 percent, a number of government programs have been developed to support their market introduction.

Agricultural-based renewable resources is an area that Canadian firms are particularly well-placed to exploit. Overall, markets exist for products and new technologies from renewable resources. For example, ag-fibres are used in the automotive industry.

A mineral oil tax exemption for biofuels has spurred the construction of numerous biodiesel and bioethanol plants throughout Germany. Market predictions suggest that demand for bioethanol and biodiesel will not be met by national producers. Opportunities for Canadian companies include improved conversion technologies, raw material supplies (for biodiesel) and applications for byproducts (e.g. glycerin or oilseed cake).

The German government is investing in biomass-to-liquid (BTL) fuel plants, which are expected to come on line in four to five years.

The biogas industry is receiving considerable government support for both the construction of fermentors and for the sale of electricity generated with biogas. Other applications in the areas of heat generation and automotive fuel are pending.

Homeowners who incorporate insulation made from natural fibres receive a subsidy up to 56 Canadian dollars per cubic metre.

The market for biodegradable plastics in Germany will expand rapidly as an exemption from the recycling fee (Green Dot Program) is put in place.

Support for R&D and pilot plants for biorefineries is expected to increase in the medium term. Biorefineries convert plant-based resources into chemicals using specialized bacteria.

For more information, contact Trade Commissioner Steffen Preusser at the Canadian Embassy in Berlin at (011-49-30) 203-12-365 or by email at stephen.preusser@international.gc.ca.

Energy • Hannover, April 11-15, 2005
www.hannovermesse.de

Did you know...

- A leader in high-tech production machines and control systems, Germany registers the second-largest number of triad technology patents in the world each year.
- Since 1971, more than 500 projects in more than a dozen different fields of science and research have been completed between Canada and Germany, and about 100 joint projects are typically under way at any given time.

WIRELESS LEADS TELECOM GROWTH

In 2003, the German telecommunications market was the largest in Europe, valued at close to \$100 billion. Germany accounts for one fifth of Western European telecom revenues, and the industry is forecast to continue its strong growth, increasing by 3 to 3.5 percent in 2005.

Wireless telecom is the leading growth segment within the telecommunications sector. With close to 68 million subscribers as of September 2004, Germany has the largest number of mobile subscribers in Europe. However, Germany's 82.6 percent penetration rate remains below the EU average, and in particular below rates in other large European nations such as the United Kingdom and Italy. There is definitely room for growth in this market.

In 2003, German consumers were the heaviest users of wireless services in Europe. In 2003, mobile data revenues totalled nearly \$5.9 billion. Currently, mobile data services account for just under 20 percent of operator revenues.

This market is forecast to generate revenues of \$17.4 billion by 2007.

Canadian suppliers are already active in the German market and are gaining profile. The Siemens Communications division, which is responsible for carrier network



equipment, enterprise equipment and mobile handsets, has taken notice of the diversity of Canadian strengths, particularly in the wireless segment. The company frequently reviews Canadian firms for inclusion in its solutions portfolio.

Germany is also a good source of venture capital (VC) for Canadian telecom equipment and solution suppliers. Leading German VC firms such as Siemens Mobile Acceleration Group and T-Venture, the VC arm of Deutsche Telekom, have investments in Canadian firms.

Wireless is also making inroads into other telecommunications domains. Wireless hot spots based on the IEEE 802.11 standard are becoming ever more prevalent in Germany. WiMAX solutions based on IEEE 802.16 have also drawn interest. Arcor, one of the few fixed-line carriers competing directly with Deutsche Telekom, is currently reviewing the desirability of rolling out WiMAX networks to provide wireless broadband access in rural areas to its backbone trunk network.

Canadian exporters wishing to exhibit at trade fairs in Germany can choose from a broad selection of key events. The most important ICT trade fair in Europe is CeBIT, to be held March 10-16, 2005 in Hannover, Germany. Telecommunications will be a key sector at this comprehensive event.

For more information, contact Trade Commissioner Cliff Singleton at the Canadian Consulate in Munich at (011-49-89) 2199-57-17 or by e-mail at cliff.singleton@international.gc.ca.

CeBIT • Hannover, March 10-16, 2005
www.cebit.de • Canadian Pavilion on site

ANGA Cable • Cologne, May 31-June 2, 2005 • www.anga.de

SYSTEMS 2005 • Munich, October 24-28, 2005
www.systems-world.de/id.7672

Did you know...

Germany is host of the world's oldest, largest and most important trade fairs. More than 90 percent of new products and technologies are introduced into the German market via trade fairs.

In a recent Handelsblatt survey, over 1,000 European executives chose Germany as the "Mover of the Year".

Germany is Europe's No. 1 importer of agri-food and seafood products from all over the world, with \$ 60 billion in 2003. Imports of organic products from Canada amounted to \$80 million in 2003.

Today, there are more than 3.5 million Canadians of German descent, and German remains the fifth most frequently spoken language in Canada!

Are you ready for Germany?

Contacts and Web sites

The Canadian Embassy in Berlin
12th Floor
Berlin 10117, Germany
Tel.: (011-49-30) 20312-0
Fax.: (011-49-30) 20312-115
E-mail: brlin-td@international.gc.ca
Internet: www.kanada.de

The Consulate of Canada in Düsseldorf
Benrather Strasse 8
Düsseldorf, Germany, 40213
Tel.: (011-49-211) 17-21-70
Fax.: (011-49-211) 35-91-65
E-mail: ddorf@international.gc.ca

The Consulate of Canada in Hamburg
Ballindamm 35
Hamburg, Germany, 20095
Tel.: (011-49-40) 46-00-27-0
Fax.: (011-49-40) 46-00-27-20
E-mail: hamburg@international.gc.ca

The Consulate of Canada in Munich
Tal 29
Munich, Germany, 80331
Tel.: (011-49-89) 21-99-57-0
Fax.: (011-49-89) 21-99-57-57
E-mail: munic-td@international.gc.ca

CANADA

International Trade Canada:
itcan.gc.ca

Canadian Trade Commissioner Service:
www.infoexport.gc.ca

Industry Canada's Strategis:
strategis.ic.gc.ca

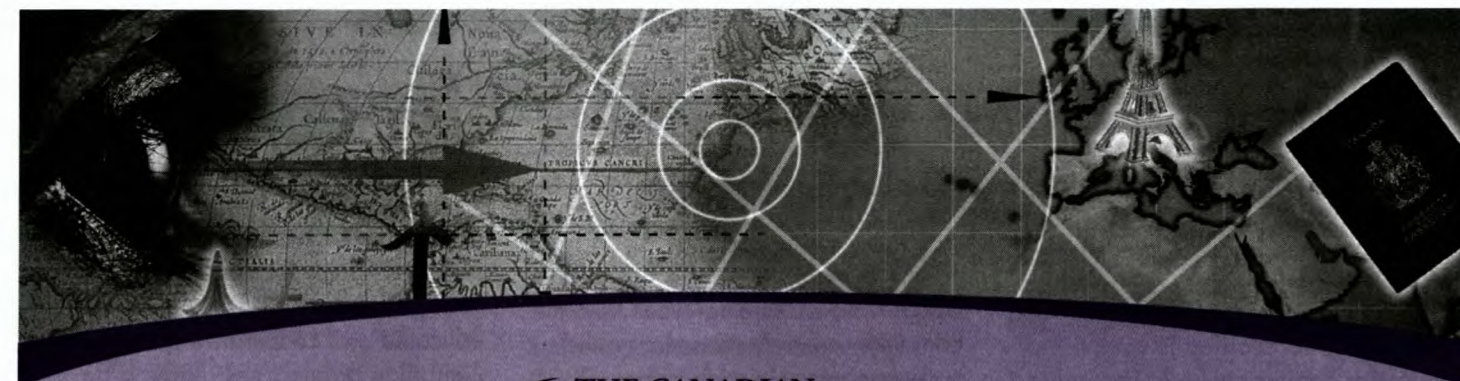
Export Development Canada:
www.edc.ca

Canadian Commercial Corporation:
www.ccc.ca/index.html

International Business Opportunities Centre:
www.iboc.gc.ca

Team Canada Inc:
exportsource.ca/go!exportsource/site.nsf

For detailed information on opportunities in other European countries, check the market reports and register for your personalized Web service at the Trade Commissioner Service site (www.infoexport.gc.ca).



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Consular Services and the Canadian Trade Commissioner Service

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- the use of credit cards and monetary concerns
- personal documentation requirements
- contact numbers and addresses for Canadian embassies and other offices

How should I plan for a successful business trip?

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For practical tips and guidance on planning your business trip, the Canadian Trade Commissioner Service offers a visit information service. You can request information on timing and how to organize your trip as well as a list of recommended hotels and qualified business service providers.

What's new on the Chinese market? How can I benefit from these opportunities?

Meet face-to-face with your trade commissioner in your target market to discuss the latest developments and your business needs, as well as upcoming trade events. Obtain valuable guidance and market intelligence in order to benefit from business leads specific to your company.

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If you lose your passport, are struck by illness or find yourself in trouble, you can call the nearest Canadian embassy, high commission or consulate for assistance. You can also call Consular Services in Ottawa collect at (613) 996-8885. This service is available 24 hours a day, seven days a week.

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Texas computer giant sets up new site in Edmonton

On July 14, 2004, Texas-based computer giant Dell Incorporated announced its decision to establish a customer contact centre in Edmonton, Alberta. The culmination of a year of economic development challenges, dedication and stamina, the Dell deal was sealed with successful teamwork among several levels of government and the private sector that included International Trade Canada, Alberta Economic Development, the Edmonton Economic Development Corporation and the Northern Alberta Institute of Technology.

Determined to make a Canadian site location work, the team—led by Canada's Consulate General in Texas—returned several times, articulating a commitment and belief that Canada is the place where Dell can be successful and gain traction toward its ambitious \$60 billion revenue target. The team connected with Dell's business plan and coordinated a Canada-wide approach that spoke to the company's needs.

"Edmonton has it all"

With its Canadian corporate headquarters in Toronto, Dell Canada chose Edmonton for its newest site because the city met all the necessary criteria. "We looked for a location in Canada that offers a good quality of life, highly skilled workers and world-class training programs. Edmonton has it all," said Ro Parra, Senior Vice-President, Dell Americas. "We are also very impressed with the incredible cooperation we have received from the all levels of government. Canada is a very important market for Dell. Our success here makes this expansion possible." During the first quarter of 2004, Dell unit shipments to Canadian customers increased by 26%.

Since their doors opened in July 2004, Dell has worked closely with the Northern Alberta Institute of Tech-

nology to recruit and train approximately 500 new Dell employees from the Edmonton area. At the recent ribbon cutting ceremony in early January 2005, Dell committed to another 250 jobs to staff its Edmonton customer contact centre by July 2005, a 50% increase from its initial employment projection. Dell's decision is the result of its successful Edmonton start-up and an increased scope of work, which now includes sales and customer care functions. The Edmonton centre provides technical support, customer care and sales to enterprise customers throughout Canada and the Americas.

"We are grateful for the outstanding response we have received from the community since announcing our new centre," said Lawrence Pentland, Vice-President and General Manager, Dell Americas International.



From left: Marcy Grossman, Consul and Senior Trade Commissioner, Dallas; Lawrence Pentland, Vice-President, Dell Americas International; Deputy Prime Minister Anne McLellan; and Kip Thomson, Vice-President, Dell International Services.

Dell's investment will impact the Edmonton metropolitan area by at least \$900 million over the next twenty years. It diversifies the area's oil and gas economy and helps Greater Edmonton more substantially position itself going forward as an innovative, educated and cooperative place where Canadian partners are ready to do business. In addition to the promotion of Canadian exports, International Trade Canada's mandate is to attract and retain foreign direct investment to Canada—creating jobs and strengthening the Canadian economy. This project's positive outcome is evidence that service and teamwork are definitely worth the commitment for the benefit of Canada, its workforce and its citizens.

For more information, contact Marcy Grossman, Consul and Senior Trade Commissioner, Canadian Consulate General in Dallas, tel.: (214) 922-9806, fax: (214) 922-9815, e-mail: marcy.grossman@international.gc.ca, Web site: www.international.gc.ca/dallas.

International Builders' Show 2005

The 62nd annual International Builders' Show (IBS) took place in Orlando, Florida, from January 13 to 16, 2005. Taking advantage of the second-largest convention center in the U.S., the event boasted a record of more than 1,600 exhibitors. The IBS is the housing industry's largest new-product showcase, with suppliers spanning more than 300 categories ranging across every niche of the residential and light commercial construction fields.

IBS 2005 marked Canada's silver anniversary at the show, with 25 consecutive years of participation by the Canadian industry. This year, over 100 Canadian firms and organizations exhibited and approximately half of those were located at the highly visible Canada pavilion, which fully integrated the Brand Canada motif.

The conference featured more than 200 educational seminars covering issues ranging from housing and the economy and home financing to cutting-edge design, innovative technologies and trends. Leading experts in the housing industry, including executives from the host U.S. National Association of Home Builders (NAHB) also were available to answer questions in daily news conferences.

Additional highlights

A Market Orientation Program was held prior to the official opening of the IBS, under the stewardship of the Canadian Consulate General in Atlanta. Canadian industry participants got an incisive view of the U.S. marketplace, and learned how to capitalize on emerging opportunities in the building products sector. The impressive roster of speakers included Larry Zarker, President, MarketEdge Consulting; Bill Hofius, Senior Vice-President, PlyMart Inc.; Paul Bertram, President & CEO, PRB Design, and Mo Modani, Manager, Florida Office of Building Codes and

Standards. The Canadian firms attending this session were uniformly impressed with the breadth and depth of the market intelligence provided.

Softwood lumber advocacy

A softwood lumber advocacy lunch was also held on the margins of IBS 2005. The event primarily targeted local builders, particularly in light of the hurricanes that ravaged Florida in 2004 and the pressures associated with the shortages of construction materials, which have combined to raise the profile of the softwood lumber dispute and its negative impact on U.S. consumers. Turnout was excellent. Approximately 20 U.S. representatives, mostly from Florida-based homebuilders associations, attended the lunch, along with ten Canadian participants from the Canadian Council of Forest Ministers, la Société d'Habitation du Québec, the Quebec Wood Export Bureau, International Trade Canada, Industry Canada, and from Canadian missions in Washington, D.C., Miami and Atlanta.

The Canadian Embassy took the lead in organizing this event. Paul Bailey, Counsellor at the Canadian Embassy, provided an overview of the Canadian position in the softwood lumber dispute; Len Tylka, Vice-President of the Florida Home Builders Association, spoke about the impact of the dispute on homebuilders; and Susan Petniunas, Managing

Principal of the Alliance of American Consumers for Affordable Housing (ACAHA), discussed ACAHA's lobbying efforts on Capitol Hill to date. Barry Rutenberg, National Vice President of the National Association of Home Builders (NAHB), moderated the session and commented on the importance of ending the dispute.

The Canadian barbecue, a premiere networking event, was extremely well attended and provided additional networking opportunities for Canadian participants. The outdoor venue, good weather and high turnout combined to make this event a rousing success and put an exclamation point on Canada's presence at IBS 2005.

The International Builders' Show for 2006 will take place from January 11 to 14, also in Orlando.

For more information, contact: Richard LePage, Trade Commissioner, International Trade Canada, tel.: (613) 944-5964, e-mail: richard.lepage@international.gc.ca, Web site: www.buildersshow.com.

Correction

On page 1 of the March 1 issue of *CanadExport*, in the photo of Minister Peterson and the Vice mayor of Shanghai, the Vice mayor should have been identified as Yang Xiaodu.

Canada's Response to the Tsunami: Information for Canadian Companies

Canadian companies have responded quickly and generously in the aftermath of the Indian Ocean tsunami. As reconstruction efforts increase, companies will be seeking information on how they can become involved. International Trade Canada has designed a Web

site to provide Canadian suppliers of equipment and services with information on commercial developments related to the reconstruction phase.

For more information, go to www.itcan-cican.gc.ca/tsunami/tsunami-response-en.asp.

AGRICULTURE AND AGRI-FOOD

PRAGUE, CZECH REPUBLIC — May 17 - 19, 2005 — The 8th **International WINE & SPIRITS Trade Fair** is the biggest event of its kind in the Czech Republic. The Canadian Embassy will host an information booth and will also organize a Canadian wine tasting. **For more information**, contact Iлона Boldova, Trade Commissioner, Canadian Embassy in the Czech Republic, tel.: (011-420) 272-101-864, fax: (011-420) 272-101-894, e-mail: ilona.boldova@international.gc.ca, Web site: www.vegoprag.cz.

CAIRO, EGYPT — May 26-28, 2005 — Tap into Egypt's booming food market at **FoodFair** and **Foodtech 2005**, international exhibitions for both food & beverage and food technology. **For more information**, contact the Canadian Embassy in Egypt, tel.: (011-20-2) 794-3110, fax: (011-20-2) 794-7659, e-mail: cairo-td@international.gc.ca, Web site: www.agd-exhibitions.net.

ICT

LAGOS, NIGERIA — June 2005 — Attend the **West African International Telecommunications and Information Technology Conference & Exhibition** and get a leg up on the fastest growing telecommunication market in Africa. **For more information**, contact Josephine Branco, Canadian Deputy High Commission in Lagos, tel.: (011-234-1) 262-2512, e-mail: josephine.branco@international.gc.ca, Web site: www.infoexport.gc.ca/ng.

LAGOS, NIGERIA — October 2005 — The **International Telecommunications Exhibition and Conference** is a three-day telecommunications trade show that will feature the major private telecom operators, equipment suppliers and service providers in Nigeria. **For more information**, contact Josephine Branco, Canadian Deputy High Commission in Lagos, tel.: (011-234-1) 262-2512, e-mail: josephine.branco@international.gc.ca, Web site: www.infoexport.gc.ca/ng.

MULTI-SECTOR

KUWAIT — May 17-18, 2005 — The **Major New Project Opportunities in Kuwait** conference is being held by the Middle East Economic Digest and will highlight the growing project and investment opportunities in Kuwait's diverse eco-

nomy across a broad range of sectors. **For more information**, contact Raed Bishara, Commercial Officer, Canadian Embassy in Kuwait, e-mail: raed.bishara@international.gc.ca, Web site: www.emapconferences.co.uk/kwuit.

OIL & GAS

KUALA LUMPUR, MALAYSIA — June 13-16, 2005 — **OGA 2005** is the 10th Asian Oil, Gas & Petrochemical Engineering Exhibition & Conference, with about 600 companies expected to participate, in addition to ASEAN's national oil companies. **For more information**, contact John Nojey, Commercial Officer, Canadian High Commission in Malaysia, e-mail: john.nojey@international.gc.ca, Web site: www.oilandgas-asia.com.

KUALA LUMPUR, MALAYSIA — July 26-28, 2005 — **ANGVA 2005**, the 1st Asia Pacific Natural Gas Vehicles Association Conference and Exhibition, will feature key players promoting Natural Gas for Vehicles (NGV) technology in the region. **For more information**, contact John Nojey, Commercial Officer, Canadian High Commission in Malaysia, e-mail: john.nojey@international.gc.ca, Web site: www.angva2005.com.

PACKAGING INDUSTRIES

DÜSSELDORF, GERMANY — April 21-27, 2005 — The **Interpak 2005** mega-event will feature a wide range of global offerings in packaging machinery, packaging and confectionery machinery, including a Canadian Pavilion organized by the Canadian German Chamber of Industry and Commerce. **For more information**, contact J. Peter Otto, Commercial Officer, Canadian Consulate in Düsseldorf, tel.: (011-49-211) 17-21-70, fax, (011-49-211) 35-91-65, e-mail: jens-peter.otto@international.gc.ca, Web site: www.interpack.de.

SECURITY

SÃO PAULO, BRAZIL — May 31-June 2, 2005 — The **EXPOSEG 2005** International Security Fair is South America's leading security event and will feature leading edge technology in electronic security, access controls, surveillance, industrial intelligence and more. **For more information**, contact the Canadian Consulate General in São Paulo, e-mail: infocentre.brazil@international.gc.ca, Web site: www.cipanel.com.br/feiras/exposeg/intro. *

Enquiries Service

International Trade Canada's, and Foreign Affairs Canada's Enquiries Service provides counselling, publications and referral services to Canadian exporters.

Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**), by fax at **(613) 996-9709**, or Web site at **www.international.gc.ca**.

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