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## Crosbie trip promotes West European trade

While the Canada-United States Free Trade Agreement was being negotiated, Canada was simultaneously concentrating on expanding trade and investment with Western Europe, particularly in preparation for *Europe 1992*.

The European Community (EC) which, after the U.S., is Canada's second largest economic partner abroad, has become increasingly important—particularly in the areas of trade, investment, joint ventures and technology exchange.

The past two years have witnessed remarkable

growth: Two-way trade between Canada and the EC for the first six months of 1988 was approximately \$14 billion. In 1987, the Community accounted for 716 per cent of Canada's exports, up 16 per cent from the previous year.

To highlight and support this country's Western European trade links, Minister for International Trade John C. Crosbie, will be visiting Switzerland, Italy and the United Kingdom from January 26-February 3, 1989. And, upcoming later this year, is a series of cross-Canada semi-

nars on Europe being organized by the Department of External Affairs.

Crosbie's message to major industrialists, business executives and senior government officials will be straight forward: The new Free Trade Agreement will strengthen the Canadian economy and unify the North American market—offering Western Europeans increased trade and investment opportunities with Canada.

The first week in February, Crosbie will be representing Canadian interests at the Annual Davos Symposium in Switzerland. An outgrowth of the European Management Forum, founded in 1971, the Symposium is a venue for corporate exchanges between about 1,000 world business, political and media leaders. Twenty seminars are slated for each day. Crosbie will be speaking on Free Trade to corporate executives responsible for international trade, investments and joint ventures.

In Italy, Crosbie will hold bilateral meetings with the Italian Minister of Foreign Trade, Renato Ruggiero, and will co-chair with him the initial joint working group on the new *Canada-Italy Economic and Industrial Cooperation Agreement*. As well, Crosbie will be accompanied by a senior-level business mission of nine companies from various industrial sectors and regions of Canada.

In London, Minister Crosbie will meet with Lord Young of Graffham, Secretary of State for Industry and Trade, as well as with key ministers and officials in Foreign and Commonwealth Affairs, Agriculture, Fish and Food, and Energy.

Crosbie will also consult with his Senior Trade and Investment Counsellors from across Western Europe to discuss the direction of Canada's trade promotion thrust into this very important market. The Minister will also address the Canada-U.K. Chamber of Commerce, where all of these major trade issues will be covered. In addition, he will be reviewing Canada's energy plans—particularly Hibernia—with very interested U.K. energy officials.

The Minister's visit, in support of ongoing in-

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## Pacific Rim Conference set to convene

The Pacific Rim is a market of growing importance. Participants will learn just how important that market is when they attend the *Sixth Pacific Rim Opportunities Conference (PROC VI)* to be held February 27-March 2, 1989 at the Sheraton Centre in Montreal.

The timely subjects of numerous sessions will examine in detail the trade and investment opportunities and challenges that exist in the Pacific Rim for Canadian business. Among five major speakers at PROC VI will be Hyundai Motor Company Chairman S.Y. Chung who will deliver a keynote address.

The Conference will bring together participants, including provincial politicians and senior federal Cabinet Ministers; executives from Canadian and international corporations; offshore business representatives and senior business people from the Pacific Rim.

Senior Canadian trade commissioners, posted in the Asia/Pacific countries, will speak at the concurrent sessions and also be available for one-on-one private appointments with interested Canadian participants.

A one-day programme on February 28 should be of particular interest to importers and trade

consultants wishing to learn about new products and emerging trends in the Asia/Pacific markets.

The seminar, *Pacific Focus: New Opportunities for Canadian Importers*, is presented in cooperation with the Canadian Importers Association and the Trade Facilitation Office. It will also provide updates on regulations and legal factors in Pacific Rim trade, including intellectual property issues as well as marking and labelling requirements.

Organized by the Pacific Basin Economic Council (PBEC) Canadian Committee, PROC VI is co-sponsored by the Department of External Affairs (DEA), the Canadian International Development Agency (CIDA), the Government of Quebec, the Department of Industry, Science and Technology (formerly Regional Industrial Expansion, DRIE), the Trade Facilitation Office, the Asia Pacific Foundation of Canada, Canadian Airlines International and the Montreal Urban Community.

For more information on PROC VI, contact Dianne Caldbick of the PBEC Canadian Committee, The Canadian Chamber of Commerce, 55 Metcalfe St., Suite 1160, Ottawa K1P 6N4. Tel: (613) 238-4000.

## Trade fairs, missions aids to markets

The modern industrial exposition, or trade show, is a major marketing tool. In no other circumstances are so many buyers gathered at one time, in one place—and thus the potential for business at such an event can be staggering.

Handled properly, trade shows enable companies to make significant gains in the marketplace while checking out the competition and establishing and cementing profitable business contacts.

For many years now, the Department of External Affairs (DEA) has been encouraging and actively assisting Canadian companies to take part in key trade fairs and missions, as part of its overall strategy to support private sector export marketing efforts.

The Department has been pleased to learn—via the results of a recent evaluation of the DEA Fairs and Missions Program—that the dollars have in-

deed been well spent.

More specifically, based on a survey of 570 Canadian companies that participated in the program during the period 1984 to 1987, the evaluation study reports that:

- of recorded sales of \$1.7 billion, participants attributed \$755 million to having taken part in the program event and to having received DEA support under the program;
- every government dollar spent generated additional sales of \$10.7 (trade fairs) and \$22.1 (outgoing missions);
- 97 per cent of participants rated the image enhancement associated with being part of a Canadian stand or mission as either "good" or "excellent";
- 85 per cent deemed the event either "good" or "very good" for establishing business contacts;

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Sales leads

# Good sales prospects from around the world

**ALGERIA**--A tender with a bid closing date of February 28 has been announced by Sonelgaz for the supply, on-site manufacturing, testing and start-up of 22 generating sets for electrification use in isolated areas. Post can obtain and forward documents, at a cost of \$200, to interested Canadian companies. Contact D.J. Kane, First Secretary (Commercial), Canadian Embassy, Hydra, Algeria. Telex: (Destination code 408) 66043. Answerback: (66043 CANAD DZ).

**BRITAIN**--A company here that is well established in the manufacture, supply and installation of curtain walling and windows for the commercial sector of the construction industry is expanding its range of activities. The firm is looking for Canadian suppliers of products in the architectural aluminum/glass and glazing sector that are suitable for marketing to the UK construction industry. The company will also consider entering into joint ventures or licensing arrangements as alternatives to distributorship. Contact G.H. Goodrum, Marketing Director, Pearce and Cutler Aluminium Systems Ltd., 192-200 Deykin Avenue, Witton, Birmingham, B6 7BH. Tel: 021-328 5700. Telex: 335140. Glasal. Fax: 021-328 3389. (Telex dated 12Dec88).

**ETHIOPIA**--The Water Resources Development Authority here is seeking prequalification submissions for work on a drainage project in Amibara. Financing for the project, whose start-up is set for November, 1989, is through loans from the African Development Fund and the

Ethiopian Government. Part of the funding will go toward the construction of various civil works on 4740 hectares of existing farmland. Included will be the: production and installation of subsurface drainage pipes; construction of additional open drains; deepening and enlarging of existing drains; building of new drainage structures and the modifying of existing irrigation structures. Bid closing date is February 28, 1989. Interested and eligible contractors from African Development Fund member countries and participant states should apply for prequalification by submitting a brief history of their firm; an outline of similar works conducted by the firm; a brief description of the firm's capabilities in personnel and equipment (which could be deployed at the project); and the financial position of the firm. Send documents, in a sealed envelope marked Amibara Project 1, Prequalification of Contractors, to: Water Resources Development Authority, P.O. Box 5673, Addis Ababa, Ethiopia. Telex: AWAPRO 21134. Copies of correspondence should be forwarded to the Canadian Embassy in Addis Ababa, which can also provide follow-up and assistance. Telex: 21053 (DOMCAN ADDIS).

**HUNGARY**--With a bid closing date of February 23, the Hungarian Electricity Trust has issued a tender for equipment for a World Bank-financed power plant project. Required are: 14 electric motor-driven hydraulic press tools, with pressing force on insert surface maximum

240 KN; combustion engine-driven hydraulic press tools, five with pressing force on insert surface maximum 300 KN and 16 with pressing force on insert surface maximum 700 KN; one universal, double-column hydraulic press, complete with bond winder, bond feeder and strip feeder, to be applied indoors for cutting, punching, bending, and drawing of aluminum, steel and thermoset; two hand-operated, single-phase wire markers, for marking such materials as PVC, polyethylene, polypropylene, both indoors and outdoors; and one automatic wire cutter and denuder suitable for cutting solid and stranded conductors and for removing insulation. Bids will be accepted for any or all items, but not for quantities less than specified. Tender documents are available upon payment of US \$260 (non-refundable) in favour of ERBE, account no. 209-06245, National Bank of Hungary. For further details, contact the Canadian Embassy, Budapest. Telex: (Destination code 61) 224558 (CDA H). (CDA H).

**SAUDI ARABIA**--The PPT Ministry of the Saudi Telecommunications Department has issued a tender (No. 409055) for the operation and maintenance of a co-axial cable network. Tender documents cost SR30,000 and bid closing date is March 6, 1989. The PPT has also issued a tender (No. 409053) for the operation and maintenance of a microwave network. Documents cost SR50,000 and bid closing date is March 27, 1989. Documents may be obtained from the Canadian Embassy, Riyadh. Telex: (Destination code 495) 404893. Answerback: (DOMCAN SJ).

**TURKEY**--The State Railways Administration (TCDD) has issued a tender, bid closing date February 21, for the supply of lightweight rail cars for mainline passenger service. The quantities are to be either 30 single units or 15 double units that are controllable from both cab ends. Specifications are: 1435 mm rail gauge; 13.5 tons maximum axle pressure; 200 m minimum curve radius (on mainlines); 90 m minimum curve radius (on station lines); 2.5 per cent maximum gradient; 2000 m maximum altitude; and a UIC 505-1 loading gauge. Other specifications: 120 km/hr maximum speed; 1A plus A1 axle arrangement; diesel-hydraulic power transmission; 920 mm wheel diameter; total passenger capacity of 50-55 persons; 2 plus 2 seat configuration; water-cooled diesel engine is to be two each by four cycle. Spare parts are to be provided at the rate of 10 per cent. Bid bond is 2.5 per cent and performance bond is 10 per cent. Payment is through irrevocable Islamic Development Bank letter of credit. Bid documents, costing \$70, can be obtained by the Canadian Embassy and forwarded, at a cost of \$40, to interested Canadian companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY**--With a bid closing date of March 1, 1989, the Turkish Cement and Ceramic Industries Corporation has issued a tender for the supply of a cement factory precalcination system. The project will require the redesign of the preheating, dry system rotary kiln of the Alapasa (Edirne) cement factory to a capacity of 3500 tons per day by recalcination, and with a capacity of 3500 tons of clinker a day. Materials are to be imported from foreign markets and manufactured (to a minimum of 75 per cent) in Turkey. Location, manufacturing and assembly drawings are also to be delivered to the project. The following systems are to be redesigned to increase their capacity: the raw material feeding, milling unit-

## International pipeline to potential profits

From the Canadian Embassy in Washington comes a list of new projects currently under consideration for World Bank funding. Canadian companies will be eligible to bid on all projects which receive World Bank funding approval.

**Benin**--An agricultural services/livestock project to improve the capability of rural development in agricultural sector planning strategy, policy formulation and project analysis. Loan: \$5 million. (Executing agency: to be determined.)

**Cyprus**--Increase of power-generating capacity through construction of a coal-fired plant at Vasilikos. Project to include environmental impact studies and technical assistance. Loan: \$40 million (total project cost approximately \$258 million). (Executing agency: Electricity Authority of Cyprus, Nicosia, Cyprus. Telex: 836-2432.)

**Dominican Republic**--1) Expansion of water supply system in Santiago and several other medium-size towns. Project is to include metering program and technical assistance. Loan \$25 million. (Executing agency: INAPA/CORAASAN, Apartado Postal 1503, Calle Guarocuya, Edificio Inapa, Centro Comercial el Millon, Santo Domingo.) 2) A five-year road rehabilitation plan to include equipment, technical assistance and training. Loan: \$12 million. (Executing agency: Ministry of Public Works, Pedro Enrique Urena No. 127, Santo Domingo, Republica Dominicana.)

**Hungary**--Modernization of the financial system to improve the country's ability to mobilize and allocate its resources. Loan: \$50 million. (Executing agency: to be determined.)

**Lesotho**--To extend APEX line of credit to eligible financial intermediaries for on-lending to industry and agro-industry. Loan: \$9.5 million (co-financing required). (Executing agency: Ministry of Finance, P.O. Box MS 395,

Maseru, Lesotho. Telex: (990) 4367.)

**Mozambique**--1) Rehabilitation of industrial sector including provision of technical assistance. Loan: \$20 million (co-financing required). (Executing agency: Ministry of Finance, Edificio Antigo Fazenda, Maputo, Mozambique. Telex: (946) 6569. 2) To provide support for government's ongoing effort to develop and strengthen small and medium-size enterprise. Loan: \$20 million (co-financing required). (Executing agency: Secretariat for Food and Light Industry, Maputo, Mozambique, tel: 24659-20302.)

**Niger**--Program to improve financial and economic planning and management capability of government to support adjustment program and to improve long-term growth. Loan: \$15 million. (Executing agency: Ministry of Plan, B.P. 862, Nidmey, Niger, tel: 72-36-17.)

**Nigeria**--To assist in initial stages of new national population program comprised of family planning, public information, health education, school programs, and integration of population considerations into planning. Loan: \$50 million. (Executing agency: Ministry of Health in collaboration with four federal agencies and selected state and local governments. Ministry of Health, Lagos, Nigeria, tel: 681990.)

New clients should contact the Export Finance and Capital Projects Division of External Affairs (tel: 613-996-0705), or Info Export (toll free: 1-800-267-8376; local calls: 993-6435). To pursue the project directly, contact the Trade Commissioner of the country involved (telex number is available from Info Export).

Information on World Bank projects is available from Richard Roy, Canadian Liaison Officer for the World Bank, 2450 Massachusetts Ave., N.W., Washington, D.C. 20008-2881. Tel: (202) 483-5505. Telex: 0089664 (DOMCAN A WSH). Fax: (202) 293-2009.

# CanadaExport



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## Free Trade Bulletin

Canadian trade promotional activities—including a series of seminars being held this month and next and aimed primarily at the United States market—will be boosted by an allocation of \$57 million over the next five years.

Minister for International Trade John C. Crosbie announced the allocation late last year, noting that more than 75 per cent of Canadian exports flow to the United States.

Trade opportunities in this important market will grow even more now that the Free Trade Agreement (FTA) is being implemented.

During 1989, the Department of External Affairs will sharply increase the number and range of its trade promotional activities directly supporting the Canadian export community as part of the Department's strategy to get a greater share of the U.S. market. On the agenda are:

**Direct Trade Promotion Events.** Departmental officials will be assisting business persons in a variety of ways, including reducing the costs and organizational problems they face in participating in trade shows and events, putting them in touch with potential U.S. clients through incoming missions, working with them and their associations to create or update product directories.

The specific sectors include hi-tech (computer hardware and software); defence (aerospace, marine and land-based equipment to specific procurement commands of the military); fisheries and food products (targeting specific consuming markets); environmental equipment (air and water pollution control, municipal waste disposal systems); automotive (particularly the aftermarket); consumer markets (furniture, sporting goods, giftware, cultural products, hardware, housewares, recreational products), and government procurement (selling to the U.S. government a wide range of goods and services).

**New Trade Missions.** Under the successful *New Exporters to Border States (NEBS)* program, hundreds of potential Canadian exporters will be introduced to the modalities of doing business in the U.S. NEBS Missions will go to North Dakota from Saskatchewan; to Boston from the Atlantic provinces; to Seattle from Alberta and British Columbia; and to Buffalo and Detroit from southern Ontario.

**New Exports to the U.S. South (NEXUS).** This program now being introduced by External Affairs, will help Canadian exporters—already successful in northern U.S. markets—to break into markets in the southeastern and southwestern States. Missions planned for early this year are to Texas, Colorado, Missouri and Ohio.

**Post Initiated Promotional Program (PIPP).** Additional funding announced by Minister Crosbie will mean increased budgets to trade posts in the U.S. to enable them to increase their PIPP projects—small, fast-response trade promotion events usually organized in co-operation with provincial governments and the Regional International Trade Centres across Canada. Sectors highlighted for these initiatives include fish processing, materials handling, oil and gas equipment, hi-tech, consumer products, defence and services.

**New Trade Satellite Offices.** The idea of opening small offices, linked to a Consulate or Consulate General, to take advantage of emerging regional opportunities, has proved successful in recent

years. Several of these highly cost-effective new offices will be opening during 1989.

**Sector-by-Sector Studies.** With a view to positioning Canadian firms to benefit from the FTA, the government has contracted with a private firm to undertake, in consultation with Canadian industry associations, studies of up to 80 different industry sectors. The studies are aimed at identifying import opportunities in the U.S. market on a sector-by-sector basis.

**Free Trade Agreement Seminars.** These seminars are aimed at helping Canadian exporters to take advantage of the estimated additional \$3 billion in U.S. market opportunities, arising out of the FTA. The Canadian Exporters' Association, the United States Branch of the Department of External Affairs, provincial governments and Regional International Trade Centres are co-sponsoring the following seminars:

1) FTA technical seminars to inform the Canadian Export Community:

In January, half-day seminars focusing on the changes in customs procedures resulting from the implementation of the Free Trade Agreement and the U.S. adoption of the Harmonized System of tariff classification were scheduled for 12 cities across Canada. Further information on these seminars is available from Pat Molson of External Affairs' United States Trade Relations Division (UET), tel: (613) 993-4159.

2) Selling to the U.S. Government Seminars: In February, a series of seminars on Selling to the U.S. Government will introduce Canadian exporters to the intricacies of the U.S. federal government market—one which spends \$180 billion annually on goods and services.

February 1 - St. John's, Nfld.  
February 2 - Halifax, N.S.  
February 3 - Moncton, N.B.  
February 6 - Quebec City, Que.  
February 7 - Montreal, Que.  
February 8 - Ottawa, Ont.  
February 9 - Toronto, Ont.  
February 10 - London, Ont.  
February 14 - Winnipeg, Man.  
February 15 - Saskatoon, Sas.  
February 16 - Calgary, Alta.  
February 17 - Vancouver, B.C.

For more information on the February seminars, contact Greg Goldhawk of External Affairs' United States Trade and Tourism Development Division (UTW), tel: (613) 991-9482.

A third series of seminars, on export financing and insurance facilities for the U.S. market, will be held in the spring, with dates and locations to be announced as soon as final arrangements are completed. For more information, contact David Brown of External Affairs' United States Trade and Investment Development Division (UTE), tel: (613) 991-9471.

## B.C. plywood gets stamp of approval

The export of B.C. plywood to Japan requires more than a rubber stamp.

Traditionally, the approval process has been a long and demanding one, requiring costly and time-consuming reinspection in Japan.

However, since 1987 when the Council of Forest Industries (COFI) of British Columbia became the first organization in the world to gain Japanese approval as a Foreign Testing Organization for wood products, business has changed.

Now shipments of B.C. plywood can be stamped under COFI's quality control supervision in Canada with the letters JAS, showing that they meet the Japanese standards for structural plywood and can be used in Japan without further inspection.

Mike Apsey, COFI President and Chief Executive Officer, says: "This is another example of the benefits of the co-operative efforts of the province of B.C., the federal government and the B.C. forest industry to diversify forest products trade overseas".

While acceptances such as this have been achieved previously with the United Kingdom, Denmark, Sweden, the Netherlands, Germany and France, this agreement has been no mean feat.

"Japan is known for its stringent quality control requirements," says Art Kempthorne, Director of COFI's quality control programs, who has been involved with the Japanese in negotiating JAS acceptance projects since 1974.

Now with six of COFI's member mills in receipt of the stamping authorization and more applications pending, the market opportunities for COFI plywood in Japan are steadily widening.

Kempthorne says: "It makes us more competitive with others who export to Japan, particularly South East Asian producers who dominate Japanese plywood imports. Now a small Japanese contractor, who doesn't have inspection and grading capabilities, can easily order and use COFI's plywood."

Japan is now second to the United Kingdom as the B.C. plywood industry's largest export market.

In 1987, over 41 million square feet of B.C. plywood were exported to Japan, more than double the previous year. COFI forecasts that shipments to Japan will increase by 25 per cent each year over the next three-to-four years, with larger increases expected in the 1990s.

Most of the exported plywood is used in the Japanese housing industry, with the growth of Canadian style 2x4 frame house construction accounting for much of the increased consumption. Now with the official Japanese stamp of approval, the quality of B.C. plywood can be recognized the world over.

For further information on the export opportunities for B.C. plywood, particularly as it relates to Japan, contact Louis Boisvert of External Affairs' Japan Trade Development Division (PNJ), tel: (613) 996-2458.

Further information is also available from E.L. Kelly, Manager, Wood Products Division, Department of Industry, Science and Technology (formerly Regional Industrial Expansion, DRIE), 235 Queen St., Ottawa K1A 0H5. Tel: (613) 954-3031.

## Deregulation opens Indonesia's trade doors

A series of new measures intended to deregulate Indonesia's economy bodes well for Canadian exports to that country.

On November 21, 1988 the Government of Indonesia announced a series of deregulation measures aimed specifically at industry, trade and sea commerce.

The announcement followed closely on the heels of the October 27, 1988 banking sector deregulation package and it is seen as the forerunner of further relaxation on foreign investment and state-owned enterprises.

The first steps toward deregulation of the Indonesia economy began in April, 1985 when a simplified tax law was introduced.

Since then, the economy has opened gradually to more foreign competition. The country has responded to these measures and "export performance is remarkable," say Canadian trade officials in Jakarta.

The latest measures increase the prospects for Canadian exports to Indonesia, reducing, as they do, government interference in the country's economic activities.

Under deregulation, many import monopolies have been cancelled and their products are now subject to tariff protection.

Products that move from monopoly to tariff protection are in such sectors as food and beverages (50 items); textiles (110 items); agriculture (46 items); chemicals; plastics (82 items); fertilizers; cosmetics; and steel.

Also, if products fall under the designation "domestic producer inputs," then tariffs on some

86 key items are reduced and nominal tariffs are charged to ad valorem on 22 categories. This means that Canadian exporters can sell specified products directly to Indonesian manufacturers rather than selling through monopoly importers/distributors.

Among the products of interest to Canadian exporters that have moved from monopoly to tariff protection are: smoked salmon; macaroni and other pasta products; sweetened biscuits; jams, fruits and jellies; raw hides and skins; bovine cattle leather; various kinds of paper; a variety of iron and steel products; and such plastics as polyethylene, polystyrene and acrylic polymers.

Not only does the new deregulation package bode well for Canadian exporters, but it also has been heralded as a "courageous and progressive step" by the local importing and manufacturing community.

For more information on Indonesia's deregulation measures or on Canadian trade opportunities in that country, contact John Clapp of External Affairs' Asia Pacific South Trade Development Division (PST), tel: (613) 996-5824.

## Olé to Canada's canola

There's some good news and there's some variable news for Canadian exporters to Mexican markets.

During 1987/88, Mexican oilseed imports decreased by 17 per cent over the previous year's total. The decrease translated into a comparable reduction in Canada's export volume in the oil-seed market.

However, the decrease was offset by an increase in the country's crude oil imports, which rose by 185 per cent over 1986/87 totals.

The change in the import "mix" was precipitated by the government's decision--as part of its program to control inflation--to maintain lower retail prices for vegetable oil.

The move by government to permit industry to import large quantities of low-priced crude vegetable oil firmly establishes Mexico as a seed, oil and protein market for exporters.

Mexico's demand for imported protein meals and animal feeds increased in 1987/88 because the country reduced its crushing of oilseeds.

As well, the 1988 summer drought severely reduced Mexico's soybean crop, causing total imports (including vegetable oil in seed equivalents) to increase between 2.7 and 2.9 million metric tonnes for the 1988/89 oil year.

## *The Canadian government proposes to enhance existing relations between Canadian suppliers and Mexican users through a program of seminars.*

This development represents an opportunity for Canadian exporters to increase exports of canola meal.

To develop the market for Canadian canola seed, oil and meal, the Canadian government proposes to enhance existing relations between Canadian suppliers and Mexican users through a program of seminars, slated to start this month.

For more information on the Mexican market for canola seed, oil and meal, contact Don Butler of External Affairs' Caribbean and Central America Trade Development Division (LCT); tel: (613) 995-0460.

## Canada-Czech venture

Legislation passed last November 8 may boost Canadian/Czechoslovakian joint ventures.

Although a copy of the Czechoslovakian *Law of Enterprises with Foreign Capital Participation* has not yet been released to Canadian officials, it potentially opens the door to greater participation in the country's economy by foreign firms.

The legislation passed by the Czechoslovakian National Assembly dispenses with the previous requirement for a minimum 51 per cent ownership by the Czechoslovakian partner in the joint venture.

A definite change from earlier draft legislation, this new opening should attract more interest from potential Western partners.

The legislation is good news.

The next step will be to see how it's implemented and to access its real impact on the forging of new business alliances.

Effective January 1, 1989, the legislation accords joint ventures full economic independence and allows them to maintain hard currency accounts.

Participation in joint ventures is open to any existing Czechoslovakian organization, including state enterprise, cooperative, bank, or existing joint venture. Only national defence is excluded.

With the new legislation now implemented, the chances for Canadian and Czechoslovakian interests to cooperate in joint ventures appear brighter.

For more information on trade opportunities in Czechoslovakia, contact Renée Levcovitch of External Affairs' USSR and Eastern Europe Trade Development Division (RBT), tel: (613) 992-1449.



# Constructive show will build Canadian sales to Japan



Tokyo--It's a constructive event--Japan Build '89: the first international exhibition on building materials, systems and renovation, to take place at the new Nippon Convention Centre, December 4-7, 1989.

The event, with 13,500 sq. metres of exhibition space, highlights one of the fastest growing industries in Japan. The show promises to be a gold mine of opportunity for residential construction companies.

The exhibition is geared to Japanese builders, architects, engineers, importers and interior decorators, but that has not precluded the participation of exhibitors from 15 countries in Europe and North America. In fact, visitor attendance of 50,000 is anticipated over the four-day period.

The Japanese are recognized as discriminating consumers of high-quality imported products. Canadians are recognized as manufacturers of similar-quality goods--so Japan Build '89 is an opportunity for traders to explore, enter, or become better established, in the booming Japanese market.

Canadian exports to Japan have grown phenomenally over the last few years. It's likely, then, that Japan Build '89 will provide an excellent venue for Canadian manufacturers--especially those producers of secondary wood products and building materials--interested in the Japanese market.

Potential exhibitors can contact Japan Build '89 organizers at Messago Japan Corporation, Kawada Flats 101, 1-2-11 Fujimi, Chiyoda-Ku,

## A Canadian first

Dhaka--The Canadian High Commission in Dhaka will host the First Canadian Catalogue Show, in Bangladesh March 14 and 15, 1989.

This event, in partnership with the Dhaka Chamber of Commerce and Industry (3,000 members), will display promotional material--pamphlets, catalogues, brochures, product descriptions, business cards, VHS format multi-system videos and small product samples--to businessmen and executives located in the downtown business area of Dhaka.

An attendance of 400 to 500 key people per day is anticipated. Advertising will be done in local newspapers and publications and through Chamber of Commerce newsletters.

Canadian companies are invited to send promotional material to Canadian High Commission, G.P.O. Box 569, House 16/A, Road 48, Gulshan, Dhaka, Bangladesh. (Attention: Trade Section).

*Courier services for sending these materials should be used whenever possible. In the case of videos, please send immediately, as they must be approved by the local Board of Censors, prior to display.* Companies are "urged" to confirm their participation through the High Commission in Dhaka. Telex: (64-23-28 DMCN BJ); or contact Debbie Kennedy of External Affairs' Asia Pacific South Trade Development Division (PST). Tel: (613)992-0952. Fax: (613)996-9288.

Tokyo 102, Japan. Fax: 03 (264) 6768.

For information on trade show financial assistance through the Program for Export Market Development, contact the regional offices of the Department of Industry, Science and Technology

## Computer conference to calculate sales

Continued from page 1

It's true that Canadian companies have to invest a lot of time and money to get a foot in the door. But once in, their sales chances greatly increase.

Now is the time to be talking to the Department of External Affairs (DEA) about the opportunities available to Canadian companies--no matter how small--to secure a slice of this pie. Through participation in conferences and trade shows, Canadians stand a particularly good chance to make a successful entry. The key is in understanding how best to approach this market and what commodities really sell.

Take the lucrative IRM market--and note the dates March 7-9, 1989. That's when the Federal Office Systems Expo (FOSE), will be held in Washington, D.C.

As the largest trade event of its kind, targeting the U.S. federal government market, FOSE attracts some 35,000 attendees yearly, with 37 per cent representing U.S. federal government agencies (64 per cent civilian, 36 per cent military) and nine per cent from state and local government procurement agencies.

Of the non-governmental attendees, 26 per cent

## Bound for Bermuda

Hamilton--Canadian tourism and business supply companies still have an opportunity to participate in a Solo Trade Fair being held in Bermuda's capital April 17-19, 1989.

Show organizers say opportunities abound in Bermuda--particularly for Canadian suppliers of food, consumer goods, construction materials, computer software, and office supplies.

Interested parties may apply to Paul Schutte of External Affairs' Latin America and Caribbean Branch (LSTF), tel: (613) 996-5358.

## Electrical show sparks interest in Australia

Sydney--You may well wonder why some Canadians are getting charged up for an event in the land "down-under".

The reason is the first Australian Electrical and Electronic Industries Exhibition.

Elenex Australia '89, to be held at the Sydney Convention and Exhibition Centre from March 14-17, 1989, promises to light up this sales-generating field.

The show will feature all aspects of the electronic and electrical industries--from power generation through to the most sophisticated electronic assembly equipment.

It is anticipated the show will touch off unlimited export opportunities, particularly for Canadian companies.

In Australia, as in Canada, electricity falls under state, (or provincial) responsibility. That country's installed capacity for 1986-87 was 34,610 MW, making the Australian market for goods and services larger than Quebec or Ontario. For the Canadian exporter, the opportunities can be compared to those at home: the needs of Australia are

Canada (ISTC--formerly the Department of Regional Industrial Expansion).

Information on Japan Build '89 may also be obtained from ISTC's Forest Products Directorate in Ottawa. Tel: (613) 954-3037.

are corporate purchasers, 17 per cent represent semi-governmental (medical, educational) users, and 11 per cent are systems integrators and resellers. All have major procurement authority within their respective organizations.

Oriented toward the micro end of the computer market, FOSE has an established performance record and is well worth the price of admission, particularly for Canadian companies wanting to break into the U.S. market. And you don't have to be high tech and you don't have to be big to be a participant.

What's more, the Department of External Affairs regularly sponsors Canadian company participation in shows and conferences in the U.S.

The most recent IRM event was the Federal Computer Conference (FCC), held in Washington, D.C. last October.

Now in its third year, FCC is the premiere trade event for U.S. government users in the mini-micro end of the market. At the 1988 conference, 19 Canadian companies--reporting total estimated sales of between \$2.4 million in one year and \$10.6 million over three years--were among the 400 exhibitors. There were some 29,600 visitors. One such exhibitor, Terry Darby of Tundra Software Inc., Burlington, Ont., more than appreciated the quality of purchasers and exhibitors.

"We expected to do well," Darby said, "but the interest in our program far exceeded our expectations."

For those interested in the upcoming FOSE show, the Canadian pavilion in the Washington Convention Centre will accommodate 10 firms. These spaces are expected to go quickly, so secure your presence at FOSE as soon as possible.

For more information, contact Greg Goldhawk, Marketing Officer, External Affairs' United States Trade and Tourism Development Division (UTW). Tel: (613) 991-9482. Telex: 053-3745.

similar to those in Canada, as is the ease of doing business.

Current Australian plans for expenditures for new electrical installations amount to more than \$10 billion. The areas of concentration (in the near term) will be in energy efficiency; the installation of new capacity; increased inter-connection between state electricity boards; life extension of existing plants; and improved research and development.

Canadian participation in Elenex Australia '89 is not sponsored by the Department of External Affairs--but this first event has received a special endorsement from AEEMA, the Australian Electrical and Electronic Manufacturers' Association. A close working relationship with AEEMA will ensure that the interests and requirements of the industry are reflected in the show.

Companies requiring further information should contact the Canadian agent for Elenex Australia '89: UNILINK, 50 Weybright Court, Agincourt, Ontario, M1S 5A8. Tel: (416) 291-6359. Telex: 06-968027. Fax: (416) 291-0025.

## Spain's EXPO 92 guarantees 30 million audience

Seville--As a noted world-class host, would Canada miss the opportunity to make a guest appearance at an upcoming world-class celebration--especially if Canada's participation holds the promise of exposure to an international audience of over 30 million people?

That question found its logical answer recently when External Affairs Minister Joe Clark, and Minister for International Trade John C. Crosbie announced Canada's decision to participate in EXPO 92 in Seville, Spain.

Registered by the International Bureau of Expositions as a universal exposition (similar to Canada's own EXPO 67), EXPO 92 is the first event of its kind since EXPO 70 in Osaka, Japan.

It also marks the first world exposition held in Europe since 1958. The significance of EXPO 92, which runs from April 20 to October 12, 1992, doesn't end there, however. The gala event also coincides with the Barcelona Summer Olym-

pics and the inauguration of the European Single Market, as well as the 500th anniversary of Columbus' voyage to the Americas.

As the proud host of EXPO 67 in Montreal and EXPO 86 in Vancouver, Canada has earned the reputation as a leader in world expositions. This country has also received international acclaim for its contribution to other such events abroad.

In announcing Canada's involvement at EXPO 92, Minister Clark stated "Canada looks forward to participating at EXPO 92 as this event will bring together more than 80 nations of the world in a spirit of peace and co-operation."

Minister Crosbie brought a "business" perspective to Canada's participation, saying, "EXPO 92 will be an excellent forum for raising Canada's profile in Europe in the year of the European Single Market." (The year 1992 signifies the completion of one single market within the 12

member states of the Economic Community--a move that should eliminate all internal barriers to free circulation of goods, people, capital, and services). As Canada's second largest market after the United States, the European Community is an important trading and economic partner.

EXPO 92 will use its theme *The Age of Discovery* to highlight human discoveries in every field of endeavour--past, present and future. The exposition's emphasis on innovation and technology will allow Canada to demonstrate its expertise in areas ranging from biotechnology to cold water research.

Responsibility for Canada's participation at EXPO 92 falls under the aegis of the Department of External Affairs, whose contact is Jean Pierre Ollivier, tel: (613) 996-2223.

## Munich proves magnetic

Munich--The international trade fair for electronic components and assemblies, *Electronica 88*, has once again proved magnetic. Held in Munich, November 8-12, 1988, the fair drew 110,000 visitors from 68 countries to displays by 1,880 exhibitors. An additional 604 companies came from 37 countries.

Every imaginable range of products and services in the fields of microelectronics, macroelectronics and quality assurance techniques reflected current market trends.

The demand was so high that 98.3 per cent of all exhibitors reported positive overall results. Large gains were achieved across the entire component range, from semiconductors to passive components and quality assurance sectors.

The mix of visitors brought together important business contacts from around the world. Observers say this is a sign by foreign competitors of their increased interest in European developments. Europe's technological lag also indicates a possibility of joint venture and investment possibilities for companies outside the region.

An independent survey revealed a number of points about visitors to the trade show: 50 per cent were in the electronics and electrical sectors, with 65 per cent primarily interested in electronics components; 18 per cent were interested in equipment for research and quality assurance; and 17 per cent in electro-mechanical products; and 6.2 per cent in trade and distribution.

In line with predictions on expanding application ranges, more than half the visitors were from small and medium-sized companies. 82 per cent of visitors had purchasing authority.

In the words of two Canadian exhibitors, participation at *Electronica* gives "an excellent view of our competition and helps us to maintain our technical lead;" also "we have better feedback on our U.S. competitors' activity in Europe, and are more aware of their weak areas."

With on-site sales of \$77,000 and estimated 12-month follow-up sales of over \$15 million, the 13 Canadian participants gave the show top marks.

By the final day, 93 per cent of all exhibitors had already opted to attend *Electronica 90*, which is to take place at the Munich Trade Fair Centre, November 6-10, 1990.

For further information on *Electronica*, contact Helmut Schroeter of External Affairs' Western Europe Trade, Investment and Technology Division, Fairs and Missions (RWTF), tel: (613) 996-4344.

## Paris site of important Algerian forum

Paris--Want to take advantage of Algeria's new economic climate? Then try the *Algerian New Investment Opportunities Forum (Forum des nouvelles opportunités d'investissements en Algérie)*!

This forum is Algeria's single-most important international trade gathering planned for 1989. Appropriately, it's being held at the Palais des congrès in Paris, France.

Organized by *Entreprise Nationale d'édition de revues d'information et de magazine spécialisés (ENERIM)*, the four-day event gets under way April 5, 1989. Other sponsors are a number of Algerian ministries, including Foreign Affairs, Trade, Agriculture, Energy, Transportation and Industry.

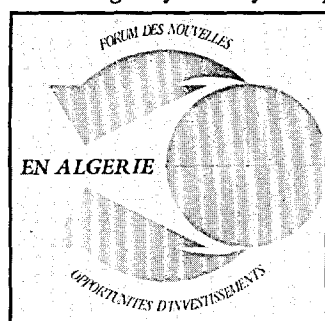
The forum agenda consists of numerous seminars. The first two of the four days will feature topics such as setting up business ventures in Algeria, rules and procedures, industry sectors and finance.

On the fourth day, April 8, seminars will focus on joint ventures, investment opportunities and joint venture financing. A number of first-rate speakers from industry and finance will address the participants and professional debate is the order of the day. Numerous technical workshops are also planned.

In light of the new economic and administrative situation in Algeria, many excellent business

opportunities exist here. Word to that effect is spreading.

By improving present dialogue and opening new avenues of communication--a task which should be greatly aided by the April forum--Al-



geria aspires to create and strengthen permanent business relationships that can be mutually beneficial to joint venture partners in terms of smoother introduction

and transfer of technology.

For further information on the *New Investment Opportunities Forum* or on doing business in Algeria, contact Sylvvy Gariépy of External Affairs' Africa Trade Development Division (GAT), tel: (613) 990-8134.

Interested parties may also wish to contact the Canadian Embassy in Algiers. Telex: (Destination Code 408) 66043. Answerback: (66043 CANAD DZ).

## Hong Kong to host major food exhibition

Hong Kong--The fast-food rage is no longer a North American phenomenon. In Hong Kong, for example, fast-food chains are beginning to dot the cityscape.

The fast-food frenzy, coupled with a boom in Hong Kong's tourist industry, may spell good news for the country's economy, but it's playing havoc with the resources of the food sector.

The current supply of foodstuffs and of automation and food processing equipment is hard pressed to keep up with the crushing demand. That means Hong Kong, increasingly, is looking to imports to help stem shortages. In 1987, for example, the overall market in Hong Kong for imported foodstuffs was \$4.3 billion, or 95 per cent of all food consumed.

With the demand so great and the market so eager, the Department of External Affairs is set-

ting up a national booth at HOFEX '89, which runs from May 24 to 27, 1989 in the new Hong Kong Convention and Exhibition Centre.

Canada's participation in HOFEX '89 is a first. This country's decision to participate was prompted not only by market demand but by the fair's impressive success to date. After only two years, HOFEX has established itself as the leading food sector exhibition for Hong Kong and the surrounding area.

The welcome mat is out to all members of the Canadian food service industry to join in Canada's national stand at HOFEX '89.

For more information, contact Ms. T. Brophy of External Affairs' Trade Fairs and Missions, Asia and Pacific Branch, tel: (613) 995-8649; telex: 053-3745.

# Trip to enhance trade with Western Europe

Continued from page 1

vestment, trade and technological partnership, acknowledges that major changes are taking place both in Canada and Europe. One such development is *Europe 1992*.

The year 1992 will signify the establishment of a single market among the 12 member states of

the European Community. To compete effectively, Canadian companies wishing to secure and extend access to this impressive trading bloc will want to adopt a more pro-active stance. Properly approached, the market will become even larger for a wide range of Canadian goods and services and as a source of investment capital and tech-

nology.

At the same time, the conclusion of the Free Trade Agreement with the United States is making the Canadian business climate more attractive to European firms seeking access to the broad North American market.

Minister Crosbie's trip is the first of a number of events being scheduled for 1989 that will focus on Canada's trade relations with Western Europe. For instance, in February and early March, Canada's High Commissioner to the United Kingdom and Ambassador to France will be on speaking engagements across Canada.

They will discuss the changes inherent in *Europe 1992* and will highlight business opportunities in the Western European market that are open to Canadian companies.

The February-March seminars, luncheons and symposiums, are being organized by the Canadian Exporters' Association and the Department of External Affairs.

The schedule is:

Feb. 20--Halifax, *Exporting seminar on France*, Ambassador Claude Charland; Feb. 21--Moncton, *Conseil économique du Nouveau Brunswick*, luncheon with Ambassador Charland; Feb. 22--Montreal, CEA luncheon with Ambassador Charland; Feb. 24--Vancouver, *Exporting seminar to France*, Ambassador Charland; Feb. 28--Toronto, *Trade symposium on the U.K.*, luncheon with High Commissioner Donald Macdonald; and March 1--London, CEA luncheon with High Commissioner Macdonald.

For more information, contact Marc Lepage (tel: 613-996-2363) or Valerie Smith (tel: 613-995-6565) of External Affairs' Western Europe Trade, Investment and Technology Division (RWT).

Registration details may be obtained from Lynn Berthiaume of the Canadian Exporters' Association, tel: (613) 238-8888.

## Participation in trade shows proves profitable

Continued from page 1

- 86 per cent undertook follow-up activities after the event; and
- 72 per cent would not have gone to the trade fairs without DEA assistance.

The usefulness of trade shows is further borne out by the observations in another recent study conducted by K.G. Hardy of Western University's Business School.

After interviewing a group of Canadian manufacturers about their experience in exporting to the United States, Hardy noted "all firms found trade shows to be absolutely critical in developing the market and in finding new channels of distribution. Furthermore,...the exporting firms saw (these shows) as a time ...to investigate the market...contact potential reps or agents...build rapport and goodwill with the end-users, and ...investigate trends and directions in the marketplace."

The main source of support for Canadian participation in trade fairs and missions is the Program for Export Market Development (PEMD). Since of April 1, 1987, the DEA Fairs and Missions Program comprises the government-initiated component of the Program for Export Market Development (PEMD-GI); industry-initiated projects make up the other component of PEMD.

DEA has been pleased to note that Canadian participation in trade shows in the United States (Canada's largest trading partner) appears to be growing and yielding strong results.

For example, highlights of an evaluation of the U.S. component of the PEMD program for 1987-88 include:

- 2200 Canadian companies participated in 45 events sponsored by DEA under PEMD-GI, at

- a total cost of \$3,588,191;
- 95 per cent of participants in trade shows were small or medium companies and 60 per cent were new entrants to that event;
- each dollar spent on PEMD produced \$125 of exports; trade shows alone produced \$115 in exports and accounted for 78 per cent of the total exports generated under PEMD projects;
- the results achieved exceeded objectives by 144 per cent for on-site sales (\$33,077,812) and by 68 per cent for 12 month sales (\$414,160,000); and
- the total sales represent over 9,900 person years of employment.

To assist the private sector in capitalizing on the myriad opportunities inherent in successful trade shows, a new DEA publication, entitled *Trade Shows Made Profitable*, is currently in the works and should be available early in the new year. In conjunction with this handbook, a winter series of one-day workshops has been set up for various centers in Ontario (see schedule below).

To be led by Barry Siskind of the International Training and Management Co. (Toronto), these seminars are designed to show sales managers and their staff how to prepare, participate, evaluate, and follow up on the opportunities provided by trade shows--so that the maximum results can be achieved.

Workshops are scheduled as follows:

January 25--St. Catherines; February 8--Oakville; February 15--Peterborough; February 22--Kitchener; March 8--Ottawa.

Interested parties should contact Mr. Siskind, International Training and Management Co., International Trade Centre, 4th floor, 1 Front Street West, Toronto, Ontario, M5J 1A4.

## At your service: Assessing the Japanese market

Canadian companies wishing to tap into Asia's most affluent market, might want to check out the services of Nika Marketing Corporation (NMC). Established in both Canada and Japan, NMC offers Canadian exporters a comprehensive range of services to access the Japanese market. As the centrepiece of its display space in the \$6.9 billion AOMI Cargo Distribution Centre in Tokyo harbour, NMC features a complete log home, produced in British Columbia. In addition to the log home, there are 18 other Canadian products on display.

As well as showcasing products in its AOMI

display space, NMC's extensive services include marketing, advertising and promotional advice, before and after-sales liaison with Japanese customers, contract negotiation, translation, design, printing and distribution of advertising materials, quarterly activity reports, and evaluation, recommendation and selection of agents, distributors and other representatives.

To explore the full range of NMC services, contact Nika Marketing Corporation, P.O. Box 4545, 349 West Georgia St., Vancouver, B.C., V6B 3Y8. Tel: (604) 984-3568. Telex: 04-352841. Fax: (604) 985-8111.

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Canada

## Computing sales in U.S. federal procurement market

Pick a product. Any product—from water glasses to battleships to wheelbarrows—and the largest single buyer in the United States will likely be the U.S. federal government. This enormous market accounts for between seven to 12 per cent of all product purchases in the U.S. Surprisingly, to date, it has been virtually untapped by Canadian exporters. Now, with the Free Trade Agreement, comes

the opportunity to bid on more U.S. government contracts. Until January 1, Canadian businesses could only bid on non-defence contracts above \$171,000. Today, that threshold has been lowered to \$25,000, opening up a potential \$3 billion dollars worth of new business. (U.S. government defence contracts over \$25,000 were open to Canadians before FTA). Predictions are that, with free trade, computer

hardware and software industries will be the big winners. One of the fastest growing elements of U.S. federal government procurement is in the field of information resource management (IRM) or, put more simply, the supply of computer equipment, software and services.

In 1987 alone, U.S. government purchases of IRM totalled approximately \$3.2 billion. Increasing at a rate of eight per cent to 12 per cent a year, this record far outstrips many segments of the commercial market.

However, selling to the U.S. government can be a somewhat complex and difficult process. To date, it has not been worth the hassle for many Canadian businesses to argue with U.S. red tape, which can be twice as intimidating as it is in Canada.

But there is good news. With Free Trade, changes in the Immigration and Customs regulations in the U.S. have given Canadian companies greater access to the U.S. marketplace. The immediate elimination of tariffs on Canadian-made computer hardware and related equipment (such

## Technically speaking, Canada Days were terrific

A highly successful mission to North Africa has helped Canadian telecommunications and computer equipment manufacturers penetrate that market area.

The occasion was Canadian Technical Days, which saw 11 Canadian companies take their expertise to Tunisia, Morocco and Algeria.

Seminars on Canadian telecommunications and

computer technology drew several hundred visitors, including top government officials and private-sector business people, in each of the three countries visited.

Launched in Tunis on Nov. 28, 1988, immediately after Canada's highly acclaimed participation in Tunisia Telecoms 88, the Canadian Technical Days gave mission members an opportunity to meet privately with officials from the Tunisian Ministry of Communications, the National Data Processing Centre and the Ministry of Transport, including the Airport Board of Tunisia.

Senior Tunisian officials taking part in the Canadian Technical Days included the Minister of Telecommunications, Brahim Khouaja, and Farouk Kammoun, President of the National Data Processing Centre. Each gave an overview of the telecommunications and computer technology sectors of their country.

Canadian mission members also got valuable information on bidding opportunities from the Tunisian Ministries of Telecommunications, Transport and the National Data Processing Centre. Turn to page 6--Telecommunications



Communications' the name--Tunisia's Minister of Telecommunications, Brahim Khouaja (second from right), takes in the Canadian stand at Tunisia Telecoms 88, which helped drum up support for the Canadian Technical Days, held in Tunis, Rabat and Algiers, Nov.-Dec. 1988. Looking on are Canada's Ambassador to Tunisia, Timothy A. Williams (right), Peter Furesz, Canadian Counsellor (Commercial) and Consul in Tunis, (far left) and Luc Fournier, Department of Communications.

## New Zealand: Relaxed rules rewarding

Canadian suppliers of telecommunications equipment could be on-line as New Zealand's Telecommunications Corporation moves to deregulate and modernize services.

With plans to introduce a central computerized billing system, new regional maintenance centres, and automatic telephone exchanges, Telecom Corp. has allocated \$2 billion over the next three years to improve its network throughout New Zealand.

This is an aggressive push for the new corporation, which was established in April 1987, when telecommunications services were severed from the New Zealand Post Office and re-established under a state-owned agency.

Now is the time for Canadian suppliers to think long distance. Indeed, Canada already has been successful in helping Telecom Corp. to "ring out the old and bring in the new".

A Canadian firm has been provisionally awarded the consulting contract to design the new Telecom Corp. system, with the final technical negotiations now in progress.

Canadian suppliers of telecommunication equipment would do well to keep tabs on further developments as they arise.

For more information on trade opportunities in New Zealand, contact Brian MacKay of External Affairs' Asia Pacific South Trade Development Division (PST), tel: (613) 995-7652.

## Gone are the procedures that made it cumbersome for Canadian suppliers to travel to the U.S.

as keyboards and monitors), as well as the reduction of duty on computer software to 8.7 cents per square metre from 9.7 cents, has also boosted market competitiveness.

Gone are the cumbersome procedures and paper work that made it difficult for Canadian suppliers to travel to the U.S. to train a user, or install and maintain a computer system.

Now with no waiting system and a reduced paper burden, companies can get out there and sell to the commercial and government market in ways that they couldn't before.

Turn to page 4--Computer

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# Good sales prospects from around the world

**BRITAIN--**A U.K. industrial equipment marketing company seeks Canadian manufacturers interested in the sale and distribution of their products in the U.K. Types of products sought are innovative and well-designed items of construction equipment, transport equipment, process equipment, manufacturing machines or tools. Also being offered to Canadian suppliers is a marketing information service on industrial products that provides data on the U.K. market and information on customs procedures. There is a price for this service that is geared primarily to small and medium-size firms. Interested companies should contact Mr. F.M.N. Cobb, of Cobb Marketing, 57 Lower Swaines, Epping, Essex, CM16 5ES, England. Tel: (0378) 74162. (Notice dated 16 Dec. 1988).

**GERMAN DEMOCRATIC REPUBLIC--**An agency here seeks Canadian manufacturers of glassine paper. Product specifications are: glazed white, bleached with blocking groove 40 g/sqm; bleached white, 40 g/sqm; bleached white, 30 g/sqm; light roll width, 7 cm; roll burr shift, maximum 2 mm; transparency at least 83 per cent; lengthwise absolute tensile strength, at least 24.5 N; humidity level, at least 10 per cent; absolute breaking load resistance, at least 0.5 kg/sqm; rolls are to be uniformly hard, sound-coiled and free of gluing. There should be no edge damage, no gluey points, no bends and no welts. Stacking is to be on pallets to prevent slipping. Impurities are measured as follows: 0.1 to 0.5 sq mm equals 10; 0.5 to 1.0 sq mm equals 3; and over 1.0 sq mm equals 0. Interested firms should supply product details, prices and company brochure to Norbert Flickm, Director, Transinter, Direktionsbereich Grundstoffe, Syringeweg 21, Berlin 1055. Telex: 112371; 112372; 113084. (Telex dated 23 January 1989).

**GREECE--**The Hellenic Telecommunications Organization (OTE) has issued a tender, bid deadline April 17, 1989, for the supply and installation of a submarine cable network. Required are: the supply of approximately 370 km of submarine optical cable (together with joints, digital terminal equipment, instruments, tools and accessories); the provision of equipment for a vessel that will be used to lay and maintain the submarine cable network; the installation, adjustment and commissioning of the network; the training of OTE's technical personnel; and the supply of literature and any other materials and/or services related to the network. Technical documents, to be available by the end of February and costing 32,000 drachmae, can be obtained by the post and forwarded, at a cost of Cdn\$55-\$60, to interested companies. Contact the Canadian Embassy, Athens. Telex: (Destination code 601) 215584. Answerback: (215584 DOM GR).

**HUNGARY--**Under a World Bank-financed telecommunications project, Elektroimpex, the Hungarian foreign trading company for telecommunications and precision goods, has announced a two-part tender for the supply of jelly-filled local telephone cables with copper conductor and foam-skin polyethylene insulation, in lengths varying from 5 to 240 kms. Part one specifies cables 0.4 mm in diameter and part two, cables 0.8 mm in diameter. Bids--closing date is March 20, 1989--may be made on either part, but must include all cables in the part bid upon or the bid will be disqualified. Tender documents are available on payment of US\$120 (non-refundable), remitted through the National Bank of Hungary to Elektroimpex, (account no. 202-10782). Note: *Elektroimpex has announced that it will not mail tenders. Canadian companies interested in bidding on the tender are advised to request documents through the Canadian Embassy, Budapest.* Telex: (Destination code 61) 224558. Answerback: (224558 CDA H).

**NIGERIA--**A joint venture project between Mobil and the Nigerian National Petroleum Corporation, OSO Condensates Project, requires the following range of goods and services: platforms (production, gas injection, living quarters, wellhead, flare, risers); facilities (single separation train producing 100 MBPD stabilised condensate and gas injection of 535 MMSCED into OSO field/compressor discharge of 5500 PSI); pipelines (118 miles subsea 10-40 inch, two shore approaches, three pipeline crossings); storage (3 x 670 MBBL condensate storage tanks, 1 x 500 MBBL crude storage tank, yard piping); loading (new SPM-CALM) and buildings (living quarters, central buildings, switchgear and MCC buildings, storage and repair shop). Canadian companies interested in supplying such goods and services are advised to contact each of the potential contractors (with copies to Mobil), outlining expertise, experience and interest in the project. Addresses appear below). In terms of project financing, the World Bank has indicated a willingness to finance up to 60 per cent of the NNCP project. For the remaining 40 per cent, the prime contractors (and their subsidiaries) will be asked to indicate financing available for what will be approximately US\$ 200-US\$300 million. In terms of the timing of the project, the front-end engineering and preparation of the bid package for facilities contract are complete, with the bid package sent to five prequalified contractors on December 30, 1988, bids to be returned by March 30, 1989. The contract award is expected by mid '89, with procurement to begin by the end of '89 or early '90, and construction to begin by the end of '90, with project start-up by the fall of '91. Contacts are: R.A. Kyle, Director, Marketing and Business Development, Bechtel Ltd., 245 Hammersmith Road, London W6 3DP, England, U.K.; R. T. Gilchrist, Sales Manager, John Brown Engineers and Constructors Ltd., 20 Eastbourne Terrace, London W2 6LE, England; Engineer A. Berti/Omar, Snamprogetti S.P.A., 20097 San Donato Milanese, Milano, Italy; F.M. Thomason, Project Director, McDermott Offshore Services Inc., P.O. Box 188, Morgan City, Louisiana 70361, USA. Dr. J.B. Weidler, Senior Vice President, Marine Business Development, Brown Root International Inc., 4100 Clinton Drive, Houston, Texas 77001, U.S.A.; OSO Development Project, c/o Fluor Daniel Inc., One Fluor Drive, Sugarland, Texas 77478, U.S.A. Telex: 798 984. Mobil OSO ELN: 72886595. Mobil Project Task Force, D.E. Krchn, Senior Manager of Projects.; and Gerd Kubica, Venture Manager, Mobil Producing Nigeria, Bokshop House, 50-52 Broad Street, PMB 12054, Lagos, Nigeria. Correspondence for Nigeria should be sent by courier or via the Canadian Embassy, Lagos. Telex: (Destination code 905) 21275. Answerback: (21275 DOMCANNG). (Telex dated 18 January 1989).

**SWEDEN--**Two procurements under the General Agreement on Tariffs and Trade (GATT) have been announced by organizations here. In one, the Defence Material Administration of Sweden will purchase 500,000 NBC plastic overalls (250,000 to be delivered not later than April 1, 1990; the remaining 250,000 to be delivered not later than April 1, 1991). Companies interested in tendering may give their names and addresses--as soon as possible and quoting reference number 1989.02.20--to Defence Material Administration, Purchase Directorate, Inkop A/Jut, S-115 88 Stockholm. Phone Stefan Langner (Int plus 87 82 57 04). For questions about quality, phone Sone Thoren (Int plus 87 82 55 05). Telefax: (Int plus 87 83 78 69). The second tender, issued by the Swedish National Police, is for the procurement of 9,300 (Alt 8,500) jackets for winter use. Companies inter-

ested in tendering should telex (19872 RPS ST 5) or telefax (08-50-29-16)---before February 10, 1989; or they may apply in writing to Rikspolisstyrelsen, Ekonomibyran, Inkpssektionen, Box 12256, 102 26 Stockholm. Tender must be delivered, by March 20, 1989, to Rikspolisstyrelsen, Registratorskontoret, Box 12256, 102 26 Stockholm..

**TURKEY--**This country's Ministry of Transport, General Directorate of Railways, Harbours and Airports has issued a tender, bid closing date March 7, 1989, for 16 sets of rudder propeller systems. Each of the systems shall consist of a diesel engine, a disengaging coupling, transmission elements, rotation arrangements (to perform stopping), manoeuvring system (for ahead and astern), revolution reductio unit, horizontal and vertical shafts, propellers and parts (to maintain the actuation and control of the system). Two propulsion systems will be mounted on each split barge. The diesel engine will have a minimum 300 BHP (SAE), 1800 rpm and a minimum six cylinders (direct injection type). Controlled by an hydraulic arrangement from the bridge, the vertical shaft will be able to rotate 360 degrees (to perform the steering of the vessel). Propellers will be of aluminum-bronze and the vertical shaft carrying the propeller must be able to move vertically in the range of 70 cm. Also required are a bid bond of three per cent and a performance bond of 10 per cent. Bidding open to member countries of the International Bank for Reconstruction and Development. Bid specifications/documents, costing \$120, can be obtained by the post and couriered, at a cost of \$70, to interested Canadian companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**The Ministry of Transport, General Directorate of Railways, Harbours and Airports has also issued a tender, bid closing date March 7, 1989, for main engines, and reduction and manoeuvring equipment for use on tugboats. Bidding is open to member countries of the International Bank for Reconstruction and Development. Required are a bid bond of three per cent and a performance bond of 10 per cent. Complete specifications/bid documents, costing \$120, may be obtained by the post and forwarded, at a cost of \$70, to interested bidders. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**The Turkish Electricity Authority (TEK) has issued a tender, bid closing date March 2, 1989, for the supply of overhead line hardware. Required are: 160 PCS station post insulators; 57 PCS string insulators; 66 PCS insulator suspension sets; and 333 PCS insulator tension sets. These materials will be used on high-tension power transmission lines in conjunction with 3 x 954 and 2 x 954 KCMIL 954 ACSR cardinal conductor bundles. A 3 per cent bid bond is required for this World Bank financed project. Bid documents, costing approximately Cdn\$195, can be obtained by the post and forwarded, at a cost of Cdn\$70-\$80, to interested companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**With a bid closing date expected to be set around mid-April, 1989, the State Railways Administration (TCDD) is issuing a tender for 40 luxurious rail coaches. Specifications: 2 units will be sleeper coaches with a travelling speed of 160-200 kms/hour and equipped with telecommunications systems and air-conditioning; each sleeper will have 10 compartments,

# CanadExport



External Affairs  
Canada

Affaires extérieures  
Canada

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## Free Trade Bulletin

Following passage of the Canada-U.S. Free Trade Agreement (FTA), International Trade Minister John C. Crosbie and Finance Minister Michael Wilson announced a slate of 25 Canadians who will serve on the binational dispute settlement panel established under Chapter 19 of the Agreement.

The panelists are:

- Albert L. Bissonnette,
- Penny S. Bonner,
- Donald J.M. Brown,
- Jean Gabriel Castel,
- James Chalker,
- Peter Clark,
- John M. Coyne,
- Glen A. Cranker,
- Ivan Feltham,
- C.J. Michael Flavell,
- Martin Freedman,
- D.M.M. Goldie,
- Rodney Grey,
- Gerald Lacoste,
- A. de Lotbinière Panet,
- David McFadden,
- James McIlroy,
- Robert Pitt,
- Simon Potter,
- Margaret Prentiss,
- John Richard,
- Pierre Sauvé,
- E. David Tavender,
- Christopher Thomas, and
- Gilbert Winham.

Ministers Crosbie and Wilson also announced the appointment of a roster of five retired judges from which members will be selected to serve on extraordinary challenge committees as established by the FTA.

They are:

- Arthur G. Cooper,
- Jules Deschenes,
- Willard Estey,
- Gregory Evans, and
- Nathaniel T. Nemetz.

The purpose of the binational dispute settlement panel is to carry out fair, rapid, effective and objective resolution of cases involving anti-dumping and countervailing duty disputes.

Under the provisions of Chapter 19, each Party reserves the right to apply its anti-dumping and countervailing duty laws, including relevant statutes, legislative history, regulations, administrative practice, and judicial precedents, to goods imported from the territory of the other Party.

If a Party is dissatisfied with a final determination on an anti-dumping or countervailing duty issue, it may request the establishment of a panel to review that determination. This panel review replaces existing judicial review in each country.

Within 30 days of the request for a panel, the government of each country will appoint two panelists from their rosters. A fifth panelist is then selected. The decision of a panel must be based on a majority vote of all its members and is binding. The panel can uphold the final determination or remand it for action not inconsistent with its decision.

Parties to the dispute are assured of a hearing before the panel as well as the opportunity to provide written submissions and rebuttal arguments, on which the panel will then base its decision.

Where one Party alleges, within a reasonable time after the panel's final decision is issued, that a panel member was guilty of a gross misconduct, bias or serious conflict of interest, or that the panel has unreasonably exceeded its powers, authority or jurisdiction, that Party can ask for a hearing before an extraordinary challenge committee.

The committee which consists of three members--one chosen from each country's five-person roster and the third chosen jointly--must convene within 15 days of the request and provide a decision within 30 days of its formation.

Decisions of the extraordinary challenge committee are binding. If the committee finds that the panel has materially violated the prescribed rules for its conduct or exceeded its powers, it can, if the panel refuses to alter its decision, request the establishment of a new panel to settle the dispute.

## Sales leads

Continued from page--2

each with two beds and shower/wc facilities, and conforming to UIC-567-2 standards for sleeper coach dimensions; 20 units will be luxury pullman coaches, each with a phone cabin and a seating capacity of 60 people and with dimensions conforming to UIC-567-2 type Z standards. Bidders will be required to offer a credit package (government loan or suppliers credit) for 100 per cent of the cost of the 40 coaches. TCDD will borrow from foreign sources for this project with a sovereign guarantee for debt service from the Turkish Government. The post will obtain bidding documents when they are available from TCDD. Costs are to be determined. Courier expenses will be Cdn\$70-\$80. Interested companies should contact the Canadian Embassy, Ankara, Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**ZIMBABWE**--With a bid closing date of May 2, 1989, the Zimbabwe Iron and Steel Company (ZISCO) has announced a tender for the installation of a new sinter plant and ancillary equipment for its Redcliff plant. The tender includes design, manufacture, supply, inspection, testing, packing, forwarding and delivery of plant and equipment to site, as well as offloading at site, overseeing of plant erection, fitting, painting and completion of site, including network planning and supervision of, and responsibility for, start-up and final testing. The scope of supply covers turnkey sinter plant, including mechanical and electrical equipment, instrumentation, steel structures, civil works, and erection and commissioning services. The successful bidder will be subject to the conditions of the contract, as recommended by the Institute of Mechanical Engineers, Institute of Electrical Engineers and Association of Consulting Engineers of the United Kingdom. Post can supply complete tender specifications. Contact the Canadian High Commission, Harare. Telex: (Destination code 907) 4465. Answerback: (4465 CANADA ZW).

**NOTE:** Unless otherwise stated, companies requesting bid documents will be billed for document/courier expenses. Canadian bidders should also be aware that export permits may be required for some of these products.

## Food market on menu

**Saint Hyacinthe**--Canadian companies interested in learning about agro-food export opportunities should plan to attend Agro-Export 89, a two-day seminar focusing on where and how to sell agro-food products throughout the world.

The March 15 and 16 seminars--to be held at the Saint-Hyacinthe Food Research Centre in Quebec--are jointly sponsored by the Federal and Quebec governments, with the co-operation of the Quebec Food Products Manufacturers' Association.

The first day will be devoted to the U.S. and food products under Free Trade. Food distributors and retailers from various regions in the U.S. will be on hand to exchange ideas with participants and learn about Quebec food products.

On the second day, foreign company representatives, invited from abroad, will help focus on markets in Europe, Asia and the Caribbean.

This is a unique chance for Canadian agro-food companies in Quebec to learn about agro-food opportunities throughout the world.

For more information on how to participate in the seminars, contact Léo R. Leduc of External Affairs' Agri-Food Products Division (TAA), tel: (613) 995-1773.

## World Bank Seminars pinpoint business opportunity

The 1989 calendar of World Bank Business Briefings offers advice and essential information on export opportunities available through World Bank funding.

The World Bank annually approves loans and credits totalling some \$19 billion for more than 200 new projects in developing countries.

The projects it sponsors cover a wide spectrum: agriculture and rural development, energy (electric power, oil, gas and coal) transportation, industry, mining, telecommunications, water supply and urban development, education, health services, and population planning.

At the Business Briefings, World Bank staff will: provide an overview of the World Bank; address questions of how companies and consultants fit into the 'project cycle'; outline the procedures they should follow to keep informed about projects and to compete for upcoming contracts; and discuss the various ways contractors, consultants and suppliers can be paid.

Who should attend?

Firms interested in exploring or in developing international business opportunities in all types of manufacturing, civil works, and consulting.

Many contracts cover either specialized single pieces of equipment or a large number of low unit-value items or services. This means small and medium-size, as well as larger companies can benefit from World Bank-generated business.

Briefing attendance is free--but reservations are required. Participants are accepted on a first-come, first-serve basis and should either call (202) 477-8830 or mail registration requests at least two weeks prior to preferred briefing date. If mailing your request, write to Mrs. Carol D. Stitt, Business Relations Adviser, The World Bank, 1818 H St. N.W., Washington, D.C. 20433.

Briefings will be held from 9 a.m. to 12:30 p.m. at the World Bank offices in Washington on Feb. 23; March 23; April 27; May 25; June 29; Sept.

21; Oct. 19; Nov. 16; and Dec. 14.

Briefings are not held during the months of July and August.

## Projects in Africa under consideration

The following education projects are currently under consideration for African Development Bank (AFDB) funding and are open to bids from Canadian companies:

**Angola**--Rehabilitation and extension of four training institutes in Lubango, including provision of equipment and technical assistance. Loan: US\$25 million. Status: Appraisal report to be submitted to AFDB in early 1989. (Executing agency: Minister de l'education, Luanda).

**Botswana**--Construction of facilities to expand country's education system. Loan: US\$19 million. Status: Appraisal planned for 1989. (Executing agency: Project Implementation Unit, P/Bag 005, Gaborone. Telex: 2944 BD).

**Gabon**--Construction of 30 new primary schools and reinforcement of capacity to maintain/produce didactic material. Loan: US\$32.5 million. Status: Project preparation planned for late 1988. (Executing agency: Ministère de l'education).

**Swaziland**--A study to assess manpower needs of education sector. Loan: US\$0.6 million. Status: Identification report prepared by UNESCO; appraisal planned for early 1989. (Executing agency: Ministry of Education)

Canadian companies interested in any of the projects should contact the Trade Commissioner of the country involved (telex numbers are available from the toll-free Info Export line, tel: 1-800-267-8376; in Ottawa, call 993-6435).

## College courses explore export concerns

Business and industry can capitalize on opportunities in international trade markets by attending the Humber College International Business Program.

The exploration of subjects such as transportation, banking, finance, marketing, and documentation, enables participants to gain practical information that is applicable to the workplace.

To obtain the College's Certificate in International Business requires the successful completion of these courses: *Exporting and International Business*; *Canadian Customs*; *Aspects of Trade: Imports and Exports*; *International Marketing*; and *International Banking and Finance*.

Course description and schedule are:

**Exporting and International Business**--A how-to orientation on exporting and a general overview of international business, including forms of exporting, risks and making contact with foreign buyers. Thursdays, Feb. 23 to Mar. 30; Mondays, May 8 to June 19; 7:00 p.m. to 9:30 p.m. Fee: \$85.

**Canadian Customs**--A thorough examination of Canadian customs procedures under the Harmonized System, including preparation and filing of all documentation for imports, exports, refunds, and drawbacks. Wednesdays, May 10 to June 28; 7:00 p.m. to 10:00 p.m. Fee: \$150.

**Aspects of Trade: Imports and Exports**--Deals with such practical aspects of international trade as buying and selling terms, modes of transportation and their importance, importing and exporting procedures, requirements, and documentation. Tuesdays, May 9 to June 27; 7:00 p.m. to 10:00 p.m. Fee: \$195.

**International Marketing**--Explores the key components of international marketing, including developing and realizing a market strategy, the use of promotional projects such as trade fairs, and financing export activities through government program support and provincial and federal assistance. (Next course starts in September).

**International Banking and Finance**--Studies the various money and capital markets within the international financial system, analyzes international activities of Canadian and non-Canadian banks, and discusses the specific functions in which international departments, divisions and affiliates perform. Tuesdays, May 9 to June 27; 6:30 p.m. to 8:30 p.m. Fee: \$125.

For further information on Humber College's Certificate in International Business program and to receive a program brochure, contact Carrie Andrews, Program Manager, Continuing Education, Humber College, 205 Humber College Blvd., Etobicoke, Ont., M9W 5L7, tel: (416) 675-3111. Fax: (416) 675-1483.

# Canadian Job Shop Show: "Window of opportunity"

Seattle--Has Seattle got a "job" for you! And it could start you on the road to becoming part of the United States West Coast's Industrial Revolution--which is opening the door to a market that is growing by leaps and bounds!

## Sales Leads

Continued from page 2

stock silos; the cooking unit--preheater and calcinator, rotary furnace, clinker cooler and conveying system; dust collection systems--electro-filter and gas cooling tower (for filtration of rotary kiln exhaust gases), jet-pulse type bag filter (for silos and conveying systems), and electro-filter (for clinker cooling unit and clinker conveying systems). The chemical analysis of the clinker is: lime standard: K.S 93-97; silicate module: S.M. 1.7-2.5; tricalcium silicate: C3S min 55 per cent; free calcium oxide: CAO 1.5 per cent. A bid bond of 5 per cent and a performance bond of 10 per cent are required. Payment is through irrevocable letter of credit. The post will obtain documents, costing approximately \$370, with courier expenses of \$80, for interested Canadian companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY**--With a bid closing deadline of February 21, 1989, the Turkish Electricity Authority has issued a tender for 11 substation protection systems that incorporate: back-up protection systems; shunt reactor protection systems; line overcurrent protection systems; automatic reclosing and fault recording systems; relay panels; measuring, control, indicator meters, and instrumentation systems. A 3.3 per cent bid bond and a 10 per cent performance bond are required. Procurement is open to World Bank member countries. Payment is through an irrevocable letter of credit (World Bank Credit file no. DB TOKCY.1). Bid documents, costing US\$500, may be obtained through the Canadian Embassy and forwarded, at a cost of Cdn\$70, to interested Canadian companies. Contact the Canadian Embassy, Ankara. Telex: Destination code 607) 42369. Answerback: (42369 DCAN TR).

**ZIMBABWE**--Under a World Bank loan, the Zimbabwe Electricity Supply Authority (ZESA) is prequalifying contractors for the supply, installation and commissioning of a complete hardware and software package for a computerized management system. Requests for prequalification questionnaires should be clearly marked: "Management information systems--Computer hardware and software." Copies of the prequalification questionnaire may be obtained from the Procurement and Materials Manager, Zimbabwe Electricity Supply Authority, 25 Samora Machel Ave., P.O. Box 377, Harare, Zimbabwe. Completed questionnaires must be returned, no later than March 31, 1989, to Secretary, Zimbabwe Government Tender Board, Fanum House, 57 Samora Machel Ave., Harare, Zimbabwe.

**NOTE:** Unless otherwise stated, companies requesting bid documents will be billed for document/courier expenses. Canadian bidders should also be aware that export permits may be required for some of these products.

Canadian manufacturers, particularly those in western Canada, can get in on the ground floor by participating in the first All-Canadian Job Shop Show which will be held in Seattle March 21-22, 1989.

Companies--provided they submit information by February 24--can also have their firm's name, address, key contacts and fields of specialty listed in a directory that will be handed out to show attendees.

### The trend is to use small, highly specialized manufacturing firms.

Trade officials in Seattle say the job shop movement--particularly on the West Coast--is growing rapidly. The trend is to capitalize on the advantages of using small, highly specialized manufacturing firms. There is also an advantage to establishing joint ventures with small shops that form an integral and on-going production team.

Trade officials also point out that, in the 10-year period 1977-1987, the manufacturing base of Metropolitan Seattle increased from 3,000 firms to 4,000 firms.

In the same period throughout the State of Washington, the base grew from 6,300 to 7,900 manufacturing firms.

## Last call to sunny trade opportunity

Caribbean/Central America--Opportunity knocks only once.... And time is running out for Canadian companies to cash in on the opportunity to participate in four upcoming trade shows in the Caribbean and Central America.

From March 1 to 6, Panama City hosts EXPOCOMER '89, Panama's largest general trade show which promises an "unusual openness to Canadian products." This marks the fifth year that Canada has had a national booth at EXPOCOMER.

From Panama, it's a short jaunt to Santo Domingo in the Dominican Republic for the March 9 opening of External Affairs' Solo Trade Fair. The four-day event, organized to take advantage of the "positive demand for Canadian products and services," features Canadian building materials, hardware, auto parts/accessories, hotel equipment, textiles and agricultural products.

April 8 is the opening day of Puerto Rico's 17th Annual Food and Equipment Trade Exposition. The international industry show serving supermarkets, food retailers, wholesalers, distributors, bakers, hotels and restaurants drew 8,000 buyers during last year's three-day exposition.

Puerto Rico is also the site of the 11th Annual Industrial Trade Show being held April 14-16 in San Juan. Highlighted at this show are hardware products, security and process control systems. Information on this show is available from Carlos Munante of External Affairs' South America Trade Development Division, Fairs and Missions (LSTF), tel: (613) 996-2268.

For more information on either EXPOCOMER '89 or Puerto Rico's Food and Equipment Trade Exposition, contact Jon Dundon of LSTF, tel: (613) 996-6921. Enquiries about the Santo Domingo Solo show may be directed to Evelyn Kelso, also of LSTF. Tel: (613) 996-5359.

Compounding that growth even more is Boeing, the region's top manufacturer.

Currently, Boeing has a US\$50 billion backlog. Officials say that, without any additional sales, this translates into a seven-year backlog at the company's present delivery rate. Such growth has created a regional shortage of skilled, blue-collar crafts people, especially in the smaller shops.

This situation, enhanced by the recent Free Trade Agreement, presents a "prime window of opportunity" for many Canadian shops, say Canadian trade officials at the Seattle Consulate.

Exhibitors being sought to participate in the All-Canadian Job Shop Show include, but are not limited to:

Specialty and custom machine shops; ferrous and non-ferrous fabricators; extruders; forging shops; rolling mills; drawing shops; welding (all types); heat treating; plasma-arc machining; chemical machining; and electro-chemical machining.

Also being sought are exhibitors of: Press work; spinning; tube bending; advanced-technology forming; surface treatment; plating; polishing; coatings; custom assembly shops; custom fabricators; custom plastic molders; tooling; mold making; industrial-process consulting; printing; publishing; and packaging.

Companies committed to participating in or seeking more details on the All-Canadian Job Shop Show should notify organizers before January 27.

Contact Fred Babis or Albert J. Short, Canadian Consulate General, Suite 412, Plaza 600, Sixth & Stewart, Seattle WA 98101-1286. Tel: (206) 443-1777. Fax: (206) 443-1777 ext. 107. After hours, Fax: (206) 443-1782.

## Waste water gets the treatment in western US

Idaho Falls--Idaho may be best known for its potatoes, but this western U.S. state also offers Canadian companies a "real" opportunity to gain a toehold in a difficult market.

Rising concern with environmental issues, especially among Northwestern states, has brought water/wastewater treatment out of the dark ages and under the microscope of public scrutiny. It's become an issue that dominates both the political and social arenas.

While the water/wastewater treatment industry has developed at a rapid pace, so too has the range and quality of the technology, equipment, products, and services designed to support it.

Manufacturers and suppliers of wastewater treatment products and equipment will have an opportunity to display their wares (to several hundred operators (who buy or influence the buying of equipment) at the Eighth Annual Idaho Water/Wastewater Conference to be held in Idaho Falls from May 21 to 24, 1989.

Equipment manufacturers and suppliers will be exposed to the buying power of water/wastewater personnel from the states of Idaho, Montana, Wyoming, Utah, Oregon, and Washington.

Although this event is recognized nationally, its primary focus is in the thirteen western states. And, the greater the number of exhibitors, the larger the attendance.

For further information on the Eighth Annual Idaho Water/Wastewater Conference, contact William M. Bottles, City of Blackfoot, 157 North Broadway, Blackfoot, Idaho, U.S.A. 83221. Tel: (208) 785-3016.



## Calendar to North African trade shows

Looking to improve your knowledge of export opportunities and to expand into North Africa's marketplace?

Then here's a calendar of trade fairs and shows taking place in Algeria in 1989 that may do just the trick.

- International Security and Protection Equipment Show (Salon International des Equipements de Sécurité et de Protection)-- March 7 to 14;
- International Air Conditioning and Processing Show (Salon International du Froid et du Conditionnement)--March 29 to April 3;
- Spare and Replacement Parts Show (Bourse de la Pièce détachée et de Rechange)--April 4 to May 6;
- 25th Algiers International Fair (25e Foire Internationale d'Alger)--June 6 to 17--General Trade Show;
- Arab Electronics Show (Salon arabe de l'électronique) - September 7 to 10;

- International Iron and Steel Industry Show (Salon International des Industries Sidérurgiques)--September 18 to 25, at Annaba;
- International Medical Show (Salon International Médical)-- September 20 to 27;
- 5th National Output Show (5e Foire de la Production Nationale)--October 23 to November 3; and
- International Packaging and Processing Show (Salon International de l'Emballage et du Conditionnement)--November 27 to December 3;

All of these shows will take place in Algiers unless otherwise indicated.

For further information on the shows or on market opportunities in Algeria, contact Sylvie Gariépy of External Affairs' Africa Trade Development Division (GAT), tel: (613) 990-8134.

Or contact the Canadian Embassy in Algiers. Tel: (011-213) 260.66.11/260.61.90. Telex: (Destination Code 408) 66043 (66043 CANAD DZ).

## Water works exposition to pump profits

Los Angeles--Water, water everywhere and ne'er a drop to drink...not a very pleasant scenario. Life without fresh water is unimaginable. Canada possesses more than 20 per cent of the world's fresh water supply and more lake area than any other country. Little wonder then, that Canadian scientists and industrialists are among the world leaders in the fight against water pollution!

Now they will have an opportunity--together with other world experts--to compare notes and evaluate current trends. The occasion is the American Water Works Association Conference and Exposition (AWWA), the largest annual gathering of water professionals in the world.

Last year, Canada's second year of participation, more than 10,000 qualified personnel attended the show in Orlando, Florida, where products for every phase of water supply operation were under consideration. The gamut in-

cluded storage, filtration, purification and chemical treatment, pumping, transmission and distribution.

The 12 Canadian exhibitors reported \$47,000 in on-site sales, with 12-month follow-up sales projected at \$11.73 million. Seven of the 12 Canadian exhibitors, participating for the first time at AWWA '88, anticipated \$6.7 million sales. It is expected that Canada's third participation in AWWA '89 will be even more profitable.

The 1989 AWWA Conference and Exposition is to be held in Los Angeles, California, June 18-22, 1989.

Canadian companies in the water quality business that are interested in participating in AWWA '89, should contact: J.T. Power, U.S.A. Trade & Tourism Development Division, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2. Tel: (613) 991-9478.

## U.S. drug procedures focus of seminars

In conjunction with Association Quebecois des fabricants de l'industrie medicale (AQFIM) and Medical Devices Canada (MEDEC), the U.S.A. Trade, Tourism and Investment Development Bureau (UTD) of the Department of External Affairs sponsored two, one-day seminars that focused on the U.S. Food and Drug Administration (FDA) Procedures and Product Liability for Medical Devices.

Designed for first-time as well as seasoned exporters, the mid-October, 1988 seminars attracted over 100 registered attendees in Toronto and more than 50 registered attendees in Montreal.

Three leading FDA and product liability experts from the U.S., including the U.S. Assistant Surgeon General, John Villforth, spoke at the seminars.

Subjects for discussion included the latest information on 510 (k), Investigation Device Exemptions (IDE), Pre-Market Approval (PMA), Good Manufacturing Practices (GMP), Medical Device Reporting (MDR), as well as up-to-date developments in U.S. product liability requirements.

Companies that were not present at the seminars but that wish to obtain seminar reference materials may telephone AQFIM at (514) 844-1913; or contact Ed Wang of External Affairs', U.S.A. Trade and Tourism Development Division (UTW), tel: (613) 991-9479.

## Benefits Association to hold meeting in Ottawa

A meeting of the Canadian Industrial Benefits Association (CIBA) will be held February 1, 1989 at the Chateau Laurier Hotel in Ottawa. The focus will be on Small Business Promotion and Offsets in NATO countries (the United Kingdom and the Netherlands). Luncheon speaker will be J. Breman, the Netherlands Ambassador to Canada. Admission (\$30 for government personnel, \$40 for others) is by prepayment, by January 30, with cheques made payable to CIBA. For further information, call (613) 236-0144, or write CIBA, P.O. Box 2714, Station D, Ottawa K1P 5W7. Fax: (613) 230-8904.

## Tunisia communicates

Tunis--Canadian participation in Tunisia Telecoms 88 last November proved to be a great success.

And, according to trade officials, this success was all the more important in that it marked Canada's first presence at this major Tunisian telecommunications show. (Canada participated in the "Forum" section of Tunisia Telecoms 86).

The four-day event attracted some 3,000 visitors to the Canadian pavilion, generating over 200 serious inquiries. These ranged from technical discussions to requests for information on Canadian telecommunications capabilities--including products and services.

Visitors to the Canadian stand--jointly sponsored by External Affairs and the Department of Communications and strategically located in the exhibition hall--included Tunisia's Minister of Communications, Brahim Khouaja, and senior officials of his Department as well as the Minister of Transport, Ahmed Smaoui.

In addition, two Canadian companies--LeBlanc & Royle Telcom Inc. and SR Telecom--set up their own booths at the show.

More than 60 per cent of the 80 exhibitors at the show, representing 14 countries, came from outside Tunisia.

Tunisia Telecoms 88 not only put Canada on the telecommunications map in the Tunisian marketplace, but it also helped drum up support for the Canada Technical Days which took place in Tunisia, Morocco and Algeria immediately after the show.

For more information on Canadian telecommunications opportunities in Tunisia and Morocco, or for participation in Tunisia Telecoms 90, contact Jean Michel Demarq of External Affairs' Africa Trade Development Division (GAT), tel.: (613) 993-6593.

## Waste not...Want not

Chicago--It's billed as the largest and most comprehensive annual North American waste service exposition.

In terms of the four R's philosophy--Reduce, Re-Use, Recover and Recycle--Waste Expo covers the curriculum of waste management.

It is the only conference where haulers, sweepers, government professionals, operations managers and landfill operators gather to evaluate the rapidly changing refuse industry.... Definitely, an event worth attending.

Canadian companies have attended the show the last two years, participating under the auspices of the Department of External Affairs.

At the 1988 show, held in Washington, there were 335 exhibitors and approximately 4,000 visitors. Ten Canadian manufacturers exhibited in the national stand.

Sales over a 12-month period were pegged at more than \$16 million. Eight Canadian companies promoted their products independently and three Canadian firms exhibited under the flag of their U.S. partners..

Such a track record is likely to be maintained in 1989.

Waste Expo '89 will be held in Chicago, May 3 - 5, 1989 at McCormick Place where 6,400 square feet will be available for Canadian exhibitors.

For more information, contact Mr. J.T. Power, Marketing Officer, External Affairs' U.S.A. Trade & Tourism Development Division, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2. Tel: (613) 991-9478.

# Telecommunications market on-line in North Africa

Continued from page 1

These projects include data transmission, rural telephone systems, TV signal emitters, radio spectrum management, cable distribution, radar and air traffic control tower management systems.

From Tunis, the mission went to Morocco's capital, Rabat, where the Canadian Technical Days received an equally enthusiastic welcome from both the private and public sector.

Among those dignitaries welcoming the Canadian mission were Morocco's Minister of Post and Telecommunications, Mohand Laenser; Rachidi El Rhazouani, Minister of Planning; and Ahmed Ahizoune, Director General of the National Post and Telecommunications Board.

All reports indicate that, for Morocco, the

timing of Canadian Technical Days was most appropriate--because Morocco is on the verge of developing and modernizing its telecommunications and data processing services.

With both political and public moods strongly in favour of Canada, Minister Laenser promised to pursue several projects that could involve joint Canadian participation.

Moroccan private-sector representatives were highly impressed by Canadian technology and know-how. At the same time, Canadian mission members were convinced that Morocco is ready for a technological leap into telecommunications and data processing.

In Algiers--the last leg of the mission--more than 500 eager regional participants from government, business, professional and university communities (some from more than 600 kilometers)

attended the two-day Canadian seminars.

Some of the Canadian participants, trade officials say, even concluded agreements (in principle) to set up a liaison office in Algiers.

Trade officials also say that the most promising data processing opportunities in Algeria are in the areas of training and technical assistance, and the supply of French language software that can be converted into Arabic.

Co-sponsored by the Departments of External Affairs and Communications, the Canadian Technical Days surpassed all expectations in each of the three countries.

Organizers and participants, from all four countries, expressed total satisfaction with the results of the seminars and meetings.

The event helped Canadian companies find business leads worth pursuing. It also went a long way towards demonstrating Canada's state-of-the-art capabilities and know-how in telecommunications and data processing.

The Canadian mission--led by René Guindon, Director General at the Department of Communications--included the following companies: Bell Canada International, Montreal; DGB intégrateurs de systèmes Inc., Montreal; DTI Télécom Inc., Montreal; Canadian Pacific Consulting Services Ltd., Montreal; le Groupe CGI Inc., Montreal; Harris Farinon Canada Inc., Dorval; LeBlanc & Royle Telcom Inc., Oakville; Northern Telecom Canada Limited, Brampton; R.A.C.E. Technologies Inc., Vancouver; SR Telecom Inc., Saint-Laurent; and Télémédiateur, Montreal.

For more information on trade opportunities in Tunisia, Morocco or Algeria, contact External Affairs' Africa Trade Development Division (GAT): Jean Michel Demarecq (Tunisia, Morocco), tel: (613) 993-6593; or Sylvie Gariépy (Algeria), tel: (613) 990-8134.

## Quality equipment yields quality sales



A Giant step--Israel Cohen (right) President and Chief Executive Officer of Giant Foods, Landover, Maryland, accepts plaque from Brian Oak, Counsellor (Commercial), Canadian Embassy in Washington. The plaque is in recognition of Giant's "significant purchase" of Canadian goods.

When a leader in the American retail food store industry went looking for quality refrigerated display cases, its hunt ended in Brantford, Ontario at the manufacturing headquarters of Hussmann Store Equipment Limited.

In business for over 80 years, Hussmann manufactures supermarket equipment, including display cases, refrigeration systems, mechanical checkouts, and steel shelving.

It was Hussmann's GCR "over and under" model--a three-tiered refrigerated display case--that caught the attention of Giant Foods of Landover, Maryland in 1987.

Modified at Giant's request, these display cases have been installed in over 40 stores as part of Giant Food's massive retrofit program. Display cases for another 50 stores are on order.

To date, Giant has placed \$6 million worth of business with Hussmann. By the time all 150 Giant stores have the display systems, the total sales figure is expected to reach \$10 million.

The display cases featured in Giant Foods supermarkets have an added benefit--their presence is expected to lead to additional sales in the U.S.

Officials of Hussmann Canada and the Canadian government recently joined forces to present Giant Foods with a plaque in recognition of its "significant purchase of quality-built Canadian equipment."

For further information on trade opportunities

in the United States, contact Michel Samson of External Affairs' United States Trade and Investment Development Division (UTE), tel: (613) 991-9746.

## Argentina reduces tariffs

Changes being implemented in Argentina's commercial and trade policies could open the door to a greater variety of Canadian exports to that country.

In a two-stage plan, the Argentine government introduced reductions on tariff and non-tariff barriers on imported goods.

Argentina's Ministry of Economy dropped some 2,000 items from its import control list, known as Annex II, leaving a further 750 items to be considered for eventual elimination.

This move will allow a wider variety of products to be imported into the country and obviate the need for prior approval by government departments or industrial sectors.

A further move will see duty rates reduced to 10 per cent on goods not produced in Argentina and duty rates reduced to a maximum of 40 per cent on goods locally manufactured.

The moves mean greater export opportunities will emerge for Canadian suppliers, particularly for components and machinery used in the manufacture of agriculture and forestry products; medical and laboratory equipment; and drugs and disposables for the medical sector.

By opening its traditionally protected market, the Argentine government is injecting an element of competition into the domestic market and giving local industry an opportunity to incorporate foreign inputs and technologies into production lines.

For more information on these commercial policy changes, or on opportunities for Canadian exports to Argentina, contact T.A. Bearss of External Affairs' South America Trade Development Division (LST), tel: (613) 995-8742.

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# CanadaExport

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## Canada-U.S. drivers get the green light to keep on trucking

Canadian and U.S. commercial drivers can keep on trucking--and with a welcome difference! From now on, only one licence will be required for commercial drivers to travel across the border between Canada and the U.S.

This new *bilateral understanding on the reciprocal recognition of commercial drivers licences* was announced recently by External Affairs Minister Joe Clark.

The *understanding* eliminates a potential obstacle to transborder transportation and will enhance commercial and trade ties.

Clark said: "The understanding typifies the ability of Canada and the United States to work together creatively for their mutual benefit. It means that Canadian commercial drivers can operate in the United States without having to procure any U.S. driver permits and the same applies to U.S. drivers operating in Canada".

The announcement was made jointly by Transport Minister Benoit Bouchard, who said

*"The understanding will facilitate the transportation relationship between Canada and the U.S."*

that the *understanding* "will facilitate the transportation relationship between Canada and the U.S., so crucial to the implementation of the historic Free Trade Agreement".

Since July 1, 1987, it has been illegal for drivers in the United States to hold more than one commercial drivers licence. In Canada, all provinces had such measures in place for some time.

However, for the principle of "one driver-one licence" to be applied without dislocating transborder transportation links, a means had to be found to recognize the validity of licences issued in other jurisdictions.

In the winter of 1987-88 bilateral discussions

Turn to page 6--On

## Canada's aerospace industry flying high

The sky's the limit!. Since it took off again five years ago, the Canadian aerospace industry has doubled sales to an estimated \$5 billion. And the efforts of such Canadian notables as Canadair, de Havilland Canada, Pratt and Whitney Canada, Bell Helicopter Textron, MBB Helicopter Canada Ltd., CAE Electronics Ltd., Oerlikon Aerospace, and Canadian Astronautics Ltd., have all helped Canada soar into fifth place among world aerospace industry leaders.



*A family affair--The Dash 8 Series 300 is one of a family of aircraft made by de Havilland Canada, a leader in the aerospace industry.*

The impressive growth rate shows no signs of slackening, spurred on by: a new cooperative approach to government-industry relations; the recent privatization of the major Canadian airframe manufacturers; the possibility of new trade opportunities wrought by the Canada-U.S. Free Trade Agreement; and the promise of a comprehensive equipment modernization program outlined in the recent White Paper on the future of Canada's defence program.

While events at home have contributed to the aerospace industry's growth, efforts have also been directed toward establishing Canada as a major player on the international stage. The strategy includes participation in the Space Station program, world product mandates and new cooperative efforts with other major aerospace producers.

With a small domestic market, Canadian aerospace companies have come to depend on international markets for the necessary capital to sustain growth. Export sales claim more than 80 per cent of the Canadian industry's output--a higher percentage than any competitor.

Participation in international aerospace trade fairs figures prominently in the industry's export

strategy--particularly in such high-profile exhibitions as the Farnborough International and Paris Air Shows. To the 40th anniversary of Farnborough International, Canada sent its largest and most successful contingent ever.

In 1986, the U.K.-based biennial fair, which alternates with the Paris Air Show, attracted only 18 Canadian participants. Last September, 43 companies, organized under the auspices of the Aerospace Industries Association of Canada, were among the show's 600 exhibitors. Their expertise ranged from fixed-wing airframe manufacturers to aircraft engine builders and from avionic and electronic firms to specialized metal machining companies.

As well, three provincial delegations, comprising 20 companies, and seven additional Canadian firms exhibited independently or with their multinational corporate parent. Several companies participated with the assistance of External Affairs' Program for Export Market Development (PEMD).

Not only was Canada's participation dramatically increased over previous years, but so too were the sales that came Canada's way.

Turn to page 6--Air

## Technology trade officers tour Canada

Canadian technology firms wanting to improve their knowledge, productivity and world competitiveness can do so March 1-9, 1989.

The occasion is INFOTECH '89 which features presentations by Department of External Affairs trade officers from 17 European, United States and Asia/Pacific posts.

On their 11-city Canadian tour, the officers will hold one-on-one interviews with company executives, informing them about foreign technology not yet available in Canada.

The officers will discuss the identification and sources of technology, technical problems, production improvement goals and the licensing

of product lines for manufacturing domestically.

They can provide details on technologies as diverse as aquaculture, biotechnology and communications, robotics, waste recycling and even window frames.

The INFOTECH '89 tour is the centrepiece of the Department of External Affairs' Technology-Inflow Program (TIP), an innovative strategy designed to assist Canadian companies to compete successfully, at home and abroad, with world leaders in every industry.

How useful is TIP to companies considering the transfer of foreign technology into their Cana-

Turn to page 3--Technology

### INSIDE:

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- Trade fairs and missions from Algeria to the United States ... 4 & 5
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Sales leads

# Good sales prospects from around the world

**BRITAIN**--A textile company here seeks to represent Canadian manufacturers of synthetic and natural yarns (cotton, polyester-cotton, polyester, spun rayon, viscose and polyester-viscose, all states and finishes). Canadian firms wanting to pursue this market should contact Subahu Shah, Export Manager, Head Office, Shah Textiles, 12 Cringle Drive, Cheadle, Stockport SK8 1JJ, U.K. Tel: 061-428 7617. Telex: 925859 ELWOOD G, Attn. K152. Fax: 01-278 6954, Attn. K152. (Notice dated 5 January, 1989).

**CZECHOSLOVAKIA**--A foreign trade organization, authorized for the import of licenses, know-how, technologies and services, is seeking technologies and related equipment for production of some 30 different items. These range from floppy disk drives, printers and copying machines to condenser/capacitors, CAD/CAM systems and glass/ceramic dishes. Documents may be obtained from and forwarded to: Jiri Polacek, Chief Buyer, Polytechna Foreign Trade Corporation, Panska 9, 112 45 Prague 1, CSSR. A copy of correspondence, for follow-up purposes, should also be sent to the Canadian Embassy, Mickiewiczova 6, 125 33 Prague 6, Czechoslovakia. Telex: (Destination code 66) 121061 (DMCN C). (Telex dated 18 January, 1989).

**GREECE**--With a bid closing date of March 20, 1989, the Port of Piraeus Authority has issued a tender for six buses, with double driver position and capable of accommodating 100 standing and 15 seated passengers. Post can messenger documents, at a cost of \$55-\$60, to interested companies. Contact the Canadian Embassy, Athens. Telex: (Destination code 601) 215584. Answerback: (215584 DOM GR).

**HUNGARY**--A tender for a wide variety and numerous quantities of laboratory instruments--valued at between US\$4.2 and US\$4.4 million--has been issued by Hungary's foreign trade company, AGROTEK, on behalf of, and for use in, the country's new Agriculture Biotechnology Centre. Among the items required are centrifuges, counters, electrophoresis systems, chromatographs and spectrophotometers. Also required are spare parts and technical services. Bids may cover one or more of the items, all of which are listed in the tender documents, as are further details on technical performance requirements, commercial terms and conditions. Documents cost a non-refundable US\$50, payable to the account of AGROTEK (No. 203-55-072), kept with the Hungarian Foreign Trade Bank Ltd., Budapest. Bid closing date is March 17, 1989. Documents may be obtained from K. Petoehazi or K. Fath, AGROTEK Head Office, H-1065, Budapest VI, Bajcsy-Zsilinszky ut 57. Telex: 22-6703 or 22-5651.

**INDIA**--This country's "petrochemical heartland" is experiencing an acute shortage of special chemicals, especially those used in the manufacture of dye intermediates and pharmaceuticals. There is an increasingly good business potential for Canadian suppliers of any or all of the following specialty chemicals: NN dimethyl aniline; diethyl sulphate; acetic anhydride; phenol; nitrobenzene; paranitro chlorobenzene; paranitro phenol; naphthalene (creole); and hydrazine hydrate. The Indian industry is also interested in the import of melamine, plasticizers (dioctyl phthalate), PVC resin, and polystyrene. For more information, contact the Canadian Consulate, Bombay. Telex: 11-4153/11-4154 (OBBY IN). Fax: (011-91--22) 202-3282. (Telex dated Feb. 1, 1989).

**NIGERIA**--With a bid deadline of noon, March 5, 1989, The Kaduna State Forest Management Project is now inviting sealed bids from eligible

bidders on six different categories of equipment. Category A, with a required bid bond of US\$24,000.00, covers items from three 300HP crawler tractors (220KW) through one 10 ton vibrating roller to two attachment MA rakes to fit the crawler tractors. Category B, listing among other items, seven 80HP agricultural tractors (60KW) with five H.D. off-set disc harrows to fit them, requires a bid bond of US\$6,000.00. Category C, bid bond of US\$9,000.00, calls for various items such as five 10 ton flat bed lorries, one 10 ton fuel tanker (9000 LTS), and one low loader tug (40 T). Category D, bid bond of US\$ 1,000.00, lists one 1 ton G.P. pick-up. Category E, bid bond of US\$300.00, calls for a radio network (two-way 5 base-range 1000KM, 2 mobile-range 250KM) S.S. B. Category F, listing 38 items of workshop equipment, from lathe machines to power saws to floor cranes, requires a bid bond of US\$5,000.00. A complete set of bidding documents may be purchased by, and will be sent by courier to, any interested bidder, upon the submission of a written application with a non-refundable fee of US\$250.00 to the following address: The Project Manager, Kaduna State Forest Management Project, No. 10 Jabi Road, P.M.B. 2318, Kaduna, Nigeria. Bidders may bid for a complete single or a combination of complete categories as awards will be based on individual categories. A margin of preference will be given to goods manufactured in Nigeria.

**SENEGAL**--This country's National Water Development Organisation (Société nationale d'exploitation des eaux du Sénégal, SONEES), is seeking companies for the supply and laying of an 800 mm diameter, 7.4 km long lead pipe. Also required is related work for connecting the pipe between the water treatment plant and reservoirs. The project is to be financed by Kreditanstalt für Wiederaufbau number 84.65.619. Tender documents can be obtained from Direction technique de la SONEES, route du Front de terre à Hahn, Dakar, at a cost of

125,000 F CFA made out to SONEES; or from consulting engineer Rhein-Rhur GMBH, Burwall 5, D-4600 Dortmund 1, West Germany, at a cost of 800 DM made out to Rhein-Rhur. Tenders must be received by March 14, 1989 at Direction générale de la SONEES, 97, av. A. Peytavin, B.P. 400, Dakar, Senegal.

**SENEGAL**--A tender in road construction, with a March 20, 1989 deadline, has been issued by Senegal's Ministry of Equipment, Division of Public Works, for the construction of the 158.5 km Dialakoto-Kedougou road. The project will be financed by a number of institutions, including the Saudi Development Fund, the OPEP Fund and the Islamic Development Bank. Documents can be obtained from Direction des études et de la programmation, B.P. 41, Dakar, Senegal; or from the Canadian Embassy in Dakar, telex: 632 (DOMCAN SG).

**ZIMBABWE**--The World Bank has signed a US\$32.7 million loan agreement for Zimbabwe's second highway project, involving primarily the maintenance and reconstruction of existing roads. Prequalifications of contractors and consultants should be finalized by September/October, 1989. Also, the Ministry of Transport in Harare will be issuing tenders for construction and consultancy work on four future road projects, two in 1989/90 and two in 1990/91. Interested Canadian companies with previous experience in road work in Africa, should submit details to Rod Mitchell, Deputy Secretary (Engineering), The Ministry of Transport, P.O. Box 8109, Causeway, Harare.

NOTE: Unless otherwise stated, companies requesting bid documents will be billed for document/courier expenses. Canadian bidders should also be aware that export permits may be required for some of these products.

## World Bank offers prospects

From the Canadian Embassy in Washington comes a list of new projects currently under consideration for World Bank funding. Canadian companies will be eligible to bid on all projects which receive World Bank funding approval.

**Philippines--1)** To improve quality, equity and efficiency of education sector. Project includes reduction of elementary school drop-out rate, cost savings, higher education rationalization, and management improvement. Loan: \$150 million. (Executing agency: Department of Education, Culture and Sports, Rizal Bldg., University of Life, Meralco Ave., Pasig, Metro, Manila, Philippines. Telex: 43145 EDPITAT PH. 2) Manila power distribution project to improve technical performance of transmission and distribution systems, to support improvements to financial capabilities of Meralcos through a program to increase the company's capitalization and improve its technical and commercial operations, and to develop a framework for channeling domestic investment funds into the country's power sector. Loan \$44 million. (Executing agency: Philippines Meralco, Meralco Center, Metro Manila, Philippines. Telex: 27546).

**Senegal**--Promotion of policy changes conducive to more sustainable land use throughout the country and implementation of land-use plans with village and herder associations. Loan: \$20 million. (Executing agency: Ministère du

Development Rural, Ministère de la Protection de la Nature, and Ministère des Ressources Animales.

**Zambia**--A recovery credit project to support economic policy and institutional reforms, to change the economy's structure. Project would import goods and services, particularly production inputs, to sustain economic recovery and diversification. Loan: \$10 million. (Executing agency: Bank of Zambia/Ministry of Finance, P.O. Box 50268, Lusaka, Zambia. Telex: 4221.)

**Zimbabwe**--A railway project to improve locomotives and rolling stock, and to manage and operate information systems. Loan: \$20 million (co-financing required). (Executing agency: National Railway of Zimbabwe (NRZ), P.O. Box 596, Bulawayo, Zimbabwe. Telex: 3173.)

New clients should contact the Export Finance and Capital Projects Division of External Affairs (tel: 613-996-0705), or Info Export (toll free: 1-800-267-8376; local calls: 993-6435). To pursue the project directly, contact the Trade Commissioner of the country involved (telex number is available from Info Export).

Information on World Bank projects is available from Richard Roy, Canadian Liaison Officer for the World Bank, 2450 Massachusetts Ave. N.W., Washington, D.C. 20008-2881. Tel: (202)483-5505. Telex: 0089664 (DOMCAN WSH). Fax: (202) 293-2009.

# Canadexport



External Affairs  
Canada

Affaires extérieures  
Canada

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FEBRUARY 15, 1989

## Free Trade Bulletin

On January 25, International Trade Minister John C. Crosbie announced the first roster of Canadians for the binational dispute settlement panel, established under Chapter 18 of the Free Trade Agreement (FTA).

The panelists are:

- Douglas Arthur, Trade Consultant, C.D. Arthur & Associates Inc., Ottawa;
- Peter Burn, Trade Consultant, Grey, Clark, Shih Associates Ltd., Ottawa;
- Marie-Josée Drouin, Executive Director, The Hudson Institute of Canada, Montreal;
- James Grandy, Businessman, former Deputy Minister, Industry, Trade and Commerce, Ottawa;
- Robert Johnstone, Executive Director, Ontario Centre for International Business, former Deputy Minister for International Trade, Toronto;
- James Kelleher, Trade Lawyer, Aird and Berlis, former Minister for International Trade, Toronto;
- Peter Loughheed, Partner, Bennett Jones, former Premier of Alberta, Calgary;
- Armand de Mestral, Professor of Law and Director, Graduate Program of International Business Law, McGill University, Montreal;
- Gerald A. Regan, Trade Consultant and Lawyer, former Premier of Nova Scotia, and former Minister for International Trade, Ottawa;
- Guy Saint-Pierre, President, Le groupe SNC, former Industry and Commerce Minister, Montreal;
- Thomas Shoyama, Visiting Professor, Public Administration, University of Victoria, former Deputy Minister of Finance, and former Economic Advisor to the Government of Saskatchewan, Victoria;
- Murray Smith, Director, International Economics Program, Institute for Research on Public Policy, Ottawa;
- Frank Stone, Senior Research Associate, Institute for Research on Public Policy, Ottawa;
- Christopher Thomas, Trade Lawyer, Ladner Downs, and Professor of Trade Law, University of British Columbia, Vancouver; and
- Rodrigue Tremblay, Professor of Economics, University of Montreal, and former Industry, Trade and Commerce Minister, Montreal.

Under Chapter 18, binational panels can be established where the Canada-U.S. Trade Commission has been unable to resolve disputes referred to it arising from the interpretation and application of the FTA.

The five-member panels are authorized to decide on any issue under the FTA except for disputes relating to anti-dumping and countervailing duty actions or to financial services that are subject to separate mechanisms.

The panel will use model rules of procedure that have been adopted

by the Parties, unless otherwise agreed upon by the Trade Commission. These procedures assure the right of both Parties to at least one hearing before the panel as well as the opportunity to provide written submissions and rebuttal arguments.

Unless otherwise agreed upon, the panel is expected to present an initial report of its findings and recommendations, if any, for the resolution of the dispute within three months of the appointment of the panel chairperson.

The decisions of the panels are non-binding. Failure to implement the panel decision allows the other Party to suspend benefits of equivalent effect until such time as agreement is reached. If the Commission agrees to arbitration, the decisions will be binding. As well, in the case of a dispute arising from a safeguard action under Chapter 11 of the FTA, the panel's decision is considered binding.

Canada has already taken the initial steps under the provisions of Chapter 18 by requesting consultations with respect to trade in plywood and wool.

The government's action is based on the failure of the U.S. to implement FTA tariff reductions on softwood, plywood and certain related wood-panel products.

In announcing the government's decision, International Trade Minister John C. Crosbie said: "The Canadian government considers the U.S. decision to delay the agreed tariff cuts on plywood, waferboard, oriented strand board and particle board to be inconsistent with U.S. obligations under the FTA."

Canada is also pursuing consultations with the U.S. on the definition of wool for the purpose of administering the tariff rate quotas on textiles and textile articles established under the FTA. At present, the tariff rate quotas place limits on the availability of FTA tariff preferences for Canadian and U.S. textile and apparel products made with yarns and fabrics from third countries.

If these consultations fail to resolve the dispute within 30 days, Canada may refer the case to the Canada-U.S. Trade Commission. If the Commission fails to reach a settlement within an additional 30 days, Canada could request the establishment of a binational dispute settlement panel to render an objective and independent judgement on the case.

Mr. Crosbie emphasized that the consultations "demonstrate the government's intention to exercise vigorously Canada's rights under the Agreement in order to defend Canadian trade interests in the U.S. market."

The Minister also announced the appointment of Ellen Beall as Secretary of the Canadian section of the Binational Secretariat established under the Canada-U.S. Free Trade Agreement.

The Binational Secretariat, with offices in Ottawa and Washington, D.C., is a permanent institution established under the Free Trade Agreement. The offices are managed by the Canadian Secretary and the American Secretary to provide administrative support to dispute settlement panels established under the Free Trade Agreement.

The Secretariat will serve as the registry office for panel review procedures. All requests for review and other consultations under Chapters 18 and 19 of the Agreement will be filed with the Secretariat.

# Technology seminars are aids to success

Continued from page 1

...ian operations?  
Figures taken from a survey of the TIP program speak for themselves: of the 79 companies in the recent survey, six per cent realized immediate sales increases--totalling more than \$14 million--and 17 per cent predicted increases in their gross sales, totalling \$27 million, within one to four years.

Company representatives interested in learning about new technologies should register for the INFOTECH '89 event in the nearest city.

Sessions can be arranged for interviews with technology development officers to discuss technology transfer and other trade opportunities.

Late registrations will be accepted up to and including the day of the event, but first choice of times and technology development officer interviews will go to the advance registrants.

Dates, locations, times and registration telephone numbers for INFOTECH '89 are:

- March 1--Vancouver, Westin Bayshore. 1:00 pm.- 5:00 pm. Tel: (604) 666-7036; March 2--Calgary, Glenmore Inn. 1:00 pm.- 5:00 pm. Tel: (403) 297-2600; March 2--Edmonton, Ramada Renaissance. 1:00 pm.- 4:00 pm. Tel: (403) 450-5221; March 3--Saskatoon, Saskatoon Inn. 2:00 pm.- 5:00 pm. Tel: (306) 933-5957; March 3--Winnipeg, Westin. 1:00 pm.- 5:00 pm. Tel: (204) 945-6132; March 6--Toronto, Skyline Toronto Airport. 1:00 pm - 5:00 pm. Tel: (416) 296-8932; March 7--Montreal, Queen Elizabeth. 1:00 pm - 4:00 pm. Tel: (514) 283-8231; March 8--Halifax, The Nova Scotian. 1:00 pm.- 4:00 pm. Tel: (902) 424-3138; March 8--Moncton, Hotel Beauséjour. 1:00 pm.- 4 pm. Tel: (506) 452-3831; March 9--St. John's, The Battery. 1:00 pm - 4:00 pm. Tel: (709) 772-5228; March 9--Charlottetown, Prince Edward Hotel. 2:00 pm.- 4:00 pm. Tel: (902) 566-7641.

# High-tech conference courts the future

Rare is the export market that's won by a faint-hearted suitor.

To help prepare high-tech suitors for the rituals of international courtship, the Canadian Advanced Technology Association (CATA) presents its annual conference *Courting the Future*.

The two-day conference, which takes place in Montreal, April 24-25, 1989, will focus on how advanced technology companies are organizing to do business in the global economy.

A cast of over 60 distinguished speakers has been assembled for the conference. Such industry notables as Delbert Yocam, President, Apple Pacific, Michael Cowpland, President, Corel Systems Corporation, Dr. Marc Everall, Assistant Deputy Minister, Energy, Mines and Resources, and Dr. R.J. McCullough, Vice President, Spar Aerospace, will lead discussions.

Among the major issues to be discussed will be market trends in key technology sectors (aerospace, energy, defence, biotechnology), partnership arrangements and the U.S. space program.

Highlighting the conference agenda will be several timely keynote addresses--among them *Europe 1992: The Other Side of Free Trade* and

# Revised export controls focus of forum

Being up-to-date on the regulations in Canada's Export Control List (ECL) can save exporters both time and money.

Canada's Export Control List (ECL) is being revised, it's first major overhaul in 15 years. A new Area Control List (ACL) also is being implemented.

The net effect of the changes will be to simplify the process of issuing export permits and to reduce the number of export permit applications required of Canadian exporters.

To keep exporters abreast of the forthcoming regulations, a series of seminars, *Canada's New Export Control System: New Regulations and Major Changes*, is planned for March.

The sessions will discuss relevant issues and also provide an opportunity for individual appointments/interviews with export controls officers from the Department of External Affairs, one of the sponsors.

A free, comprehensive guide book, which deals with the proposed regulations, will also be distributed by the Canadian Exporters' Association, the other sponsor.

The seminars also focus on what exporters can and cannot sell. They should be of interest to market managers, customs brokers, and specialists dealing with high-technology companies or with companies responsible for export control, decision-makers responsible for high-tech export, freight forwarders, traffic managers, and all companies registered with the Export Controls Division of the Department of External Affairs.

The registration fee is \$90., and it should be made payable to the Canadian Exporters' Association.

Dates and locations of the seminars are: March 7--Ottawa, Skyline Hotel; March 8--Montreal, Chateau Champlain Hotel; March 9--Toronto, Constellation Hotel; March 10--London, Radisson Hotel; March 13--Halifax, World

Trade & Convention Centre (fee \$70); March 20 - Winnipeg, Westin Hotel; March 21--Edmonton, Convention Centre; March 22--Vancouver, Hotel Vancouver.

For further information or to register, contact Anne Berthiaume, Canadian Exporters' Association, Suite 250, 99 Bank Street, Ottawa, Ontario, K1P 6B9. Tel: (613) 238-8888 or 1-800-267-7729. Telex: 053-4888. Fax: (613) 563-9218.

# Trade shows profit

Whether you're a first-time or an established exhibitor, there are skills that can be learned to help improve the return on your investment in international trade shows.

How to master those skills will be discussed at *Trade Shows Made Profitable*, a one-day seminar set for March 2, 1989 in New Westminster, British Columbia.

To register or to obtain further information, contact Richard Stephenson, Trade Commissioner, International Trade Centre, Vancouver. Tel: (604) 666-1443.

# Houses help trade

Manufacturers and processors in Alberta and British Columbia will have an opportunity next month to find out what trading houses can do for them.

In a series of four seminars, participants will learn how Canadian trading houses can help increase their exports to offshore markets. They'll also discover how trading houses operate, what services they can provide, why such houses are underutilized in Canada, and how to use and select a trading house.

Representatives from several trading houses will be on hand to discuss how they work with suppliers in exporting their goods. In the afternoon sessions there will be opportunities for one-on-one discussions with government and trading house officials.

Sponsored by the Department of External Affairs, the provincial governments and the Council of Canadian Trading Houses, the seminars are being held: March 6--Vancouver, Four Seasons Hotel; March 7--Victoria, Victoria Conference Centre; March 8--Kamloops, Stockman's Motor Inn; and March 10--Edmonton, Hilton International.

The cost of the seminar is \$75. (\$50 in Kamloops).

For further information, or to register, contact Sandra Matthews, Council of Canadian Trading Houses, Suite 250, 99 Bank St. Ottawa, K1P 6B9. Tel: (613) 238-8888. Fax: (613) 563-9218. Telex: 053-4888.

# Investing in Brazil subject of seminars

Conditions for Canadian investment and joint ventures in Brazil, as well as discussions on two-way trade between the two countries will be the subjects of one-day seminars scheduled for early March.

The seminars are sponsored by the Brazil-Canada Chamber of Commerce, with the support of the Department of External Affairs and the

Canadian International Development Agency.

Seminar dates and locations are: March 6, Montreal; March 8, Toronto; March 9, Calgary; and March 10, Vancouver.

For further information, contact the Brazil-Canada Chamber of Commerce, 100 Adelaide St. West, Suite 910, Toronto M5H 1S3. Tel: (416) 364-4634. Fax: (416) 364-4638.

## Japan

# Celebration is to enhance cultural and trade ties

Yokohama--"Vancouver, British Columbia--Gateway to Canada."

That's the theme chosen for the Vancouver pavilion at YES '89.

A celebration to mark Yokohama, Japan's 130th anniversary as a port and its centennial as a municipality, YES '89 is also designed to enhance trade and cultural ties between Canada and Japan.

Yokohama--Vancouver's sister city--is the second largest city in Japan, a country that is Canada's second largest and fastest growing market. So federal and provincial governments are joining forces with the private sector to ensure Canada's participation at YES '89.

On the Canadian drawing board for YES '89, which runs from March 25 to October 1, are plans for a good mix of business and cultural events. Among them a Canada Trade/Business Centre, trade missions, information on study opportunities in Canada, tourism promotion, a Native arts exhibit, a film festival, an Emily Carr exhibit, and a fashion show featuring the talents of Canada's top designers.

The Vancouver pavilion will capture the theme of YES '89--"Space and Children"--through images and elements that display the unique beauty and diversity of Vancouver and Canada.

Once beyond the Vancouver Arches of the Canadian pavilion, visitors will be given a feel for the natural and cultural diversity of Canada through animated videos, artifacts and other dis-

## France

## Report on food show reveals trade recipes

Paris--If Canadian exporters want to know what's cooking in the international food business they could get the recipe by attending SIAL (Salon International de l'Alimentation).

That's what a number of Canadian companies discovered in Paris, France, October 17-21, 1988, when they participated in the world's second largest food show.

And that's the basic message of the SIAL '88 report--available in English and French--prepared by the Fisheries and Fish Products Division of the Department of External Affairs.

At SIAL '88, Canadian companies recorded on-site sales of \$10 million. Follow-on sales are estimated at \$44 million and Canadian participants received more than 800 serious enquiries.

That, in itself, is impressive.

But, says the report, attendance at SIAL is important for other reasons--particularly in giving Canadian participants the opportunity to gather market intelligence and see what the competition is doing.

Aspects of the fisheries trade--\$433 million worth of Canadian fish and fish products were exported to Western Europe in 1987--are also highlighted in the report, which notes that a number of new products were introduced by Canada at SIAL '88.

Among these products were farm-raised Atlantic salmon; custom-packed lobster; and vacuum-packed shellfish.

The report is available from D. Shortall of External Affairs' Fisheries and Fish Products Division (TAF), tel: (613) 995-1713.

plays. They will also be treated to a colourful model of the City of Vancouver--complete with such well-known landmarks as Stanley Park, English Bay, B.C. Place and the Trade and Convention Centre.

Occupying a prominent place in the Vancouver exhibition--Canada's only presence at YES '89--will be a gift shop featuring a wide range of products not only from Vancouver but from across Canada.

The Vancouver Gallery offers suppliers of high-quality, attractively packaged and priced (in the \$5-\$6 wholesale range), Canadian-made products an opportunity to test-market their products with Japanese consumers.

The Vancouver Yokohama Sister City Society, the group that's coordinating the consignment or-

## Czechoslovakia

## Contract signed, ventures discussed

Brno--Big isn't necessarily better.

That's precisely what Canadians discovered at the 1988 Brno International Engineering Fair, held in mid-September. The fair features industrial machinery and plants.

While other exhibitors opted to host one large reception during the nine-day fair, Canada went the mini-reception route. Three receptions attended by over 280 "key contacts only" allowed Canadian trade officials to meet each guest personally.

Although no individual exhibitors shared the Canadian stand in Brno, Czechoslovakia, personnel from the Canadian Embassy in Prague met with over 120 government and private organizations on hand for the fair. Printed material was also distributed on behalf of more than 40 Canadian companies.

The highlight of the fair for Canadian officials was the signing of a substantial contract by Kockums CanCar of Canada for the supply of sawmilling equipment for the Zdirec sawmill.

The signing was held in the glare of TV lights and was attended by Frantisek Betlack, Deputy General Director of the Foreign Trade Corporation, Strojimport.

A glass of champagne was raised in honour of the contract, concluded after five years of negotiations. Hopes are high that the contract will spawn several others for Kockums over the period of Czechoslovakia's next two Five Year Plans.

The contract signed, the remainder of Canada's participation at Brno focused on meetings with representatives of Czechoslovak organizations including foreign trade corporations, industrial enterprises, research facilities, and central government bodies.

Joint ventures were the common thread throughout virtually all discussions. The approach is seen by many Czechoslovakian organizations as a fast track to acquisition of foreign technology and capital.

Under the State Enterprise Law, passed earlier this year, many Czechoslovak enterprises will become more autonomous and managers are seeking approaches to capital plant expansion that will produce results more quickly than the traditional system of state-financed, centrally-planned capital projects.

With the Brno International Engineering

ders for the Vancouver Gallery, will also make limited space available for separate displays of products new to the Japanese market.

The Society is hoping to fill its gift store shelves with such Canadian-made specialty products as fish, seafood and meat, canned and dried fruit, maple syrup and honey, pictorial magazines and English children's and adult's books, souvenir items including key chains and T-shirts, cosmetics and soaps, small leather goods, silver and jade jewellery, and Indian bead necklaces, jewelry, carved totems and masks.

For further information on YES '89, contact Michael Hillman, Vancouver-Yokohama Sister City Society, tel: (604) 683-8789; or Dan Mrkich of External Affairs' Asia and Pacific Programs Division (PGP), tel: (613) 995-8628.

Fair now history for another year and Canada's image as a country interested in expanding commercial relations with Czechoslovakia well established, Canadian trade officials are already following up on the solid contacts made and opportunities presented.

For further information on the Brno International Engineering Fair or on trade opportunities in Czechoslovakia, contact Renee Levcovitch of External Affairs' USSR and Eastern Europe Trade Development Division (RBT), tel: (613) 992-1449.

## West Germany

## Laser technology the door to new markets

Munich--It's gaining prominence everywhere--in materials processing, optical measurement, holography, microwave technology, and medicine.

As laser technology moves to the top of the high-tech hit list, it's creating a lucrative global market--one that is ripe with export opportunities.

Canadian companies hoping to gain a toehold in this quickly expanding market might consider participating in Laser '89 and The Ninth International Trade Fair and International Congress which run June 5-9 at the Munich Trade Fair Centre.

If past attendance records are any indication--between 1985 and 1987 attendance rose by 40 per cent while the number of exhibitors was up by 70 per cent--Laser '89 will be the most popular show yet. During the five-day event, exhibitors can expect a turnout of over 12,000 visitors from more than 20 countries.

By combining the International Trade Fair and International Congress into one event, Laser '89 provides a forum in which science and industry can meet to discuss potential applications of laser technology.

To participate and discover how Laser '89 can help open doors to the European market, contact the organizer's Canadian agent, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ont., M1S 5A8. Tel: (416) 291-6359. Telex: 06-968027. Fax: (416) 291-0025.

Algeria-Tunisia

## Quebec companies on profitable mission

Looking for sales leads in Algeria and Tunisia can be highly profitable.

So profitable, in fact, that Quebec companies do it on an annual basis.

Last September, a joint Quebec and Canadian Embassy-organized mission saw eight Canadian companies from that province spend five days in each of the two countries, talking sales and signing contracts.

The highly successful mission--from both participants' and organizers' accounts--not only led to numerous sales prospects for each Canadian participant, but also to the signing of several contracts.

In Algeria--the first leg of the trip--one of the mission members, Canadian Pacific Consulting Services Ltd., signed a contract with SNTF for a study on the electrification of an important railway line.

Other satisfied Canadian participants in Algeria included Centre de Distribution de Médicaments Vétérinaires (CDMV), exploring market opportunities for the supply of medicines; Les Industries 3R Inc. and its possible long-term co-operation for the supply of asbestos fibres and technical assistance for making fireproof clothing; and Les Matériaux Blanchet, identifying market niches for the sale of Quebec lumber.

In Tunisia, Blanchet signed a deal worth \$2.1 million for the sale to Le Groupement du Bois Tunisien, of 10,000 cubic metres of SPF lumber.

Other Canadian mission members in Tunisia found solid leads in technology transfers for the sale of equipment and engineering services.

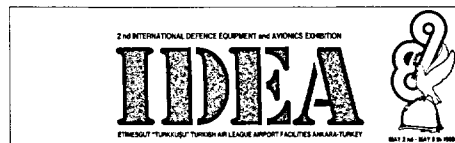
Although breaking into the North African market can take a great deal of perseverance and initiative, the Quebec trade mission is ample proof that hard work pays off.

The following Quebec companies took part in the mission: Alis Technologies Inc. (French-Arab computer products and software); Agro-Systèmes International (grain storage and treatment); Centre de Distribution de Médicaments

Vétérinaires (CDMV); Dynamic Sciences Ltd. (locomotive simulators); Les Industries 3R (asbestos fibres and cables); Les Matériaux Blanchet (lumber); RPM Tech Inc. (sand blowers, airport maintenance); and Canadian Pacific Consulting Services Ltd.

For more information on trade opportunities in Algeria or Tunisia, contact External Affairs' Africa Trade Development Division (GAT): Sylvie Gariépy (Algeria), tel.: (613) 990-8134; or Jean Michel Demarcq (Tunisia), tel.: (613) 993-6593.

## The IDEA is defence



Ankara--Canada is adding another event to its international trade show agenda. And all interested parties should act now, if they want to participate.

The event is IDEA '89--the second in a continuing series of biannual military fairs sponsored by the Turkish government.

IDEA '87 attracted more than 90,000 visitors, as well as senior staff members of the Turkish armed forces and key defence industry officials from Turkey and neighbouring Middle East countries.

If you're a Canadian company involved in the defence industry and are interested in the Turkish market, then IDEA '89 is a good place to start. The show runs from May 2 to 6 at the Muried Military Airfield, Ankara.

For more information on how you can participate in IDEA '89, contact the fair's Canadian agent, Chris Northrop, Defence Publications, 310 Dupont St., Toronto, Ontario, M5R 1V9. Tel: (416) 968-7252. Telex: 065-28085. Fax: (416) 968-2377.

## New fish guide offers the lure to net markets

With a little help from the Department of External Affairs, Canadian exporters of fish and fish products may soon have new fish to fry--and markets to catch.

The Department's Fisheries Division has published *Fish Products Export Market Opportunities Guide*.

The guide lists export market opportunities that have been identified by Canadian missions and posts abroad.

The handbook also arranges the export opportunities-- alphabetically, by product and species, and by post and marketing area.

Canadian exporters identifying what they consider a specific opportunity are encouraged to seek more detailed information directly from one of several government departments identified.\*

Canadian fish and fish products exporters that are registered in the Department of External Affairs' WIN Export system will automatically receive a copy of the guide.

(WIN Export--World Information Network for Exports--is used by trade commissioners around the world. It matches Canadian exporters of goods and services with international market opportunities).

Those who are not registered in WIN Export but who want a copy of *Fish Products Export Market Opportunities Guide* should call Info Export (1-800-267-8376).

For more information on the guide, contact R. Ablett, Director, External Affairs' Fisheries Division, tel: (613) 996-3537.

(\* Contact the post in the geographic area of interest; the Fisheries Division of External Affairs; or the regional International Trade Centres of the Department of Industry, Science and Technology Canada--formerly the Department of Regional Industrial Expansion, D.R.I.E.).

United States

## Atlantic "offence" success in military market

In the competitive export game, the victory often goes to the team with the best offence.

Such was the strategy of the coaching staff of the Canadian Consulate General in Boston, who recently drafted an offensive team of Atlantic Canada players to compete in the New England defence-products market.

The 18-member Canadian team--many first-time players in the United States--was managed jointly by the Department of External Affairs, through the Consulate General, and by the provincial governments of Nova Scotia, Newfoundland and Prince Edward Island.

The strategy was simple: to introduce small, Atlantic Canada defence-capable companies to the U.S. military market through marine and electronic systems manufacturers in the Boston area.

The three-day November mission was based on a similar External Affairs trade promotion venture a year ago, when 19 New Brunswick firms visited Boston for briefings with defence prime contractors in the component area.

The November outgoing mission included

briefings by Consulate General staff who outlined the history of, and potential opportunities associated with, Canada-U.S. Defence Industrial Cooperation; the role of the Canadian Consulate offices in trade promotion; government export assistance programs; and, generally, how to access business opportunities.

Central to the mission were visits to Boston-area defence manufacturing facilities. Of particular note were the one-on-one meetings with Raytheon officials. The major defence contractor in New England, Raytheon holds great potential for sub-contracting work for small companies.

Also on the agenda was a Consulate-hosted reception, which afforded mission participants access to a wide variety of companies and agencies in the Boston area.

Not only were contacts made that hold potential and promise, but already there's been positive follow-up for one Newfoundland company.

In December, two Raytheon officials, joined by three members of Marconi Radar Systems of the United Kingdom, paid a visit to NORDCO Ltd.

of St. John's to discuss potential business opportunities. From that visit, a three-party business arrangement may be in the offing.

The local Regional Industrial Expansion (now Industry, Science and Technology Canada--ISTC) office made the most of the visit.

ISTC teamed with the provincial Department of Development and Tourism to host a reception to which representatives of the local business community were invited.

The primary purpose of the defence-products mission was to introduce Atlantic Canada companies to the New England defence market.

The Raytheon/Marconi visit is proof positive that it was "mission accomplished."

External Affairs plans to undertake a wide range of new promotional activities this year focussing on the U.S. defence market.

For more information on how your company can become involved in this profitable market contact Gregory Goldhawk of External Affairs' U.S. Trade and Tourism Development Division (UTW), tel: (613) 991-9482.



# Introductory visit sees Canadair soar

An introductory visit in 1978 has become a 10-year business relationship between Canadair and the People's Republic of China (PRC).

In 1978, Canadair's president visited China as a member of a Canadian delegation of business leaders. From that initial meeting, Canadair signed a subcontract with the Xian Aircraft Company for the manufacture of aircraft components for 45 Canadair CL-215 amphibians.

The move made Canadair one of the first aircraft companies to place work in China.

The Canadian company, having forged a firm link with China, began marketing presentations on its Challenger 601. It took nearly four years, but Canadair's persistence finally paid off.

In January 1986, the government of the PRC signed a contract for three Challenger 601s, the delivery of which was completed nine months later. That same year, Canadair also established a Challenger spare parts depot in Beijing, with an inventory valued at \$4.8 million.

The Challengers proved so popular that in May



*On a roll—Another Canadair Challenger jet nears completion at the company's assembly plant in Ville Saint-Laurent, Quebec. The company is firmly established in the People's Republic of China, with the most recent deal being the delivery of two Challenger 601-3As to that country.*

1988, the PRC ordered two 14-passenger Challenger 601-3As. The country also asked Canadair to accept 10 Chinese aeronautical engineers for a two-year assignment to work with its engineers to acquire knowledge in Challenger manufacturing methods and in quality assurance/quality control. In December 1988, Canadair President Donald Lowe delivered the first of the aircraft to General Wang Zhen Duo of the Air Force of the People's Liberation Army.

The brief ceremony at Canadair's Saint-Laurent plant was attended by Xie Da Tong, Vice President of Poly Technologies Inc., the Chinese procurement agency through which the sale was negotiated; Zhang Wenpu, Chinese Ambassador to Canada; representatives of both the Quebec Ministry of International Affairs and of Industry, Science and Technology Canada; and representatives of the Department of External Affairs.

## On the road again!

Continued from page 1

were begun to examine the comparability and compatibility of the Canadian and American licencing systems. Almost a year later the licencing procedures of the two countries were deemed basically similar.

A key role was played by the Canadian Council of Motor Transport Administrators (CCMTA) and its members—from the 10 provincial and two territorial governments—who undertook the task of gathering and comparing information on licencing standards and procedures.

On December 29, 1988, letters were exchanged between the Canadian Embassy in Washington and the American Federal Highways Administration, giving effect to the *understanding*.

# Air shows push sales

Continued from page 1

The eight-day show produced \$130 million in new sales for the Canadian industry. It also confirmed expansion of Pratt and Whitney Canada's relationship with British Aerospace, and growing Canadian aeroengine exports to the U.K.

Also highlighting Canada's participation was the signing of a technology transfer agreement and licence to manufacture between British Aerospace and Proav International Aviation of Montreal for passive detection of overhead power cables for helicopter operations, and a joint venture agreement between Venga Aircraft Inc. of Montreal, and a Malaysian partner to produce Venga TG-10 jet-trainer aircraft.

A reception, hosted by acting Canadian High Commissioner to Britain, Delvoie, provided Canadian participants at Farnborough '88 with an opportunity to mix with representatives of both the British and international aerospace community.

Canada's success at Farnborough '88 bodes well for this country's entry in the Paris Air Show '89, at Le Bourget, France, starting June 8.

A prominent player in this prestigious international event, Canada hopes to make this year's participation "the best ever." In honour of the 80th anniversary of powered flight in Canada, the Canadian pavilion will highlight aerospace innovations over the past eight decades.

Details on Paris Air Show '89 are available from External Affairs' Yvan Bédard, General Manager, Canadian Participation, Paris Air Show, tel: (613) 996-5554. Telex: 053-3745. Fax: (613) 996-9103.

## HiTech at home

Want to zero in on a few select international markets for your company's high-tech or defence products—without going the route of costly and time-consuming scouting missions, or without even leaving the country?

HITEC '89 is designed to help Canadian manufacturers of defence and high-tech products take the guesswork out of world-market assessment.

A long-standing annual event organized by the Department of External Affairs' Defence Programs and Advanced Technology Bureau, HITEC '89 brings Canadian hi-tech and defence sector manufacturers together with Canadian trade commissioners from around the globe to discuss export possibilities for their products.

To be held May 24-26 at the Palais des Congrès in Hull, Quebec, HITEC '89 will facilitate approximately 5,000 interviews between more than 400 representatives of Canadian firms and 55 visiting trade commissioners and officials of 20 Canada/U.S. government agencies, as well as several U.S. prime contractors.

Past HITEC events have been acclaimed by participants as a highly cost-effective means of doing a rapid world market search for a short list of markets best suited to their products/services.

For more information on HITEC '89, contact Gisele Laframboise of External Affairs' Defence Programs Division, (TDP), tel: (613) 996-8040.

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Canada

# CanadaExport

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Canada

Affaires extérieures  
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## Tourism: A multi-billion dollar business

Tourism is big business in Canada. In fact, it's a \$2-billion operation that involves some 60,000 businesses offering a wide range of services from transportation and accommodation to recreation and entertainment. In 1987, foreign visitors spent more than \$6 billion while vacationing in Canada and, in the process, helped provide direct employment for nearly 600,000 Canadians. Although tourism is Canada's third largest export, it is not a product easily marketed by tradi-

tional means. You can't, for example, simply pack up tourism in your briefcase and exhibit it at a trade fair. So how do you market a commodity that is an accumulation of many products and services but, unlike other leading exports such as newsprint and motor vehicles, is not readily identifiable? The challenge is not to take the product to the clients but rather to promote the Canadian destination and individual tourism products to potential visitors worldwide.

Promoting the virtues of Canadian tourism products can best be done in partnership. To this end, the Department of External Affairs—which has responsibility for delivery of tourism activities within post territories—is closely associated with Tourism Canada—which establishes the policy and provides direction and funding for the delivery of the federal tourism program. In addition, other government departments, provinces, territories, and the private sector are also partners in marketing tourism. It is through its commercial missions abroad that External Affairs is most active in promoting

## Crosbie trip enhances trade with Europe

Business was high on International Trade Minister John C. Crosbie's agenda when he visited Switzerland, Italy and the United Kingdom from January 26 to February 3.

While in Italy, the Minister was also accompanied by a business mission of 12 senior Canadian business executives.

The Minister's trip was part of a major initiative to strengthen Canada's trade and investment links with Western Europe, especially with the establishment of one single market among the 12 member states of the European Community, slated for completion by 1992.

In Davos, Switzerland, Mr. Crosbie represented Canadian interests at the Davos Symposium. An annual meeting point for some 600 leaders from international economic, business, financial and government communities, the Davos Sym-



Fostering cooperation—Minister for International Trade John C. Crosbie (left) and Italian Minister of Foreign Trade Ambassador Renato Ruggiero exchange texts of a Joint Plan of Action, signed in Rome.

posium focused on five key developments and priorities in the '90s and their implications for global business. These included: creating Europe 1992; mastering technological developments in the '90s.

## Trade matchmaker experienced in Japan

Patience, perseverance and a bit of well-placed assistance. That's the winning combination that helped one Canadian company gain a toehold in a highly competitive foreign market.

After a three-year courtship, NEI Ferranti-Packard Electronics of Mississauga, Ontario successfully negotiated a contract to supply electro-magnetic display modules to a large Japanese manufacturer of sports-timing equipment.

The courtship benefited immensely from the services of an experienced matchmaker—the Federation of Canadian Manufacturers in Japan (FCMJ). Ferranti-Packard's order, one of the FCMJ's

major successes to date, is a good example of how a long-term commitment can pay big dividends. Inaugurated four years ago as a group effort by several Canadian companies to provide a long-term Canadian presence in the lucrative Japanese market—the FCMJ supplies constant market coverage for its members. Staffed by bilingual Canadian and Japanese personnel, the FCMJ, a non-profit organization, also offers its members assistance in arranging business appointments and hotel accommodation while in Japan, evaluation of distribution channels for their products, development of market-

*'The Canadian tourism industry can draw on local expertise in Canadian Embassies.'*

tourism and assisting Canadian companies to market their tourism-based products and services abroad. While everyone of the Canadian commercial missions abroad can assist the Canadian tourism industry, there are 20 posts which are staffed with tourism-dedicated personnel and dispose of a budget to initiate local promotional activities. (15 of these posts are located in the United States and the remaining five are located in Paris, London, Frankfurt, Tokyo and Hong Kong).

In addition to these, the Canadian tourism industry can also draw on local expertise and knowledge abilities of tourism-dedicated personnel in the Canadian Embassies in the Hague and Mexico, plus the Canadian Consulates General in Milan and Sydney.

In all, Canada's tourism representation abroad consists of more than 20 experienced Canadian officers, assisted by 75 professional commercial officers and support staff.

The promotion of Canadian tourism abroad is

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# Good sales prospects from around the world

**ALGERIA**--With a closing date of April 1, 1989, Sonatrach has issued a tender for safety equipment (drilling tools, chokes, tricons). Bid documents may be obtained at a cost of approximately Cdn\$36. For further information, contact A. Zehani, Canadian Embassy, Algiers. Telex: (Destination code 408) 66043. Answerback: (66043 CANAD DZ).

**BANGLADESH**--The Project Implementation Unit (PIU) of the Bangladesh Oil, Gas and Mineral Corporation (BOGMC) has issued an international tender for the supply of pipeline and induction bends for a gas development project. Bid closing date is April 10, 1989. The project is being funded by a credit from the International Development Association, with bids being open only to member countries of the Association. A bid bond of not less than 2 per cent of the quoted amount must accompany each bid. Tender documents may be obtained, at a cost of non-refundable US\$ 1,000, from designated Bangladesh Embassies (in Canada, the High Commission for the People's Republic of Bangladesh, 85 Range Road, Suite 402, Ottawa K1N 8J6. Tel.: (613) 236-2637/2648. Telex: 053-4283); or directly from the PIU of the BOGMC, Bangladesh Shilpa Bank Bhaban, (15th & 16th Floor), 8- D.I.T. Avenue, Dhaka. Telex: 642747 PIU, BJ, 642768 Gas BJ, 642765 HNXN BJ Dhaka, Bangladesh.

**BRITAIN**--A company engaged in the import-export of tools, equipment and consumer goods (particularly those suited for DIY and professional use), seeks to import same from Canadian suppliers. Interested parties should contact James Knight Import-Export, Healey House, Hemington, Bath, BA3 5XU, England. Telex: 449212 LANTEL G Ref: 105. Fax: 0225 69845. Tel.: 037387306. (Notice dated Jan. 25, 1989).

**BRITAIN**--A U.K. distributor seeks Canadian manufacturers of machinery for producing safety matches and match boxes. Interested Canadian firms should contact K. V. Distributors, 1 Church Way, Wellingborough, Northants, NN8 2LA, England. Tel.: 0933-226177/73910. Fax: 0933-73544. (Notice dated Jan. 28, 1989).

**ETHIOPIA**--Tenderers experienced in the supply of power transformers and substations (at or above 66KV) are invited to apply for a number of contracts for the Gafarsa, Fitcha, Finoteselam and Bichena Power Transmission, Substation and Distribution Project (EELPA, Ethiopia). Contract F1 is for the design, manufacture and supply of: one 12 MVA, 66/45KV, three-phase autotransformer and six 6.3 MVA, 66/15KV, two-winding, three-phase transformers. Contract F2 calls for the design and supply of: one 66/45KV substation (at Gafarsa), and three 66/15KV terminal substations (at Fitcha, Finoteselam and Bichena). Contract F3 is for the design, manufacture and supply of: 66KV transmission line conductor and materials, and 15KV and low voltage distribution conductors and materials. Bid closing date is April 20, 1989. Requests for tender documents must be accompanied by a bank draft (US\$100 for each contract) made in favour of EELPA. Upon payment, tender documents can be collected from EELPA, Purchasing Division, Head Office, Degualle Square, Addis Ababa, Ethiopia. Tel: PBX 51-73-70 or 55-08-11. Telex: 21023. Cable: Electric Addis Ababa. Arrangements can be made to ship the documents by prepaid courier service. Tenders can be submitted for all or any combination of the three contracts. Interested Canadian firms, wishing follow-up and assistance, may send copies of documents to the Canadian Embassy, P.O. Box 1130, Addis Ababa, Ethiopia.

**GHANA**--Companies of member countries of the World Bank are invited by Ghana Railway

Corporation to bid for the supply of 1) various quantities of track tools (documents cost US \$60) and 2) 370 locomotive tires (documents cost US\$50). A bid security of 3 per cent of bid amount is required for each tender. Bid closing date is April 18, 1989. Cost of documents should be deposited at Ghana Commercial Bank, Liberty House Branch, Accra, Ghana, against Ghana Railway Corporation account. Documents may be obtained from, and forwarded to: The Controller of Supplies Representative, Ghana Railway Corporation, P.O. Box 137, Accra, Ghana. Telex: 2297 RAIL GH.

**HUNGARY**--A World Bank Project (loan number HU-2834), part of a second industrial restructuring project, is underway in Budapest. Technoimpex Foreign Trade Co. has issued a tender, on behalf of the national printing house, Allami Nyonda, for one complete multicolour gravure press to print labels and packaging materials. Some technical specifications are: 500 mm printing width; six printing units; 150 m per minute printing speed; 200 to 560 mm cylinder circumference. Tender documents, including further details on technical performance, commercial terms and conditions, are available on payment of non-refundable US\$100. Contact Tibor Toth, Deputy Chief of Department, Technoimpex, H-1390, P.O. Box 183, Budapest. Telex: 22-4171. Fax: 186-418. (Telex dated Feb. 9, 1989).

**NIGERIA**--With a noon deadline of March 22, 1989, the Forestry Management, Evaluation and Coordinating Unit (FORMECU) of the Federal Ministry of Agriculture is inviting sealed bids for the supply of materials for a forestry project. Required are: Category A, one item: fencing wire--591,250 metres, approximate area 709,440 square metres, weight 908 metric tons; Category B, one item: barbed wire--1,290,000 metres, approximate weight 129 metric tons; Category C, one item: nails--6,500 KG. Bids may be submitted for a single category or a combination of categories. Awards will be based on individual categories, with preference being given to goods manufactured in Nigeria. Documents may be purchased upon submission of a written application and upon payment of a non-refundable fee of US\$125, made out in bank draft to FORMECU, Ibadan. Contact Head, Forestry Management, Evaluation and Coordinating Unit (FORMECU), % Federal Department of Forestry, P.M.B. 5040, Jericho, Ibadan, Oyo State, Nigeria. Telex: 31137 FORMECU NG.

**SENEGAL**--An international tender has been is-

sued by this country's Ministry for the Protection of Nature for a project financed by the European Development Fund of the European Economic Community. Being sought are: Lot 1): one light all-terrain pick-up. Lot 2): one light all-terrain station wagon. Lot 3): one truck (CU 15T). Lot 4): fence posts. Lot 5): Barbed wire and fencing wiremesh. Tenders should be received at Direction de la Conservation des sols et du reboisement by April 5, 1989. Project documentation is available free of charge from: 1) in Senegal: "Direction de la Conservation des sols et du reboisement" Parc Forestier de Hahn, Dakar. 2) in Europe: European Community Commission, "Direction Generale du developpement, 200 rue de la Loi-B 1049, Brussels.

**TURKEY**--With a bid closing date of April 24, 1989, this country's State Highways Department has announced a tender for the supply of 17 trailer tractors. Specifications for the diesel engine vehicles are: minimum 300 hp at rated speed; 6 x 4 drive (4 x 4 dual tandem rear); minimum eight forward, one reverse speed; minimum 3800 wheel base; and rope drum winch with a minimum 40,000 kg pull force. A bid bond of 5 per cent is required. Payment is by letter of credit from a World Bank credit. Documents cost \$30 and can be forwarded by post, at a cost of \$60, to interested Canadian companies. Contact Can Ozcug, Commercial Officer, Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**ZIMBABWE**--With a bid closing date of April 6, 1989, the Zimbabwe Electricity Supply Authority (ZESA) has issued an international tender for the supply, delivery, erection and commissioning of a hydrogen generation plant for the Hwange Power Station. The plant will provide hydrogen to cool 4 x 120MW and 2 x 220MW generators at Hwange. Financing is through an International Bank for Reconstruction and Development (IBRD) loan to ZESA. With a non-refundable deposit of Cdn\$30, interested contractors may obtain tender documents from the Procurement and Materials Manager, Zimbabwe Electricity Supply Authority, 25 Samora Machel Avenue, P.O. Box 377, Harare. Requests must be clearly marked ZESA 31/89.

**NOTE:** Unless otherwise stated, companies requesting bid documents will be billed for document/courier expenses. Canadian bidders should also be aware that export permits may be required for some of these products.

## Pipeline to potential profits in Africa

The following projects recently received approval by the African Development Bank and are open to bids from Canadian companies.

**Burundi**--Bututsi agro-pastoral project to include food and animal production, agro-forestry, agricultural credit, equipment, rehabilitation of Kyriama dairy, training, and technical assistance. Consultancy services of one livestock officer (fodder crops specialist) and one manager are also required. Loan: US\$8.3 million (representing 45 per cent of the project). Executing agency: Coordination Provinciale de l'Agriculture et de l'Elevage de Burundi.

**Cameroon**--A health facilities equipment project consisting of the procurement of equipment and furnishings for six health facilities and the establishment of a project implementation unit (architect, equipment expert and project manager). Loan: US\$8.6 million (representing 90 per cent of the project). Executing agency: Min-

istry of Health.

**Ethiopia**--Creation of a fully integrated sugar-based agro-industrial enterprise, including an irrigated sugar cane plantation, cane processing factory and a plant to produce anhydrous alcohol. Loan: US\$131 million. Executing agency: Ethiopian Sugar Corporation, P.O. Box 133, Addis Ababa, Ethiopia. Telex: 21038.

**Kenya**--A road construction project to include the construction of 19 kms. of road between Thika and Makutano. Loan: US\$15 million. Executing agency: Ministry of Public Works, P.O. Box 30260, Nairobi, Kenya. Telex: 22272 TRANSCOM.

Interested Canadian companies should contact the Trade Commissioner of the country involved (telex numbers are available from the toll-free Info Export line, tel.: 1-800-267-8376; in Ottawa, call 993-6430).



## Free Trade Bulletin

### New Temporary-Entry Rules for Business People

The Canada-U.S. Free Trade Agreement (FTA) establishes mutually beneficial provisions governing movement of goods, services and investments between the two countries. Complementing these new rules is a ground-breaking initiative to ease current business travel restrictions.

Export sales require more than high-quality products with attractive price tags. They demand a good sales network and, most of all, reliable after-sales service. Freer trade conditions require that not only goods, services and investments be treated without discrimination, but that the people making the sales, managing the investments and providing services should be able to move easily across the Canada-U.S. border.

For these reasons, the Canadian and U.S. governments have agreed on reciprocal rules that will allow business travellers freer access to each other's markets.

Under the provisions of the FTA, four categories of travellers will now find it easier to cross U.S. border points. The categories are: business visitors, intra-company transferees, traders and investors, and professionals employed in certain fields.

This Bulletin serves as a reference guide for Canadians who are travelling to the U.S. for business purposes and who are covered by any of the four categories established under the FTA.

Further information on admission requirements, either as a business traveller or in any other of the immigrant or non-immigrant categories unaffected by the FTA, is available by contacting one of the offices listed at the end of this article. All applicants, of course, must meet other immigration admissibility requirements (health, security, etc.) and must be Canadian citizens.

#### Categories of Business Travellers

##### Business Visitors (B-1 status):

Canadian citizens who visit the U.S. to conduct business for their Canadian company and receive remuneration from their Canadian employer may qualify to enter the U.S. as Business Visitors. Travellers designated under this category can enter the U.S. temporarily to engage in commercial activities of an international nature on behalf of a company located in Canada.

Acceptable activities include sales and purchasing, after-sales service, research and design, manufacture and production, marketing, distribution, and general service. Business Visitors can apply for admission to the U.S. at any point of entry and may be requested to provide proof of the type of business activity in which they are involved. No fee is payable for an application in this category. While Canadian citizens require no passport, they must show proof of citizenship.

##### Intra-Company Transferees (L-1 status):

Persons who have been employed continuously for at least one year by a Canadian firm as executives, managers or specialists may fall under this category. The transferee must, on a temporary basis, continue to render services to the same firm (or its subsidiary or affiliate) while in the U.S., in an executive or managerial capacity, or in a position requiring specialized knowledge. The U.S. employer must complete a petition (form I-129L, avail-

able from Immigration and Naturalization Service offices) on the transferee's behalf. The transferee then presents the petition, proof of citizenship and experience at the U.S. point of entry. A US\$35 fee is payable upon application. **Professionals (TC-1 status):**

Professionals who hold at least a baccalaureate degree (unless otherwise specified) and who are travelling to the U.S. to work temporarily in the profession for which they are qualified, and whose occupation or profession is among those approved under the FTA (see accompanying box), may be included in this category.

Applicants must provide proof of Canadian citizenship, along with a letter from the U.S. employer and supporting documents that show the nature and length of activity in which the traveller will be engaged, the arrangements for remuneration, educational or other appropriate credentials, and

proof that they meet all state laws and licensing requirements. A processing fee of US\$50 is payable upon application at a U.S. point of entry. Qualified applicants will then be accorded written permission to work.

##### Traders and Investors ("E" visas):

This category includes traders who work in a Canadian-owned or -controlled firm in the U.S. that carries on substantial trade in goods or services principally between Canada and the United States, and investors who have invested in or are in the process of investing a substantial amount of capital in an enterprise in the United States.

To qualify, the trader must hold a supervisory or executive position or possess skills essential to the operation of the firm located in the United States; an investor must develop and direct the operation of the enterprise. Traders and investors are required to apply for a U.S. non-immigrant visa, for which there is a \$40 processing fee, at a U.S. Consulate before leaving Canada. Proof of Canadian citizenship is required and possession of a Canadian passport is recommended.

In addition to the United States Embassy (Ottawa, Ontario, tel: 613-238-5335), the following U.S. Consulates General in

Canada may be contacted for further information on business travel to the United States:

- Vancouver, B.C., tel.: (604) 685-4311;
- Calgary, Alta., tel.: (403) 266-8962;
- Toronto, Ont., tel.: (416) 595-1700;
- Montreal, Que., tel.: (514) 281-1886;
- Quebec City, Que., tel.: (418) 692-2095; and
- Halifax, N.S., tel.: (902) 429-2480.

Port Directors, U.S. Immigration and Naturalization Service, may be contacted at:

- Blaine, Washington, tel.: (206) 332-8511/8512;
- Sweetgrass, Montana, tel.: (406) 335-2911;
- Detroit, Michigan, tel.: (313) 226-3290;
- Buffalo, New York, tel.: (716) 885-3367;
- Alexandria Bay, New York, tel.: (315) 482-2681;
- Ogdensburg, New York, tel.: (315) 393-0770;
- Champlain, New York, tel.: (518) 298-3221/8433;
- Houlton, Maine, tel.: (207) 532-2906; and
- Calais, Maine, tel.: (207) 454-2546/2547.

#### Professions/occupations approved under the Business Travel Provisions of the FTA:

accountant; engineer; scientist (agriculturist/agronomist, animal scientist, biochemist, biologist, dairy scientist, entomologist, epidemiologist, geneticist, geophysicist, pharmacologist, physicist, poultry scientist, soil scientist, and zoologist).

Also included: research assistant; medical (physician--physicians must work in teaching and research only--dentist, registered nurse, veterinarian, medical technologist, clinical lab technologist); architect; lawyer; teacher (college, university, seminary); economist, social worker, vocational counsellor, mathematician, and hotel manager.

On the list, as well: librarian; animal breeder; plant breeder; horticulturist; silviculturist; range manager; forester; journalist; nutritionist; dietician; technical publications writer; computer systems analyst; psychologist and scientific technician/technologist (in chemistry, geology, geophysics, meteorology, physics, astronomy, agricultural sciences, biology, or forestry). Disaster relief insurance claims adjuster and management consultant round out the list.

For further information about minimum requirements for these professions, please contact one of the U.S. offices listed below.

# Spain: Vibrant market, door to Europe 1992

Spain is home to more than bullfights and flamenco dancers.

The most important new member (1985) of the European Economic Community (EEC), Spain has the fastest-growing economy in Europe and, with a large domestic market of more than 40 million people, it is quickly becoming the favourite destination for new investments--all in anticipation of Europe 1992.

This being the case, why do Canadian products account for less than 0.5 per cent of Spain's imports, and vice versa?

Ranked as seventh and eighth in the world in terms of Gross National Product (GNP), both Canada and Spain have been largely ignorant of the importance of each other's markets and of the major bilateral trading opportunities they afford.

It's the best kept secret in the business and it's time it came out in the open: Spain and Canada were made for each other.

Like Canada, Spain has very few large companies and still fewer multinationals. Spanish firms are small or medium size and would fit in perfectly in sales or distribution networks with Canadian partners.

Similarly, there's expanding scope in our mutual need for an exchange of technology and the joint development of new products for the free trade market of North America, or the European continental market.

A handful of Canadian companies are obviously in the know, for they've established successful operations in eastern Spain in such sectors as chemicals, metal mechanics and data processing. Canadian firms are also exploring a promising array of specialized niches, such as architectural and institutional design and the provision of correctional and entertainment complexes.

Not all the opportunities are confined to new or high technology fields. As European catches diminish and local demand continues to grow, eastern Spain could be a potentially huge consumer of Canadian fish and seafood. The region is also an important consumer of furs, wood pulp and paper products.

Such opportunities reflect that the economic map of Spain is changing more rapidly than anywhere else on the continent.

A recent study published by Financial Analysts International, pinpoints internal shifts in foreign trade activity within Spain from 1986-1988 (the first two years of its incorporation in the EEC).

The big four regions--Madrid, the Basque Country, Catalunya, and Valencia--account for more than three-quarters of Spanish exports and almost 85 per cent of the country's imports.

## Seminars serve export

Canadian companies anxious to export to the United States but are lacking the necessary financing to do so should benefit from attending an up-coming series of seminars.

To be held in cities across Canada through April and May, the seminars, *Financing Facilities to Support Exports to the United States Market*, will provide information on all the private and public sector financing and insurance facilities available to support a company's exports to the U.S.

On hand for one-on-one interviews or to discuss a company's specific needs will be experts

Turn to page 4--Dates

Aragon and the Balearic Islands, both in eastern Spain, are the two other regions which have most increased their relative economic weight within the nation--the former largely as a result of new automotive investment and the latter thanks to increased tourism and agro-industrial production.

Although Madrid and the Basque Country remain the two largest industrial centres, if present trends continue, the centre of Spanish economic power will be moving eastward.

The province of Catalunya already has a relationship with France, much like that of central Canada with the northeastern United States, and the pull of the Community on this area entails similar kinds of opportunities now faced by Canadian firms in the wake of the Free Trade Agreement with the U.S.

The city of Barcelona is both the metropolis and the economic centre of major new foreign investment in eastern Spain. The Netherlands, West Germany, and France are the leading investors from inside the European Community. From outside, it's the United States and, more recently, the "four tigers" of Southeast Asia: South Korea, Taiwan, Singapore and Hong Kong.

The sectors of greatest foreign investment are: automotive; biotechnology (both medical and food); industrial and medical precision instruments; domestic electronics; new materials

production (fibre and plastics); processed food and drink; cosmetics and health products; materials and processes for packaging and bottling; and industrial machinery.

It's obvious, given the challenges preoccupying Spain with the huge markets already on its doorsteps, that any approach by a Canadian firm to gain a toehold will require a special effort.

But take heart. The designation of Barcelona as the site of the 1992 Olympics will see numerous projects being undertaken in the city and the surrounding region.

These are likely to include the construction or renovation of hotels, sports installations, highway infrastructure, railroads, airports, water and sewer projects, ports and beaches. They are also additional reasons why the economy of eastern Spain will be in high gear for years to come, and why it will be one of the strategic markets for the 1990s.

For further information on Canadian opportunities for trade and investment in Spain, contact Michael Wondergem of External Affairs' Western Europe Trade, Investment and Technology Division (RWT), tel.: (613) 995-6440.

Interested parties may also wish to contact the Canadian Embassy in Madrid. Telex: (Destination code 52) 27347. Answerback: (27347) DOMCA E.

## Date with a winner

CANADA  
AWARDS FOR  
BUSINESS  
EXCELLENCE



Your company could be a winner in 1989.

But to be eligible, you have to enter a competition--Canada Awards for Business Excellence. Entries close April 14.

One of Canada's highest business tributes, the awards honour outstanding business performance in nine categories.

They are: Small Business; Productivity; Marketing; Labour/Management Cooperation; Entrepreneurship; Invention; Innovation; Industrial Design; and new, this year, Canada's first national Quality Award.

The winners, selected by an independent panel of nine private sector experts, will be honoured at an awards ceremony to be held in Ottawa on November 7, 1989. One gold, one silver and one bronze trophy will be presented in each of the nine categories. A number of Certificates of Merit will also be given.

On entering, each applicant will receive a complimentary copy of the Conference Board of Canada's recently published report, *Winning Strategies: Organizational Effectiveness Through Better Management of People*, based on the experiences of past winners of the Canada Awards for Business Excellence.

Entry guides and applications may be obtained in English or French by contacting Canada Awards for Business Excellence, 235 Queen Street, Ottawa, Ontario, K1A 0H5. Tel.: (613) 954-4079. Fax: (613) 954-1894. You may also contact the nearest office of Industry, Science and Technology Canada.

## Preferential treatment provided Down Under

Canada, Australia and New Zealand have much in common.

All share similar views when it comes to cultural values, systems of government, economic development, social policies, foreign affairs, and certain elements of domestic policy.

With so many shared objectives, it's no wonder that Canada's trade relations with her partners Down Under are also favourable. Canadian products in a wide range of categories benefit from tariff preferences when entering Australian and New Zealand markets.

Canadian goods eligible for preferential rates of duty under the Australian Customs Tariff schedule must be one of the following: produce; products wholly manufactured in Canada; and goods that are at least 75 per cent "factory cost" Canadian. However, Canadian goods eligible for preferential tariff treatment in Australia must also comply with a number of specified conditions.

In New Zealand, Canadian produce, goods wholly manufactured in Canada, and goods partially manufactured in Canada, of which at least 50 per cent of the "factory cost" is presented by Canadian or New Zealand components, may be eligible for preferential rates of duty--under New Zealand Customs Tariff.

Details covering preferential access for Canadian goods exported to Australia or New Zealand are outlined in a booklet entitled *Shipping Documents and Customs Regulations*.

The booklet, along with information on specific rates of duty for any Canadian product shipped to either market, is produced for each respective country and is available from R.R. Buciak of External Affairs' Asia Pacific South Trade Development Division (PST). Tel.: (613) 996-5945. Fax: (613) 996-9103. Telex: 053-3745.

# Trade, investment interests promoted in Western Europe

Continued from page 1

education and labour for enterprises in the '90s; creating global enterprises; and issues involved in harmonizing economy and ecology.

As well as participating in a number of the symposium's formal sessions, Mr. Crosbie held informal meetings with senior business leaders from the international community.

The message he brought to all his discussions was very simple: Canada is committed to creating an open trading and investment climate, both within the current Round of Multilateral Trade Negotiations (MTN) and in the implementation of the Canada-U.S. Free Trade Agreement (FTA).

In his advancement of Canadian trade interests in Western Europe, Mr. Crosbie emphasized Canada's open trading and investment climate, new opportunities offered by the FTA, recent domestic structural reforms to increase the efficiency of the Canadian economy, and Canada's commitment to seek foreign investment and technology transfer opportunities to create new jobs.

During his Davos stay, Mr. Crosbie hosted a luncheon for over 200 international and Canadian

## *'Bilateral trade between Canada and Italy has undergone expansion.'*

business people. Among the guests was B.C. Premier William Vander Zalm, who was in Davos to promote his province, one of the "featured regions" of this year's symposium. Mr. Crosbie joined forces with Mr. Vander Zalm to promote B.C. interests.

From Switzerland, Mr. Crosbie travelled to Rome where he co-chaired the inaugural meeting of the Canada-Italy Joint Working Group on Economic and Industrial Cooperation.

The Working Group got off to a propitious start as Mr. Crosbie and Italian Minister of Foreign Trade Ambassador Renato Ruggiero signed a Joint Plan of Action which calls for a slate of initiatives to foster further economic and industrial cooperation between the two countries.

The initiatives include an invitation to senior officials of IRI, EFIM and ENEA, three major state-owned holding companies, to visit Canada later this year; Canadian participation in a number of Italian trade fairs; Canadian plastics machinery and furniture missions to Italy; and a visit by Italian fisheries inspectors to Atlantic Canada.

In extending the invitation to IRI, EFIM and ENEA, Mr. Crosbie emphasized that the objectives of the new Canada-Italy Economic and Industrial Cooperation Agreement, signed in August, 1988, can be attained only through direct involvement by Canadian and Italian companies.

Mr. Crosbie singled out the recently concluded arrangement between CANSTAR Communications of Toronto and SIRTI, an Italian communications company, that allows SIRTI to manufacture and sell CANSTAR's fibre optic couplers which were developed jointly with the Canadian government's Communications Research Centre.

The Joint Working Group also earmarked several sectors on which it plans to concentrate its cooperative efforts to further bilateral trade ties.

Among the sectors are: plastics, rubber and chemical specialties; food processing; advanced manufacturing technologies; wood products,

converted wood and paper products; energy; high technology and defence; urban transport; machine tools; and light industry.

Bilateral trade between Canada and Italy has undergone considerable expansion in recent years. Between January and October 1988, the value of Canadian exports to Italy topped \$749 million, up almost 9 per cent over the same ten-month period in 1987.

A group of 12 senior Canadian businessmen accompanied Mr. Crosbie to Italy as part of a Canadian Business Development Mission.

This highly successful mission was organized to explore various economic interests and to establish new trade and investment links, particularly in such high-technology sectors as telecommunications and data processing where opportunities for Canadian exporters hold considerable promise.

A visit to London rounded out Mr. Crosbie's agenda. His itinerary included a meeting with Secretary of State for Industry and Trade Lord Young of Graffham and a series of meetings with key officials representing the British ministries of Foreign and Commonwealth Affairs, Agriculture, Fish and Food, and Energy. While in London, Mr. Crosbie also met with senior Canadian trade commissioners and investment officers from across Western Europe to review key issues and economic factors affecting Canadian trade in Western Europe and to establish market and policy objectives for the coming year.

Mr. Crosbie also participated in two major trade shows featuring Canadian products.

He attended Fashion Canada, part of a three-week long promotion of Canadian design and culture in the U.K. that featured 13 Canadian designers/manufacturers. Mr. Crosbie also paid a visit to the 13 exhibitors who took part in the Canadian stand at the 6th annual International Food and Drink Exhibition -- one of the top food industry trade fairs in Europe.

Also on his London itinerary was a speech to the Canada-U.K. Chamber of Commerce whose membership includes over 550 U.K. companies and Canadian companies with offices in the U.K.

A near-capacity audience of 300 executives and business people turned out to listen as Mr. Crosbie emphasized the U.K.'s importance as Canada's most important trading partner within the European Community and third largest export market after the U.S. and Japan.

"The trading relationship between our two countries has flourished," he said. "Through more than four centuries, our peoples have set down deep roots for ongoing economic and commercial relations."

According to Statistics Canada, the value of Canadian exports to the U.K. topped \$3.48 billion last year; imports from the U.K. were valued at more than \$4.7 billion. While forest products, mineral food products and manufactured equipment dominate Canadian exports to the U.K., high-technology products continue to make major gains. In recent years, nearly a dozen major Canadian telecommunications firms have established offices in Britain.

Mr. Crosbie invited U.K. firms to investigate new opportunities for trade and investment promised by the Canada-U.S. Free Trade Agreement.

"We are convinced that the FTA is a good reason

to invest in Canada to serve the North American market. But that is only one of the good reasons to invest in Canada."

Offering one of the most diversified economies in the world with a highly developed manufacturing and service sector, Canada is a prime target for international investments," said Crosbie.

"Inflows of foreign direct investment have increased from \$3.8 billion in 1984 to \$10.2 billion in 1987. We are confident these levels of investment, along with important technology transfers and joint ventures, will increase for 1989 and the future," he concluded.

Mr. Crosbie's European trip was just one of the Canadian government's initiatives to encourage new trade investment links between Canada and the European Community. As it proceeds toward the goal of eliminating all barriers to trade by 1992, the EC will increasingly become the focus of Canadian business interests.

It is important, however, that European integration doesn't lead to new trade barriers. Mr. Crosbie stressed this in his speech to the Canada-U.K. Chamber of Commerce.

"That would be a blow to an open international trading system," he said. "From my meetings this week, I have taken comfort in the fact that British and Italian business and political leaders share that general view."

## Dates set for seminars

Continued from page 3

from the Export Development Corporation, the Federal Business Development Bank, the Canadian Exporters' Association, Canadian chartered banks, and private sector insurance companies.

Seminar registration fee (made payable to the Canadian Exporters' Association) is \$50 for venues in Atlantic Canada and \$75 in other Canadian cities.

Dates and locations of the seminars are:

April 10--Saint John, N.B., The Delta Brunswick Hotel; April 11--Halifax, N.S., The Halifax Sheraton Hotel; April 12--St. John's, Nfld., Hotel Newfoundland; April 19--Toronto, Ont., Constellation Hotel; April 20--London, Ont., Radisson Hotel London Centre (formerly Holiday Inn City Centre); April 24--Vancouver, B.C., Four Seasons Hotel Vancouver; April 25--Edmonton, Alta., The Westin Hotel Edmonton; April 26--Regina, Sask., The Sheraton Centre; April 27--Winnipeg, Man., Westin Hotel Winnipeg; May 4--Montreal, Que., Chateau Champ-lain Hotel.

The *Financing Facilities to Support Exports to the United States Market* seminars are organized by the United States Branch of the Department of External Affairs (DEA) in association with regional chapters of the Canadian Exporters' Association (CEA) and CEA's Export Financing and Insurance Committee. Also involved are the International Trade Centres of DEA and provincial government departments.

For more information or to register for the seminars, contact the Canadian Exporters' Association, 99 Bank St., Suite 250, Ottawa K1P 6B9. Tel.: (613) 238-8888. Telex: 053-4888. Fax: (613) 563-9218.

## Influential Green Week continues growth

Berlin--It's billed as one of the most influential exhibitions in the world for companies in the food, agricultural and horticultural industries.

For most Canadian companies that exhibited, International Green Week Berlin 1989 lived up to its billing.

Brisk on-site sales were reported by the seven Canadian firms. As well, one Canadian company met several agents that may represent the firm in its first bid at exporting its products to the German market.

Attended by more than 500,000 visitors, the January 27 to February 5 event brought together professional tradespeople as well as agricultural ministers and senior officials from the European Economic Community (EEC). Many of these decision-makers, who can be instrumental in helping a company gain access to the EEC market, visited the Canadian stand.

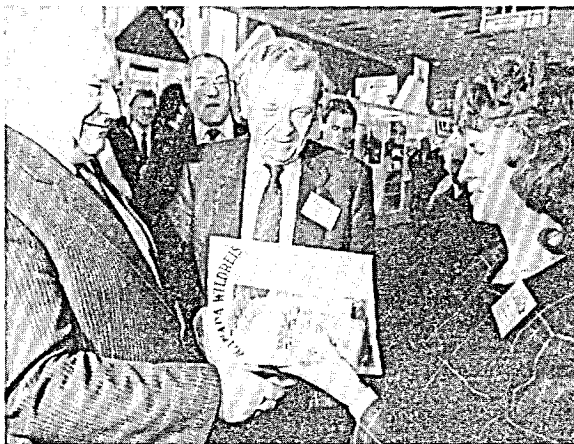
More in-depth discussion took place at a series of *Freshness Forums*, where experts in production, logistics, and the commercial sector, spoke on technical issues and specialist subjects dealing with fruit and vegetables, fish, meat, flowers and dairy products.

And Canada was well received by the media. Indeed, during International Green Week Canada's Ambassador to Germany, William T. Delworth, was featured on the cover of a local

newspaper and Canadian products were highlighted in various newspaper articles.

To top it off, fair authorities commended the Canadian stand for its design and presentation.

For further information on International Green Week, contact Deborah Adams of External Affairs' Western Europe Trade, Investment and Technology Division, Trade Fairs and Missions (RWTF). Tel.: (613) 996-4427.



*Fair welcome--West German federal Minister of Food, Agriculture and Forestry, Ignaz Klechle (left) and Canadian Ambassador to West Germany William T. Delworth, speak with External Affairs trade officer Deborah Adams while touring the Canadian stand at International Green Week Berlin, 1989.*

## N.Z. forest industry spurs export interest

As the New Zealand government readies itself to place state forests on the auction block, Canada is among the long list of potential bidders.

The British Columbia government, in particular, has been casting a hopeful eye Down Under. And in early November, 1988, it was provided with an opportunity to get a first hand look at the New Zealand forest industry as a market for Canadian exports of goods and services.

At the invitation of the New Zealand Minister of Forests and Fletcher Challenge Ltd. (FCL), B.C.'s Minister of Forests, David Parker, travelled to New Zealand with several members of his ministry. The trip was triggered by the forthcoming mammoth sell-off of New Zealand's state-owned forest resources.

During the 10-day visit, the B.C. party toured several pulp and paper mills, visited the government-sponsored Forest Research Institute in Rotorua, and met with New Zealand's Minister of Forests and various other government officials to discuss such issues as afforestation, environmental protection, land administration, and forestry management.

The main thrust of the discussions, however, centred around the sale of cutting rights in state forests. The move is expected to be the biggest sale of New Zealand state assets, far surpassing the sale of Petrocorp or Air New Zealand (currently in progress).

If the sale proceeds as envisioned, it will carry with it requirements for new processing facilities (especially in the southern portion of the South Island) and additional harvesting equipment.

The need for equipment and new facilities could send sales Canada's way.

In addition, potential opportunities will exist for the transfer and utilization of Canadian expertise and technology.

The visit enhanced the prospect for Canadian exporters to cash in on New Zealand's forestry restructuring program, as Minister Parker reinforced Canada as a willing and capable supplier for new forestry industry projects in that country.

To further enhance the recent visit of B.C.'s Forests Minister Parker, the Department of External Affairs will be participating in WOODDEX 89 (sawmilling) in Auckland April 6-8.

The Department will have an information booth surrounded by Canadian companies that will be participating at their own expense.

*Firms that cannot travel to Auckland are invited to supply the Department of External Affairs with promotional material to be displayed on their behalf.*

Also on the Department's agenda are plans to participate in Forest Industries 1990 (forestry equipment). The show is to be held February 7-11, 1990 in Rotorua, New Zealand. Canadian firms are invited to express their interest in being a part of the Canadian pavilion which the Department plans for Forest Industries 1990.

For more information on Canadian trade opportunities in New Zealand (especially with regard to the forestry sector) or for information on WOODDEX 89 or Forest Industries 1990, contact Brian MacKay of External Affairs' Asia Pacific South Trade Development Division (PST). Tel.: (613) 995-7652.

## Trade shows way to explore Polish market

The extensive relaxation of Poland's foreign investment laws auger well for Canadian trade opportunities in that country.

However, before Canadian exporters leap into the Polish marketplace, they may wish to have a closer look at what specific opportunities await them. That's best accomplished by taking part in one of the country's international trade fairs. Sixteen fairs are planned between April and year's end.

*In 1989/90, Canada will maintain a National Stand only at the Poznan International Fair. However, officials at the Canadian Embassy in Warsaw will be pleased to offer assistance for participation in other fairs.*

Listed here is a line-up of the specialized exhibitions that will be of most interest to Canadians. All exhibitions, unless otherwise indicated, take place in the Polish city of Poznan.

**INFOSYSTEM--April 10-14:** Electronics, telecommunications and computer engineering.

**POLIGRAFIA--April 10-14:** Printing machinery.

**ENVIROMES--April 25-28:** Measurement and control apparatus and systems for environmental protection, including measuring and controlling systems for testing of air, water and soil and noise and vibration measuring instruments.

**POL-EKO--April 25-28:** Ecological exhibition of environmental protection agents and equipment.

**POZAN INTERNATIONAL FAIR--June 11-18:** General trade fair.

**PIF-INTERFASHION (Lodz)--June 12-18:** Clothing, textiles, knitwear and leather goods, in-

cluding woven fabrics, women's, men's and children's clothing, sportswear, hospital garments, footwear, furs, and household linens.

**SIMMEX (Katowice)--September 3-7:** Machinery, equipment and raw materials used in mining, metallurgic and power industries.

**POLAGRA--October 8-15:** Agro-industrial fair featuring agricultural machines and equipment for food processing and forestry, agricultural chemicals, produce and foodstuffs, raw materials for agriculture, seeds, seedlings, flowers, live animals and animal feed.

**TAROPAK--October 8-15:** Exhibition of packaging, storage and handling systems and equipment, including storage control and management systems and handling and storage technique design and development.

**KOOPERACJA--October 24-27:** Raw and intermediate production materials for small manufacture, particularly those used in making foodstuffs, fodder, toiletries, cosmetics, medical equipment, chemicals and plastics, and pharmaceuticals.

Also on the Poznan International Fair Program for 1989 are: **POLSKIE MEBLE**, May 2-7, (furniture); the autumn domestic trade fair, September 5-8; **Congress of the International Association of Horticultural Producers**, October 5-10; and **INTERART**, November 23-December 3 (art materials and equipment).

For further information, contact Renée Levcovitch of External Affairs' USSR and Eastern Europe Trade Development Division (RBT), tel.: (613) 992-1449.

# Huge subway contract transports Canadian firm to Turkey

Canadian technology and expertise will play a major role in the design, construction and operation of Turkey's first subway system.

A consortium led by Urban Transport Development Corporation (UTDC), of Kingston, Ontario, wrestled the contract for the \$700 million underground transportation system from an international field of competitors.

A subsidiary of Montreal-based Lavalin Industries Inc., UTDC combined with Lavalin International and local Turkish contractors, Gama and Guris, to submit the lowest bid in a five-part bidding process that involved three levels of Turkish government.



**Subway signing--Turkish Prime Minister Turgut Ozal and Canadian Minister of State (Privatization and Regulatory Affairs) John H. McDermid (seated left to right) sign the Ankara subway contract worth \$700 million. Looking on (at left) is the Mayor of Ankara, Mehmet Altinsoy.**

The consortium will design and build the system and will operate it for at least 10 years.

Minister of State for Privatization and Regulatory Affairs John McDermid was in Ankara on February 6, to witness the signing of a memorandum of understanding that gave the consortium the go-ahead to break ground and raise over \$425 million needed for the first stage of the project.

The Canadian Export Development Corporation has offered the consortium a \$230 million loan. The remainder of the start-up capital will be raised through commercial banks, private investors, and other export credit agencies.

At the signing ceremony, which led the television newscasts of state-owned Turkish Radio and Television and was front-page news in six major Turkish dailies, Mr. McDermid had high praise for Canada's involvement in the project.

"It clearly demonstrates Canada's international competitiveness in the development and installation of large-scale transportation systems," he stated.

McDermid also remarked that the project represents the opening of a new era in Turkish-Canadian business cooperation and is an example for other Canadians to follow. As project leader for the Ankara Urban Transportation Project (AUTP), UTDC will provide all project management, system design and engineering, equipment, procurement, and vehicle supply. The project is

expected to earn revenues of \$350 million for the company.

The proposed 54 kilometre line will be built in stages. The first, due for completion in 1992, will cover 14.5 kilometres and will feature 108 UTDC, fully air-conditioned and automated subway cars, similar to those used by the Toronto Transit System. The cars will be built at UTDC's Cancar works in Thunder Bay.

The Ankarametro system is UTDC's first major international project, and is second only in size to its \$854 million Vancouver Skytrain project, which UTDC undertook before it was sold by the Ontario government to Lavalin in 1986.

## Japan association helps

Continued from page 1

ing programs tailored to their individual needs, and evaluation and selection of agents.

In addition to its "regular" membership category, the FCMJ now offers an "associate" membership. For an annual fee of \$3,000, the associate member will have access to 30 hours of FCMJ's consultation time, with an option for 30 additional hours at \$150 per hour. Associate members will also have access to the FCMJ's office facilities while in Japan.

For more information regarding this new membership category or any other FCMJ service, contact Robert G. Simpson, Vice President, Marketing and Product Development, Gennum Corp., P.O. Box 489, Station A, Burlington, Ont., L7R 3Y3. Tel.: (416) 632-2996. Fax: (416) 632-2055; or Maurice Anderson, Director, Federation of Canadian Manufacturers in Japan, Homat Avon 101, 5-15-2 Higashi Gotanda, Shinagawa-Ku, Tokyo 141, Japan. Tel.: (03) 441-7494. Fax: (03) 448-8991.

## Business of tourism worthy of promotion

Continued from page 1

accomplished by:

- developing and implementing tourism market development plans;
- providing the Canadian tourism industry with market data such as reports on opportunities, business conditions and structures, local business customs and distribution channels;
- facilitating market access for the Canadian tourism industry by activities such as assisting in locating local sales agents or by arranging participation in a travel show;
- organizing and implementing cooperative tourism marketplaces and promotions that bring together sellers from Canada's tourism industry with potential local buyers and distributors;
- organizing educational and familiarization tours for foreign tourism media and travel and convention industry decision-makers;
- identifying and qualifying business leads for Canadian business meetings, conventions and incentive travel industry; and
- disseminating information about new tourism

products and developments in articles such as through newsletters and mailings.

When contacting a tourism officer abroad, Canadian companies hoping for assistance in promoting their product or service should be prepared to describe fully their product or service, to explain the reasons for targeting a particular market, and to provide a list of any marketing support such as familiarization tours, audio/visuals or display material they are ready to offer.

Help our tourism officers review the market potential for your product and identify the most appropriate contacts in the territory by informing the posts:

- where in Canada your business operates and what is the season of operation?
- what type of business are you looking for (groups, inclusive tours, incentive, convention, etc.)?
- can you provide any selling support such as familiarization tours, audio/visuals, display material?
- in which markets are you presently selling?
- do you already have contacts in this market or do you already have clients from this territory?

For a complete list of External Affairs' tourism personnel abroad or to obtain market profiles for the individual territories they cover, contact External Affairs' U.S. Trade and Tourism Development Division (UTW). Fax: (613) 996-9288/9510/9103.

### Did we miss you?

CanadExport is available free of charge in Canada to interested manufacturers and business people. For subscription, please return this form. For address changes or cancellations, please quote code number from your mailing address label. Allow four to six weeks.

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Company or organization .....

Street address .....

City, province .....

Postal code .....

English  French

Mail to: CanadExport (BTC), Dept. of External Affairs, Lester B. Pearson Building, 125 Sussex Dr., Ottawa K1A 0G2.

(Publié aussi en français)

## Survey Reminder

Readers who have not yet filled out the *CanadExport* questionnaire--sent out with the Vol. 6, No. 20 issue of Dec. 15--are reminded to return it as soon as possible so that we can update our mailing list and provide a better service.

**INFO EXPORT HOTLINE (toll-free) :1-800-267-8376 (Ottawa area: 993-6435)**

**Fax: (613)996-9288 / 9510 / 9103**

Telex : 053-3745 (BTC). Answerback: External Ott.

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Canada



DOCS

# Canadexport

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## Conventions officers network U.S. market after tourist dollars

Prospecting for gold in the U.S. meetings and conventions market?

Then the Department of External Affairs' (DEA) large network of specialized meetings and conventions officers may help you to strike it rich.

In the U.S., the meetings and conventions market is big business --\$29 billion, to be exact. Not only is the size of the market considerable, but there's also an amazing return on dollars invested. So it's no wonder the Canadian government has placed a high priority on this lucrative tourism segment.

Meetings and conventions can be divided into three subsegments--association meetings, corporate meetings and incentive travel programs. But no matter what segment you plan to target, DEA's meetings and conventions officers can help you increase your share of this lucrative market.

To their main role of prospecting new leads for the Canadian tourism industry, these officers bring extensive knowledge of the meetings and conventions market in their respective geographic area.

Their task is aided by a computerized prospect list that is continually updated. The information can be made available to Canadian clients.

This year, the database will be improved and expanded as all U.S. posts transfer their market information to a micro-computer system called "WIN Tourism"--an offspring of the "World Information Network" for trade and tourism.

The prospecting process is accomplished in many ways--through directories of memberships, the purchase of mailing lists, direct enquiries, and, sometimes, by just staying on top of the daily news.

Take, for example, the story of how one enter-

Turn to page 4--Officers

## Canada-Japan trade topic of talks

While in Tokyo to attend the funeral of Emperor Hirohito last month, International Trade Minister John C. Crosbie also had an opportunity to talk trade.

During his four-day visit, Crosbie met with Japanese Foreign Minister Sosuke Uno and Hiroshi Mitsuzuka, Minister for International Trade and Industry (MITI). Crosbie's discussions with the two ministers touched on bilateral issues affecting Canada-Japan trade, the Canada-U.S. Free Trade Agreement (FTA), the completion of a single market within the 12 member states of the Economic Community by 1992, and Pacific economic cooperation.

The Crosbie-Mitsuzuka exchange marked the first time the two international trade ministers had met. In the course of their discussions, Mitsuzuka congratulated Canada on its successful completion of the FTA.

He also suggested that Asia was in need of a similar regional economic cooperative venture, but assured Crosbie that both Canada and the U.S. would be involved in any discussion of a

free-trade pact within Asia.

Mitsuzuka emphasized his own deep interest in global free trade and said that countries that opt for protectionist barriers do so to the detriment of "world peace and happiness."

Throughout his meetings with Uno and Mitsuzuka, Crosbie stressed Japan's importance to Canada. To both ministers he relayed the message that Canada will give "major priority" to the Pacific Rim in the 1990s, and that, later this year, he would announce several new initiatives aimed at bolstering government support for trade with Japan.

Japan is second only to the United States as Canada's most important trading partner. Canadian exports to the Pacific Rim area are almost double those destined for European markets.

Over the past decade, Canada-Japan trade has quadrupled. Last year, the total value of trade between the two countries topped \$16 billion and, for the first time in five years, there was a surplus (approximately \$300 million) in Canada's favour.

Measures taken by Japan to reduce some of the large bilateral trade imbalances the country has with its principal trading partners and the strengthening of the yen against the U.S. and Canadian dollar have resulted in new and lucrative opportunities for Canadian exporters--particularly in such areas as communications and informatics, processed foods and beverages, fish, shellfish and other marine products, and forestry products.

Since 1985, for example, Canadian fish exports to Japan have doubled. And, over the next six years, Canada's processed food exports to Japan are expected to triple from the present \$1-billion level to \$3-billion.

To ensure that the momentum of the Canada-Japan trade relationship is maintained, Mitsuzuka announced his intention to visit Canada this spring, and to organize a Japanese trade and investment mission, the first to Canada since 1982.

Turn to page 4--Trade

### Trade status rises

Canada's 1988 status as a trading nation moved up a notch from its 1987 position, edging out the Soviet Union to become the world's seventh largest trading nation.

Preliminary figures released by the General Agreement on Tariffs and Trade indicate that, in 1988, Canada accounted for 4 per cent of world merchandise exports in terms of value and 3.8 per cent of world merchandise imports.

The Soviet Union, in comparison, accounted for 3.9 per cent of exports and 3.6 per cent of imports.

The leading world merchandise exporter in 1988 was West Germany, with an 11.4 per cent share of exports, followed by the United States (11.3 per cent), Japan, France, Britain and Italy.

## Export control revisions being drafted

Revisions to the export controls are coming... Secretary of State for External Affairs Joe Clark announced earlier this month that he is recommending to cabinet measures to streamline Canada's system of export controls, add South Africa to the Area Control List (ACL), and delete the seven Warsaw Pact countries, plus Vietnam and North Korea from that list.

The addition of South Africa to the ACL means Canada would control the export to South Africa of all high-technology products, including computers, computer software, telecommunications equipment, aircraft, helicopters, and four-wheel-drive vehicles.

"The removal of these countries from the Area

Control List is designed to facilitate the free flow of trade in non-strategic goods," Clark said.

Finally, Clark announced a major revision of Canada's Export Control List (ECL).

The ECL is an extensive list of technology and products subject to control under the Export and Import Permits Act, and for which export permits must be obtained prior to export. Changes to the list involve adding those goods which are sensitive for strategic reasons and deleting those which are no longer of concern.

The revisions to the list are in keeping with updates to the export control lists of other COCOM member countries (NATO -- except for Iceland

Turn to page 4--Controls

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- A successful trading house can help promote export sales ..... 6

# Good sales prospects from around the world

**ALGERIA**--With a bid closing date of **April 14, 1989**, Sonatrach has announced a tender for the supply of **gate valves**. The organization has also issued separate tenders, each with a bid closing date of **May 1, 1989**, for the supply of **1) oilwell equipment and 2) wellheads**. Post will obtain bid documents, costing approximately \$36 (per tender), for interested Canadian companies. Contact the Canadian Embassy, Algiers. Telex: (Destination code 408) 66043. Answerback: (66043 CANAD DZ).

**BANGLADESH**--An international tender has been issued by the Titas Gas Transmission & Distribution Company Ltd. (TGTDCL), owned by the Government of Bangladesh, for **prequalification for onshore pipeline construction contractor** for the Brahmaputra Basin Gas Transmission and Distribution Project. To be funded by a loan from the Asian Development Bank (ADB) and with a bid closing date of **March 30, 1989**, the tender calls for the construction of the following pipelines and facilities: 1) approximately 78 miles (126 km) of 24" DN (609.6 mm) high pressure (operating pressure 950 psig) natural gas pipeline from Ashugan to Elenga. This includes a 30" DN (762 mm) crossing of the 5000 foot (1525 m) Meghna River. 2) construction of approximately 26 miles (42 km) of 12"/10" DN (323/273 mm) high pressure pipeline from Elenga to the proposed fertilizer factory at Tarakandi in Jamalpur district. 3) construction of approximately 35 miles (56 km) of 12"/10" DN (323/273 mm) high pressure pipeline from Dhauna to Mymensingh. The construction of these lines includes the laying of pipe through diverse topography. Eligible contractors (from ADB member countries) may purchase prequalification documents on payment of US \$50, to The Project Manager, Brahmaputra Basin Gas T & D Project, Titas Gas Transmission and Distribution Co. Ltd., Plot No. 50, Block A, Mohammadpur Housing & Pisciculture Society, Shamoli, Dhaka-1207. Telex: 642689 TGNC BJ. Cable: TITASGAS.

**BRITAIN**--A local trading company seeks suppliers of **prime virgin and reprocessed/recycled plastic polymers and polyamides (nylon)**. Canadian companies interested in exploring this opportunity further should contact David Landman, Coral Commodities Ltd., 33 Dover St., London W1X 3RA, U.K. Tel.: (01) 408-0822. Telex: 24730 CORAL. Fax: (01) 629-1668. (Notice dated January 24, 1989).

**ETHIOPIA**--The Ministry of Agriculture invites bids for the supply of **prefabricated residential housing**. Closing date for receipt of bids is **April 5, 1989**. Bid/specification documents are available, on payment of approximately \$75, from the Ministry of Agriculture, Procurement and Property Administration Dept., P.O. Box 62347, Addis Ababa, Ethiopia. Tel.: 15-32-61. Telex: 21390 MINAG ET. Post will assist Canadian companies with bidding arrangements. Contact the Canadian Embassy, Addis Ababa. Telex: 21053 (DOMCAN ET).

**ETHIOPIA**--A tender has been issued in this country for a forestry development project that requires a **mobile workshop, polyethylene tubing, various forestry handtools, and audio-visual and surveying equipment**. Closing date for receipt of bids is **April 1, 1989**. A 5 per cent bid security is required. Bid documents, costing approximately \$35, may be obtained by the post for interested Canadian companies. Contact the Canadian Embassy, Addis Ababa. Telex: 21053 (DOMCAN ET).

**ETHIOPIA**--April 30, 1989 is the closing date of a tender for **consultancy services to improve records management and control** in the archives division of Ethiopia's Public Service

Commission. Under the terms of the six-month contract, the successful bidder will be required to: review the current records management system; identify, in a detailed written report, all deficiencies of the present system; prepare a new and appropriate design for both computerized and manual systems; recommend, test and evaluate computer hardware and software capable of handling Amharic documents; install a new system; prepare and submit procedural manuals for the new system; and train personnel. Canadian companies with extensive expertise in records management, registry operations and computerized information management are invited to submit a detailed workplan, including technical specifications and itemized financial charges, along with evidence of their professional experience to the Public Service Commission, P.O. Box 3240, Room 67, Addis Ababa, Ethiopia. Companies requiring assistance in submitting their bid should contact the Canadian Embassy, Addis Ababa. Telex: 21053 DOMCAN ET.

**GHANA**--The Ghana Supply Commission, on behalf of the Ministry of Health, has issued a tender for the supply of: category 1) **drugs and pharmaceuticals, including vaccines**; category 2) **laboratory chemicals and reagents**; category 3) **laboratory equipment and glassware**; and category 4) **X-ray equipment**. Bid closing date for category 1 is **April 28, 1989**. Bid closing date for the remaining categories is **April 17, 1989**. Complete bid documents (comprising categories 1-4) may be purchased at a cost of US\$100 from the Ghana Supply Commission, 30-32 Tabard St., London, SE1 4JU, U.K. Tel.: 01-403-6577. Telex: 2672235 GHAPLY G.

**HUNGARY**--With a bid deadline of **April 5, 1989**, the Hungarian Rubber Works, Taurus, has issued two tenders. The first tender (under IFB No. 0-355-46-9-2000) calls for a complete **unit of batch-off equipment** required to cool, cut and stack rubber sheets. Specifications are: capacity, maximum 4000 litres per hour; sheet dimensions, nominal thickness of 10 mm; thickness range, 8 to 12 mm; width, 800 mm; compound inlet temperature, maximum 150 C; outlet temperature (measured in the middle of sheet), maximum ambient temperature plus 10 C. The second tender (under IFB No. 0-355-46-9-2001) calls for a **roller-die with a sheeting unit for masterbatches**. Specifications are: output, maximum 4.5 tons per hour with continuous three-shift operation; average output, 3.8 tons per hour; temperature of the dumped batches, 140 C to 170 C, for masterbatches 90 C to 110 C, for final stocks; dimensions of the calendared sheet, nominal thickness of 10 mm; thickness range 8 to 12 mm; width 800 mm. Tender documents are available on payment of non-refundable US \$50 each, to be paid to Taurus (Account No. 201-03181) with the Hungarian National Bank. All bids must be accompanied by a bid security of 2 per cent of the bid value. Contact Mrs. B. Horvath, Taurus Head Office, H-1440 Budapest, P.O. Box 25. Tel.: 342-306 Telex: 22-5312 or 22-5313.

**HUNGARY**--With a bid deadline of **April 21, 1989**, the Komplex Foreign Trade Company has issued a tender, on behalf of the Gyula Meat Processing Plant, for the **supply of various equipment and necessary spare parts and technical services for an integrated livestock industry project**. Bidders may submit bids for all, one or more of the following items: Vacuum filler; automatic double clipper; cutter; vacuum coking cutter; automatic cooking and smoking chamber; fully automatic weighing and labelling system. Tender documents are available on payment of non-refundable US \$200 to Komplex (Account No. 202-10816) with the Hungarian

Credit Bank Ltd., Budapest. Bid security equivalent to 2 per cent of the bid amount must accompany all bids. Contact Mrs. M. R. Head of Department, Komplex, Budapest Jozsef Nandor Ter 5-6. Tel.: 185-140 or 185-99. Dept. No. 33. Telex 22-5947 or 22-3236.

**HUNGARY**--With a bid deadline of **April 2, 1989**, the Hungarian Foreign Trade Company, Chemokomplex, has issued a tender on behalf of the Borsod Chemical Works, Kazincbarcika, for **one complete unit for the generation of high purity nitrogen**. The unit is to apply "cryogenic" technology with a normal capacity of 3500 normal cubic meters per hour suitable for the continuous production of nitrogen gas at a minimum pressure of 4 bars gauge, with a maximum oxygen content of 20 parts per million, with inlet air at a pressure of 3.5 bars gauge. Bidders who have already erected at least eight units, based upon similar technology and which have been running continuously for a minimum of three years without any serious defect, are eligible to apply for the bid documents. Documents cost non-refundable US\$250, payable to Chemokomplex (Account No. 203-10765) at the Hungarian Foreign Trade Bank, through the National Bank of Hungary, Budapest. Contact M. V. Papp at the Chemokomplex Head Office, H-1389 Budapest, P.O. Box 141. Tel.: 329-980. Dept. No 82. Telex: 22-5158.

**POLAND**--Furnel International Ltd., Polish/British capital company with interests in saw mills, furniture plants and computer manufacture, requires: **high-capacity saw mill equipment to modernize the Hajnowka sawmill; a high-capacity production line for the manufacture of chairs; and 200,000 square metres each of oak and ash veneer**. For further information contact Mr. L. Kowalski, Marketing Director, Furnel International Ltd., UL. Baszniows 3/02-349 Warszawa. Telex: 814657. Fax: 325923. (Telex dated 14 Feb. 89).

**SENEGAL**--Senegal's National Telecommunications Corporation (SONATEL) has issued a tender call, bid closing date **March 30, 1989**, for the supply of **network and civil engineering equipment**. Tenders must be accompanied by an irrevocable 2 million F CFA bond from a bank acceptable to SONATEL. Tender documents can be obtained, at a cost of 25,000 F CFA (certified cheque to be made out to SONATEL), from Société Nationale De Télécommunications du Sénégal (SONATEL), rue Wagane Diouf, Boite Postale 69, Dakar, Sénégal. Tel.: 23.10.23-21.42.42.

**SWEDEN**--The Swedish Civil Aviation Administration (SCAA) has announced its intention to purchase **computer-assisted training systems** for use at the Swedish Air Traffic Control Academy at Malmøsturup airport. SCAA is currently compiling a list of potential suppliers for 24 computerized simulators (IBM PC, PS/2 or compatible) and accompanying software, to be used for air traffic and radar simulation, direction-finder simulation and distribution of AFTN messages. Canadian companies interested in bidding on the tender should apply to the SCAA in writing. Invitations to tender will be announced March 20. The bid closing date is **May 9, 1989**. Contact the Swedish Civil Aviation Administration, Purchasing Section, S-601 79 Norrköping, Sweden, quoting reference number EI 133/89-3149 GS.

**TURKEY**--A tender, bid closing date **April 3, 1989**, has been issued by the Turkish State Railways Administration for **213 miscellaneous GM diesel locomotive spare parts**, including gauges, blocks, jacks, removers, wrenches, hoist sets, piston-holding tools, locators, compressors,

Continued on page 3

# CanadaExport



External Affairs  
Canada

Affaires extérieures  
Canada

VOL. 7, NO. 5

MARCH 15, 1989

## Free Trade Bulletin

### Rules of Origin

The Free Trade Agreement (FTA) will eliminate all tariffs on trade--between Canada and the United States over a 10-year period--of all goods qualifying under the FTA Rules of Origin.

Other tariff treatments, however, will continue to be applied to imports from other countries, or on goods that do not meet the rules.

It is necessary, therefore, to differentiate between those goods entitled to FTA tariff treatment and those subject to some other tariff treatment.

If FTA treatment is desired for the goods, the onus is on the exporter to determine whether the goods being exported qualify for exemption or reduced tariff treatment under the Rules of Origin.

Once that determination has been made, the exporter must provide the importer with a completed Certificate of Origin (**sample on back**) and retain a copy on record. The goods must be shipped directly from Canada with or without transhipment on a through bill of lading.

Basically, three conditions must be met to qualify for FTA treatment: proof of origin; qualification under the Rules of Origin; and direct shipment.

The FTA Rules of Origin--which are set out in Chapter Three and Annex 301.2 of the Free Trade Agreement--are based on the Harmonized System of Tariff Classification and Statistical Coding (HS), adopted by Canada on January 1, 1988 and by the U.S. on January 1, 1989. There are general requirements as well as specific rules that apply to goods classified in each section of the HS.

The first step in determining whether an export qualifies for FTA treatment is to establish or identify the correct tariff classification under the HS. If the tariff classification is not already known, Canadian exporters should seek advice from the U.S. Customs Service or from their U.S. Customs broker. All available product documentation should accompany the request to ensure the goods are classified properly.

Since the FTA is intended to benefit Canadian and American producers and generate employment in both countries, the Rules of Origin require that goods traded under the Agreement be produced in either or both countries.

The origin rules establish the general principle that goods wholly produced or obtained in either Canada or the U.S., or both, qualify for area treatment.

However, goods incorporating third-country raw materials or components will also qualify for tariff reduction or exemption if they have been sufficiently transformed, processed or assembled either in Canada or the U.S., or both, to meet a specified change from the raw materials or components from which they are made.

In some cases, in addition to being classified differently from the imported raw materials or components, goods will also need to incur at least 50 per cent of their value in either or both countries to qualify for FTA treatment.

Simply translated, this means that goods, other than those that originate wholly in either Canada and/or the United States, will have to incorporate some significant Canadian or American content before they are considered for special tariff treatment.

For example, a bicycle assembled in Canada, using Canadian steel for its frame, but using imported wheels and gears, would qualify as a product of Canadian origin, if 50 per cent of its manufacturing cost (i.e. materials and labour) is accounted for in Canada and/or the U.S.

Under specific FTA Rules of Origin, most textile and apparel products must undergo a two-step transformation process in order to be considered as goods originating in either Canada or the U.S.

While apparel made in the Free Trade Area from fabrics woven in Canada or the U.S. will qualify for FTA tariff treatment, apparel manufactured from most third-country fabrics will qualify for FTA tariff treatment up to the following levels only:

Non-woolen apparel    Woolen apparel  
(in million square yard equivalent)

Imports from Canada	50	6
Imports from the U.S.	10.5	1.1

Above these tariff rate quota (TRQ) levels, apparel made from these third-country fabrics will be considered, for tariff purposes, as products of the country from which the fabrics were obtained.

Apparel made from certain third-country fabrics, such as woven silk, will not, however, be subject to the TRQ levels since it already qualifies for Free Trade benefits under a specific Rule of Origin.

The levels established for apparel imports from Canada are well above current trade levels. This means that Canadian clothing manufacturers can continue to buy fabric from the most competitive supplier and still benefit from FTA preferential tariff access to the United States.

As well, under the FTA, there is a similar quantitative limit governing preferential access to the U.S. of exports of non-woolen fabrics or textile articles woven or knitted in Canada from yarn imported from a third-country.

Such exports, that otherwise meet the applicable conditions, will benefit from FTA treatment up to a maximum annual quota of 30 million square yard equivalents. This quota will remain in effect until December 31, 1992, and it will be reviewed in 1990-91 to work out a mutually satisfactory revision.

The Department of External Affairs, through the issuance of import and export permits and Certificates of Eligibility (under the authority of the Export and Import Permits Act) will allocate and control the tariff rate quotas.

Further information regarding the administration of the tariff rate quotas can be obtained from External Affairs' Special Trade Relations Bureau. Tel.: (613) 996-5775. Fax: (613) 996-9933.

The Department of External Affairs, U.S. Tariffs and Market Access Division, may also be contacted by exporters for information regarding U.S. tariffs and customs matters. Tel.: (613) 992-1133. Fax: (613) 996-7411.

Questions concerning the Rules of Origin as established by the FTA, may be directed to the Free Trade coordinators located in the following regional offices of Revenue Canada, Customs and Excise. Certificates of Origin are available through these regional offices:

- **Pacific:** 1001 West Pender St., Vancouver, B.C. V6E 2M8. Tel.: (604) 666-2112. Fax: (604) 666-4780.
- **Alberta:** P.O. Box 2910, Stn. M, Calgary, Alta. T2P 2M7. Tel.: (403) 292-4639. Fax: (403) 292-6577.
- **Central:** Federal Bldg., 269 Main St., Winnipeg, Man. R3C 1B3. Tel.: (204) 983-7989. Fax: (204) 983-8849.
- **Southwestern Ontario:** Federal Bldg., Windsor, Ont. N9A 4H8. Tel.: (519) 973-8538. Fax: (519) 973-8519.
- **Hamilton:** 10 John St. South, P.O. Box 989, Hamilton, Ont. L8N 3V8. Tel.: (416) 572-2396. Fax: (416) 572-2375.
- **Toronto:** 1 Front St., West, 3rd Floor, Toronto, Ont. M5W 1A3. Tel.: (416) 973-1731. Fax: (416) 973-8960.
- **Ottawa:** 360 Coventry Rd., Ottawa, Ont. K1K 2C6. Tel.: (613) 991-0555. Fax: (613) 957-9080.
- **Montreal:** 400 Youville Sq., 6th Floor, Montreal, P.Q. H2Y 2E7. Tel.: (514) 496-1291. Fax: (514) 283-7500.
- **Quebec:** 130 Dalhousie, P.O. Box 2267, Quebec City, P.Q. G1K 7P6. Tel.: (418) 648-3401. Fax: (418) 648-4504.
- **Atlantic:** P.O. Box 3080, Halifax South, Halifax, N.S. B3J 3G6. Tel.: (902) 426-2661. Fax: (902) 426-2359.

**CANADA — U.S.  
 FREE TRADE AGREEMENT**

**ACCORD DE LIBRE-ÉCHANGE ENTRE  
 LE CANADA ET LES ÉTATS-UNIS**

**EXPORTER'S CERTIFICATE OF ORIGIN**

**CERTIFICAT D'ORIGINE DE L'EXPORTATEUR**

<p>1. Goods consigned from (Exporter's business name, address, country, tax identification number)                  Marchandises en provenance de (nom ou raison sociale, adresse et pays de l'exportateur et son numéro d'identification aux fins de l'impôt)</p>	<p>2. If Blanket Certification / S'il s'agit d'un certificat général, en indiquer la</p> <p style="text-align: right;">Effective Date Date d'entrée en vigueur _____</p> <p style="text-align: right;">Expiration Date Date d'expiration _____</p>
<p>3. Goods consigned to (consignee's name, address, country)                  Marchandises expédiées à (nom, adresse et pays du destinataire)</p>	<p>4. Producer's name, address, country, tax identification number (if different from exporter)                  Nom, adresse et pays du producteur et son numéro d'identification aux fins de l'impôt (différent de ceux de l'exportateur)</p>

<p>5. Origin Criteria for goods covered by this Certificate</p> <p>A. Wholly produced or obtained in Canada or the United States; or</p> <p>B. The goods have been transformed in the United States or Canada so as to be subject:</p> <p style="margin-left: 20px;">1) to a change in tariff classification, as described in the Rules of Annex 301.2; or</p> <p style="margin-left: 20px;">2) to a change in tariff classification as described in the Rules of Annex 301.2 and the value of originating materials plus the direct cost of processing in Canada or the United States is not less than 50 percent or as required by Section VI Rule 15 of Annex 301.2, 70 per cent of the value of exported goods; or</p> <p style="margin-left: 20px;">3) to Rule 5, Section XII of Annex 301.2; or</p> <p>C. No change in tariff classification because goods and parts are provided for in the same tariff subheading or goods were imported in unassembled or disassembled form and were classified pursuant to General Rule of Interpretation 2a) of the Harmonized System, and the value of originating materials plus the direct cost of assembly in Canada or the United States is not less than 50 per cent of the value of exported goods.</p>	<p>Critères d'origine pour les marchandises visées par le certificat :</p> <p>A. Les marchandises ont été entièrement produites ou obtenues au Canada ou aux États-Unis;</p> <p>B. Les marchandises ont subi, aux États-Unis ou au Canada une transformation:</p> <p style="margin-left: 20px;">1) entraîne un changement de leur classement tarifaire, prévues dans les règles de l'annexe 301.2; ou</p> <p style="margin-left: 20px;">2) entraîne un changement de leur classement tarifaire conforme aux règles de l'annexe 301.2 et qui fait en sorte que la valeur des matières originaires du Canada ou des États-Unis ajoutée au coût direct de leur traitement n'est pas inférieure à 50 p. 100 de leur valeur à l'exportation ou, comme le prévoit la règle 15 de la section VI de l'annexe 301.2, 70 p. 100 de cette valeur; ou</p> <p style="margin-left: 20px;">3) répond aux exigences de la règle 5 de la section XII de l'annexe 301.2; ou</p> <p>C. Aucune modification au classement tarifaire n'est requise parce que les marchandises et parties sont classées dans la même sous-position tarifaire ou qu'elles ont été importées en forme non montée ou démontée et classées conformément à la règle générale d'interprétation 2a) du Système harmonisé, et que la valeur des matières originaires ajoutée au coût direct de leur montage au Canada ou aux États-Unis n'est pas inférieure à 50 p. 100 de leur valeur à l'exportation.</p>
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<p>6. Special Declaration for textile products, subject to tariff rate quota:</p> <p>A. Apparel goods cut and sewn in Canada or the United States from fabric produced or obtained in a third country.</p> <p>B. Non-wool fabric and non-wool made-up textile articles, woven or knitted in Canada from yarn produced or obtained in a third country.</p>	<p>Déclaration spéciale pour les articles textiles assujettis à des contingents tarifaires :</p> <p>A. Vêtements taillés et cousus au Canada ou aux États-Unis dans des tissus produits ou obtenus dans un pays tiers.</p> <p>B. Tissus et articles textiles autres qu'en laine, tissés ou façonnés au Canada à partir de fils produits ou obtenus dans un pays tiers.</p>
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<p>7. Origin Criterion (see fields 5 or 6) Critère d'origine (voir les zones 5 et 6)</p>	<p>8. Description of Goods Désignation des marchandises</p>	<p>Tariff Classification (to six digits) Classement tarifaire (6 premiers chiffres)</p>	<p>9. Gross weight or other quantity Poids brut ou autre quantité</p>	<p>10. Invoice Number(s) and Date(s) Numéro et date de la ou des facture(s)</p>
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<p>11. Certification of Origin</p> <p>I certify that the information and statements herein are correct, that all the goods were produced in Canada or the United States, that they comply with the origin requirements specified for those goods in the Canada - United States Free Trade Agreement, and that further processing or assembly in a third country has not occurred subsequent to processing or assembly in Canada or the United States.</p> <p>I agree to maintain and to present upon request, the documentation to support this certification and, if this is a blanket certification, to inform the importer or other appropriate party of any change that would affect the validity of this certification.</p>	<p>Certificat d'origine</p> <p>J'atteste que les renseignements et énoncés fournis dans les présentes sont exacts, que les marchandises ont été produites au Canada ou aux États-Unis, qu'elles répondent aux exigences relatives à l'origine prévues dans l'Accord de libre-échange Canada - États-Unis, et que tout complément de traitement ou de montage dans un pays tiers n'a pas eu lieu après leur montage ou montage au Canada ou aux États-Unis.</p> <p>Je conviens de conserver et de produire sur demande les documents à l'appui du présent certificat et, dans le cas d'un certificat général, d'informer l'importateur ou toute autre partie intéressée de tout changement qui influencerait sur la validité du certificat en question.</p>
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This certificate consists of \_\_\_\_\_ page(s).  
 Ce certificat contient \_\_\_\_\_ page(s).

Continued from page 2

pressing tools, springs, injector testers, sock-indicators, dynamotors, crimpers, alignment gaskets, diodes, transformers, relays, and starters. A 2 per cent bid bond is required. Pricing: FOB-CIF-Istanbul. Payment is through irrevocable letter of credit. Post will obtain bid documents, costing approximately \$65, and forward to companies via courier (at a cost of approximately \$60). Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**Under a World Bank loan, the Turkish Coal Enterprises has announced three tenders for **equipment and supplies for use in (methane) ambient mines**. The first tender (file no. 32-TTK/WB15) calls for 8,000 NI/CD lead/acid battery-powered cap lamps with a minimum 13-hour charge capacity and minimum 50 charge-discharge service life. The second tender (file no. 818-TTK/WB16) is for eight electrical equipment sets to drive and control 50 HP mine hoists. Each set is to consist of a 30-HP prime mover, circuit breaker, stator/rotor controller, one set of rotor resistances, emergency stop button, set signalization apparatus, and two hand-powered telephones. The final tender (file no. 34-TTK/WB17) calls for 30 battery-powered, hand-held insulation testers with specifications being, test voltage: 500/1,000 volts; insulation test range: 0-100 MOHM; and continuity test range: 0-100 MOHM. All bids close **April 5, 1989** and require a 3 per cent bid bond. Payment is through World Bank credit. Post will obtain complete bid documents, available at a cost of approximately \$95 for the first tender and \$55 (each) for the remaining tenders, and forward to companies at a cost of approximately \$70 for courier expenses. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR). Fax: 90-4-1464437.

**TURKEY--**With a bid closing of **April 10, 1989**, Turkish Coal Enterprises (TKI) has issued a tender for a large number of tires of various sizes, types, classes and ratings. A bid bond of 3 per cent and a performance bond of 10 per cent are required. Tenders should quote delivery period. Pricing for this World Bank project is FOB-CIF. Payment is through irrevocable letter of credit. The post will obtain bid documents (Cdn \$65) and courier (Cdn \$65) to interested Canadian companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**With a bid closing of **April 10, 1989**, Turkish Coal Enterprises (TKI) has issued a tender for **7210 CO filters**, with the following specifications: amount of inhaled air 35 lt/min; temperature of saturated air 35 degrees C; weight of closed CO filter maximum 1.2 kg. A bid bond of 3 per cent and a performance bond of 10 per cent are required. Delivery period should be quoted in the tender. Pricing for this World Bank project is FOB-CIF. Payment is through irrevocable letter of credit. A sample is required, if each. Interested parties may obtain bid documents (Cdn \$55) through the post. Courier cost is Cdn \$60. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**With a bid closing date of **April 13, 1989**, the Turkish State Railways Administration (TCDD) has issued a tender for **one train simulator**, which simulates any real train behaviour such as acceleration, stopping distance, train conditions for the training of locomotive drivers of TCDD. Control equipment, instruments, gauges, fault indicator lights, failures on loco, sounds shall also be simulated. A hard copy of end report shall be produced by the simulator at the end of a particular session about the simulator characteristics and the performance of the

trainees. The students' station shall include drivers control desk, forward visual screen, color projection system, monitor and video camera. The instructor's station shall include color monitors, TV monitors, computer, computer terminal, audio device, video recorder/player, multiple video disc player and printer/plotter. A bid bond of 2 per cent and a performance bond of 6 per cent are required. Delivery period should be quoted in the tender. Pricing for this World Bank project is FOB-CIF-Istanbul. Payment is through irrevocable letter of credit. Local supply tenders are acceptable. The post will obtain bid documents (\$60) and forward, at a cost of Cdn \$65, to Canadian companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**The Turkish Naval Forces Command has set **April 13, 1989** as the closing date for bids on the following tenders. Tender 1) 450 tons of refined lead to be used in the manufacture of submarine storage battery parts. Lead must be 99.99 per cent PB, must not contain more than 10 ppm AG, AS, CU, FE, SB, SN, ZN and 50 ppm BI, and must take the form of 50-60 KG standard ingots. Tender 2) 150 each green smoke and flame (MK 117 MOD 0); 135 each yellow smoke and flame (MK 118 MOD 0); 80 each expendable, sound velocity probes (XSV-01 probe); 10 rolls XBT recorder paper for OC-14/SSQ-56 MOD T4 probe; and 20 rolls XSV recorder paper for MOD XSV-01 probe. Tender 3) 240 tons of dry, red lead oxide to be used in the manufacture of submarine storage battery parts. Oxide should be produced using 99.99 per cent or 99.985 per cent refined lead, should have

## Sales leads

a density of 1.702 G/ML, a tamped density of 2.75-2.85 G/ML, and must contain maximum 10 ppm FE, AG, AS, CU, SN, ZN, maximum 200 ppm BI and maximum 20 ppm SB. All tenders require a 10 per cent performance bond and include an option of 120 days. Delivery period is to be quoted in tenders. Pricing: FOB-CIF-Istanbul. Payment is through irrevocable letter of credit. Procurement of goods from Turkey and investment in Turkey preferred. Post will obtain complete bid/specification documents, available at a cost of \$5 for tenders 1 and 3, and \$2 for tender 2, and courier to companies at a cost of approximately \$50-\$60. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR). Fax: 90-4-1464437.

**TURKEY--**With a bid closing date of **April 13, 1989**, Turkish Coal Enterprises (TKI) has issued a tender for **mechanical belt fastening equipment** for use in underground coal mines having a group 1 gaseous environment. The six pieces of equipment must be capable of fastening belts of 1 m width (complete with 1,000 boxes of U-shape fasteners and 1,200 fastener spindles); minimum breaking strength at the belt joints should be at least 85 per cent of the tensile strength of the belt; belt to be fastened has a thickness (5 layers) of 11 mm-13 mm, a width of 760 mm, and a tensile strength of approximately 1,000 km/m. A bid bond of 3 per cent and a performance bond of 10 per cent are required. Tenders should quote delivery period. Pricing for this World Bank project is FOB-CIF. Payment is through irrevocable letter of credit. Parties may obtain bid documents (Cdn \$23), with courier expenses costing Cdn \$60, via the post. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**With a bid closing deadline of **April 13, 1989**, Turkish Coal Enterprises (TKI) has issued a tender for **detonating cord and delay**

caps (relay). Specifications are: A) 1,215,500 m detonating cord with unit weight of 10 gr/m; detonating velocity of 6,000 m/sec; tensile strength of minimum 100 kgs; in coils of not less than 250 m. B) 4,200 delay caps with a delay period of minimum 20 m sec; both ends open; outer protection of A1. Both a bid bond of 3 per cent and a performance bond of 10 per cent are required. Tenders should quote delivery period. Pricing for this World Bank project is FOB-CIF. Payment is through irrevocable letter of credit. The post will obtain bid documents (Cdn \$45) and courier, at a cost of Cdn \$60, to parties. Contact the Canadian Embassy, Ankara. Telex: 42369. Answerback: (42369 DCAN TR). Fax: 90-4-1464437.

**TURKEY--**With a bid closing date of **April 17, 1989**, Turkish Coal Enterprises (TKI) has issued a tender for **one monorail system and one shunting trolley**. Specifications for the monorail system are: Roadway--height, 2.40 m; width, 3.40 m; total length, 1,350 m; level difference, 55 m; operating speed, 2 m/sec. Rails--profile, 1 140 E; unit length, 3,000 mm; steel quality, St 52-3. Other specifications are: electro-hydraulic driving station; flameproof, air-cooled, 380 V, 50 HZ, approximately 90 kw electric motor. Lifting beam--one 6 ton lifting beam with 2 x 3 ton hooks (lifting the load by hand hoists but with the possibility of lifting the load by compressed air device); one pneumatic motor assembly for powering the lifting beam; 16 mm wire rope with a minimum breaking load of 178 kn. Specifications for the shunting trolley are: compressed air power supply; 4 bar operating pressure; operating speed approximately 0-30 m/min; rails as indicated above; and 3 ton lifting beam with 2 x 1.5 ton hooks. A bid bond of 3 per cent and a performance bond of 10 per cent are required. Pricing for this World Bank project is FOB-CIF. Payment is through irrevocable line of credit. Canadian companies may obtain bid documents (Cdn \$48) from the post, paying Cdn \$60 for courier expenses. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**With a bid closing date of **April 17, 1989**, Turkish Coal Enterprises (TKI) has issued a tender for **8 crushers** to be used to crush coal and rocks down to a given size in underground coal mines having group 1 gaseous environment. Specifications of the existing twin outboard chain conveyor to which the crusher is to be mounted are as follows: capacity 150 T/H; chain speed 0.63 m/sec; chain dimensions 18 x 64 x 21 mm; outside width 550 mm. Further specifications state: maximum size of material to be crushed is 80 cm; crushers must be capable of crushing rocks having a compressive strength up to 1,000 kg/sq m; size of crushed material 10-40 cm; crushing to be achieved by means of removable type breaking picks mounted on a rotating cylinder. A bid bond of 3 per cent and a performance bond of 10 per cent are required. Delivery period should be quoted in the tender. Pricing for this World Bank project is FOB-CIF. Payment is through irrevocable letter of credit. The post will obtain bid documents (Cdn \$33) and forward, at cost of Cdn \$60, to interested Canadian companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**A leading Turkish porcelain manufacturer, Kutahya Porcelain, requires zirconium silicate, and has expressed interest in importing the material from Canada. Interested suppliers should contact B. Bidik, Kutahya Porcelain A. S., P.K. 130, Kutahya, Turkey. Tel: 35271 KUPU. Fax: 90-2311-33147.

**NOTE:** Unless otherwise stated, companies requesting bid documents will be billed for document/courier expenses. Canadian bidders should also be aware that export permits may be required for some of these products.

# Business mission to Italy proves solid investment

When Minister for International Trade John C. Crosbie touched down in Italy (January 29-February 1, 1989) to strengthen Canada's trade and investment links with Western Europe, he was accompanied by 12 senior Canadian business executives.

Like Crosbie, the members of the Canadian Business Development Mission had prospects for increased Canada-Italy trade uppermost in their minds.

While intentions ranged from carrying out initial market surveys to finalizing contracts currently under negotiation, the collective response to the mission, which focused on Rome and Milan, was one of pleasant surprise.

Most participants agreed that Italy offers much more in the way of concrete sales and industrial cooperation opportunities than expected. In many cases, the potential is so great that return visits are already being planned.

For Lavalin Inc. of Montreal, the mission strengthened the company's prospects of teaming up with members of Italy's state-held ENI group to cooperate in energy-sector projects in third countries. Talks have proceeded and the prospects for joint ventures appear excellent.

*'The mission turned up an unexpected bonus.'*

The object of the exercise for Saskatoon-based Potash Corporation of Saskatchewan was to renew contacts, to survey the Italian agricultural market for prospective buyers, and to evaluate the level of Italian interest in some form of cooperative venture in Canada.

Clarenville Ocean Products Ltd. (St. John's, Nfld.) joined the mission to explore further market opportunities.

Although Canada is the largest exporter of fish and Italy one of the largest importers, sales are limited. Italian buyers who met with Clarenville Ocean Products showed a keen interest in increased Canadian supplies of several fish

products, including cod and squid.

For Urban Transportation Development Division of Lavalin (UTDC Inc.), of Kingston, Ontario, the mission provided the company with an opportunity to expand its initial successes in light rail urban transportation projects planned for major North Italian cities.

The mission, however, turned up an unexpected bonus. Several potential Italian partners made overtures to UTDC Inc. for cooperation on Italian and/or third-country projects.

Renewed sales expansion of lumber and plywood products was the object of the Council of Forest Industries (COFI) of British Columbia's participation in the Canadian Business Development Mission.

Was the company's objective met? As long as exchange rates remain favourable, COFI feels confident that sales will continue to increase.

Representatives of Menasco Aerospace Ltd. (Oakville, Ontario) held meetings with a handful of Italian companies to pursue various industrial cooperation projects for the manufacture of landing gear and other flight/aerospace control systems. As a result of preliminary discussions, Menasco identified several "promising prospects."

The Toronto, Ontario-based Canadian Manufacturers' Association (CMA) not only accomplished its primary objective--to facilitate the establishment of industrial cooperation links--it also laid the groundwork for a Canadian industrial cooperation mission to Italy this October.

Discussions between Calmos Systems Inc. (Kanata, Ontario) and Italian manufacturers in the semiconductor field produced several possible avenues for cooperation agreements.

As a follow-up to the visit, the company will send a technical specialist to Italy to determine specific market niches.

As a result of its participation, CAE Electronics Ltd. (Saint-Laurent, Quebec) identified several major projects both in Canada and Italy that offer good sales and cooperation potential, including

the supply of flight simulators.

Montreal-based DMR Group Inc. took full advantage of the visit to make a preliminary assessment of the potential for cooperation with Italian companies in software consulting activities.

With such high-technology sectors as telecommunications and data processing earmarked as growth markets for Canadian sales, DMR's initiatives are expected to generate concrete results.

Sales prospects also look good for J.H. Lock and Sons Limited (Toronto, Ontario). During its visit to Milan, the company took part in a series of positive meetings that allowed it to assess the potential for sales not only in Italy but also in third countries.

At the conclusion of their trip, Canadian participants declared the Business Development Mission a unanimous success. "Excellent opportunity," "useful exercise," "pleased with the outcome," and "highly productive meetings," were among the rave reviews the Mission rated.

## Controls being updated

Continued from page 1

plus Japan), and put Canadian exporters on an equal footing with their European and Japanese competitors. There have been no reductions on controls of nuclear and military products!

The changes will lead to a 25 per cent reduction in the number of export permit applications. This will reduce the paper burden on exporters while concentrating the focus of the controls on military and sensitive strategic goods.

The Department of External Affairs, in cooperation with the Canadian Exporters' Association, just completed a series of seminars to explain the changes in export controls (as announced in the Feb. 15 issue of *CanadExport*, Vol. 7, No. 3).

For more information on the proposed export control changes, contact Michael Fine of External Affairs' Export Controls Division (ESE), tel.:

## Trade talks in Tokyo

Continued from page 1

later this year. Crosbie also expressed his intention to lead a trade mission to Japan at an early opportunity.

During his visit to Japan, Crosbie also met European Foreign Relations Commissioner Frans Andriessen, Australian Minister for Trade Negotiations Michael Duffy, and got together with Arthur Dunkel, Director General of the General Agreement on Tariffs and Trade (GATT), to check progress on several key issues that were not resolved during the Montreal mid-term session of the Uruguay Round of GATT negotiations last December.

On the multilateral trade negotiations front, it appears the United States may relax its insistence that the European Community eliminate all agricultural subsidies.

By all accounts, Crosbie and his Japanese counterpart, Mitsuzuka, hit it off extremely well, even extending their meeting beyond the allotted time. That's a strong indication that Canada-Japan trade relations can be expected to grow and prosper.

## Going for gold

# Officers network to bring home tourist conventions

Continued from page 1

prising Dallas meetings and conventions officer recently struck gold.

While leafing through the "conventions in Dallas" section of the local newspaper, she uncovered a lead on a U.S. association that has now booked Toronto for its annual convention to be held later this year. The estimated value to Canada? \$330,000. The prospecting costs to the post? \$161.53.

The game plan was simple.

After setting up a meeting with the association president, the officer followed up with a sales call. The sales pitch was such a success that, by the end of the presentation, the president identified three Canadian cities he considered as suitable sites for the annual meeting.

When Toronto emerged as the front-runner, the officer in Dallas contacted prospective Canadian partners in that city and arranged for a site inspection.

The arrangements were made for buyer and

seller to meet and the task of finalizing the deal was left to the private sector.

In terms of dollar value, the Dallas success was relatively small. However, small successes have a way of quickly mounting into major achievements.

In 1988, the amount of business influenced by Canadian posts in the U.S. meetings and conventions market was reported in the neighbourhood of \$200 million.

This year, External Affairs will conduct over 200 site inspections for association executives and corporate meeting planners--all in an effort to help the Canadian travel and tourism industry bring home gold.

To put the prospecting team to work for you or to obtain further information, contact officers of Canadian posts in the appropriate U.S. geographic regions.

Telephone, fax and telex numbers are available through Info Export (toll free: 1-800-267-8376; local calls: 993-6435).

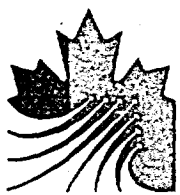
## Airshow Canada 89: all systems "Go!"

Vancouver--As a launching pad for new ideas, Airshow Canada 1989 is a must attend.

In fact, Airshow Canada 1989 offers three shows in one: an International Symposium (August 8-10); an Aerospace Tradeshow (August 9-11); and the world famous Abbotsford Airshow (August 11-13), now in its 28th year.

To be held at the Vancouver Trade and Convention Centre, Airshow Canada's futuristic symposium series, "Looking to 2020: 30 Years of Aerospace Foresight", will set the stage for achieving successful results over the next three decades in answering vital aerospace questions.

Bringing together specialists in aerospace re-



### Airshow Canada

SYMPOSIUM

search and development from around the world, the symposium will focus on three major themes: the Future Environment of Air Transportation; the Future in Near Space (Hypersonics, Communications, Remote Sensing); and the Future World of the Airport.

As well as being the drawing board for new solutions, Airshow Canada's symposium promises to be the meeting place for renewing old and establishing new contacts with aerospace professionals worldwide.

In particular, on Thursday, August 10, the emphasis will be on building new strategic alliances--among them science to business--through "special focus meetings" between symposium panelists, government representatives and the audience.

The trade show will take place at the Abbotsford Airport, where Airshow Canada has 1.7 million square feet of ramp and exhibition space to showcase the \$130 billion North American aerospace market and to put participants at the doorstep of the market of the future--the Pacific Rim.

Airshow Canada President, Ron Price, says that the event "will be a buyer's exhibition for the aerospace industry, with a large number of companies--both large and small--promoting their products and services in an international atmosphere."

The approximately 300 exhibitors are anticipating that as many as 10,000 buyers will attend.

The Department of External Affairs (DEA) has provided initial Program for Export Market Development (PEMD) funds to support a major incoming buyers program (\$100,000). DEA is open to applications from individual Canadian companies to bring in key buyers as well.

Supported by the Governments of Canada and British Columbia, and sponsored by Air Canada, Canadian Airlines International, Wardair Canada, Shell and Ford, Airshow Canada promises to be North America's premier flying show, aerospace think tank and exhibition.

Interested parties should contact Airshow Canada, P.O. Box 6, Abbotsford, B. C., Canada, V2S 4N9. Tel.: (604) 852-4600. Fax: (604) 852-3704.

## Canada fashion wraps up U.K. market

London--A design of beauty is a joy forever--and a marketable commodity!

Recently in London, England, 13 Canadian companies had a chance to prove--once again--that Canadian fashion, jewellery design and manufacture can compete with the best the world has to offer.

At a special Showcase of Canadian Fashion, held at Canada House January 31 to February 2, 1989, Canadian fashion exporters discovered the U.K. market is more than ready for a Canadian invasion.

More than 100 British firms attended the event. The majority was overwhelmed and delighted by the youth, vigour and flair shown by the Canadian designers.

Participants reported on-site sales and the appointment of new U.K. agents.

The Showcase of Canadian Fashion was the perfect follow-up to the three-week Canada Nouveau, a design and arts festival held last September at Liberty's Department Store, where Canada first hit the London fashion scene.

Back-to-back, these two events have been part of a concerted effort to establish a Canadian fashion profile in the U.K.

All participants agreed that continuity and long-term planning are the key ingredients in a collective industry/government approach to the fashion export market--be it in the United States, the U.K. or elsewhere in Europe.

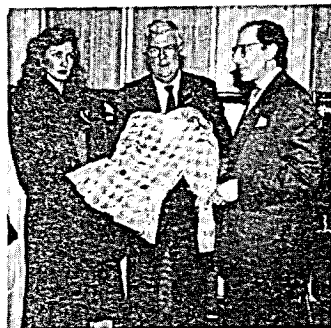
At the Showcase of Canadian Fashion, four U.K. experts were brought in to discuss the U.K. fashion industry and to help educate Canadian

exporters in the intricacies of competing in this sophisticated and demanding British market.

It's a showcase such as this, or participation at international trade events, that keep Canadian fashion in the public eye.

The 13 Canadian design companies exhibiting at the Showcase of Canadian Fashion were: Adagio; Beverly Hamburg Ltd.; Bravo; Comrags; Irving Samuel; K'ien; Neto; Parachute; Poitras Design; Riviera; Styliste Mode International N.R. Inc.; Trace Design Co.; and Wayne Clark.

For further information on Showcase of Canadian Fashion, contact Deborah Adams of External Affairs' Western Europe Trade, Investment and Technology Division, Trade Fairs and Missions (RWTF). Tel.: (613) 996-4427.



**Showmanship**--Minister for International Trade John C. Crosbie (centre) and model admire outfit exhibited by Barry Bly of Montreal's Irving Samuel Inc., at the recent Showcase of Canadian Fashion in London, England.

## Canada Month in China being cultivated

It's May--and a program of events that will highlight Canada's commitment to business and cultural interests in that country is planned by the Department of External Affairs.

Canada Month in China is a trade and cultural event aimed at raising Canada's profile as a valuable partner in China's drive toward modernization.

During the month, one or more senior Canadian federal and provincial government ministers are scheduled to make Canada Month in China part of their agenda.

The Canada Month in China program will combine a well-balanced mix of trade and cultural activities. These will range from a Canada-People's Republic of China Joint Trade Committee meeting and a rural telecom seminar to a

National Film Board 50th Anniversary Film Festival, an Emily Carr exhibit, Canadian studies seminars, and visiting Canadian performers.

Several provincial governments have made commitments to send trade missions to Canada Month in China and to participate in high technology seminars.

Provincial government departments and Canadian companies are invited to take part in these national promotional activities. If you are planning activities in China, consider scheduling them under the federal umbrella in May--Canada Month in China.

Contact either David Maloney (613) 992-6129 or Dan Mrkich (613) 995-8628, both of External Affairs' Asia Pacific North Bureau (PNC).

## Cuba show to target suppliers to tourist industry

Havana--At Technotur '89, Canadian business can get more than a handful of Havana cigars.

Technotur '89 is being billed as an international trade show on technology and products for the tourist industry. It will be held May 22-28 at the Palacio De Las Convenciones in Havana, Cuba.

The event is intended to create new opportunities for joint venture enterprises in Cuba.

Following a worldwide trend of improved relations and openness, Cuba is gearing up for an increase in tourism. The country has embarked on a four-year construction program that runs through to 1992. A highlight during a phase of the program will be the Pan American Games, to be held in Havana in 1991.

With 20,000 new hotel rooms to be built and

existing facilities to be renovated, Canadian tourist industry suppliers should consider participating in Technotur '89.

The show covers a broad spectrum: hotel design, construction, services; hotel equipment, maintenance and repair; specific services such as financial and insurance, graphic arts, architectural design and engineering, interior design, and technical publishing and printing.

For more information, contact Technotur '89 representatives in Canada: Pedro A. Borges, Carlos Ziegenhirt or Russell Lewis, B.Z. Badia Products of Canada Ltd., 22A Maitland St., London, Ontario N8B 3L2. Tel.: (519) 661-0438/0407. Fax: (519) 661-0615. Telex: 06478585.

# Trading house, vacuum company sweep market

Canadian firms seeking Pacific Rim export markets will be interested in a quiet trip made recently by two Canadian businessmen, Dieter Hollweck, President of **Overseas Projects of Canada**, and Paul Muser, Chief Executive Officer, **Beam Canada, Inc.**

**Beam** is the manufacturer of built-in vacuum cleaner systems and winner of the 1987 Gold Medal in Marketing awarded by the Canada Award for Business Excellence program of the Department of Industry, Science and Technology Canada (formerly Regional Industrial Expansion--DRIE).

It was their initial business trip to Japan, Taiwan and South Korea but, because their products had preceded them, they went, not to seek entrance to the market, but to solidify existing market networks.

Moreover, their primary customer in Japan had already been to Canada--specifically to work with **Hollweck and Beam Canada**.

## Keys to Success

Interviewed in the Ottawa office of **Overseas Projects**, an export trading house, Hollweck attributed his success to what he calls the three Ps and two Cs of good exporting: Professionalism, Planning, Patience, Co-operation and Credibility.

Each element works with--and enhances--the others. Absence of any one dramatically reduces the value and effectiveness of the other four.

Reflecting on 12 years of international experience in 25 countries, Hollweck stressed the importance of co-operation and the responsibilities linking manufacturer, customer and export trading house. He summed it up with the observation that "good products are easier to find than good suppliers."

A good working relationship with an export trading house starts with a manufacturer able and willing to honour price, quality and scheduling commitments.

In the export business, however, this is just a beginning. Two additional elements are crucial:

The product must be modified to meet the needs and expectations of importers; and there must be a commitment to the export trading house which must justify the heavy investments and risks as it puts its hard-won reputation on the line with a new supplier/manufacturer.

The fact is: Reputations in the export business are hard won. They are also easily injured.

The relationship between **Hollweck and Beam Canada** is mutually beneficial.

**Hollweck** has exclusive non-North American export rights and, in turn, **Beam** sees, and profits from, sales in 25 countries world-wide.

These sales did not come easily or cheaply. While **Beam Canada**, established in 1977, was preoccupied with the problems of rapid growth at home, **Hollweck** had the product re-engineered and re-designed for export. This involves two distinct processes.

The first part of product modification is to meet engineering and mechanical requirements and to

conform to safety and operating codes.

Here one looks at factors such as voltages, plug and outlet configurations as well as joints and pipes compatible with market standards and dominant types of construction. **Hollweck** did this before he sought importers, knowing that simple, but uncorrected, technical obstacles have scuttled numerous export prospects.

If the first phase of re-design is missed by many potential exporters, the second is even more elusive. It's in the second phase that one tries to anticipate and meet cultural expectations.

**Hollweck** wants to know what a consumer expects the product to look or feel like. **Hollweck's** job is to find differences, spell them out and arrange for re-design.

The manufacturer then supplies the product customers expect. Appropriate industrial design is unobtrusive and unnoticed. Its absence, however, is glaringly uncomfortable.

**Hollweck** exported his first **Beam** in 1975 and regularly exhibits at major home and consumer durables shows around the world. **Domotecnica** (Cologne, West Germany), one of Europe's most prestigious, is such a show.

Here, in 1988, **Hollweck** had his first scheduled meeting with K. Izasawa, President of Japan General Appliances Co. Ltd., Japan's largest supplier of imported appliances and agent for companies such as **Black & Decker** and **General Electric**. Eventually, **Izasawa** hired a young engineer specifically to bring **Beam** to Japan.

## Why meet at a trade show?

At the show, **Hollweck** also worked with **Beam** distributors from nine countries, made new contacts and, in addition to renewing friendships and business ties, saw new products.

**Hollweck** is an avid supporter of international trade shows. He sees participation in them as being a cost-effective way of doing business. (Participation in some 150 such shows--worldwide--are planned by **Hollweck** for 1989).

Major trade shows are also part of the psychology of effective exporting.

**Hollweck** has exhibited at other prestigious international shows such as **Interbuild** and **Ideal Home Show** in England, **Finbuild** in Finland, **Home and Hobby** in Norway, **Ideal Home Show** in Australia, **Saudibuild** in Saudi Arabia and, most recently, the **Tokyo Home Show**.

**Hollweck** insists on having initial meetings with prospective clients face-to-face at international



*A clean sweep --Dieter Hollweck, President of Ottawa-based export trading house, Overseas Projects of Canada, demonstrates Beam Canada's built-in vacuum system at recent Tokyo Home Show.*

trade shows. His reasoning is that serious importers attend these shows and, as he learned many years ago: "You may never get a second chance to make a first impression good."

Initial meetings also allow potential importers to size up **Hollweck** by observing how he conducts himself over the long, gruelling haul of the international show.

**Hollweck** is confident that the quality of his display conveys the message he wants and his actions identify him as an exporter who works the booth and show floor rather than the cafeteria or bar. Eventually, the long hours on trade show floors and in showrooms of potential customers pay off.

**Overseas Projects of Canada** is not large but it is effective. The recent trip to Japan exhibited signs of more business in the making, what with a reception in Tokyo arranged by Canadian Embassy staff members **John Treleavan**, Minister-Counsellor (Commercial) and **Mackenzie Clugston**, Second Secretary (Commercial).

Somehow, **Hollweck's** description of the steps leading to a long-term export business almost sounds like an elaborate courtship ritual. He laughs at the suggestion but adds that a good export foundation should outlive us all.

**Overseas Projects of Canada** is also an accredited trading house with the Council of Canadian Trading Houses.

For further information on this company or **Beam Canada Inc.**, contact **Dieter Hollweck** at Box 3366, Station "C", Ottawa K1Y 4J6. Tel.: (613) 722-1716. Fax: (613) 722-6451. Telex: 053-4850.

Information on Canadian trading houses as export vehicles is available from **Mike Reshitnyk** of External Affairs' Export and Transportation Services Division. Tel.: (613) 996-1862. Fax: (613) 996-9103. Telex: 053-3745.

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Canada



# CanadaExport



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Canada

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MARCH 31, 1989

## Free Trade Bulletin

### THE CANADA-U.S. TRADE COMMISSION

Chapter 18 of the Canada-U.S. Free Trade Agreement (FTA) creates the institutional framework necessary to manage and implement the trade agreement.

All provisions included under Chapter 18 have a common purpose: to promote fairness, predictability and security by allowing both countries an equal voice in resolving disputes arising from the implementation or interpretation of the Agreement.

Chapter 18 provides for the establishment of the Canada-U.S. Trade Commission. The Commission is charged with responsibility for:

- supervising implementation of the Agreement;
- resolving any disputes over its interpretation;
- overseeing further elaboration of the Agreement; and
- considering any matters that could affect FTA implementation.

The Commission is composed of representatives of both Canada and the U.S., the principal representatives being Minister for International Trade John C. Crosbie and Ambassador Carla Hills, U.S. Trade Representative.

The FTA stipulates that the Commission convene at least once a year, with meetings to alternate between countries. Between regular sessions, the U.S. Branch of External Affairs and the Office of the United States Trade Representative will deal with bilateral trade issues.

The Commission plays a key role in the avoidance and settlement of trade disputes. In cases where disputes arising from the FTA cannot be resolved through consultation, either country can request a special meeting of the Commission.

The Commission is then required to convene within 10 days, unless otherwise agreed, to endeavour to resolve the dispute. Should the Commission fail to reach a mutually satisfactory solution within a set timeframe, it can refer the dispute to a binational panel for binding or non-binding arbitration (see *Free Trade Bulletin* Vol. 7, No. 3).

In addition, the Binational Secretariat, established under Chapter 19 of the FTA (Binational Dispute Settlement in Anti-dumping and Countervailing Duty Cases), provides technical support to panels established by the Commission.

Since the Commission develops the rosters from which panel members are chosen and is empowered to receive and approve recommendations made by the panels, the Commission plays a pivotal role in the resolution of trade disputes.

the groups will be overseen by a joint monitoring committee that will report directly to the Commission.

### FIRST MEETING OF THE TRADE COMMISSION

On March 13, the Commission held its inaugural meeting in Washington. Up for discussion were a number of administrative and technical issues related to operating procedures, the establishment of working groups, and a system for delegating authority. On the agenda of the Commission's first meeting were:

- customs administration;
- Rules of Origin and other customs issues;
- accelerated elimination of tariffs;
- agricultural working groups;
- Chapter 19 Working Group on Subsidies and Trade Remedy; and
- the Select Auto Panel.

As a result of the meeting, the Commission agreed to keep a record of all panel decisions, to establish various working groups and to meet, not once, but at least twice, annually.

It also agreed to constitute a joint working group on Rules of Origin and issues related to market access. The Commission also established that it expects to receive regular reports on all matters respecting customs administration under the FTA, including proposed changes in applicable rules and procedures, prior to their implementation.

The Commission also established a working group to consider requests by individuals or groups in both countries who are interested in accelerating the tariff elimination/reduction schedule provided for by the FTA.

The working group will facilitate requests and make recommendations to the Commission on items it considers appropriate for accelerated tariff reduction.

It was agreed that both governments will exchange preliminary request lists by April 15. All recommendations will be subject to consultation with interested parties in each country. (The notice for Canadian requests was published in the *Canada Gazette*, March 4.)

By August, both Canada and the U.S. hope to begin bilateral consultations on those requests they wish to pursue, with a view to implementing tariff schedule changes by January 1, 1990.

In the area of agriculture, the Commission approved the establishment of eight working groups on technical standards. The progress of



Trade talk -- Minister for International Trade John C. Crosbie, is greeted by U.S. Trade Representative Carla Hills in her Washington office, before their March 13 meeting.

the groups will be overseen by a joint monitoring committee that will report directly to the Commission.

On the subject of government subsidization and trade remedies (dealt with in Chapter 19 of the FTA), April was set as the date of the first organizational meeting of the working group, with chief representatives to the group to be named no later than May.

The Commission also agreed to set a March deadline for the selection of members to, and terms of reference for, the Select Auto Panel. A non-governmental advisory body provided for under the automotive chapter of the FTA, the Panel will assess the state of the auto industry in North America and propose public policy measures and private initiatives to improve its competitiveness in both domestic and foreign markets.

Minister Crosbie and Ambassador Hills also took the opportunity of their meeting to discuss other trade issues, including U.S. tariff treatment of Canadian plywood and related wood products and wool and wool garments--two matters on which Canada recently initiated dispute settlement proceedings under the FTA.

(Continued on back)

## FREE TRADE IMPLEMENTATION

### Canadian Organizational Structure

In Canada, implementation of the FTA falls under the auspices of the Minister for International Trade. To fulfill this mandate, a Free Trade implementation organization has been established within the U.S. Branch of External Affairs.

The U.S. Branch has been reorganized to reflect this additional function. Don Campbell, Senior Assistant Deputy Minister (United States) and Coordinator for the FTA, will head the new Branch (UGB). Under the Senior ADM, there will be two ADMs: I) Konrad von Finckenstein, Assistant Deputy Minister and Deputy Coordinator, in charge of Free Trade Policy and Operations (UFB); and II) a yet-to-be-named ADM, U.S. Relations (URB).

I) Free Trade Policy and Operations (UFB) has been established to:

- ensure implementation of the FTA;
- monitor compliance with the Agreement by federal, provincial and state governments;
- assist Canadian business in the resolution of any market access problems arising from implementation of the FTA;
- deal with bilateral trade irritants and work to resolve them prior to invocation of the dispute settlement process provided by the Agreement;
- engage in ongoing activities provided by the FTA in the areas of subsidies and trade remedies, accelerated tariff elimination, expansion of coverage of service industries, etc.;
- coordinate Canadian participation in bilateral consultative and technical working groups established by the Agreement;
- maintain close consultation and liaison with the provinces and private sector on FTA implementation issues;
- prepare Canadian submissions to bilateral panels established under Chapters 18 and 19 of the Agreement; and
- act as a focal point of advice and expertise on the FTA for the government, business community and general public.

Within Free Trade Policy and Operations (UFB), there will also be a Working Group on Subsidies and Trade Remedies headed by a Chairman (as yet unnamed).

The Group will develop the Canadian position for further negotiations on subsidies, countervail and anti-dumping as provided under Article 1907 of the FTA; and conduct negotiations once they start.

Also, two Bureaux have been created: the Free Trade Policy Bureau (UED) with Doug Waddell as Director General, and the Free Trade Management Bureau (UFD) Anthony Halliday, Director General.

Free Trade Policy Bureau (UED): Deals with policy issues arising from sectoral coverage of the FTA (i.e. agriculture, standards, energy, procurement, etc.), trade relations issues such as current countervail and anti-dumping cases, and tariff acceleration and market access issues, including tariff classification, marking and U.S.

customs regulations.

Free Trade Management Bureau(UFD): Deals with coordination of activities of all federal government departments and acts as the primary point of contact between the federal government, the provincial governments and the private sector with respect to the management of the FTA (interpretation, implementation and further development) and provides support to the Canada-U.S. Trade Commission when in session.

A Legal Services Unit will also provide advice on domestic and international legal issues arising from the implementation of the FTA.

All units of Free Trade Policy and Operations (UFB) are located at 50 O'Connor St., 17th Floor, Ottawa, Ont. KIA 1J1. Tel.: (613) 992-1133. Fax: (613) 996-7411.

II) U.S. Relations (URB) is comprised of the U.S. General Relations Bureau (URD) and the U.S. Trade, Tourism and Investment Development Bureau (UTD)--no change in personnel or functions of these Bureaux.

The U.S. General Relations Bureau (URD) is responsible for the overview and coordination of bilateral political relations, the supervision of the delivery of the immigration program, cultural relations and public affairs in the United States.

Included in URD's mandate are: bilateral fisheries issues; boundary and sovereignty questions; organization of ministerial visits; Congressional liaison; assessment of U.S. foreign policy; immigration and social affairs; management and coordination of Canadian communications in the United States; Canadian studies in American academic institutions; and management of post operations.

The Bureau also provides advice and analysis on the management of a wide range of bilateral questions in the environmental, energy transportation and communications sectors, such as acid rain, natural gas pipelines, border broadcasting and transborder trucking.

The Trade, Tourism and Investment Development Bureau (UTD) is responsible for programs which promote and develop trade with the United States in cooperation with provincial governments, International Trade Centres, and other government departments.

It also carries the mandate of promoting tourism from the U.S., and American investment in Canada, as well as technology inflow. In addition, UTD is External Affairs' main link with Canada's 27 trade posts in the U.S.

To assist small to medium-size Canadian businesses and potential new exporters take advantage of opportunities arising from the FTA, External Affairs' UTD will significantly increase the number of trade shows and sellers' missions to the U.S., as well as U.S. buyers' missions to Canada. The full program listing of these trade events will be featured in an upcoming issue of *CanadExport*.

For further information on U.S. trade opportunities, contact UTD at (613) 993-5914, or (613) 993-7343.

## Free Trade Agreement workshops scheduled

A series of workshops on Free Trade are scheduled throughout Quebec between April 4 and June 13.

Using a "hands-on" approach, the workshops will give participants the opportunity to analyze their companies, meet business people involved in the United States market, and discuss with experts a variety of Canada-U.S.-related trade issues.

The workshops also will inform companies how they can take advantage of the new environment created by Free Trade; how they can start up or further develop trade activities with the United States; and how they can adapt to the new Free Trade arena.

Co-sponsors of the workshops (\$125 per participant) include the Quebec Chamber of Commerce, the Quebec Department of International Affairs, and Industry, Science and Technology Canada.

The workshop line-up is:

- Outaouais: Hôtel des Gouverneurs, Gatineau (April 4);
- Quebec (North Shore): Hôtel des Gouverneurs, Ste-Foy

- (April 11);
  - Quebec (South Shore and Beauce): Mont Rond-Point, Lévis (April 12);
  - Estrie: Auberge Élite, Sherbrooke (April 18);
  - Montreal (South Shore): Hôtel Roussillon, Longueuil (April 26);
  - Laval: Sheraton Hotel, Laval (May 2);
  - Montreal (West Island): Holiday Inn Hotel, Pointe-Claire (May 9);
  - Montreal (Centre): Le Méridien, Montreal (May 16);
  - Montreal (Centre and East): Le Méridien, Montreal (May 17);
  - Gaspésie: Hôtel des Gouverneurs, Rimouski (May 25);
  - Abitibi: Hôtel des Gouverneurs, Val d'Or (May 30);
  - Saguenay and Lac St-Jean: Hôtel des Gouverneurs, Chicoutimi (June 6); and
  - Trois-Rivières: Hôtel des Gouverneurs, Trois-Rivières (June 13).
- For further information on these workshops, contact Mrs. Lorraine Trudeau, World Trade Centre. Tel.: (514) 393-3355.

# Canada Export

External Affairs / Affaires extérieures  
 Canada / Canada  
 VOL. 7, NO. 6  
 MARCH 31, 1989

## Entry deadline nears for 7th Export Award

Has your company shown a significant increase in export sales recently? Or, perhaps, it's been particularly successful in penetrating a new export market or in expanding existing ones? Whatever your company's accomplishments in world markets, personnel of the Canada Export Award Program would like to hear about them. And, for the time it takes to fill out an application form, you could find yourself among a select group of exporters whom the Canada Export Award Program honours annually. Since it was inaugurated in 1983, the Canada Export Award Program, organized by the Department of External Affairs, has feted the outstanding achievements of 80 Canadian export companies. This year will be no exception. Companies with at least three years' exporting experience are eligible to win a Canada Export Award--if they meet one or a combination of the following requirements:



- success in introducing new export products to world markets;
- success in penetrating new markets;
- significant expansion of export sales over the past three years; and/or
- success in retaining markets in the face of strong competition.

Minister for International Trade John C. Crosbie will present the awards on October 2, 1989 at a special ceremony held in conjunction with the Annual Meeting of the Canadian Exporters' Association.

Get your success stories in NOW. The deadline for receipt of entries is May 31, 1989.

For applications, call External Affairs' toll-free Info Export hotline, 1-800-267-8376, or contact the International Trade Centre of the nearest Industry, Science and Technology Canada office in your region.

## Trade surplus rises

Canada's trade surplus in January rose to \$882 million, up \$241 million over the adjusted December level. Total exports--rising 9.6 per cent to \$11.9 billion--increased in January to all parts of the world except Japan, with a \$314 million increase to the United States. Exports in January 1989, as compared to January 1988, were up by 18 per cent to the European Community, 15.1 per cent to Japan, and 8 per cent to the United States.

## Canada-USSR promote trade

How do Canada and the USSR get together on questions of trade?

To date, the meetings of the Canada-USSR Mixed Economic Commission (M.E.C.) have been an important means for handling matters of trade between the two countries.

The latest meetings--the M.E.C. was established in 1976--took place in Moscow in September 1988, with five Canadian provinces attending (Alberta, Saskatchewan, Ontario, Quebec, and Nova Scotia) and two of the 15 Soviet republics (Russia and Estonia).

### Change is in the air, reflecting the shift to a more Rendez-Vous Canada for tourism exporters

An annual international travel trade marketplace, Rendez-Vous Canada '89 will be held April 16 to April 19 at the Vancouver Trade and Convention Centre.

Staged by Tourism Canada in co-operation with the Department of External Affairs (DEA), provincial, territorial and municipal tourism authorities and the private sector, the three-day event consists primarily of computer-scheduled, 12-minute buyer-seller appointments--booked in advance between interested parties.

This arrangement is considered to be the key to the success of Rendez-Vous Canada (RVC) which, over the years, has gained international recognition as a leader in travel trade marketplaces and has proved extremely valuable in supporting DEA's tourism promotion activities. This year a total of 14,622 appointments have been pre-scheduled for RVC '89.

An estimated \$50 million in business was conducted at the first Rendez-Vous Canada (Toronto, 1977). From 1977 to 1987, over \$500 million in business was completed and in 1988, an estimated \$275 million dollars worth of business was conducted between tourism industry sellers (Canadian hotels, carriers, outfitters, convention bureaux, etc.) and buyers (foreign tourism wholesalers/packagegers) during RVC at Halifax.

- RVC's objectives are:
- to provide--in one place, annually--an efficient opportunity for international buyers to meet Canadian sellers of tourism products during three days of shopping;
  - to increase the awareness of Canada as an international destination; and
  - to increase the range and number of new internationally competitive products and packages offered for sale.

To date, Rendez-Vous Canada has been held in Toronto, Vancouver, Montreal, Winnipeg, Halifax (twice), Calgary, Ottawa/Hull and Edmonton. This year it is being held in Vancouver for the second time (the first time was in 1978) and it will be held in Ottawa/Hull in 1990.

business-like atmosphere in the USSR's pursuit of commercial relations. New ways are being explored to facilitate trade as a direct result of the Soviet Union's increased liberalization and decentralization of economic control (perestroika). This means that with the recent Soviet enthusiasm for freer and more accessible markets, monopolies on foreign trade are now broken and new opportunities for international business can open.

However, such developments are not for the faint of heart or the casual exporter. The Soviet market requires experience and perseverance. Pursuing business in the USSR is expensive, necessitating multiple trips, much time and significant development capital before any return on investment can be realized.

In recognition of the changing business environment in the USSR, the Canadian government is offering significant help--through its trade commissioners and the Export Development Corporation (EDC)--for Canadian products destined to buyers in the USSR.

On November 1, 1988, EDC signed a \$500 million credit protocol with the USSR's Ministry of Foreign Economic Relations. Financing will be structured on a supplier credit basis. Once a deal has been concluded, EDC will purchase promissory notes issued to Canadian exporters by Vnesheconombank, the USSR's Bank for Foreign Economic Affairs.

Aside from reinforcing Canada's reliability as a trading partner, the protocol is expected to encourage Soviet buyers to consider Canadian exporters as a source of supply for imported goods.

Also, the EDC credit protocol, by helping to ease the transition and by forging new economic links, will open markets and facilitate trade between the two countries. Opportunities for Canada will be greatest in the areas of agriculture and food production, resource development (including the oil and gas sector), machinery, trans-

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Sales leads

# Good sales prospects from around the world

**ALGERIA**--Hydro-Forage Nord has issued two tenders. One, with a bid closing date of May 1, 1989, calls for the supply of two drilling rigs for 300 m depth. Bid documents cost Cdn\$72. The second tender, with a bid closing date of April 14, 1989, calls for: ball o float cock; butterfly cock o valve; disk valve; non-return valve; automatic sucker; oil-cooled manometer; constant level regulator; water meter; fittings; ultrasonic meter. Bid documents cost Cdn\$36. Interested companies should contact A. Zehani at the Canadian Embassy, Algiers. Telex: (Destination code 408) 66043. Answerback: (66043 CANAD DZ).

**ALGERIA**--A tender with a bid closing date of May 1, 1989 has been issued by OROLAIT-ORAN for the engineering, supply and start-up of a complete cheddar cheese-type production line. Related equipment is also required. Tender documents cost US\$55.70 and can be forwarded, at cost, to interested companies by the Canadian Embassy, Algiers. Telex: (Destination code 408) 66043. Answerback: (66043 CANAD DZ).

**ALGERIA**--The National Agricultural Supplies and Services Office (ONAPSA) has issued a tender for the supply of pregnant heifers, listed in the genealogical ancestry book as red and white holsteins. Closing date for receipt of bids is May 8, 1989. Bidding is open to member countries of the African Development Bank and the African Development Foundation. Canada is a member of both organizations. Interested parties should contact Daniel J. Kane, First Secretary, Canadian Embassy, Algiers. Telex: (Destination code 408) 66043. Answerback: (66043 CANAD DZ).

**ALGERIA**--With a bid closing date of May 20, 1989, Sonatrach has issued a tender for the supply of two mode logging units, on-line/off-line type. Bid documents cost Cdn\$36. Interested companies should contact the Canadian Embassy, Algiers. Telex: (Destination code 408) 66043. Answerback: (66043 CANAD DZ).

**ETHIOPIA**--The Canadian Embassy in Addis Ababa has received notification that the Ethiopian government will soon issue a tender for the following equipment and supplies: one trailer-mounted, rotary core drilling rig with self-propelling attachments that will allow the drill to be moved under its own power in inaccessible terrain; soil drilling sampling accessories; a three-year inventory of spare parts; insitu soil testing equipment; geological equipment; construction equipment to prepare 50-cm cement mortar cubes and cement briquette specimens; sand, coarse aggregates and filters; concrete permeability apparatus; rock and/or concrete coring machine; rock, concrete, brick and tile; flexural and compression strength machine; a 10.5-litre, 220V, 50 HZ water distiller; and complete camping gear to house two work crews. For detailed information and to obtain a copy of bid documents, contact the government's commercial agent, telex: 21347 NEONA ET, and send a copy of all correspondence to the Canadian Embassy, Addis Ababa. Telex: 21053. Answerback: (21053 DOMCAN ET). (Telex dated 13 March 89).

**HUNGARY**--With a bid deadline of April 28, 1989, the Hungarian Foreign Trade Company, Technoimpex, has issued a tender for a complete extruder-line to manufacture plastic tubes of linear-low density polyethylene (LDDPE) and of polyethylene (PE). Main technical requirements are: plastic tube diameter of 10 to 40 mm; quantity of basic material to be processed, 370 tons per year; minimum speed, 500 m per hour. Appropriate control device has to be mounted into extruder line. Tender documents are available on payment of non-refundable US\$150 to

Technoimpex (Account No. 202-10-9033) with the National Bank of Hungary, Budapest. Contact either Mrs. Zahony or Mr Schliessahn at Technoimpex Head Office, Budapest V Dorottya U 6. Tel.: 184-055. Telex: 22-4171.

**HUNGARY**--With a bid deadline of May 16, 1989, Metrimpex Foreign Trading Co. has issued a tender on behalf of Pannoplast (a plastics works company) for the supply of four computer hardware and software systems for use in four of Pannoplast's plants. Basic specifications for Budapest Plant No 1 are: operative memory capacity of 8 megabytes (MB), magnetic storage capacity of 1200 MB, three local networks, 52 type-A work stations and 52 type-B work stations. For Budapest Plant No 2, the basic specifications are: operative memory capacity of 8 MB; magnetic storage capacity of 600 MB; 9 type-A and 9 type-B work stations. Debrecen Plant specifications are: operative memory capacity of 8 MB; magnetic storage capacity of 600 MB; 16 type-A and 14 type-B work stations. Szombathely Plant specifications are: operative memory capacity of 8 MB; magnetic storage capacity of 600 MB; 12 type-A and 10 type-B work stations. All four systems must provide for future expansion by 30 to 40 per cent in both types of work stations operating in the local network and those connected directly. Tender documents may be obtained upon non-refundable payment of US\$150 to Metrimpex (Account Number 202-10878) at the Hungarian National Bank, Budapest. Bid security, equivalent to a minimum of 5 per cent of the bid, is required. For further information contact Mrs. Judit Csontos, Executive in Charge, Metrimpex Head Office, Budapest V. Munnich F. U. 21. Tel.: 125-600 (Dept. No. 916). Telex: 22-5451. Fax: 117-212. Interested parties may also contact B. Gyonyor, Canadian Embassy, Budapest. Telex: (Destination Code 61) 224588.(CDA H).

**HUNGARY**--With a bid deadline of July 10, 1989, Hungarian PTT and Elektroimpex (the Hungarian Foreign Trade Company for Telecommunications), has issued a tender for the supply of public and dispatcher land mobile radio-telephone systems and services. Initially, the system will be operated in the Budapest area only, but future plans call for expanding the operation to all of Hungary between 1990 and 2000. The upcoming tender will require an analog and large cellular system (operational frequency 450 mherz) in two arrangements: 1) a dispatcher system with 1000 to 1200 lines to be offered for 35-40 state-owned Budapest-based institutions; 2) a public system with approximately 1000 lines. Complying with Nordic or NMT standards, both systems must be capable of extending their line capacities. Further details are available in the 400-page tender documents, costing a non-refundable US\$200 and payable to Elektroimpex (Account Number 202-10782), with the National Bank of Hungary. Contact Mrs. Mariann Tar, Officer in Charge, Elektroimpex, H-1392 Budapest, P.O. 296. Tel.: 110-444. Telex: 22-5771. Interested parties may also contact B. Gyonyor, at the Canadian Embassy, Budapest. Telex: (Destination code 61) 224588.(CDA H).

**MOZAMBIQUE**--Under a road maintenance project funded by the African Development Bank, the National Directorate of Roads and Bridges in Mozambique has issued a tender, bid closing date April 28, 1989 for a variety of equipment. Required are: six agricultural tractors; six water pumps; four trucks; two spray-patching units; two motor graders; eight vibrator plates; six station wagons; two concrete mixers; 16 trailers; and 20 per cent spare parts for this equipment. Equipment supply can be divided into three groups, with bidding in

groups being allowed. Bidding is open to member countries of the African Development Bank and domestic preference, according to fund procedures, will be given to local purchases. All bids must be accompanied by a security of 5 per cent of the bid amount. Documents cost a non-refundable US \$200. For further information and/or to obtain bid documents, contact the National Directorate of Roads and Bridges, Av. de Mozambique, 1225 Caixa Postal 403. Telex: 6471 DEP MO, Maputo, Mozambique. The post can advise on a suitable agent to represent Canadian interests. Contact the Canadian High Commission, Harare, Zimbabwe. Telex: (Destination code 907) 24465. Answerback: 24465 CANADA ZW).

**TURKEY**--With a bid closing date of April 17, 1989, the State Railways Administration (TCDD) has announced a tender for 20 first-class pullman and couchette coaches. Each couchette coach is to have 11 two-person compartments equipped with a separate shower/toilet unit. Each compartment is to be designed for two couchettes in the night position and two seats in the day position. Each first-class pullman coach must be equipped with 60 seats with three (2 plus 1) seats in each row configuration and must conform with UIC 567-2 or Plate IV "A" standards. Bids shall be offered in two alternatives--purchase or a one-year lease. A 2.5 per cent bid bond and a 5 per cent performance bond are required. Pricing is FOB-CIF-Istanbul. Payment is through irrevocable letter of credit. Bid documents are available at a cost of approximately \$75 and can be forwarded, by courier, at an additional cost of \$70, to interested Canadian companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY**--The Turkish Social Insurance Association has issued a tender, bid closing date April 17, 1989, for the supply of a radiotherapy system. The system should consist of an after-loading device, applicators, dose control system, and treatment table. The after-loading device should have a minimum of three channels and should operate with strong dose for a short time method. An X-ray system with a monitor will control the position of the applicators that are applied to the patient. Delivery of the radiotherapy system must include installation to full operational condition. A bid bond of 3 per cent and a performance bond of 10 per cent are required. The delivery period should be stated in the bid. Payment is through irrevocable letter of credit. The post can obtain bid documents, with companies being billed for courier expenses (approximately Cdn\$60) through the Department of External Affairs. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY**--With a bid closing date of April 17, 1989, Turkish Coal Enterprises (TKI) has issued a tender for 41 conveyor units. Specifications are: twin outdoor chain conveyor unit, each at a length of 80 m, to be used in underground coal mines having group 1 gaseous environment. Capacity--21 each with 200 T/H and 20 each with 100 T/H; chain speed of 0.6-0.7 m/sec; line pan length 1,500 mm, width approximately 640 mm; profile height approximately 190 mm; profile shape, sigma; chain assembly--18 x 64 x 21 mm chain, standard 2nd class according to DIN 2252, or C class according to ISO 610 or equivalent; flight distance 15 links (960 mm) in lengths of 6144 mm; sprocket with 8 teeth; power unit (A) 200 T/H conveyor units with 2 in-line power units, each one consisting of an air-cooled, flameproof electric motor (approximately 40 kw, 1450 rpm, 380 V, 3 phase, 50 Hz); with gearbox (gear ratio of 1:40) and hydraulic coupling; and

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External Affairs  
Canada

Affaires extérieures  
Canada

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## Free Trade Bulletin

### THE CANADA-U.S. TRADE COMMISSION

Chapter 18 of the Canada-U.S. Free Trade Agreement (FTA) creates the institutional framework necessary to manage and implement the trade agreement.

All provisions included under Chapter 18 have a common purpose: to promote fairness, predictability and security by allowing both countries an equal voice in resolving disputes arising from the implementation or interpretation of the Agreement.

Chapter 18 provides for the establishment of the Canada-U.S. Trade Commission. The Commission is charged with responsibility for:

- supervising implementation of the Agreement;
- resolving any disputes over its interpretation;
- overseeing further elaboration of the Agreement; and
- considering any matters that could affect FTA implementation.

The Commission is composed of representatives of both Canada and the U.S., the principal representatives being Minister for International Trade John C. Crosbie and Ambassador Carla Hills, U.S. Trade Representative.

The FTA stipulates that the Commission convene at least once a year, with meetings to alternate between countries. Between regular sessions, the U.S. Branch of External Affairs and the Office of the United States Trade Representative will deal with bilateral trade issues.

The Commission plays a key role in the avoidance and settlement of trade disputes. In cases where disputes arising from the FTA cannot be resolved through consultation, either country can request a special meeting of the Commission.

The Commission is then required to convene within 10 days, unless otherwise agreed, to endeavour to resolve the dispute. Should the Commission fail to reach a mutually satisfactory solution within a set timeframe, it can refer the dispute to a binational panel for binding or non-binding arbitration (see *Free Trade Bulletin* Vol. 7, No. 3).

In addition, the Binational Secretariat, established under Chapter 19 of the FTA (Binational Dispute Settlement in Anti-dumping and Countervailing Duty Cases), provides technical support to panels established by the Commission.

Since the Commission develops the rosters from which panel members are chosen and is empowered to receive and approve recommendations made by the panels, the Commission plays a pivotal role in the resolution of trade disputes.

### FIRST MEETING OF THE TRADE COMMISSION

On March 13, the Commission held its inaugural meeting in Washington. Up for discussion were a number of administrative and technical issues related to operating procedures, the establishment of working groups, and a system for delegating authority. On the agenda of the Commission's first meeting were:

- customs administration;
- Rules of Origin and other customs issues;
- accelerated elimination of tariffs;
- agricultural working groups;
- Chapter 19 Working Group on Subsidies and Trade Remedy; and
- the Select Auto Panel.

As a result of the meeting, the Commission agreed to keep a record of all panel decisions, to establish various working groups and to meet, not once, but at least twice, annually.

It also agreed to constitute a joint working group on Rules of Origin and issues related to market access. The Commission also established that it expects to receive regular reports on all matters respecting customs administration under the FTA, including proposed changes in applicable rules and procedures, prior to their implementation.

The Commission also established a working group to consider requests by individuals or groups in both countries who are interested in accelerating the tariff elimination/reduction schedule provided for by the FTA.

The working group will facilitate requests and make recommendations to the Commission on items it considers appropriate for accelerated tariff reduction.

It was agreed that both governments will exchange preliminary request lists by April 15. All recommendations will be subject to consultation with interested parties in each country. (The notice for Canadian requests was published in the *Canada Gazette*, March 4.)

By August, both Canada and the U.S. hope to begin bilateral consultations on those requests they wish to pursue, with a view to implementing tariff schedule changes by January 1, 1990.

In the area of agriculture, the Commission approved the establishment of eight working groups on technical standards. The progress of

the groups will be overseen by a joint monitoring committee that will report directly to the Commission.

On the subject of government subsidization and trade remedies (dealt with in Chapter 19 of the FTA), April was set as the date of the first organizational meeting of the working group, with chief representatives to the group to be named no later than May.

The Commission also agreed to set a March deadline for the selection of members to, and terms of reference for, the Select Auto Panel. A non-governmental advisory body provided for under the automotive chapter of the FTA, the Panel will assess the state of the auto industry in North America and propose public policy measures and private initiatives to improve its competitiveness in both domestic and foreign markets.

Minister Crosbie and Ambassador Hills also took the opportunity of their meeting to discuss other trade issues, including U.S. tariff treatment of Canadian plywood and related wood products and wool and wool garments—two matters on which Canada recently initiated dispute settlement proceedings under the FTA. (Continued on back)



Trade talk -- Minister for International Trade John C. Crosbie, is greeted by U.S. Trade Representative Carla Hills in her Washington office, before their March 13 meeting.

## FREE TRADE IMPLEMENTATION

### Canadian Organizational Structure

In Canada, implementation of the FTA falls under the auspices of the Minister for International Trade. To fulfill this mandate, a Free Trade implementation organization has been established within the U.S. Branch of External Affairs.

The U.S. Branch has been reorganized to reflect this additional function. Don Campbell, Senior Assistant Deputy Minister (United States) and Coordinator for the FTA, will head the new Branch (UGB). Under the Senior ADM, there will be two ADMs: I) Konrad von Finckenstein, Assistant Deputy Minister and Deputy Coordinator, in charge of Free Trade Policy and Operations (UFB); and II) a yet-to-be-named ADM, U.S. Relations (URB).

I) Free Trade Policy and Operations (UFB) has been established to:

- ensure implementation of the FTA;
- monitor compliance with the Agreement by federal, provincial and state governments;
- assist Canadian business in the resolution of any market access problems arising from implementation of the FTA;
- deal with bilateral trade irritants and work to resolve them prior to invocation of the dispute settlement process provided by the Agreement;
- engage in ongoing activities provided by the FTA in the areas of subsidies and trade remedies, accelerated tariff elimination, expansion of coverage of service industries, etc.;
- coordinate Canadian participation in bilateral consultative and technical working groups established by the Agreement;
- maintain close consultation and liaison with the provinces and private sector on FTA implementation issues;
- prepare Canadian submissions to bilateral panels established under Chapters 18 and 19 of the Agreement; and
- act as a focal point of advice and expertise on the FTA for the government, business community and general public.

Within Free Trade Policy and Operations (UFB), there will also be a Working Group on Subsidies and Trade Remedies headed by a Chairman (as yet unnamed).

The Group will develop the Canadian position for further negotiations on subsidies, countervail and anti-dumping as provided under Article 1907 of the FTA; and conduct negotiations once they start.

Also, two Bureaux have been created: the Free Trade Policy Bureau (UED) with Doug Waddell as Director General, and the Free Trade Management Bureau (UFD) Anthony Halliday, Director General.

Free Trade Policy Bureau (UED): Deals with policy issues arising from sectoral coverage of the FTA (i.e. agriculture, standards, energy, procurement, etc.), trade relations issues such as current countervail and anti-dumping cases, and tariff acceleration and market access issues, including tariff classification, marking and U.S.

customs regulations.

Free Trade Management Bureau (UFD): Deals with coordination of activities of all federal government departments and acts as the primary point of contact between the federal government, the provincial governments and the private sector with respect to the management of the FTA (interpretation, implementation and further development) and provides support to the Canada-U.S. Trade Commission when in session.

A Legal Services Unit will also provide advice on domestic and international legal issues arising from the implementation of the FTA.

All units of Free Trade Policy and Operations (UFB) are located at 50 O'Connor St., 17th Floor, Ottawa, Ont. KIA 1J1. Tel.: (613) 992-1133. Fax: (613) 996-7411.

II) U.S. Relations (URB) is comprised of the U.S. General Relations Bureau (URD) and the U.S. Trade, Tourism and Investment Development Bureau (UTD)—no change in personnel or functions of these Bureaux.

The U.S. General Relations Bureau (URD) is responsible for the overview and coordination of bilateral political relations, the supervision of the delivery of the immigration program, cultural relations and public affairs in the United States.

Included in URD's mandate are: bilateral fisheries issues; boundary and sovereignty questions; organization of ministerial visits; Congressional liaison; assessment of U.S. foreign policy; immigration and social affairs; management and coordination of Canadian communications in the United States; Canadian studies in American academic institutions; and management of post operations.

The Bureau also provides advice and analysis on the management of a wide range of bilateral questions in the environmental, energy, transportation and communications sectors, such as acid rain, natural gas pipelines, border broadcasting and transborder trucking.

The Trade, Tourism and Investment Development Bureau (UTD) is responsible for programs which promote and develop trade with the United States in cooperation with provincial governments, International Trade Centres, and other government departments.

It also carries the mandate of promoting tourism from the U.S., and American investment in Canada, as well as technology inflow. In addition, UTD is External Affairs' main link with Canada's 27 trade posts in the U.S.

To assist small to medium-size Canadian businesses and potential new exporters take advantage of opportunities arising from the FTA, External Affairs' UTD will significantly increase the number of trade shows and sellers' missions to the U.S., as well as U.S. buyers' missions to Canada. The full program listing of these trade events will be featured in an upcoming issue of *CanadExport*.

For further information on U.S. trade opportunities, contact UTD at (613) 993-5914, or (613) 993-7343.

## Free Trade Agreement workshops scheduled

A series of workshops on Free Trade are scheduled throughout Quebec between April 4 and June 13.

Using a "hands-on" approach, the workshops will give participants the opportunity to analyze their companies, meet business people involved in the United States market, and discuss with experts a variety of Canada-U.S.-related trade issues.

The workshops also will inform companies how they can take advantage of the new environment created by Free Trade; how they can start up or further develop trade activities with the United States; and how they can adapt to the new Free Trade arena.

Co-sponsors of the workshops (\$125 per participant) include the Quebec Chamber of Commerce, the Quebec Department of International Affairs, and Industry, Science and Technology Canada.

The workshop line-up is:

- Outaouais: Hôtel des Gouverneurs, Gatineau (April 4);
- Quebec (North Shore): Hôtel des Gouverneurs, Ste-Foy

- (April 11);
- Québec (South Shore and Beauce): Mont Rond-Point, Lévis (April 12);
- Estrie: Auberge Élite, Sherbrooke (April 18);
- Montreal (South Shore): Hôtel Roussillon, Longueuil (April 26);
- Laval: Sheraton Hotel, Laval (May 2);
- Montreal (West Island): Holiday Inn Hotel, Pointe-Claire (May 9);
- Montreal (Centre): Le Méridien, Montreal (May 16);
- Montreal (Centre and East): Le Méridien, Montreal (May 17);
- Gaspésie: Hôtel des Gouverneurs, Rimouski (May 25);
- Abitibi: Hôtel des Gouverneurs, Val d'Or (May 30);
- Saguenay and Lac St-Jean: Hôtel des Gouverneurs, Chicoutimi (June 6); and
- Trois-Rivières: Hôtel des Gouverneurs, Trois-Rivières (June 13).

For further information on these workshops, contact Mrs. Lorraine Trudeau, World Trade Centre. Tel.: (514) 393-3355.

# Good sales prospects from around the world

Continued from page 2

(B) 100 T/H conveyor units with an in-line bid bond of 3 per cent and a performance bond of 10 per cent are required. Delivery period should be quoted in the tenders. Pricing for this World Bank project is FOB-CIF and payment is through irrevocable letter of credit. Canadian companies may obtain bid documents (Cdn\$65) from the post, paying courier cost of Cdn\$60. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY**--This country's state-owned oil company, Petrol Office, has issued a tender, bid closing date April 25, 1989, for six aircraft refuelling tankers. These international standard fuel tankers will be used for the airport refuelling of such aircraft as Boeing 707-727, 737, 747, DC-9, DC-10 and Airbus. Engine specifications are: 206 KW (280 DIN/PS-308 M HP/SAE); 2300 RPM, 4-cycle, water-cooled, eight-cylinders, diesel. Working temperature from -40 degrees Celsius to +60 degrees Celsius. Capacity is 45,000 litres (20,000 litres refuelling tanker, plus 25,000 litres trailer). The tankers, operating on 24 volts electrical system, will be equipped with an automatic fire extinguishing system and feature 12 kg portable fire extinguishers. Tires are 1200 x 20.14 plies. Required are a bid bond of Cdn \$50,000 and a performance bond of 6 per cent. Delivery time should be quoted in tenders; a shorter delivery time is preferred. Payment is through irrevocable letter of credit. Post can obtain and forward bid documents to Canadian companies, billing later through External Affairs. Documents cost about \$30, and courier expenses about \$60. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY**--With a bid closing date of May 3, 1989 Turkish Hardcoal Enterprises (TTK) has issued a tender for two drill rigs for use in B10 and B14-type galleries. The fully electro-hydraulic, flameproof and crawler-mounted rigs are to have a 1/4 minimum gradability. The drifter (drill) will feature independent reversible rotation, a separate (water) flushing system, hole diameters of 38 mm-45 mm, and R38 shank adaptor. Minimum feed will be 1.5 m/min. with a 45 mm bit. The feed will be suitable for use on a 10-foot drill rod, with the feed wing angle being a minimum 30 degrees for cross-cutting. A bid bond of 3 per cent and a performance bond of 10 per cent are required. Delivery period is to be quoted in tenders. Pricing is FOB-CIF and payment is through irrevocable letter of credit (on World Bank credit file number 909-TTK/WB14). Bid documents, costing \$65, can be forwarded, at a cost of \$70, by the post to interested Canadian companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY**--Two loading machines for use in B10 and B14-type galleries in mines having Group 1 gaseous environment are being sought in a tender issued by Turkish Hardcoal Enterprises (TTK). The machines are to be fully electro-hydraulic, flameproof and crawler-mounted, and will discharge from both the side and the front. Bucket capacity is 0.4-0.6 cubic metres. The machines will load directly into 1.1 cubic metre cars (in the B10-type gallery) and into 5.3 cubic metre cars (in the B14-type gallery). Boom swing angle (both sides) will be a minimum 15 degrees and gradability will be a minimum 1/4. The electrical system will be suitable for 550 volt, 3-phase 50HZ. Bid closing date is May 3, 1989. A 3 per cent bid bond and a 10 per cent performance bond are required. Pricing is FOB-CIF, with payment through irrevocable letter of credit (on World Bank credit

file number 909-TTK/WB13). Post can obtain bid documents, costing \$65, and forward, at a cost of \$70, to interested Canadian companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY**--With a bid closing date of May 10, 1989 Turkish Hardcoal Enterprises (TTK) has issued a tender for two drilling machines. Specifications are: electro-hydraulic, flameproof and with a minimum drilling capacity of 200 m; maximum borehole diameter is 120 m; rated speed is 100 0-4 rpm; traverse speed is approximately 0.10 m/min.; and thrust a minimum 3500 dan. The type of drilling is core, non-core and the total weight is 500 kg. Approximate dimensions are: width 600 mm, length 3100 mm, and height 600 mm. The machines, for safety reasons, will be operated and controlled at an approximate distance of 20 m. They shall also be complete with hydraulic power pack, control table, erection frame, flush pump and hydraulic wireline winch. A bid bond of 3 per cent and a performance bond of 10 per cent are required. Pricing is FOB-CIF, with payment through irrevocable letter of credit (World Bank file number 909-TTK/WB18). Post can obtain documents, at a cost of \$65, and forward, at a cost of \$70, to interested Canadian companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY**--With a bid deadline of May 10, 1989, Turkish Hardcoal Enterprises (TTK) has issued a tender for four drilling machines to be used in exploration and degassing drilling in underground coal mines. The specifications are: compressed air drive; 150-200 m drilling capacity; approximately 4 bar service pressure; approximately 120 mm borehole diameter; 0-200 rpm rated speed; approximately 0-10 m/min traverse speed; 4 bar service pressure thrust (minimum 4000 dan); core and non-core drilling type; maximum total weight 650 kg; width, 650 mm; length, 2500 mm; height, 600 mm; mounted on a robust frame, complete with control table, erection

frame, flush pump (0-120 lt/min, 0-40 kg/sq cm). Machines will be operated and controlled at approximately 20 m for safety reasons. A 3 per cent bid bond and a 10 per cent performance bond are required. Pricing for this World Bank project is FOB-CIF, with payment through irrevocable letter of credit (World Bank credit file no. 909-55K/WB19). The post will obtain bid documents (\$65) and courier (\$70) to interested companies. Contact the Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY**--A local company is interested in manufacturing PVC windows in cooperation with a Canadian firm, either in terms of joint venture or know-how transfer, depending on negotiations. Interested parties should contact the Canadian Embassy in Ankara and provide appropriate descriptive brochures. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR). (Telex dated 14 March 89).

**ZIMBABWE**--With a bid closing date of May 31, 1989, the Zimbabwe Iron and Steel Works (ZISCO) has announced a tender for the supply of a new or used 250,000-tonne capacity slab caster and ancillary equipment for its Redcliff steelworks plant. The supplier must be prepared to provide design, equipment manufacture, installation, commissioning, and start-up services, as well as operation and maintenance documentation. The tender also calls for a joint venture partnership, with technology transfer to Zimbabwean companies, to provide maximum utilization of local resources to reduce the foreign exchange content of the contract. The post will supply companies with names of suitable Zimbabwean joint venture partners. Contact the Canadian High Commission, Harare. Telex: (Destination code 907) 24465. Answerback: (24465 CANADA ZW).

**NOTE:** Unless otherwise stated, companies requesting bid documents will be billed for document/courier expenses. Canadian bidders should also be aware that export permits may be required for some of these products.

## Market prospects excellent in USSR

Continued from page 1

portation and communications.

In the past, the Soviet Union generated most hard currency from raw material exports. But now, during the difficult transition from a central economic plan to an economy more responsive to market forces, the demand for hard currency far outstrips the supply.

For this reason, technology transfers can be attractive to both parties and the Soviets are anxious to promote this kind of joint development. Interest in joint ventures with Canada is very high in the USSR. Currently there are eight such ventures between Canadian and Soviet organizations, and there are about 40 others under discussion.

The USSR recently introduced legislation to help create joint ventures with foreign countries.

For Canadian companies involved in discussions with potential Soviet joint venture partners, the going has been made easier. As well, for those businesses presently considering a move into the Soviet marketplace, the prospect of a joint venture is becoming increasingly attractive, as well as highly desired by Soviet enterprises.

Western majority holding and western management are now allowed under the new rules. Some costs are now payable in rubles, where formerly they had to be covered in hard currency. Joint

ventures producing certain goods may also find that their customs duties or dividend taxes are to be reduced or waived entirely.

These new rules, among other reforms to the legislation, do not solve all crucial problems in joint venture creation.

They do go a long way towards the elimination of difficult and contentious issues faced by earlier joint venture partners. Yet, it will be some time before the problems of pricing, hard currency, profit repatriation and the convertibility of the ruble are resolved.

For the Canadian business with a strong desire to persevere in the Soviet market today, the prospects are excellent.

Canadian provinces are establishing direct relationships with Soviet republics. For example, Alberta and Quebec have concluded protocols of cooperation with the Russian Republic which will bring greater ease to business transactions between companies in those provinces and Russian enterprises.

For further information on marketing opportunities for Canadian products in the USSR and regulations governing joint ventures with the USSR, call Lou Naumovski of External Affairs' USSR and Eastern Europe Trade Development Division (RBT). Tel.: (613) 996-7107.

# Forum prepares business leaders for Europe 1992

The time to prepare for Europe 1992 is NOW. Although 1992 is three years off, "it is clear," says Minister for International Trade John C. Crosbie, "that Canadian executives must incorporate 1992 into their companies' strategic planning today."

To assist Canadian business leaders prepare for the challenge of Europe 1992, the Department of External Affairs, in cooperation with the Ontario Ministry of Industry, Trade and Technology, presents the Business Leaders' Conference on 1992.

The Conference will bring business leaders from Canada and Europe to Toronto on April 10 to hear from senior public and private sector representatives who are already focussing on 1992, and from key decision-and policy-makers involved in the 1992 process.

Through these speakers, participants will examine the implications of the formation of a single European market and discuss possible marketing



strategies that will assist them to respond successfully to the challenge. Among the speakers who will participate in the Conference are: John C. Crosbie, Minister for International Trade; David Peterson, Premier of Ontario; Renato Ruggiero, Italy's Minister for Foreign Trade; Trevor Eyton, President and CEO of Brascan, Chairman of the International Trade Advisory Committee (ITAC); Thomas d'Aquino, President and CEO of the Business Council on National Issues (BCNI); Bruno Lamborghini, Vice-Chairman of Olivetti Ltd. (Italy); Bernard Esambert, President, Edmond de Rothschild (France); and Sir Graham Day, Chairman, Rover Group PLC (UK).

Speaking at the Conference, as well, will be:

## Scandinavia-Canada sign air agreement

Direct air services to Scandinavia will soon be back in flight as the result of new bilateral air transport agreements negotiated by Canada with Denmark, Norway and Sweden.

Announced jointly in February by Secretary of State for External Affairs Joe Clark, and Minister of Transport Benoit Bouchard, the new agreements provide Canada with expanded opportunities for scheduled air services via other European countries to Copenhagen, Oslo and Stockholm and beyond to other points in Europe.

Canadian Airlines International, the Canadian designated airline, will begin services from Toronto via Amsterdam to Copenhagen in June.

In turn, Scandinavian Airlines System, the jointly held airline of Denmark, Norway and Sweden, plans to begin services to Toronto from Copenhagen in June. Services to Canada may be combined with services to two cities in the United States.

The agreements also provide reciprocal rights for scheduled all-cargo services.

In making the announcement, Minister Clark stated: "I am pleased that the new agreements will result in the re-establishment of air services between Canada and Scandinavia".

Minister Bouchard noted that the travelling public will benefit immediately from the introduction of new direct air services this summer.

## Trade shows profit

They're big business and they're important business. They're among the most effective of all marketing vehicles, yet they're the least understood. We're talking trade shows!

The number of trade shows in North America has doubled over the past 10 years. There are now 10,000 of them, attracting 125,000 exhibitors annually, with expenditures of over \$10 billion.

But too often trade shows are taken lightly by companies that squander time and money without understanding the essentials of how trade shows operate--and how participation in them can benefit the exporter and would-be exporter.

To remedy this situation--and to help interested parties get a slice of the action--the International

Turn to page 5--Trade

## Inspections imposed

Canadian companies with export markets in Ghana are advised that, effective immediately, all imports into that country--with a declared F.O.B. value of US\$5,000 or more--are now subject to pre-shipment inspection for quality, quantity and price.

The inspection will be carried out by the Societe Generale de Surveillance (SGS) or its affiliate in the country of origin/shipment.

Exporters should ensure that their bankers submit copies of the following documents to the SGS local office on Kojo Thompson Rd., Accra, Ghana: L/C instrument; import declaration form (IDF); pro-forma invoice; and other relevant import documents.

If a valid import license has been issued on or before January 14, 1989, a copy of the import license may be submitted to SGS in place of the import declaration form.

Canadian exporters should also note that requests made to the Bank of Ghana for local inspection by the SGS will be considered only in exceptional cases.

## Get the 'fax' right

The address and other particulars on the new Canadian Embassy in Washington are: Canadian Embassy, 501 Pennsylvania Ave. N.W., Washington, D.C. 20001. Tel.: (202) 682-1740. Fax: (202) 682-7726. Telex: 89664 (DOMCAN A WSH). Easylink: 620-145-03.

Also located in the new Embassy (and with the same general telephone, facsimile and telex numbers) is the Office for Liaison with International Financial Institutions (OLIFI). Direct OLIFI contacts and telephone numbers are: Richard Roy, (202) 682-7719; Hugh Wilkinson, (202) 682-7524; and Hermine Deschesnes, (202) 682-7523.

On the subject of changes, new facsimile and/or telephone numbers have been acquired by: Canadian Embassy, Amman, Jordan--Fax: (962)-(6)-689-227; Canadian Embassy, Athens, Greece--Fax: 724-7123; Canadian Consulate, Bombay, India--Fax: (011-91-22) 204-3282; and Canadian High Commission, Port-of-Spain, Trinidad and Tobago--Fax: 1-809-624-4016.

Daniel Molgat, Canada's Ambassador to the European Community; Thomas Niles, Ambassador of the U.S. to Canada; Hiroshi Kitamura, Ambassador of Japan to Canada; James Taylor, President of the Canadian Exporters' Association (CEA); David Vice, President of Northern Telecom Ltd. (Mississauga) and first Vice-President of the Canadian Manufacturers' Association (CMA); Raymond Royer, President, Bombardier Inc.; and David Culver, Chairman and CEO of Alcan Aluminum Ltd., Chairman of the ITAC Task Force on 1992 and of the BCNI.

In announcing the Business Leaders' Conference, Crosbie emphasized that it will "provide a useful forum in which business leaders can become informed and start preparing for 1992 now. The creation of a single European market of 325 million consumers presents major export opportunities for Canadian companies."

"A single European market will eliminate all internal fiscal, technical and physical barriers in order to allow for a free flow of goods, services, capital and people," added Crosbie. "And Canadian companies, now working from a North American market of 275 million people, should be well positioned to capitalize on these opportunities."

The Conference has drawn support from the BCNI, CEA, CMA, and the Canadian Advanced Technology Association (CATA). It is part of the government's "Challenge 1992" --a comprehensive program designed by DEA to assist the business community adapt to and profit from the European Single Market.

"Challenge 1992" is just one part of the federal government's global plan to develop and strengthen markets for Canadian exports in the

Turn to page 6--Forum

## Tours tout investment

Between April 17 and April 28, the Department of External Affairs is arranging visits in all 10 provinces by 17 departmental officers who are responsible for investment promotion at 15 major investment posts abroad.

Posts involved include five from the United States (New York, Los Angeles, Chicago, Atlanta, Santa Clara); five from Europe (London, Paris, The Hague, Bonn, Milan); three from the Pacific Rim (Tokyo, Hong Kong, Seoul); and two from the Middle East (Kuwait, Riyadh).

During the April 17-22 period, the officers will break into two groups: one will visit Charlotte, Fredericton, Halifax and St. John's; and the other will visit Winnipeg, Saskatoon, Edmonton and Vancouver. Both groups meet in Montreal April 24-25, and in Toronto, April 26-28.

Tour objectives are to establish and support Canadian contacts which posts require to develop post programs, to service investment enquiries, to pursue joint venture/technology transfer interests, and to develop participation in post investment promotion initiatives.

Contacts in all locations are being developed accordingly--with key investment development intermediaries, local firms actively promoting investment, and companies actively or potentially interested in the program.

Local programs are being developed regionally by Industry, Science and Technology Canada's International Trade Centres (ITCs)--which may be contacted for further information.



## Magnetic marketplace attracts travel trade

Continued from page 1

Buyers are invited by Canadian consulates or embassies, in consultation with airlines and provinces. Some 327 buyer organizations from 24 countries will attend RVC '89.

Buyers are selected by the Tourism Program Officers at the posts and official invitations are tendered.

When the guests accept the invitation, they are invited to a pre-departure briefing session where the rules and regulations of **Rendez-Vous Canada** are outlined.

The selection of sellers is the responsibility of the provinces. Each has a set number of booths at its disposal. Some 375 seller organizations from across Canada will attend RVC '89.

In addition to the benefits of export sales and provincial tourism product familiarization, there is also the benefit of tourism business intelligence which is traded during the three days of scheduled appointments.

A great deal of this unrecorded business activity takes place in and around the marketplaces as media, buyers, sellers and government tourism staff circulate for hundreds of formal and informal meetings on a wide variety of topics.

Each of the provinces and territories will operate information booths, although not on the main trading floor.

Also, there are a number of "National" booths, reserved for large organizations (Air Canada, Canadian Airlines International, Hilton Canada Inc., etc.).

All buyers and all sellers receive a directory which lists the names of participating organizations and the products and services which they sell or seek.

Each buyer or seller organization selects a maximum of 52, 12-minute computerized appointments.

For further information on **Rendez-Vous Canada '89**, contact Paul Michaud at Tourism Canada. Tel.: (613) 954-3859.

## All's fair in Romania

Bucharest--Canada enjoys a lively trade with Romania. So it's only fitting that exporters wishing to explore market opportunities further in this country make it a point to attend the annual **Bucharest International Fair**.

To date, Canadian exports to Romania have been focussed primarily on equipment for the **CANDU** project. But the fair, set for **October 14-22, 1989** in Bucharest, will offer Canadian exporters a chance to explore wider market opportunities in Romania.

Canada will have a national stand at the fair and Department of External Affairs officials note that several Canadian companies have already agreed to participate.

These officials also point out that, while Romania offers diverse market opportunities, exporters must be prepared to consider countertrade as a payment option when dealing with Romania.

For more information on the **15th Bucharest International Fair**, contact David Collins of External Affairs' **USSR and Eastern Europe Trade Development Division (RBT)**. Tel.: (613) 996-6429.

## Canadian food, drink whet appetites

London--Everyone loves to dip into the cookie jar.

The 56,000 visitors to the **International Food and Drink Exhibition (IFE)** in London, England last month, proved no exception.

A big hit at the 6th IFE--which this year set both attendance and exhibit records--were bins of mix-and-match, Canadian-made Voortman cookies.

W and H Voortman, the popular cookie manufacturer whose products are already stocked by several major supermarket chains in northern England and Scotland, was one of 14 exhibitors at the IFE Canadian national stand.

The record-breaking fair attracted more than 50,000 government and industry trade buyers and netted Canadian exhibitors more than \$1-million in on-site sales.

Cookies, however, were not the only Canadian product in great demand. The national stand overflowed with mouth-watering products that reflected the fresh taste of Canada.

Among the products on display were dried fruits from British Columbia, wild blueberries from the Atlantic provinces, honey and natural spring water from Quebec, and fresh and frozen seafood from East Coast fisheries.

For **B.C. Food Exhibitions Ltd.**, IFE '89 provided a prime opportunity for the company to publicize its upcoming show--**Food Pacific 1990**, to take place in Vancouver.

Canada's participation at IFE '89 was given an added boost when Minister for International

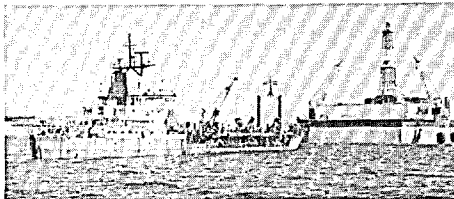


*Sizing up trade -- Minister for International Trade John C. Crosbie samples Canadian herring and tries on for size the traditional leather hat or "bobbie" owned by Donald Ruth (left), a porter at London's historic Billingsgate fish market. Crosbie was also sizing up Canadian trade opportunities during his visit to the Canada stand at the prestigious International Food and Drink Exhibition, London, England.*

Trade John C. Crosbie made an official visit to the Canadian stand. Crosbie was in London for talks with senior British officials, aimed at furthering the already extensive trade links between Canada and the United Kingdom.

For further information on IFE '89 or future participation by External Affairs' Food Products Division (TAN), tel.: (613) 996-4207; or Helmut Schroeter of External Affairs' Western Europe Trade and Investment Development Division (RWTF), tel.: (613) 996-4344.

## Offshore technology focus of conference



Houston--Environment. Safety. Efficiency.

Those are timely themes for the 21st annual **Offshore Technology Conference (OTC '89)**, to be held **May 1-4, 1989**, at the **Astrodomain Convention Complex** in Houston, Texas.

The offshore industry's leading international event, OTC is a major forum for the exchange of technical information vital to the exploration and development of ocean resources and the protection of the offshore environment.

OTC is also an exhibition where more than 1,200 of the world's foremost manufacturers and suppliers of offshore equipment and services can meet with the 25,000 registrants expected to attend. And it's an excellent opportunity for Canadian companies to both explore world markets and to keep abreast of the latest in offshore developments.

The 1989 OTC technical program reflects an industry-wide shift toward perfecting more efficient techniques and developing technologies that cut costs. More than at any OTC since it was first held in 1969, the conference will examine the regulatory, economic and financial factors affecting offshore resources development.

Two general-interest Keynote Sessions will highlight a 55-session technical program that will offer more than 300 papers by authors from some 20 countries.

Minister for International Trade John C. Crosbie will participate in one of a series of panel discussions planned during the course of OTC '89.

Besides the Keynote Sessions, the conference will include the successful OTC Special Sessions, six Topical Luncheons, the OTC Awards Luncheon, and the OTC Exhibition--where exhibitors from over 18 countries will occupy 17 acres in the Astrohall and the adjacent outdoor area.

Further details on OTC '89, or information on how to participate, are available from Marv Bieman of External Affairs' **United States Trade and Tourism Development Division (UTW)**. Tel.: (613) 991-9479.

## Trade Shows

Continued from page 4

Trade Centre of Industry, Science and Technology Canada (Toronto region) is sponsoring a series of one-day seminars.

**Trade Shows Made Profitable** will be conducted by Barry Siskind, one of North America's foremost experts in trade shows and a consultant with 15 years of experience in conducting trade show workshops and individual trade sessions.

In Ontario, the federally-sponsored seminars--each is limited to 60 participants--are slated for: **April 18--Brantford**, Brant Park Inn; **April 25--Belleville**, Ramada Inn; **May 18--Markham**, Chimo Inn; and **May 25--Windsor**, Holiday Inn.

Further information on **Trade Shows Made Profitable** is available from Doug Paterson or Ela Morrison, **International Trade Centre, Industry, Science and Technology Canada**, 1 Front St. West, 4th Floor, Toronto, Ontario M5J 1A4. Tel.: (416) 973-6786.

## Environment package



**Environmentally sound--** Minister of Industry, Science and Technology, Harvie Andre (left), and Archibald Jorge Wilhelm, Secretary of the Environment, State of Sao Paulo, sign an Arrangement on Environmental Co-operation during Andre's visit to Brazil February 16, 1989

## B.C. exporters look to Latin America

It's been a bumper year for British Columbia exports to Latin America!

Sales in the last two months of 1988 alone totalled \$1 million and covered the gamut--everything from sawmill machinery to sport submarines!

As John Jansen, the B.C. Minister of International Business, observed, "The Latin American market may not have the highest profile right now, but British Columbia's total annual exports to the region are already over \$320 million--more than our exports to China or to the ASEAN nations (Thailand, Malaysia, Indonesia, Singapore, Brunei and the Philippines)."

A recent initiative, arranged by the B.C. Ministry of International Business and the Department of External Affairs, also produced a timely spin-off.

While visiting Demo '88/Silvlog '88 in Quebec last September, a group of Chilean forest product companies was sponsored by External Affairs on a trip west to B.C. for Wood Expo '88, held in Vancouver, last October.

The contact proved successful, with Brunette Machine Works selling an advanced high-speed, log debarking machine to one of Chile's largest producers of sawn Radiata pine lumber.

A recent trade mission to Latin America, involving B.C. businessmen and a senior provincial industry development officer, was equally successful.

Pacific Truck and Trailer has finalized its first sale to Chile, worth US\$300,000; and West Coast Manly Shipyard has sold a 100 ton Smith Lowbed

## Market opportunities

### Report pinpoints Saudi petro potential

**Petrochemical Industry Report--Saudi Arabia**, available from the Department of External Affairs, indicates there are new challenges for Canadian companies whose expertise falls within the petrochemical industry:

The Saudi Arabian Basic Industries Corporation (SABIC) has laid the foundation for a major petrochemical industry.

The corporation is now seeking private-sector investment to fund further expansion. Simply translated, this signifies an opportunity for Canadian/Saudi joint ventures.

In bringing 10 petrochemical plants on stream, SABIC has gone the route of joint ventures in the belief that foreign partners can provide technol-

ogy, managerial expertise, market access for production, as well as the training necessary for Saudis to fill technical and management positions.

Stage one of SABIC's strategy is complete. Now, as it develops its personnel and establishes new marketing and warehousing operations, the organization is not expected to depart from its fundamental joint venture strategy.

Concern about market access will increase as the Saudi petrochemical industry diversifies and matures.

It's then that Saudi companies may move toward joint ventures in off-shore markets.

The challenge for SABIC and the Saudi private sector is to find new joint venture partners.

The challenge for Canadian companies is to identify the specific areas in Saudi Arabia's petrochemical industry that offer potential--and pursue those opportunities.

**Petrochemical Industry Report--Saudi Arabia**, a comprehensive resource document prepared by the staff of the Canadian Embassy in Riyadh, as well as further information on marketing opportunities in Saudi Arabia, is available by calling, at External Affairs, Boris Budny, (613) 993-7043 or Shawn Wedick, (613) 990-5984.

## Forum Europe 1992

Continued from page 4

U.S., Europe and Asia.

For more information on the Business Leaders' Conference, executive officers of companies with interests in Europe should contact the Europe 1992 Conference Secretariat, 275 Bay St., Ottawa, Ont. K1R 5Z5. Tel: (613) 238-1070. Fax: (613) 238-3805.

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trailer for over US\$100,000.

As well, two sport submarines were sold to Brazil by Advanced Vehicles Dynamics Ltd. and Norsat International has sold satellite television reception equipment to several Latin American countries, including Colombia and Venezuela. (Annual exports to South America by Norsat alone are expected to reach \$1 million by the end of 1989).

The seedbed has obviously been well laid, and the harvesting of future marketing efforts in South America promises to top last year's crop.

For further information on potential trade opportunities in the region, contact External Affairs' South America Trade Development Division (LST), tel.: (613) 996-5546.

## New Delhi office open

Ontario and India have more in common than one might think! To acknowledge that--and to promote stronger economic links--the provincial government recently opened a trade office in New Delhi.

Now Ontario and India can more easily team up to take advantage of their expanding mutual interests.

Totalling \$450 million in 1987, two-way trade between India and Canada has been growing throughout the 1980s. The estimated total for 1988 is expected to exceed \$500 million!

India has increased its exports of clothing, textiles, carpets and furniture, while Canadian exports to India have reflected a shift from basic materials such as wood pulp, sulphur and potash, to a wide range of manufactured products, including electric generators, mining machinery and telecommunications equipment.

You can contact the new Ontario office at the Ministry of International Trade and Technology (M.I.T.T.), N-104 Panchshila Park, New Delhi, 110017, India. Tel.: 641-0785. Telex: 31-62927.

## Correction

Tourism, Canada's second largest export industry, is a \$21-billion-a-year operation, not \$2-billion, as was reported in *CanadExport*, Vol. 7, No. 4, February 28, 1989.

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VOL. 7, NO.8

APRIL 28, 1989

## Japan is getting hungry for top quality Atlantic - Canada... herring roe

Herring roe may not be a staple in the Canadian diet, but it's fast becoming one in Japan.

Herring roe products have become so popular with Japanese consumers that demand could out-distance supply.

To meet consumer demands, the Japanese industry is increasing its reliance on world suppliers.

That's where Canada comes into the picture.

This country is the dominant player in the Atlantic herring roe industry. In 1988, Canada exported some 7,000 tonnes of Atlantic herring roe, valued at approximately \$80 million. Now we are making a move to secure a greater share of this growing market.

One such move took place last November when Ron Bulmer, President of the Fisheries Council of Canada, led a mission of Atlantic herring roe producers to Japan.

The purpose of the week-long mission (under the auspices of the Department of External Affairs' Agri-Food, Fish and Resource Products Bureau, Fisheries Division) was threefold: to obtain a better understanding of the market for flavoured roe; to investigate quality standards of Canadian and competing roe products; and to assess the potential for market promotion activities.

The 11-member mission included Kimberley Watson, a New Brunswick Research and Productivity Council fisheries technologist who recently completed a study on methods to improve the standard of Atlantic herring roe for Japanese markets.

The group made the most of its week-long visit. The hectic schedule included tours of several herring roe processing plants, visits to wholesale and retail markets, and a one-day meeting with members of the Japan Marine Products Importers Association (JMPIA).

During the plant visits, mission participants got

Turn to page 6--Herring

## The world's biggest industry

Tourism, according to the World Tourism Organization, will be the biggest industry in the world by the year 2000.

To help ensure that Canada gets its fair share of the growing tourist business, External Affairs Tourism Managers from 15 U.S. and four overseas posts will meet with officials from headquarters and Tourism Canada, provincial government representatives, and local and national tourism industry leaders in Victoria from May 17 to 19.

The meeting coincides with National Tourism

Canada's tourist revenues, and receives 70 per cent (\$24 million) of Tourism Canada's marketing budget. Fifteen External Affairs posts help deliver this program and provide intelligence on local tourism market demands.

"In Victoria, we will be reviewing the highly successful U.S. campaign launched in 1985 called 'The World Next Door', to better exploit the opportunities it generates in the marketplace," says Terry Colfer, Director at External Affairs' U.S. Trade and Tourism Development Division.

He points out that the Canada-U.S. Free Trade Agreement will facilitate the flow of American tourists and tourism investment, in that:

- transborder crossing formalities for tourism business travellers will be streamlined;
- there will be easier access for freighting promotional materials;
- tariffs will be reduced and eventually eliminated on imported products and equipment used by the tourism industry;
- investment rules have been liberalized;
- both countries have agreed to not impose currency restrictions on travellers crossing the border;
- Canadians and Americans will get equal treatment regarding arrival and departure fees and taxes.

"Our Tourism Managers from the U.K., Germany and France will help us explore the challenges created by the unification of the European market in 1992," says Louis Poisson, Deputy Director, U.S. Trade and Tourism Development Division. "The European travel and tourism industry will likely expand and become more efficient as a result of unification, and that means an additional challenge for Canadian tourism."

Marketing efforts in Japan are based on careful segmentation of tourist demands. Added Poisson: "In co-operation with industry representatives, we're working on specialized packaged tours.

For example, we're trying to get the Japanese

Turn to page 6--Tourism

LATEST ISSUE  
DERNIER  
NUMERO

CANADA GROWS  
WITH TOURISM

Celebrate National Tourism  
Awareness Week  
May 15-21, 1989

Awareness Week, May 14-20, a campaign designed to impress upon Canadians how important the tourism industry is to Canada. And the figures are impressive:

- \$21 billion in tourism revenues in 1987;
- \$6.3 billion in foreign exchange earnings (third place after automobiles and auto parts);
- 600,000 full-time jobs for Canadians.

The United States accounts for two-thirds of

## Trade talks enhance cooperation

Canada's "top traders" were in town last week. The occasion: the meeting of federal and provincial Trade Ministers.

The April 17 meeting at External Affairs provided a full review of the trade and competitiveness issues that are reshaping Canada's economy.

The get-together focused on a broad range of topics, ranging from the recent successfully completed mid-term review of the Multilateral Trade Negotiations (MTN) in Geneva, to implementation of the Canada-U.S. Free Trade Agreement and upcoming negotiations on subsidies, to global trade opportunities and challenges and Federal-Provincial cooperation in the field of

trade development.

Minister for International Trade John C. Crosbie began with a review of the Geneva GATT meeting. He stressed that the way was now clear for substantive negotiations between member countries.

Participants also learned that under agreements developed at last December's Montreal Ministerial Meeting, the GATT has put in place new dispute settlement and surveillance mechanisms.

In response to provincial government concerns, Minister Crosbie agreed to intensify the consultative process already in place. Participants were urged to impress upon Canadians the increasing

Turn to page 4--Federal-Provincial

### INSIDE:

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- New Zealand is opening up to foreign investment ..... 3
- Canadian trade shows will attract forestry and oil and gas buyers ..... 4
- A new guide is designed to help all exporters to ASEAN countries..... 6

### Sales leads

# Good sales prospects from around the world

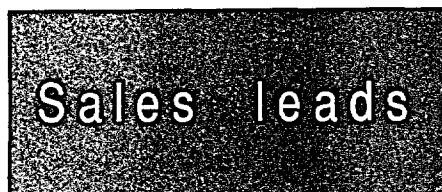
**GREECE** -- The Hellenic Aerospace Industry has announced a tender for a computerized, numerically controlled (CNC) five axis-rotary table single spindle machining center. The device should have an automatic tool changer, a tool storage magazine and a pallet shuttle. Bids must be submitted by May 29 and are to be quoted in U.S. dollars. The post can send complete sets of tender documents (in English) by messenger (approximate cost \$55-\$60) to interested Canadian companies. Contact the Canadian Embassy, Athens. Tel.: (011-30-1) 723-9511. Telex: (Destination code 601) 215584. Answerback: (215584 DOM GR). Fax: (011-30-1) 724-7123. Or contact the company directly at P.O. Box 23, Schimatari Viotias, Greece. Tel.: 01-883-6771. Telex: 299306 HAI GR. Attention: A. Apostolidis.

**HUNGARY** -- Agrotek, a trading company for agricultural capital equipment, has issued three tenders relating to three integrated livestock industry and crop production improvement projects that are sponsored by the World Bank. Tender IFB No. 16 (bid deadline May 17) calls for a complete milking and cooling plant to be delivered to the Agricultural University of Kaposvar, Faculty of Livestock. Here, a cross-bred Holstein-Friesian herd (average milk production of 5,500 litres a cow per year) will be milked with 2x4/8 autotandem milking equipment whose computer system will control such functions as fodder feeding, milk metering, and data recoding. Tender documents cost a non-refundable US \$100, payable to Agrotek's account number 203-55-072 with the Hungarian Foreign Trade Bank Ltd., Budapest. A bid security bond of US \$3,000 is required. Tender IFB No. 4, (bid deadline May 30) itemizes 18 farm machines of varying type, quantity and capacity--from tractors to harvesters to corn crushers. The equipment will be used by Hungary's five largest agricultural production associations. Bids on this US \$15 to US \$20 million project may made item-by-item, as long as the specified number of units is covered. Varying bid security bonds are required for each category. Tender documents cost a non-refundable US \$200, payable to Agrotek's account number 203-55-072. Tender IFB No. 18 (bid deadline June 9) calls for the delivery of complete technology and equipment for the treatment of liquid manure and waste water at an existing pig farm where 57,800 pigs produce a daily total of 400 cubic meters of waste water and 1,200 cubic meters of liquid manure. Tender documents cost a non-refundable US \$100, payable to Agrotek's account number 203-55-072. Bids require a security bond of US \$18,000. Documents will be sent by registered airmail. An additional US\$80 is required for express delivery service. For further details on all three projects, contact K. Fath, Agrotek, Lets: H-1065 Budapest, Bajcsy-Zsilinszky Ut 57. Tel.: 530-555. Telex: 22-5651, 22-6703.

**HUNGARY** -- A bid deadline has been extended to May 31 on a tender relating to an integrated livestock project (Loan No: HU-2510) for the Gyula Meat Combine (Processing Plant). For details, documents, contact Mrs. M. Ronai, Head of Department, Komplex Foreign Trade Company, Budapest VI Jozsef Nandor Ter 5-6. Tel.: 185-140 or 185-996/ Dept. No. 33. Telex: 22-

5947 or 3236. (See *CanadExport* vol.7, no.5).

**HUNGARY** -- On behalf of the printing house Petoefi in Kecskemet, Central Hungary, Technoimpex, the Hungarian Trading Company, has called for the delivery of a complete printing unit for the second industrial restructuring project (loan no: HU-2834). The printing unit is to produce self-adhesive labels, forms and other paper goods used in printer units of various computers currently operating in Hungary. Technical requirements are: processing in 1-2 tracks; paper web 400-600 mm wide; printing length minimum 320 mm; material to be printed, self-adhesive paper (60-200 gram/sq. m), film (30-40 micrometer); printing technology, flexo or offset (dry or wet); possibility to register adjustment laterally or longitudinally by hand; number of colours, 2-colour print; printing speed for A/4 format, 100 m per minute with rotary stamp, 70 m per minute with plain stamp. Delivery time is four months from signing the contract. Tender documents cost a non-refundable US \$100, payable to Technoimpex's account number 202-10933-4107, kept with the National Bank of



Hungary, Budapest. For further details, contact the officer in charge, Tibor Toth, Deputy Head of Department, Technoimpex, H-1390 Budapest, P.O. Box 183. Tel.: 184-055. Telex: 22-4171. Fax: 186-418. Or contact B. Gyonyor, Canadian Embassy, Budapest. Telex: (Destination code 61) 224588 (CDA H). (Notice dated April 13, 1989).

**POLAND** -- Fumel International Ltd., a 30-month-old Polish/British joint venture whose interests include saw mills, furniture plants and computer manufacture, requires saw mill equipment for the production of parquet and other flooring material. Bids by Canadian companies are welcomed by this highly respected company. Canadian firms that are competitive internationally and able to supply saw mill equipment should send company and product details to Fumel International Ltd., UL. Basniows 3, 02-349 Warszawa. Telex: 814547/816408. Fax: 32-59-23. (Notice dated March 29, 1989).

**TURKEY** -- The Turkish Gendarmery Forces Command has issued a tender, bid deadline May 10, for rifles, bullets and cartridges. Required are: 175 5.56 mm infantry rifles (complete); 100 40 mm grenade launchers (attachable type to a 5.56 mm infantry rifle with a launcher); 350,000 cartridges (5.56 mm NATO normal type); 2,750 grenades (40 mm antipersonnel, for grenade launcher); 1,125 grenades (40 mm teargas, for grenade launcher); 600 grenades (40 mm irritant, for grenade launcher); 1,500 grenades (40 mm practice, for grenade launcher); 200 5.56 mm light machine guns (complete with ammunition). A bid bond of 3 per cent and a performance bond of 6 per cent are required. There are no limitations regarding foreign currency areas. Option is for three months, with delivery period at the latest in five months from L/C transfer. Pricing is FOB

and payment is through irrevocable letter of credit. Sample required. Bid documents (\$60) can be obtained by the post and couriered (\$50) to interested companies for billing later through External Affairs. Contact Can Ozcuc, Senior Commercial Officer, Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR). Fax: (011-90-4) 146-4437.224588 (CDA H). (Telex dated April 13, 1989).

**TURKEY** -- The Turkish Gendarmery Forces Command has issued a bid deadline May 15 for rifle grenades and mortar bullets. Required are: 1450 antipersonnel rifle grenades; 400 tear gas rifle grenades; 900 irritant rifle grenades; 1500 practice rifle grenades; 1500 shells 60 mm, normal explosive for mortar; 1,000 shells 60 mm, illuminative for mortar. A bid bond of 3 per cent and a performance bond of 6 per cent are required. There are no limitations regarding foreign currency areas. The option is for three months, with the latest delivery period five months from L/C transfer. Pricing is FOB and payment is through irrevocable letter of credit. Sample required. Bid documents (\$50) may be obtained by the post and couriered ((\$30) to interested companies. Contact Mr. Can Ozcuc, Senior Commercial Officer, Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR). Fax: (011-90-4) 146-4437.

**TURKEY** -- The Turkish Gendarmery Forces Command has issued a tender, bid deadline May 17 for illuminating ammunition, projector, cartridge and magazine. Required are: 1) 2,000 illuminating ammunition of the hand-use type (illumination capacity 150,000 candles, to illuminate an area of 250-300 m for at least 30 sec.). 2) 150 portable projectors. Specifications are: minimum 1,000 m illumination distance; minimum 1,000 candles light power; maximum weight (complete), 4 kg; 200-300 mm diameter; maximum 175 mm length; minimum 400 hours lamp life; minimum 6,500 hours or 3 years battery life; chargeable battery type. 3) 300,000 cartridges to be used with 7.62 mm Takarop pistols, 1988 or 1989 production. 4) 450,000 cartridges to be used with 7.62 mm Kalashnikov infantry rifles, 1988 or 1989 production. 5) 5,000 magazines to be used with 7.62 mm Kalashnikov infantry rifles, 30 cartridge capacity, produced from steel. A bid bond of 3 per cent and a performance bond of 6 per cent are required. There are no limitations regarding foreign currency areas. Option is for 3 months, with delivery in a maximum of 5 months from L/C transfer. Pricing is FOB with payment through irrevocable letter of credit. Samples required are: 1) 5 each; 2) 1 each; 3) 300 each; 4) 300 each; 5) 2 each. Bid documents (\$60) can be obtained by the post and forwarded (\$50) to interested companies for later billing through External Affairs. Contact Can Ozcuc, Senior Commercial Officer, Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR). Fax: (011-90-4) 146-4437.

**NOTE:** Unless otherwise stated, companies requesting bid documents will be billed for document/courier expenses. Canadian bidders should also be aware that export permits may be required for some of these products.

# CanadExport



External Affairs  
Canada

Affaires extérieures  
Canada

VOL. 7, NO.8

APRIL 28, 1989

## Free Trade Bulletin

### Canadian Section of the Binational Secretariat

Under the terms of the Canada-U.S. Free Trade Agreement (FTA), a Binational Panel Review has been created to provide fair, rapid, and effective resolution of cases involving anti-dumping and countervailing duty disputes.

In the event of such a dispute, the Panel Review provides the mechanism that allows a panel of Canadians and Americans to be organized from a pre-determined roster of individuals.

In both Canada and the United States, the creation of such panels is administered by a secretariat.

Secretary Ellen Beall heads up the Canadian section of the Secretariat with the support of Deputy Secretary Michael Eastman and Chief of Registry Services Lilianne Gatien.

Located in Ottawa, the Canadian Secretariat has been designated a department by an Order-in-Council and has been placed under the direction of the Minister for International Trade.

Integral to the Secretariat's responsibilities is the administration of the binational panel system -- it, in turn, replaces domestic courts in the settlement of disputes between private parties in cases directly specified under the FTA.

It also provides a panel procedure for the prompt review of final anti-dumping and countervailing duty judgments to determine whether they are consistent with legislation of the country that rendered the decision.

In the exercise of its duties, the Canadian Section of the Binational Secretariat:

- makes decisions concerning the operation of the binational dispute settlement system based on its interpretation of FTA legal and administrative provisions, U.S. and Canadian legislation and the rules that govern its own role;
- consults with the American Section of the Secretariat with respect to all matters within the scope of the Secretariat's responsibilities;
- negotiates with the American Section to develop all Secretariat policies, systems and procedures;

- reports directly to the Minister for International Trade on its activities;
- recommends improvements and changes to the operation of the FTA panel review system under FTA Chapters 18 and 19;
- develops brochures and guides for public use on Secretariat duties and procedures;
- determines and enforces time limits or other requirements for filing panel review requests;
- develops panel timetables and administers rules of procedure;
- provides for the recording, filing and distribution of all case documents and forwards copies of them to the American Section;
- administers disclosure and protective orders on restricted information;
- pays for the services of panelists and aides and maintains panel accounts;
- administers travel expenditure guidelines and ensures compliance;
- arranges for meeting facilities, court reporters and interpreters for panel proceedings;
- maintains panel records and a public facility in which to house them;
- records all panel orders and decisions and provides for them to be published in the *Canada Gazette*; and
- provides support, as requested, to the Canada-U.S. Trade Commission established under FTA Article 1802.

The offices of the Canadian Section of the Binational Secretariat are located at 90 Sparks St., Suite 516, Ottawa, Ontario. The mailing address is Post Office Box 1711, Ottawa, Ontario K1P 5R5. Tel.: (613) 992-9388, ext. 06. Fax: (613) 992-9392.

# N.Z. deregulation bodes well for Canadians

The time is ripe for Canadian investors to take a look Down Under.

The Government of New Zealand is progressively introducing new policies aimed at promoting foreign investment.

A vigorously competitive business environment is fast developing as a direct result of deregulation, reduction in tax rates and gradual privatization of Government-owned enterprises.

What's more, a single Trans-Tasman market of 19 million people will have been created by 1990 when the Closer Economic Relations Agreement between Australia and New Zealand is fully implemented.

Deregulation of the New Zealand economy has produced new investment opportunities, particularly in such sectors as telecommunications,

forest industries, tourism, livestock, horticulture, fishing, manufacturing and natural resources.

Good examples of the positive investment climate have been the recent sales of Air New Zealand and the Post Office Savings, the leading trading bank in New Zealand.

Foreign investment in New Zealand is monitored by the Overseas Investments Commission -- under whose tenure almost all applications have been approved.

As well, one hundred per cent overseas ownership of New Zealand companies is acceptable and there are no restrictions on outward movement of

profits and capital.

A further element enhancing the positive climate for foreign investment is the New Zealand corporate tax. It's been reduced from 48 per cent to 28 per cent, making it one of the lowest corporate taxes in the world.

As these policies take effect, gradual improvement in the economic environment of New Zealand will stimulate even more favourable conditions and opportunities for Canadian investors.

For further information on investment in New Zealand, contact Brian MacKay of External Affairs' Asia Pacific South Trade Development Division (PST), tel.: (613) 996-7652.22

## Building better ties in Chinese market

When all other construction in China is at a standstill, a Canadian team begins a project during a snow storm.

That could explain why the construction of a three-building wood frame demonstration project in Beijing is a week ahead of schedule--for an official opening slated for May 23, 1989.

Co-sponsored by the Council of Forest Industries (COFI) of British Columbia and the China National Rural Building Corporation, the project integrates both Canadian and Chinese building materials and technology. It consists of a 180 square metre farmhouse and two multi-purpose industrial structures.

British Columbia lumber and plywood products, including COFI plywood web beams, laminated beams and prefabricated wood trusses, are being used in conjunction with traditional Chinese masonry construction.

David Cartwright, COFI's Director of New Market Development, has been making regular inspection visits to the site. He says: "The project demonstrates the efficiency and simplicity of our Canadian wood frame building system, and how easily it adapts to suit different building traditions and cultural requirements."

Cartwright added: "I have received very favourable reports from the Chinese building crew on both the quality and the workability of our British Columbia forest products."

COFI's participation in the project, its second in China, is one of a number of export market initiatives undertaken as part of a joint agreement between the Canadian government, the government of B.C., and the B.C. forestry industry.

Participating in the May 23 opening ceremonies will be a Canadian trade mission of senior industry and government representatives. They are part of a number of activities being organized for May: *Canada Month in China*. (An article on *Canada Month in China* was published in *CanadExport*, Vol. 7, No. 5, March 15, 1989).

Over 10,000 Chinese government officials and building industry professionals are expected to tour the buildings during the six months that they will be open to public view. The project will also be featured on a television program produced by China TV, which has been filming the construction.

Success breeds success!

That's what an Ontario New Exporter (NEX) Mission discovered on its March 16-30 visit --

## A new sales guide for exporters to Malaysia

The Department of External Affairs has expanded its export guide series.

The latest addition is Malaysia -- *A Guide for Canadian Exporters*.

Canadian exports to Malaysia have been assisted by recent liberalization of foreign investment laws. Also, an Export Development Corporation (EDC) line of credit has been set up to provide financing to private-sector Malaysian buyers of Canadian goods and services.

As an important producer of gas in the Association of Southeast Asian Nations (ASEAN), Malaysia offers excellent prospects to Canadian companies involved in gas exploration, distribution and use.

Malaysia is a country with a large agricultural sector. It is, however, moving toward the diversification of its production of primary commodities through an ambitious industrialization program.

The government's economic policy is expressed in a series of Five-Year Plans. The focus of the current Five-Year Plan (1986-1990) in-

### MALAYSIA

A GUIDE  
FOR CANADIAN EXPORTERS

cludes industrial development of: rubber products; palm oil products; food processing; chemicals; non-ferrous metals; non-metallic mineral products; electronics and electrical products; energy; and natural gas.

*Malaysia -- A Guide for Canadian Exporters* provides a sector-by-sector overview of the country's development allocation. It also offers practical historical, geographical, economic, and business information -- mandatory reading for any Canadian firm eyeing the Malaysian market.

A list of key Malaysia government departments and agencies, as well as additional sources of information, round out the guide. For a free copy of *Malaysia -- A Guide for Canadian Exporters*, contact Info Export toll-free at 1-800-267-8376 (Ottawa region: 993-6435).

the second in six months -- to the Gulf States in the Middle East.

Spurred by the success of a previous mission in last October, the delegation of 10 companies was led by Brian Williams, Mideast Trade Director for Ontario's Ministry of Industry, Trade and Technology.

The 14-day whirlwind tour to Kuwait, Bahrain, Qatar, United Arab Emirates, Oman, and the Kingdom of Saudi Arabia was described by a trade officer at the Canadian Embassy in Kuwait as "one of the most successful delegations to visit the Gulf in recent memory."

And by all accounts it was, in the trade officer's words, "an outstanding success."

The achievements: four joint venture agreements, sales of over \$200,000 (with anticipated 12-month sales of \$500,000), and a further \$4 million in quotations to be submitted.

Logistically, the mission was a mammoth undertaking but the Canadian Embassy in Kuwait successfully arranged over 300 individual appointments for all the 10 members in five countries.

In addition to Embassy briefings, joint meetings were arranged with local Chambers of Commerce and Industry in four of the Gulf countries -- both to inform the mission of local business practices and to introduce them to interested local businesspeople.

Five of the companies on the latest foray had also participated in the October mission and were returning to follow up on earlier leads. These more experienced exporters proved invaluable in briefing the newcomers on opportunities and procedures for penetrating local markets.

An added highlight was provided by the local press which gave ample coverage of the delegation's progress through the Gulf.

Ontario companies on the mission -- whose "format should be considered by other provincial and federal missions to the territory," said the Kuwaiti-based trade officer -- were: Canada Wire and Cable International Ltd.; Chart Industries Ltd.; Cug Tex-Tech Inc.; DGS Info Consultants; Kazco Engineering; Lifestar International; Seamless Cylinder International; Shrader International Inc.; Timberland Equipment Ltd.; and Transpo Marketing Inc.

For further information on the mission or on trade opportunities in the Gulf region, contact Borys Budny of External Affairs' Middle East Trade Development Division (GMT), tel.: (613) 993-7043.

# Forestry show offers great diversity

Edmonton -- To diversify is to prosper. This sound principle guides many a business development plan.

The company that has several products on the sales block is more likely to weather hard times than the firm whose fortunes ride on a single product.

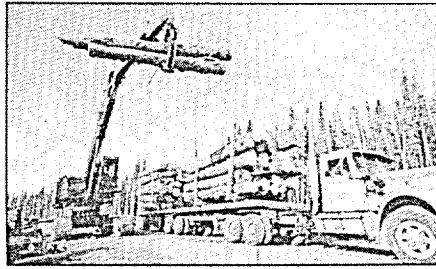
In an attempt to return to its pre-'80s prosperity, the province of Alberta is taking that sage advice to heart. One of the industries targeted as a means of diversifying Alberta's economy is forestry.

The plan is working. The province's forest industry is expanding at a tremendous rate, thanks in part to the cultivation of international export markets.

In 1987, the Alberta government sponsored an investment mission to Japan, Korea and Hong Kong. The result was significant interest in Alberta's abundant natural resources.

In 1988, the exercise was repeated. This time the destination was Japan and the focus was on forest products and producer-consumer contacts.

The high level of interest shown in "Alberta's



fastest growing industry" during these missions inspired the organization of the 1st Annual Alberta International Forestry Show and Conference.

The two-day event will bring together both domestic and international producers and buyers of Alberta's forest products. For companies that contribute to this diversified industry, Alberta International Forestry Show and Conference provides an opportunity to demonstrate products and services.

## Drill no deeper, strike it lucky at home

St. John's -- If your company is active in the oil and gas industry, Newfoundland is the place to be this June.

Under the auspices of the Newfoundland and



## Federal-Provincial talks centred around trade

Continued from page 1

importance of competitiveness.

Commented Crosbie: "We're damn lucky we've at least got the FTA to put us on the path to becoming more competitive."

He also stressed that universities should do more to train Canadians on how to tap the Asian-Pacific market, by learning their language, customs and market demands as the Asian-Pacific market now accounts for a greater share of Canadian trade than with Europe.

After discussions on the global opportunities and challenges--FTA implementation, Europe 1992 and Pacific markets--the Ministers and their representatives agreed that more federal-provincial co-operation is needed in developing a comprehensive trade strategy.

A new federal-provincial committee of trade Assistant Deputy Ministers will be established to this end. (At the present, most provinces have their own trade initiatives and many of them their own trade offices abroad).

Furthermore, they agreed on the creation of a federal-provincial task force on trade communications to avoid duplication of efforts and services. The task force is to review the situation and report by the end of the year.

Labrador Department of Development and Tourism, St. John's, Newfoundland hosts the Fifth Annual International Onshore-Offshore Petroleum Exhibition and Conference, from June 6 to 8.

The show highlights the largest single oil project ever scheduled for Atlantic Canada--development costs for the Hibernia oil field are expected to exceed \$5 billion. This figure doesn't even include the extremely promising Terra Nova and White Rose fields.

If your company has any interest in developing sales in the massive multi-billion dollar offshore Newfoundland market, then Offshore Newfoundland '89 is no doubt a not-to-be-missed event.

Offshore Newfoundland '89 is also the site of a conference organized by the Newfoundland Ocean Industries Association. At the conference--entitled *Newfoundland Offshore: Project Issues*--the focus will be on matters relevant to operators, contractors and vendors during the initial development of Newfoundland's offshore industry.

During the three-day conference, industry members will present papers covering the technical aspects of gas utilization and cost-effective design and construction. Case histories gathered from the experience of other countries in offshore development will also be discussed.

Whether you're a prime contractor or a service or supply company, Offshore Newfoundland '89 is the place to make the contacts that could lead to the contracts of tomorrow. The list of participants is a veritable who's who of high profile international and Canadian industry representatives.

For further information on this not-to-be-missed show, call the Offshore Newfoundland hotline. Tel.: (709) 651-3315. Fax: (709) 256-4051.

Companies interested in obtaining more information on equipment for the oil and gas industry, can contact R. Brault at External Affairs' Machinery and Transportation Equipment Division (TCM). Tel.: (613)996-1431.

The unlimited opportunities that exist for the secondary manufacture of wood products will be highlighted. And, in the conference portion of the program, there will be ample occasion to discuss the important and intricate role that forest management plays in the industry.

The show and conference has adopted as its theme *Forestry is a Diversified Industry*. In keeping with the theme, such major elements of the industry as research and development, high technology, manufacturing, and export will be discussed. Alberta's 1st Annual International Forestry Show and Conference takes place at the Northlands Agricom in Edmonton, October 25 and 26, 1989.

For exhibition information, contact the show organizers: Dominion Trade Show Management Inc., #210, 9797-45 Ave., Edmonton, Alta., T6E 5V8. Tel.: (403) 436-8000. Fax: (403) 436-8009. Requests for conference information should be directed to Mr. J.A. Brennan, Executive Officer, Forest Industry Development Division, Alberta Forestry, Lands and Wildlife, #930, 9942-108 St., Edmonton, Alta. Tel.: (403) 422-7011. Fax: (403) 427-5299. Telex: 0373676.

## Agriculture show will 'steer' to sales leads

Bogota -- It will be a repeat performance at AGROEXPO for Canada.

Under the sponsorship of External Affairs, Canada first participated at the biennial international agriculture show held in Bogota, Colombia, in 1987, with an information booth. Excellent results were recorded that year and in this year's show, come July 13, Canada will double its level of participation.

To that end, the Canadian contingent is seeking new Canadian agro-industry companies to exhibit at its national stand.

The group will be present at two exhibition sites during the 10-day event. The first event is an "institutional" site where direct sales can be made; the second event is a live cattle exhibit.



**BOGOTA-COLOMBIA-JULY 13-23**  
**7th INTERNATIONAL FAIR OF AGRICULTURE**  
**LIVESTOCK AND RELATED INDUSTRIES**

AGROEXPO is one of the largest and most important agricultural events in South America. Playing host to the largest cattle exhibition in Colombia, it attracts approximately 1,000 exhibitors and more than 500,000 visitors.

AGROEXPO is not limited to potential sales opportunities in Colombia. It also provides an excellent chance for Canadians to penetrate agricultural markets throughout Latin America. Venezuela, for example, is the second largest market (after the U.S.) for the sale of Canadian dairy cattle. Canada supplies 90 per cent of Colombia's lentil imports and a sizeable portion of its dairy and beef cattle market.

For further information on AGROEXPO '89, and on how you can participate, contact Carlos Munante of External Affairs' South America Trade Development Division (LST), Tel.: (613) 996-2268.

# Calendar to U.S. trade shows and missions

The U.S. is Canada's most important trading partner, with about 77 per cent of our exports going south of the border.

One of the most effective ways to penetrate that huge, challenging market--or to expand sales--is to display products and services at trade shows.

External Affairs is planning to participate in close to 300 trade shows and trade-related activities in the U.S. during 1989-1990.

Below is part two of a line-up of events (chronological) planned in various industry sectors--listed alphabetically. Also on the agenda are numerous trade activity directories, books, and studies.

For more details on the U.S. trade development programs, check with External Affairs' United States Trade and Investment Development Division (UTE) or United States Trade and Tourism Development Division (UTW). Tel.: (613) 993-7343.

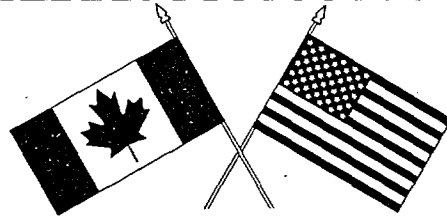
## Consumer and Household Products (Cont.)

- Spring Seattle Sporting Goods--Seattle, Washington, October, 1989--Sporting Goods.
- Interior Design Center--New York, New York, October, 1989.
- NOPA (National Office Products Association) Show--Chicago, Illinois, October 5-7, 1989--Office equipment; supplies and furniture.
- IMTEC (International Marine Trades Exhibit and Convention) Boat Show--Chicago, Illinois, October, 1989--Recreational boats and accessories.
- National Pool and Spa Institute--Orlando, Florida, November 1-3, 1989--Pools and accessories.
- MSAIA/ASID Show (Minneapolis Society American Institute of Architects/American Society of Interior Designers--Minneapolis, Minnesota, November 1-3, 1989--Contract furniture; office furniture and systems.
- US Buyers Mission to IDEX (International Interior Design Exhibition)--Toronto, Ontario--Furniture.
- 110th California Gift Show--Los Angeles, California, January 20-24, 1990--Giftware products.
- International Mission to Toronto International Boat Show--January, 1990--Recreational boats and accessories.
- Washington Gift Show--Washington, D.C., January, 1990--Giftware products.
- Solo Contract Furniture Show--Boston, Massachusetts, January, 1990--Contract furniture.
- Solo Canadian Craft Show--Boston, Massachusetts, January, 1990--Crafts and giftware products.
- Spa Pool Show Northeast--Atlantic City, New Jersey, January 23-25, 1990--Pools and accessories.
- Shot Show--Detroit, Michigan, January 18-21, 1990--Hunting and fishing show.
- Minnesota Nurserymen's Association--Minneapolis, Minnesota, January, 1990--Gardening tools and supplies.
- Miami International Sailboat Show--Miami, Florida, February, 1990--Recreational sailboats and marine accessories.
- Canadian Hardware Show--Toronto, Ontario, February, 1990--Hardware, housewares and home improvement products.
- The Super Show--Atlanta, Georgia, February 22-25, 1990--Sporting goods.

- CSGA (Canadian Sporting Goods Association) Show--Montreal, Quebec, February, 1990--Sporting goods.
- New England Health Assembly--Boston, Massachusetts, March, 1990--Hospital products.
- Ski Industries American Sports Expo--Las Vegas, Nevada, March 18-23, 1990--Ski show.
- American & Canadian Outdoor Show--Cleveland, Ohio, March, 1990--Sporting goods.
- National Spa and Hot Tub--San Diego, California, January 10-12, 1990--Hot tub show.

## Construction Industry

- Ceramic Tile Expo--Dallas, Texas, April 16-18, 1989--Tile and marble.
- American Institute of Architects Show--St. Louis, Missouri, May 5-8, 1989--Building products.
- Southern California Home Show--San Diego, California, August 10-12, 1989--Building products.
- Florida Lumbermen Show--Orlando, Florida, September 14-16, 1989--Building products.
- Solo Building Show--Detroit, Michigan, Sep-



- tember, 1989--Building products.
- PHCPX - Plumbing Heating & Cooling Products Expo--Las Vegas, Nevada, October 13-15, 1989.
- Minnesota Society of American Architects--Minneapolis, Minnesota, November 10-12, 1989--Promotion of building products.
- The Building Show--Houston, Texas, November 1989--Building products.
- Solo Building Show--Seattle, Washington, November, 1989--Building products.
- Kitchen & Bath West--Anaheim, California, December 1-3, 1989--Kitchen and bath products.
- Michigan Lumber & Building Materials Show--Grand Rapids, Michigan, January 24-27, 1990--Lumber and building products.
- The Builders Show--Atlanta, Georgia, January 19-22, 1990--Building products.
- Northwestern Lumbermen--Minneapolis, Minnesota, January 30-31, 1990--Lumber and building products.
- ASHRAE Show (American Society of Heating, Refrigeration & Air-Conditioning)--Atlanta, Georgia, February 12-14, 1990--Heating, refrigerating and air conditioning products.
- Greater New York ABO/XPO (Apartment Building Expo)--New York, New York, February 27-28, 1990--Building products.
- The Rural Builders Show--Orlando, Florida, March 7-10, 1990--Building products.
- NARI (National Association of Remodelling Industry)--Atlantic City, New Jersey, March 2-4, 1990--Building products.

- New Jersey Builder Show--Atlantic City, New Jersey, March 7-11, 1990--Building products.
- N.W. Lumbermen's Association Show--Minneapolis, Minnesota, January 28-30, 1990--Logging and forestry equipment.
- Northeast Construction--Boston, Massachusetts, March 13-15, 1990--Building products.

## Defence and Related High Technology

- International Security Conference--Anaheim, California, April 1989--Security equipment.
- NEXUS (New Exporters to the U.S.) Mission to NASA--Huntsville, Alabama, May 15-17, 1989--Transportation equipment.
- Command Briefings--San Antonio, Texas, May, 1989--Briefings to command personnel.
- Prime Database--Dallas, Texas, May, 1989--Comprehensive database; computerized sourcing systems.
- SPCC (Navy Ships Parts Control Centre) Mission--Mechanicsburg, Pennsylvania, May, 1989--Main inventory control point for U.S. floating Navy.
- ARMX Mission (trade show)--Ottawa, Ontario, May, 1989--Canadian defence products.
- Prime Mission--Detroit, Michigan, May, 1989--Mission of U.S. defence prime contractors to Canada.
- DPSA (Defence Personnel Support Centre) Briefings--Dayton, Ohio, June, 1989--Briefings to command personnel.
- Trade Mission--Kelly Air Force Base, Oklahoma, June, 1989--Canadian firms visit Kelly AFB to explore potential 2nd source supplies of components.
- AFCEA (Armed Forces Communication and Electronics Association Show)--Washington, D.C., June, 1989--Defence-oriented electronics and communications systems and sub-systems.
- Milcom '89--Los Angeles, California, July, 1989--Military communications technologies and systems - Info booth.
- Canada Day--Ft. Monmouth/New Jersey, July, 1989--Meeting with engineers, scientists and procurement personnel.
- Command Briefings--Philadelphia, Pennsylvania, July 1989--Briefings with Philadelphia area Department of Defence buying agencies.
- ESD (Electronic Systems Division) Working Group--Boston, Massachusetts, July, 1989--U.S. members to visit potential Canadian defence development sharing partners.
- National Institute of Government Procurement Trade Show--Seattle, Washington, July, 1989--State-level procurement officials.
- Marine Corps Show--Washington, D.C., August, 1989--Marine Corps procurement.
- (US Navy) Aviation Supply Office Mission--Canada, August, 1989--Visit to meet with potential Canadian 2nd source component suppliers.
- International Security Conference--New York, New York, August, 1989--Security products and services.
- ASIS '89 (American Society for Industries Sec.)--Nashville, Tennessee, September, 1989--Security systems and services.
- ARDEC (Artillery Research Development and Engineering Centre) Working Group--Ottawa, Ontario, September, 1989--Defence development sharing projects.

Continued in next Issue



## France rescinds visa requirement

The visa requirement for Canadian nationals visiting France for less than three months has been lifted.

The exemption, which went into effect on April 4, rescinds the visa requirement introduced by the French government on September 14, 1986. The visa was required for citizens of most countries of the world as a temporary security measure.

When announcing the removal of the French visa requirement, Secretary of State for External Affairs, Joe Clark said: "Since 1986, we have made strong representations to the French authorities on several occasions, pointing out the inconvenience the visa posed for Canadians and requesting an exemption for Canadian travellers. The announcement is a welcome return to the situation that prevailed prior to September 14, 1986."

### Keeping in touch

New numbers to note.

The telex numbers for the Canadian Consulate in Bombay have changed. The new numbers are: 112334 and 112335.

As well, the Canadian High Commission in Islamabad has the following new facsimile number: 00-92-51-823466.

Both changes take effect immediately.

## Herring roe mission: a great catch

Continued from page 1

a first-hand look at how Canadian herring roe is handled and processed. They were also able to compare Canadian quality standards to those of other countries.

How does Canada stack up to its competitors?

Overall, not badly... Especially in the area of price and volume.

However, if Canada is to secure a greater share of the Japanese herring roe market, this country's processors must continue to further improve their standards of quality.

The day-long meeting with the JMPIA took a long look at grade standards for herring roe, current market demands and market development.

Once again, discussion was open and frank -- characteristically emphasizing the high premium that the Japanese market places on Canadian Atlantic roe and the need of the market for a long-term, stable supply.

No clear-cut consensus on how to improve quality standards emerged from the meetings with the Japanese processors and importers, but there was one very clear message: Canadian producers must work toward improving quality if they are to ensure a stable market share and continued dominance of the Japanese market for flavoured roe.

## ASEAN guide informs and updates



BRUNEI  
INDONESIA  
MALAYSIA  
PHILIPPINES  
SINGAPORE  
THAILAND

**EXPORTER'S GUIDE  
TO ASEAN**  
1989

Yet another handy External Affairs guidebook for Canadian exporters has rolled off the presses.

The second edition of *Exporter's Guide to ASEAN* (Association of South East Asian Nations) is here.

In an effort to raise Canadian exporters' awareness of the market potential in ASEAN, this reference guide provides invaluable information concerning opportunities in the region.

ASEAN, whose member countries include Brunei, Indonesia, Malaysia, The Philippines, Singapore and Thailand, offers Canadians a multitude of prospects for exporting goods and services.

Canada's exports to ASEAN have almost doubled over the last three years to \$1.156 billion and the market's potential is nowhere near exhausted.

This 1989 edition of the *Exporter's Guide to ASEAN* (published separately in English and French) features year-end information on Canada's trade and general relations with

ASEAN member countries. It also gives an overview of the political and economic climate in each country and outlines the most promising sectors of opportunity for Canadian products and services. Information on federal government programs available to assist Canadian exporters in competing in the ASEAN markets is also included.

For a free copy of the *Exporter's Guide to ASEAN*, contact the International Trade Centre nearest you, or call External Affairs' Info Export service (toll-free) 1-800-267-8376 (Ottawa residents dial 993-6435).

## Tourism industry to get a boost in Victoria, B.C.

Continued from page 1

traveller to continue beyond the Rockies, to take the 'Maple Leaf Route' through Ontario and Quebec. There's also expansion potential in the 'Anne of Green Gables' tour of Prince Edward Island and Atlantic Canada. And, of course, there's the Honeymoon market. Each requires a specialized marketing effort."

"The meeting in Victoria will be the first time External Affairs has gathered all of our Tourism Managers for a comprehensive review of our marketing strategies, in collaboration with the key players in the industry," says Poisson. "It's an exciting challenge, in an exciting tourist market."

It is expected that Minister of State for Small Business and Tourism Tom Hockin and British Columbia Minister of Tourism Bill Reid will attend portions of the meeting.

For further information on tourism opportunities, contact Louis Poisson at External Affairs' United States Trade and Tourism Development Division (UTW), tel.: (613) 998-8823.

### Did we miss you?

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# Canadexport



External Affairs / Affaires extérieures  
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VOL. 7, NO. 8

APRIL 28, 1989

## Japan is getting hungry for top quality Atlantic - Canada... herring roe

Herring roe may not be a staple in the Canadian diet, but it's fast becoming one in Japan.

Herring roe products have become so popular with Japanese consumers that demand could outdistance supply.

To meet consumer demands, the Japanese industry is increasing its reliance on world suppliers.

That's where Canada comes into the picture. This country is the dominant player in the Atlantic herring roe industry. In 1988, Canada exported some 7,000 tonnes of Atlantic herring roe, valued at approximately \$80 million. Now we are making a move to secure a greater share of this growing market.

One such move took place last November when Ron Bulmer, President of the Fisheries Council of Canada, led a mission of Atlantic herring roe producers to Japan.

The purpose of the week-long mission (under the auspices of the Department of External Affairs' Agri-Food, Fish and Resource Products Bureau, Fisheries Division) was threefold: to obtain a better understanding of the market for flavoured roe; to investigate quality standards of Canadian and competing roe products; and to assess the potential for market promotion activities.

The 11-member mission included Kimberley Watson, a New Brunswick Research and Productivity Council fisheries technologist who recently completed a study on methods to improve the standard of Atlantic herring roe for Japanese markets.

The group made the most of its week-long visit. The hectic schedule included tours of several herring roe processing plants, visits to wholesale and retail markets, and a one-day meeting with members of the Japan Marine Products Importers Association (JMPIA).

During the plant visits, mission participants got

Turn to page 6--Herring

## The world's biggest industry

Tourism, according to the World Tourism Organization, will be the biggest industry in the world by the year 2000.

To help ensure that Canada gets its fair share of the growing tourist business, External Affairs Tourism Managers from 15 U.S. and four overseas posts will meet with officials from headquarters and Tourism Canada, provincial government representatives, and local and national tourism industry leaders in Victoria from May 17 to 19.

The meeting coincides with National Tourism

Canada's tourist revenues, and receives 70 per cent (\$24 million) of Tourism Canada's marketing budget. Fifteen External Affairs posts help deliver this program and provide intelligence on local tourism market demands.

"In Victoria, we will be reviewing the highly successful U.S. campaign launched in 1985 called 'The World Next Door', to better exploit the opportunities it generates in the marketplace," says Terry Colfer, Director at External Affairs' U.S. Trade and Tourism Development Division.

He points out that the Canada-U.S. Free Trade Agreement will facilitate the flow of American tourists and tourism investment, in that:

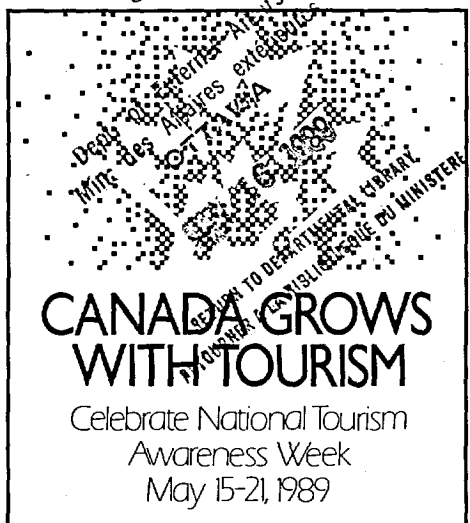
- transborder crossing formalities for tourism business travellers will be streamlined;
- there will be easier access for freighting promotional materials;
- tariffs will be reduced and eventually eliminated on imported products and equipment used by the tourism industry;
- investment rules have been liberalized;
- both countries have agreed to not impose currency restrictions on travellers crossing the border;
- Canadians and Americans will get equal treatment regarding arrival and departure fees and taxes.

"Our Tourism Managers from the U.K., Germany and France will help us explore the challenges created by the unification of the European market in 1992," says Louis Poisson, Deputy Director, U.S. Trade and Tourism Development Division. "The European travel and tourism industry will likely expand and become more efficient as a result of unification, and that means an additional challenge for Canadian tourism."

Marketing efforts in Japan are based on careful segmentation of tourist demands. Added Poisson: "In co-operation with industry representatives, we're working on specialized packaged tours.

For example, we're trying to get the Japanese

Turn to page 6--Tourism



Awareness Week, May 14-20, a campaign designed to impress upon Canadians how important the tourism industry is to Canada. And the figures are impressive:

- \$21 billion in tourism revenues in 1987;
- \$6.3 billion in foreign exchange earnings (third place after automobiles and auto parts);
- 600,000 full-time jobs for Canadians.

The United States accounts for two-thirds of

## Trade talks enhance cooperation

Canada's "top traders" were in town last week. The occasion: the meeting of federal and provincial Trade Ministers.

The April 17 meeting at External Affairs provided a full review of the trade and competitiveness issues that are reshaping Canada's economy.

The get-together focused on a broad range of topics, ranging from the recent successfully completed mid-term review of the Multilateral Trade Negotiations (MTN) in Geneva, to implementation of the Canada-U.S. Free Trade Agreement and upcoming negotiations on subsidies, to global trade opportunities and challenges and Federal-Provincial cooperation in the field of

trade development.

Minister for International Trade John C. Crosbie began with a review of the Geneva GATT meeting. He stressed that the way was now clear for substantive negotiations between member countries.

Participants also learned that under agreements developed at last December's Montreal Ministerial Meeting, the GATT has put in place new dispute settlement and surveillance mechanisms.

In response to provincial government concerns, Minister Crosbie agreed to intensify the consultative process already in place. Participants were urged to impress upon Canadians the increasing

Turn to page 4--Federal-Provincial

### INSIDE:

- Tender calls from around the world offer good sales leads for exporters interested in expanding into international markets... 2
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- Canadian trade shows will attract forestry and oil and gas buyers ..... 4
- A new guide is designed to help all exporters to ASEAN countries..... 6

Sales leads

# Good sales prospects from around the world

**GREECE** -- The Hellenic Aerospace Industry has announced a tender for a computerized, numerically controlled (CNC) five axis-rotary table single spindle machining center. The device should have an automatic tool changer, a tool storage magazine and a pallet shuttle. Bids must be submitted by May 29 and are to be quoted in U.S. dollars. The post can send complete sets of tender documents (in English) by messenger (approximate cost \$55-\$60) to interested Canadian companies. Contact the Canadian Embassy, Athens. Tel.: (011-30-1) 723-9511. Telex: (Destination code 601) 215584. Answerback: (215584 DOM GR). Fax: (011-30-1) 724-7123. Or contact the company directly at P.O. Box 23, Schimatari Viotias, Greece. Tel.: 01-883-6771. Telex: 299306 HAI GR. Attention: A. Apostolidis.

**HUNGARY** -- Agrotek, a trading company for agricultural capital equipment, has issued three tenders relating to three integrated livestock industry and crop production improvement projects that are sponsored by the World Bank. Tender IFB No. 16 (bid deadline May 17) calls for a complete milking and cooling plant to be delivered to the Agricultural University of Kaposvar, Faculty of Livestock. Here, a cross-bred Holstein-Friesian herd (average milk production of 5,500 litres a cow per year) will be milked with 2x4/8 autotandem milking equipment whose computer system will control such functions as fodder feeding, milk metering, and data recoding. Tender documents cost a non-refundable US \$100, payable to Agrotek's account number 203-55-072 with the Hungarian Foreign Trade Bank Ltd., Budapest. A bid security bond of US \$3,000 is required. Tender IFB No. 4, (bid deadline May 30) itemizes 18 farm machines of varying type, quantity and capacity--from tractors to harvesters to corn crushers. The equipment will be used by Hungary's five largest agricultural production associations. Bids on this US \$15 to US \$20 million project may made item-by-item, as long as the specified number of units is covered. Varying bid security bonds are required for each category. Tender documents cost a non-refundable US \$200, payable to Agrotek's account number 203-55-072. Tender IFB No. 18 (bid deadline June 9) calls for the delivery of complete technology and equipment for the treatment of liquid manure and waste water at an existing pig farm where 57,800 pigs produce a daily total of 400 cubic meters of waste water and 1,200 cubic meters of liquid manure. Tender documents cost a non-refundable US \$100, payable to Agrotek's account number 203-55-072. Bids require a security bond of US \$18,000. Documents will be sent by registered airmail. An additional US\$80 is required for express delivery service. For further details on all three projects, contact K. Fath, Agrotek, Lets: H-1065 Budapest, Bajcsy-Zsilinszky Ut 57. Tel.: 530-555. Telex: 22-5651, 22-6703.

**HUNGARY** -- A bid deadline has been extended to May 31 on a tender relating to an integrated livestock project (Loan No: HU-2510) for the Gyula Meat Combine (Processing Plant). For details, documents, contact Mrs. M. Ronai, Head of Department, Komplex Foreign Trade Company, Budapest VI Jozsef Nandor Ter 5-6. Tel.: 185-140 or 185-996/ Dept. No. 33. Telex: 22-

5947 or 3236. (See *CanadExport* vol.7, no.5).

**HUNGARY** -- On behalf of the printing house Petoefi in Kecskemet, Central Hungary, Technoimpex, the Hungarian Trading Company, has called for the delivery of a complete printing unit for the second industrial restructuring project (loan no: HU-2834). The printing unit is to produce self-adhesive labels, forms and other paper goods used in printer units of various computers currently operating in Hungary. Technical requirements are: processing in 1-2 tracks; paper web 400-600 mm wide; printing length minimum 320 mm; material to be printed, self-adhesive paper (60-200 gram/sq. m), film (30-40 micrometer); printing technology, flexo or offset (dry or wet); possibility to register adjustment laterally or longitudinally by hand; number of colours, 2-colour print; printing speed for A/4 format, 100 m per minute with rotary stamp, 70 m per minute with plain stamp. Delivery time is four months from signing the contract. Tender documents cost a non-refundable US \$100, payable to Technoimpex's account number 202-10933-4107, kept with the National Bank of

## Sales leads

Hungary, Budapest. For further details, contact the officer in charge, Tibor Toth, Deputy Head of Department, Technoimpex, H-1390 Budapest, P.O. Box 183. Tel.: 184-055. Telex: 22-4171. Fax: 186-418. Or contact B. Gyonyor, Canadian Embassy, Budapest. Telex: (Destination code 61) 224588 (CDAH). (Notice dated April 13, 1989).

**POLAND** -- Fumel International Ltd., a 30-month-old Polish/British joint venture whose interests include saw mills, furniture plants and computer manufacture, requires saw mill equipment for the production of parquet and other flooring material. Bids by Canadian companies are welcomed by this highly respected company. Canadian firms that are competitive internationally and able to supply saw mill equipment should send company and product details to Fumel International Ltd., UL. Basniows 3,02-349 Warszawa. Telex: 814547/816408. Fax: 32-59-23. (Notice dated March 29, 1989).

**TURKEY** -- The Turkish Gendarmery Forces Command has issued a tender, bid deadline May 10, for rifles, bullets and cartridges. Required are: 175 5.56 mm infantry rifles (complete); 100 40 mm grenade launchers (attachable type to a 5.56 mm infantry rifle with a launcher); 350,000 cartridges (5.56 mm NATO normal type); 2,750 grenades (40 mm antipersonnel, for grenade launcher); 1,125 grenades (40 mm teargas, for grenade launcher); 600 grenades (40mm irritant, for grenade launcher); 1,500 grenades (40 mm practice, for grenade launcher); 200 5.56 mm light machine guns (complete with ammunition). A bid bond of 3 per cent and a performance bond of 6 per cent are required. There are no limitations regarding foreign currency areas. Option is for three months, with delivery period at the latest in five months from L/C transfer. Pricing is FOB

and payment is through irrevocable letter of credit. Sample required. Bid documents (\$60) can be obtained by the post and couriered (\$50) to interested companies for billing later through External Affairs. Contact Can Ozguc, Senior Commercial Officer, Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR). Fax: (011-90-4) 146-4437.224588 (CDA H). (Telex dated April 13, 1989).

**TURKEY** -- The Turkish Gendarmery Forces Command has issued a bid deadline May 15 for rifle grenades and mortar bullets. Required are: 1450 antipersonnel rifle grenades; 400 tear gas rifle grenades; 900 irritant rifle grenades; 1500 practice rifle grenades; 1500 shells 60 mm, normal explosive for mortar; 1,000 shells 60mm, illuminative for mortar. A bid bond of 3 per cent and a performance bond of 6 per cent are required. There are no limitations regarding foreign currency areas. The option is for three months, with the latest delivery period five months from L/C transfer. Pricing is FOB and payment is through irrevocable letter of credit. Sample required. Bid documents (\$50) may be obtained by the post and couriered (\$30) to interested companies. Contact Mr. Can Ozguc, Senior Commercial Officer, Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR). Fax: (011-90-4) 146-4437.

**TURKEY** -- The Turkish Gendarmery Forces Command has issued a tender, bid deadline May 17 for illuminating ammunition, projector, cartridge and magazine. Required are: 1) 2,000 illuminating ammunition of the hand-use type (illumination capacity 150,000 candles, to illuminate an area of 250-300 m for at least 30 sec.). 2) 150 portable projectors. Specifications are: minimum 1,000 m illumination distance; minimum 1,000 candles light power; maximum weight (complete), 4 kg; 200-300 mm diameter; maximum 175 mm length; minimum 400 hours lamp life; minimum 6,500 hours or 4 years battery life; chargeable battery type. 3) 300,000 cartridges to be used with 7.62 mm Takarov pistols, 1988 or 1989 production. 4) 450,000 cartridges to be used with 7.62 mm Kalashnikov infantry rifles, 1988 or 1989 production. 5) 5,000 magazines to be used with 7.62 mm Kalashnikov infantry rifles, 30 cartridge capacity, produced from steel. A bid bond of 3 per cent and a performance bond of 6 per cent are required. There are no limitations regarding foreign currency areas. Option is for 3 months, with delivery in a maximum of 5 months from L/C transfer. Pricing is FOB with payment through irrevocable letter of credit. Samples required are: 1) 5 each; 2) 1 each; 3) 300 each; 4) 300 each; 5) 2 each. Bid documents (\$60) can be obtained by the post and forwarded (\$50) to interested companies for later billing through External Affairs. Contact Can Ozguc, Senior Commercial Officer, Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR). Fax: (011-90-4) 146-4437.

**NOTE:** Unless otherwise stated, companies requesting bid documents will be billed for document/courier expenses. Canadian bidders should also be aware that export permits may be required for some of these products.

# CanadaExport



External Affairs  
Canada

Affaires extérieures  
Canada

VOL. 7, NO. 8

APRIL 28, 1989

## Free Trade Bulletin

### Canadian Section of the Binational Secretariat

Under the terms of the Canada-U.S. Free Trade Agreement (FTA), a Binational Panel Review has been created to provide fair, rapid, and effective resolution of cases involving anti-dumping and countervailing duty disputes.

In the event of such a dispute, the Panel Review provides the mechanism that allows a panel of Canadians and Americans to be organized from a pre-determined roster of individuals.

In both Canada and the United States, the creation of such panels is administered by a secretariat.

Secretary Ellen Beall heads up the Canadian section of the Secretariat with the support of Deputy Secretary Michael Eastman and Chief of Registry Services Lilianne Gatién.

Located in Ottawa, the Canadian Secretariat has been designated a department by an Order-in-Council and has been placed under the direction of the Minister for International Trade.

Integral to the Secretariat's responsibilities is the administration of the binational panel system -- it, in turn, replaces domestic courts in the settlement of disputes between private parties in cases directly specified under the FTA.

It also provides a panel procedure for the prompt review of final anti-dumping and countervailing duty judgments to determine whether they are consistent with legislation of the country that rendered the decision.

In the exercise of its duties, the Canadian Section of the Binational Secretariat:

- makes decisions concerning the operation of the binational dispute settlement system based on its interpretation of FTA legal and administrative provisions, U.S. and Canadian legislation and the rules that govern its own role;
- consults with the American Section of the Secretariat with respect to all matters within the scope of the Secretariat's responsibilities;
- negotiates with the American Section to develop all Secretariat policies, systems and procedures;

- reports directly to the Minister for International Trade on its activities;
- recommends improvements and changes to the operation of the FTA panel review system under FTA Chapters 18 and 19;
- develops brochures and guides for public use on Secretariat duties and procedures;
- determines and enforces time limits or other requirements for filing panel review requests;
- develops panel timetables and administers rules of procedure;
- provides for the recording, filing and distribution of all case documents and forwards copies of them to the American Section;
- administers disclosure and protective orders on restricted information;
- pays for the services of panelists and aides and maintains panel accounts;
- administers travel expenditure guidelines and ensures compliance;
- arranges for meeting facilities, court reporters and interpreters for panel proceedings;
- maintains panel records and a public facility in which to house them;
- records all panel orders and decisions and provides for them to be published in the *Canada Gazette*; and
- provides support, as requested, to the Canada-U.S. Trade Commission established under FTA Article 1802.

The offices of the Canadian Section of the Binational Secretariat are located at 90 Sparks St., Suite 516, Ottawa, Ontario. The mailing address is Post Office Box 1711, Ottawa, Ontario K1P 5R5. Tel.: (613) 992-9388, ext. 06. Fax: (613) 992-9392.

# N.Z. deregulation bodes well for Canadians

The time is ripe for Canadian investors to take a look Down Under.

The Government of New Zealand is progressively introducing new policies aimed at promoting foreign investment.

A vigorously competitive business environment is fast developing as a direct result of deregulation, reduction in tax rates and gradual privatization of Government-owned enterprises.

What's more, a single Trans-Tasman market of 19 million people will have been created by 1990 when the Closer Economic Relations Agreement between Australia and New Zealand is fully implemented.

Deregulation of the New Zealand economy has produced new investment opportunities, particularly in such sectors as telecommunications,

forest industries, tourism, livestock, horticulture, fishing, manufacturing and natural resources.

Good examples of the positive investment climate have been the recent sales of Air New Zealand and the Post Office Savings, the leading trading bank in New Zealand.

Foreign investment in New Zealand is monitored by the Overseas Investments Commission -- under whose tenure almost all applications have been approved.

As well, one hundred per cent overseas ownership of New Zealand companies is acceptable and there are no restrictions on outward movement of

profits and capital.

A further element enhancing the positive climate for foreign investment is the New Zealand corporate tax. It's been reduced from 48 per cent to 28 per cent, making it one of the lowest corporate taxes in the world.

As these policies take effect, gradual improvement in the economic environment of New Zealand will stimulate even more favourable conditions and opportunities for Canadian investors.

For further information on investment in New Zealand, contact Brian MacKay of External Affairs' Asia Pacific South Trade Development Division (PST), tel.: (613) 996-7652.22

## Exporters take Mid East by storm

Success breeds success!

That's what an Ontario New Exporter (NEX) Mission discovered on its March 16-30 visit --

### A new sales guide for exporters to Malaysia

The Department of External Affairs has expanded its export guide series.

The latest addition is Malaysia -- A Guide for Canadian Exporters.

Canadian exports to Malaysia have been assisted by recent liberalization of foreign investment laws. Also, an Export Development Corporation (EDC) line of credit has been set up to provide financing to private-sector Malaysian buyers of Canadian goods and services.

As an important producer of gas in the Association of Southeast Asian Nations (ASEAN), Malaysia offers excellent prospects to Canadian companies involved in gas exploration, distribution and use.

Malaysia is a country with a large agricultural sector. It is, however, moving toward the diversification of its production of primary commodities through an ambitious industrialization program.

The government's economic policy is expressed in a series of Five-Year Plans. The focus of the current Five-Year Plan (1986-1990) in-

cludes industrial development of: rubber products; palm oil products; food processing; chemicals; non-ferrous metals; non-metallic mineral products; electronics and electrical products; energy; and natural gas.

the second in six months -- to the Gulf States in the Middle East.

Spurred by the success of a previous mission in last October, the delegation of 10 companies was led by Brian Williams, Mideast Trade Director for Ontario's Ministry of Industry, Trade and Technology.

The 14-day whirlwind tour to Kuwait, Bahrain, Qatar, United Arab Emirates, Oman, and the Kingdom of Saudi Arabia was described by a trade officer at the Canadian Embassy in Kuwait as "one of the most successful delegations to visit the Gulf in recent memory."

And by all accounts it was, in the trade officer's words, "an outstanding success."

The achievements: four joint venture agreements, sales of over \$200,000 (with anticipated 12-month sales of \$500,000), and a further \$4 million in quotations to be submitted.

Logistically, the mission was a mammoth undertaking but the Canadian Embassy in Kuwait successfully arranged over 300 individual appointments for all the 10 members in five countries.

In addition to Embassy briefings, joint meetings were arranged with local Chambers of Commerce and Industry in four of the Gulf countries -- both to inform the mission of local business practices and to introduce them to interested local businesspeople.

Five of the companies on the latest foray had also participated in the October mission and were returning to follow up on earlier leads. These more experienced exporters proved invaluable in briefing the newcomers on opportunities and procedures for penetrating local markets.

An added highlight was provided by the local press which gave ample coverage of the delegation's progress through the Gulf.

Ontario companies on the mission -- whose "format should be considered by other provincial and federal missions to the territory," said the Kuwaiti-based trade officer -- were: Canada Wire and Cable International Ltd.; Chart Industries Ltd.; Cug Tex-Tech Inc.; DGS Info Consultants; Kazco Engineering; Lifestar International; Seamless Cylinder International; Shrader International Inc.; Timberland Equipment Ltd.; and Transpo Marketing Inc.

For further information on the mission or on trade opportunities in the Gulf region, contact Borys Budny of External Affairs' Middle East Trade Development Division (GMT), tel.: (613) 993-7043.

## Building better ties in Chinese market

When all other construction in China is at a standstill, a Canadian team begins a project during a snow storm.

That could explain why the construction of a three-building wood frame demonstration project in Beijing is a week ahead of schedule -- for an official opening slated for May 23, 1989.

Co-sponsored by the Council of Forest Industries (COFI) of British Columbia and the China National Rural Building Corporation, the project integrates both Canadian and Chinese building materials and technology. It consists of a 180 square metre farmhouse and two multi-purpose industrial structures.

British Columbia lumber and plywood products, including COFI plywood web beams, laminated beams and prefabricated wood trusses, are being used in conjunction with traditional Chinese masonry construction.

David Cartwright, COFI's Director of New Market Development, has been making regular inspection visits to the site. He says: "The project demonstrates the efficiency and simplicity of our Canadian wood frame building system, and how easily it adapts to suit different building traditions and cultural requirements."

Cartwright added: "I have received very favourable reports from the Chinese building crew on both the quality and the workability of our British Columbia forest products."

COFI's participation in the project, its second in China, is one of a number of export market initiatives undertaken as part of a joint agreement between the Canadian government, the government of B.C., and the B.C. forestry industry.

Participating in the May 23 opening ceremonies will be a Canadian trade mission of senior industry and government representatives. They are part of a number of activities being organized for **May: Canada Month in China**. (An article on **Canada Month in China** was published in *CanadaExport*, Vol. 7, No. 5, March 15, 1989).

Over 10,000 Chinese government officials and building industry professionals are expected to tour the buildings during the six months that they will be open to public view. The project will also be featured on a television program produced by China TV, which has been filming the construction.

## MALAYSIA

A GUIDE FOR CANADIAN EXPORTERS

cludes industrial development of: rubber products; palm oil products; food processing; chemicals; non-ferrous metals; non-metallic mineral products; electronics and electrical products; energy; and natural gas.

Malaysia -- A Guide for Canadian Exporters provides a sector-by-sector overview of the country's development allocation. It also offers practical historical, geographical, economic, and business information -- mandatory reading for any Canadian firm eyeing the Malaysian market.

A list of key Malaysia government departments and agencies, as well as additional sources of information, round out the guide. For a free copy of Malaysia -- A Guide for Canadian Exporters, contact Info Export toll-free at 1-800-267-8376 (Ottawa region: 993-6435).

# Forestry show offers great diversity

Edmonton -- To diversify is to prosper. This sound principle guides many a business development plan.

The company that has several products on the sales block is more likely to weather hard times than the firm whose fortunes ride on a single product.

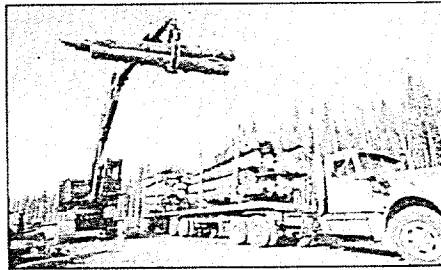
In an attempt to return to its pre-'80s prosperity, the province of Alberta is taking that sage advice to heart. One of the industries targeted as a means of diversifying Alberta's economy is forestry.

The plan is working. The province's forest industry is expanding at a tremendous rate, thanks in part to the cultivation of international export markets.

In 1987, the Alberta government sponsored an investment mission to Japan, Korea and Hong Kong. The result was significant interest in Alberta's abundant natural resources.

In 1988, the exercise was repeated. This time the destination was Japan and the focus was on forest products and producer-consumer contacts.

The high level of interest shown in "Alberta's



fastest growing industry" during these missions inspired the organization of the 1st Annual Alberta International Forestry Show and Conference.

The two-day event will bring together both domestic and international producers and buyers of Alberta's forest products. For companies that contribute to this diversified industry, Alberta International Forestry Show and Conference provides an opportunity to demonstrate products and services.

The unlimited opportunities that exist for the secondary manufacture of wood products will be highlighted. And, in the conference portion of the program, there will be ample occasion to discuss the important and intricate role that forest management plays in the industry.

The show and conference has adopted as its theme *Forestry is a Diversified Industry*. In keeping with the theme, such major elements of the industry as research and development, high technology, manufacturing, and export will be discussed. Alberta's 1st Annual International Forestry Show and Conference takes place at the Northlands Agricom in Edmonton, October 25 and 26, 1989.

For exhibition information, contact the show organizers: Dominion Trade Show Management Inc., #210, 9797-45 Ave., Edmonton, Alta., T6E 5V8. Tel.: (403) 436-8000. Fax: (403) 436-8009. Requests for conference information should be directed to Mr. J.A. Brennan, Executive Officer, Forest Industry Development Division, Alberta Forestry, Lands and Wildlife, #930, 9942-108 St., Edmonton, Alta. Tel.: (403) 422-7011. Fax: (403) 427-5299. Telex: 0373676.

## Drill no deeper, strike it lucky at home

St. John's -- If your company is active in the oil and gas industry, Newfoundland is the place to be this June.

Under the auspices of the Newfoundland and

Labrador Department of Development and Tourism, St. John's, Newfoundland hosts the Fifth Annual International Onshore-Offshore Petroleum Exhibition and Conference, from June 6 to 8.

The show highlights the largest single oil project ever scheduled for Atlantic Canada--development costs for the Hibernia oil field are expected to exceed \$5 billion. This figure doesn't even include the extremely promising Terra Nova and White Rose fields.

If your company has any interest in developing sales in the massive multi-billion dollar offshore Newfoundland '89 is no doubt a not-to-be-missed event.

Offshore Newfoundland '89 is also the site of a conference organized by the Newfoundland Ocean Industries Association. At the conference--entitled *Newfoundland Offshore: Project Issues*--the focus will be on matters relevant to operators, contractors and vendors during the initial development of Newfoundland's offshore industry.

During the three-day conference, industry members will present papers covering the technical aspects of gas utilization and cost-effective design and construction. Case histories gathered from the experience of other countries in offshore development will also be discussed.

Whether you're a prime contractor or a service or supply company, Offshore Newfoundland '89 is the place to make the contacts that could lead to the contracts of tomorrow. The list of participants is a veritable who's who of high profile international and Canadian industry representatives.

For further information on this not-to-be-missed show, call the Offshore Newfoundland hotline. Tel.: (709) 651-3315. Fax: (709) 256-4051.

Companies interested in obtaining more information on equipment for the oil and gas industry, can contact R. Brault at External Affairs' Machinery and Transportation Equipment Division (TCM). Tel.: (613)996-1431.

## Agriculture show will 'steer' to sales leads

Bogota -- It will be a repeat performance at AGROEXPO for Canada.

Under the sponsorship of External Affairs, Canada first participated at the biennial international agriculture show held in Bogota, Colombia, in 1987, with an information booth. Excellent results were recorded that year and in this year's show, come July 13, Canada will double its level of participation.

To that end, the Canadian contingent is seeking new Canadian agro-industry companies to exhibit at its national stand.

The group will be present at two exhibition sites during the 10-day event. The first event is an "institutional" site where direct sales can be made; the second event is a live cattle exhibit.



## Federal-Provincial talks centred around trade

Continued from page 1

importance of competitiveness.

Commented Crosbie: "We're damn lucky we've at least got the FTA to put us on the path to becoming more competitive."

He also stressed that universities should do more to train Canadians on how to tap the Asian-Pacific market, by learning their language, customs and market demands as the Asian-Pacific market now accounts for a greater share of Canadian trade than with Europe.

After discussions on the global opportunities and challenges--FTA implementation, Europe 1992 and Pacific markets--the Ministers and their representatives agreed that more federal-provincial co-operation is needed in developing a comprehensive trade strategy.

A new federal-provincial committee of trade Assistant Deputy Ministers will be established to this end. (At the present, most provinces have their own trade initiatives and many of them their own trade offices abroad).

Furthermore, they agreed on the creation of a federal-provincial task force on trade communications to avoid duplication of efforts and services. The task force is to review the situation and report by the end of the year.



**BOGOTA-COLOMBIA-JULY 13-23**  
**7th INTERNATIONAL FAIR OF AGRICULTURE**  
**LIVESTOCK AND RELATED INDUSTRIES**

AGROEXPO is one of the largest and most important agricultural events in South America. Playing host to the largest cattle exhibition in Colombia, it attracts approximately 1,000 exhibitors and more than 500,000 visitors.

AGROEXPO is not limited to potential sales opportunities in Colombia. It also provides an excellent chance for Canadians to penetrate agricultural markets throughout Latin America. Venezuela, for example, is the second largest market (after the U.S.) for the sale of Canadian dairy cattle. Canada supplies 90 per cent of Colombia's lentil imports and a sizeable portion of its dairy and beef cattle market.

For further information on AGROEXPO '89, and on how you can participate, contact Carlos Munante of External Affairs' South America Trade Development Division (LST), Tel.: (613) 996-2268.

# Calendar to U.S. trade shows and missions

The U.S. is Canada's most important trading partner, with about 77 per cent of our exports going south of the border.

One of the most effective ways to penetrate that huge, challenging market--or to expand sales--is to display products and services at trade shows.

External Affairs is planning to participate in close to 300 trade shows and trade-related activities in the U.S. during 1989-1990.

Below is part two of a line-up of events (chronological) planned in various industry sectors--listed alphabetically. Also on the agenda are numerous trade activity directories, books, and studies.

For more details on the U.S. trade development programs, check with External Affairs' United States Trade and Investment Development Division (UTE) or United States Trade and Tourism Development Division (UTW). Tel.: (613) 993-7343.

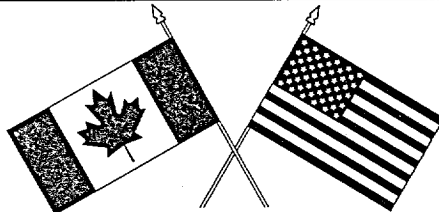
## Consumer and Household Products (Conf.)

- Spring Seattle Sporting Goods--Seattle, Washington, October, 1989--Sporting Goods.
- Interior Design Center--New York, New York, October, 1989.
- NOPA (National Office Products Association) Show--Chicago, Illinois, October 5-7, 1989--Office equipment: supplies and furniture.
- IMTEC (International Marine Trades Exhibit and Convention) Boat Show--Chicago, Illinois, October, 1989--Recreational boats and accessories.
- National Pool and Spa Institute--Orlando, Florida, November 1-3, 1989--Pools and accessories.
- MSAIA/ASID Show (Minneapolis Society American Institute of Architects/American Society of Interior Designers--Minneapolis, Minnesota, November 1-3, 1989--Contract furniture: office furniture and systems.
- US Buyers Mission to IDEX (International Interior Design Exhibition)--Toronto, Ontario--Furniture.
- 110th California Gift Show--Los Angeles, California, January 20-24, 1990--Giftware products.
- International Mission to Toronto International Boat Show--January, 1990--Recreational boats and accessories.
- Washington Gift Show--Washington, D.C., January, 1990--Giftware products.
- Solo Contract Furniture Show--Boston, Massachusetts, January, 1990--Contract furniture.
- Solo Canadian Craft Show--Boston, Massachusetts, January, 1990--Crafts and giftware products.
- Spa Pool Show Northeast--Atlantic City, New Jersey, January 23-25, 1990--Pools and accessories.
- Shot Show--Detroit, Michigan, January 18-21, 1990--Hunting and fishing show.
- Minnesota Nurserymen's Association--Minneapolis, Minnesota, January, 1990--Gardening tools and supplies.
- Miami International Sailboat Show--Miami, Florida, February, 1990--Recreational sailboats and marine accessories.
- Canadian Hardware Show--Toronto, Ontario, February, 1990--Hardware, housewares and home improvement products.
- The Super Show--Atlanta, Georgia, February 22-25, 1990--Sporting goods.

- CSGA (Canadian Sporting Goods Association) Show--Montreal, Quebec, February, 1990--Sporting goods.
- New England Health Assembly--Boston, Massachusetts, March, 1990--Hospital products.
- Ski Industries American Sports Expo--Las Vegas, Nevada, March 18-23, 1990--Ski show.
- American & Canadian Outdoor Show--Cleveland, Ohio, March, 1990--Sporting goods.
- National Spa and Hot Tub--San Diego, California, January 10-12, 1990--Hot tub show.

## Construction Industry

- Ceramic Tile Expo--Dallas, Texas, April 16-18, 1989--Tile and marble.
- American Institute of Architects Show--St. Louis, Missouri, May 5-8, 1989--Building products.
- Southern California Home Show--San Diego, California, August 10-12, 1989--Building products.
- Florida Lumbermen Show--Orlando, Florida, September 14-16, 1989--Building products.
- Solo Building Show--Detroit, Michigan, Sep-



- tember, 1989--Building products.
- PHCPX - Plumbing Heating & Cooling Products Expo--Las Vegas, Nevada, October 13-15, 1989.
- Minnesota Society of American Architects--Minneapolis, Minnesota, November 10-12, 1989--Promotion of building products.
- The Building Show--Houston, Texas, November 1989--Building products.
- Solo Building Show--Seattle, Washington, November, 1989--Building products.
- Kitchen & Bath West--Anaheim, California, December 1-3, 1989--Kitchen and bath products.
- Michigan Lumber & Building Materials Show--Grand Rapids, Michigan, January 24-27, 1990--Lumber and building products.
- The Builders Show--Atlanta, Georgia, January 19-22, 1990--Building products.
- Northwestern Lumbermen--Minneapolis, Minnesota, January 30-31, 1990--Lumber and building products.
- ASHRAE Show (American Society of Heating, Refrigeration & Air-Conditioning)--Atlanta, Georgia, February 12-14, 1990--Heating, refrigerating and air conditioning products.
- Greater New York ABO/XPO (Apartment Building Expo)--New York, New York, February 27-28, 1990--Building products.
- The Rural Builders Show--Orlando, Florida, March 7-10, 1990--Building products.
- NARI (National Association of Remodelling Industry)--Atlantic City, New Jersey, March 2-4, 1990--Building products.

- New Jersey Builder Show--Atlantic City, New Jersey, March 7-11, 1990--Building products.
- N.W. Lumbermen's Association Show--Minneapolis, Minnesota, January 28-30, 1990--Logging and forestry equipment.
- Northeast Construction--Boston, Massachusetts, March 13-15, 1990--Building products.

## Defence and Related High Technology

- International Security Conference--Anaheim, California, April 1989--Security equipment.
- NEXUS (New Exporters to the U.S.) Mission to NASA--Huntsville, Alabama, May 15-17, 1989--Transportation equipment.
- Command Briefings--San Antonio, Texas, May, 1989--Briefings to command personnel.
- Prime Database--Dallas, Texas, May, 1989--Comprehensive database; computerized sourcing systems.
- SPCC (Navy Ships Parts Control Centre) Mission--Mechanicsburg, Pennsylvania, May, 1989--Main inventory control point for U.S. floating Navy.
- ARMX Mission (trade show)--Ottawa, Ontario, May, 1989--Canadian defence products.
- Prime Mission--Detroit, Michigan, May, 1989--Mission of U.S. defence prime contractors to Canada.
- DPSA (Defence Personnel Support Centre) Briefings--Dayton, Ohio, June, 1989--Briefings to command personnel.
- Trade Mission--Kelly Air Force Base, Oklahoma, June, 1989--Canadian firms visit Kelly AFB to explore potential 2nd source supplies of components.
- AFCEA (Armed Forces Communication and Electronics Association Show)--Washington, D.C., June, 1989--Defence-oriented electronics and communications systems and sub-systems.
- Milcom '89--Los Angeles, California, July, 1989--Military communications technologies and systems - Info booth.
- Canada Day--Ft. Monmouth/New Jersey, July, 1989--Meeting with engineers, scientists and procurement personnel.
- Command Briefings--Philadelphia, Pennsylvania, July 1989--Briefings with Philadelphia area Department of Defence buying agencies.
- ESD (Electronic Systems Division) Working Group--Boston, Massachusetts, July, 1989--U.S. members to visit potential Canadian defence development sharing partners.
- National Institute of Government Procurement Trade Show--Seattle, Washington, July, 1989--State-level procurement officials.
- Marine Corps Show--Washington, D.C., August, 1989--Marine Corps procurement.
- (US Navy) Aviation Supply Office Mission--Canada, August, 1989--Visit to meet with potential Canadian 2nd source component suppliers.
- International Security Conference--New York, New York, August, 1989--Security products and services.
- ASIS '89 (American Society for Industries Sec.)--Nashville, Tennessee, September, 1989--Security systems and services.
- ARDEC (Artillery Research Development and Engineering Centre) Working Group--Ottawa, Ontario, September, 1989--Defence development sharing projects.

Continued in next issue

## France rescinds visa requirement

The visa requirement for Canadian nationals visiting France for less than three months has been lifted.

The exemption, which went into effect on April 4, rescinds the visa requirement introduced by the French government on September 14, 1986. The visa was required for citizens of most countries of the world as a temporary security measure.

When announcing the removal of the French visa requirement, Secretary of State for External Affairs, Joe Clark said: "Since 1986, we have made strong representations to the French authorities on several occasions, pointing out the inconvenience the visa posed for Canadians and requesting an exemption for Canadian travellers. The announcement is a welcome return to the situation that prevailed prior to September 14, 1986."

## Keeping in touch

New numbers to note.

The telex numbers for the Canadian Consulate in Bombay have changed. The new numbers are: 112334 and 112335.

As well, the Canadian High Commission in Islamabad has the following new facsimile number: 00-92-51-823466.

Both changes take effect immediately.

## Herring roe mission: a great catch

Continued from page 1

a first-hand look at how Canadian herring roe is handled and processed. They were also able to compare Canadian quality standards to those of other countries.

How does Canada stack up to its competitors? Overall, not badly... Especially in the area of price and volume.

However, if Canada is to secure a greater share of the Japanese herring roe market, this country's processors must continue to further improve their standards of quality.

The day-long meeting with the JMPIA took a long look at grade standards for herring roe, current market demands and market development.

Once again, discussion was open and frank -- characteristically emphasizing the high premium that the Japanese market places on Canadian Atlantic roe and the need of the market for a long-term, stable supply.

No clear-cut consensus on how to improve quality standards emerged from the meetings with the Japanese processors and importers, but there was one very clear message: Canadian producers must work toward improving quality if they are to ensure a stable market share and continued dominance of the Japanese market for flavoured roe.

## ASEAN guide informs and updates



BRUNEI  
INDONESIA  
MALAYSIA  
PHILIPPINES  
SINGAPORE  
THAILAND

**EXPORTER'S GUIDE  
TO ASEAN**  
1989

Yet another handy External Affairs guidebook for Canadian exporters has rolled off the presses.

The second edition of *Exporter's Guide to ASEAN* (Association of South East Asian Nations) is here.

In an effort to raise Canadian exporters' awareness of the market potential in ASEAN, this reference guide provides invaluable information concerning opportunities in the region.

ASEAN, whose member countries include Brunei, Indonesia, Malaysia, The Philippines, Singapore and Thailand, offers Canadians a multitude of prospects for exporting goods and services.

Canada's exports to ASEAN have almost doubled over the last three years to \$1.156 billion and the market's potential is nowhere near exhausted.

This 1989 edition of the *Exporter's Guide to ASEAN* (published separately in English and French) features year-end information on Canada's trade and general relations with

ASEAN member countries. It also gives an overview of the political and economic climate in each country and outlines the most promising sectors of opportunity for Canadian products and services. Information on federal government programs available to assist Canadian exporters in competing in the ASEAN markets is also included.

For a free copy of the *Exporter's Guide to ASEAN*, contact the International Trade Centre nearest you, or call External Affairs' Info Export service (toll-free) 1-800-267-8376 (Ottawa residents dial 993-6435).

## Tourism industry to get a boost in Victoria, B.C.

Continued from page 1

traveller to continue beyond the Rockies, to take the 'Maple Leaf Route' through Ontario and Quebec. There's also expansion potential in the 'Anne of Green Gables' tour of Prince Edward Island and Atlantic Canada. And, of course, there's the Honeymoon market. Each requires a specialized marketing effort."

"The meeting in Victoria will be the first time External Affairs has gathered all of our Tourism Managers for a comprehensive review of our marketing strategies, in collaboration with the key players in the industry," says Poisson. "It's an exciting challenge, in an exciting tourist market."

It is expected that Minister of State for Small Business and Tourism Tom Hockin and British Columbia Minister of Tourism Bill Reid will attend portions of the meeting.

For further information on tourism opportunities, contact Louis Poisson at External Affairs' United States Trade and Tourism Development Division (UTW), tel.: (613) 998-8823.

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Canada



## GATT trade negotiations lead to big success

Dusk to dawn negotiations in Geneva have landed the Uruguay Round of Multilateral Trade Negotiations (MTN) back on track. In fact, the Round is now ready to move quickly into a 20-month intensive deal-making stage. (In Montreal last December, the mid-term review process of the Uruguay Round had reached an impasse -- due largely to conflicts over agricultural reform. In an attempt to break the deadlock, the Trade Negotiations Committee

scheduled a special negotiating session. This took place in Geneva on April 8.) There, the scene was one of high drama when, just after noon on the 8th, Arthur Dunkel, Director General of the General Agreement on Tariffs and Trade (GATT), laid draft negotiating papers covering the last four unresolved issues, including agriculture, on the table. The four papers set out objectives, parameters and timetables for the completion of the Uruguay

Round by the end of 1990. They also incorporated differences of opinion and interests that affected billions of dollars of trade and, more importantly, prospects for future economic performance, of industries, regions, and countries.

In presenting the papers to the assembled delegates from the key trading countries, Dunkel hoped they would be accepted as the basis for completing the mid-term review process begun in Montreal in December, and as the framework for the continuation of the Uruguay Round. What verdict the delegates would render was anything but certain. However, only hours after Dunkel made his "take it or leave it" presentation, the verdict was in. At 7 p.m. that evening, several hours short of the final deadline, the Trade Negotiations Committee along with officials representing more than 100 countries ratified the four new papers as well as the 11 which had been tentatively approved at the Montreal Ministerial Meeting four months earlier.

The completion of the Mid-Term Review was

*"Two important reforms are to be implemented immediately"*

hailed as a major breakthrough. Said International Trade Minister John C. Crosbie, "The way is now paved for the GATT talks to move into their detailed and substantive phase with a view to their completion by the end of 1990. I am extremely pleased we are now in a position to move forward with negotiations."

Director General Dunkel termed the agreements reached in Geneva as "the broadest, most comprehensive trade negotiations ever undertaken."

As a result of the April negotiations, two important reforms are to be implemented immediately, well before the formal completion of

Turn to page 6--Agreement

### JAPANESE APPETITE GOES CANADIAN



A taste of Canada--Japanese Minister of Agriculture Tsutomu Hata tastes Canadian beef at FOODEX '89, held last March in Tokyo. Looking on are Don Daintry (left of chef) and Ray Fielding (behind) both of Canada West Trading Corporation of Calgary, Alberta. See story page 5

### Trade centres to meet challenges

"The development of an outward-looking trading culture, where the knowledge and expertise of Canadians matches the importance of international trade to our economy, is one of the greatest challenges facing Canadians."

That was the message of an address by International Trade Minister John C. Crosbie when he opened the Centre for Trade Policy and Law in Ottawa on May 5.

A cooperative venture between Carleton University and the University of Ottawa, the

Centre is part of the government's initiative to expand its Centres for International Business (CIBS) program.

The Centre for Trade Policy and Law will concentrate on areas of trade policy and law rather than on international marketing and similar subjects which form the core of CIBS studies. It will research and teach Canadian trade policy, provide a forum for the promotion and exchange of ideas and will help make trade issues more widely understood by the Canadian public.

At the inaugural conference of the Centre for Trade Policy and Law, Crosbie stressed that the new institute will "clearly have a key note to play as we respond to the challenges of a global economy."

The Minister outlined the government's three-pillar approach to international trade. The first step, he said, is to respond to new opportunities created by the evolution of a single European market by 1992.

While confirming that the integration of Europe will "dramatically affect the Community's exter-

### Write from the source

International Trade Minister John C. Crosbie announced last week that the government is calling for written submissions from Canadian producers, exporters and other interested parties outlining their specific interests in the market access negotiations in the context of the Uruguay Round.

The negotiations, which are being held under the auspices of the General Agreement on Tariffs

Turn to page 3--Potential

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- Here's part 3 of a line-up of close to 300 U.S. trade shows.....4
- Creative styling heats up demand in the U.S. for Canadian leather.....5

Sales leads

# Good sales prospects from around the world

**ANGOLA**--Angola's Department of Civil Aviation has 16 airports, all of which need rehabilitation as well as updating of all systems. Requirements are as follows: 1) training centre to develop staff training with need for equipment and instructors; 2) HF and VHF radio equipment for airports; 3) navigational aids; 4) AFTN message switch teleprinter for FIR; 5) most immediate need is for a loud speaker facility at the main international airport. The Director General, Jose Antonio Fernandes, and the Deputy Director, Helder Da SG Moura E Preza, would welcome information on Canadian capability to supply these products. However, Angola's restricted foreign exchange situation, due to the high cost of fighting the civil war, requires favourable financing arrangements to be reached before any decision on buying equipment or services. All interested parties should contact the Department of Civil Aviation, Enana-Empresa Nacional De Exploracao De Aeroportos E Navegacao Area, CP 841, Luanda, Angola. Or contact the Canadian Embassy in Harare, Zimbabwe. Telex: (Destination Code 907) 24465. Answerback: (24465 CANADA ZW). Tel.: (011-263-4) 733881. (Telex dated April 28).

**GREECE**--The Hellenic Public Power Corporation has issued a tender with a bid closing date of June 6, for 60 PCS single phase portable meter test equipment, consisting of the standard meter and the phantom load (combined or independent). Prices are to be quoted in drachmae. Bids are valid for 90 days. Complete tender documents can be sent by the post to all interested Canadian companies by messenger service, at a cost of approximately \$55-60. Contact the Canadian Embassy in Athens. Telex: (Destination code 601) 215584. Answerback: (215584 DOM GR). Fax: (011-30-1) 724-7123.

**HUNGARY**--July 4 is the bid closing date of a tender announced by the Hungarian Rubber Works (Taurus). This World Bank project (tender no. 0-355-46-9-9012) calls for the supply of one complete rubber international mixing line. Specifications as follows: average mixing capacity - 3.2 t/hr., maximal mixing capacity - 4.2 t/hr.; plasticizer injector; polymer weigh-in and feeding equipment; roller-die; and black carbon exhaust system. Tender documents are available upon payment of US \$150 (non-refundable, including DHL courier services) to Taurus (account no. 201-03181) held with the Hungarian Credit Bank Ltd., Budapest. Bid security is minimum 2 per cent of bid value. For further details, contact Mrs. Ferecne Mike, Taurus, Hungarian Rubber Works, H-1440, P.O. Box 25, Budapest. Tel.: (011-36-1)-187-376. Fax: (011-36-1)-188-754. Telex: (61)-22-5312/13.

**HUNGARY**--On behalf of Balaton Highland Forestry and Processing Co., Technoimpex has issued a tender, bid deadline July 11, for one complete technological line to produce three-layer finished parquet measuring 184 x 2000 x 15 mm. Assembly line must be capable of reaching 550,000 sq m./year in a two-shift operation. Tender documents for this World Bank project are available upon payment of US \$100 (non-refundable) to Technoimpex (account no. 202-10366) through the Hungarian Credit Bank Ltd., Budapest. Qualified suppliers with experience in the design and manufacture of such processing equipment should contact Mr. Gyorgy Gonda,

Sales Manager, Technoimpex, H-1390, P.O. Box 183, Budapest. Tel.: (011-36-1)-184-055. Telex: (60)-22-4171. Fax: (011-36-1)-186-418.

**NIGERIA**--For the Kaduna State Agricultural Development Project, the Farmers Supply Company (Kaduna State) Limited (Fascom) has issued a tender (as part of IBRD loan 2436 UNI, IFB no. FASC-5) with a bid closing date of June 8, requiring six lots of varying agricultural items, each with its own bid security: 1) 300 petrol-driven electricity generators - 1.5 KVA; and 200 petrol-driven electricity generators - 2.5 KVA; security of US \$24,000. 2) 3,000 water pump sets - 50 mm; and 2,000 water pump sets - 80 mm; with security of \$100,000. 3) 6,000 animal drawn ridgers; security US \$14,000. 4) One 30-35 ton truck tractor with trailer body; and six 8-10 ton truck-lorries; security of US \$14,000. 5) 250 cereal grinders (hammer mill); and 250 cereal grinders (plate mill); security of US \$25,000. 6) 30 motor cycles; security US \$1,800. The tender also calls for eight further lots requiring agro-chemicals with active ingredients of varying quantities, and with varying bid securities. Interested bidders may obtain further information, and purchase bidding documents for a fee of US \$200 (non-refundable), upon written application to Mr. Abduliahi Ahmed, Managing Director, Farmers Supply Company (Kaduna State) Ltd., 13B Kabir Road, Malali, P.O. Box 9237, Kaduna, Nigeria. Tel.: 215261. Telex: 20711 Box 096. Or write to the Managing Director, Fascom, ADPLiaison Agency, Agroman, 34 New Cavendish Street, London W1, U.K.

**NIGERIA**--A general procurement notice, dated April 26, has been issued for the supply of goods and services for a technical education project, which covers four federal polytechnics and one federal technical college, in the following categories: 1) training equipment; 2) spare parts; 3) library books and journals; 4) training materials; 5) consumables. The project is to be financed by the World Bank. Further details may be obtained from the Chief, Technical Cooperation, Equipment and Subcontracting Branch, International Labour Organization, 4 Route Des Morillons CH-1211, Geneva 22, Switzerland. Telex: 2271 BIT CH. Fax: 989489.

**SENEGAL**--The Director-General of the National Railways Board of Senegal has issued a tender, bid deadline June 21, for the supply of a crane. The railway crane should be one of the following types: type 1: a railroad crane of 90/100 t; type 2: a lifting railway crane of 90/100 t. Financing of this project will be through the African Development Bank (AFDB). Tender documents can be obtained from Senegal's National Railways Board, Director-General's Office, B.P. A/175-Thies-Senegal or from the Direction de l'Offermat, 38, rue de la Bruyere, 75009, Paris, France. Further information can be obtained from the Canadian Embassy in Dakar. Telex: 51632. Answerback: (DOMCAN SG). Fax: (011-221) 23-87-49.

**SENEGAL**--The Department of Hydraulics (Rural Hydraulics Branch of the Republic of Senegal) has issued an international prequalification notice, bid deadline June 26, for the undertaking of a drilling project and the supply of drilling equipment for the CEAO Part-II Tambacounda-Kolda program. Financing of this

project is through the Islamic Development Bank. Prequalification documents can be obtained from the Rural Hydraulics Branch, Rte des Pères Maristes, B.P. 2041, Hann-Dakar, Senegal. Further information can be obtained from the Canadian Embassy in Dakar. Telex: 51632. Answerback: (DOMCAN SG). Fax: (011-221) 23-87-49.

**SWEDEN**--July 3 is the closing date of a Swedish Civil Aviation Administration tender that calls for the purchase of six visual docking guidance systems for Arlanda Domestic 2. Installation is slated for spring 1990, with operation to commence no later than October 1, 1990. Interested Canadian companies should contact the Swedish Civil Aviation Administration, Purchase Section, S-601 79 Norrkoping, Stockholm, Sweden, quoting reference no. EI 301/89-2030IK.

**ZIMBABWE**--As part of a rehabilitation/expansion project to take place over a period of twelve years, the Hunyani Paper and Packaging Company of Norton, Zimbabwe, has announced plans to buy new machinery--costing more than \$108 million--to boost the output at its Norton based plant. Hunyani Management is looking to acquire a new NSSC 210 tons per day pulp mill and liner board corrugating medium machine with 300 tons capacity per day to start production by 1992-93. Interested Canadian suppliers should forward details of equipment on offer, together with prices and potential financing arrangements, to Mr. W. Chinyadza, Group Projects Manager, Hunyani Pulp and Packaging, P.O. Box 4351, Harare, Zimbabwe. (Telex dated April 27).

**ZIMBABWE**--With a bid closing date of June 9, the Buchwa Iron Mining Company (BIMCO) has announced a tender for the supply and delivery of one crawler-mounted, down-the-hole, blast hole drill for holes 165 mm in diameter and/or one crawler-mounted rotary blast hole drill for holes 250 mm in diameter. Tenders must be submitted in sealed envelopes and clearly marked "Tender 2/89: Blast Hole Drill." Copies of specifications and detailed requirements are available from BIMCO's buyer, Zisco, Private Bag 2, Redcliffe, Harare, Zimbabwe.

**ZIMBABWE**--Prequalification applications are being called for from eligible contractors for the construction of rural roads in the African Development Bank (ADB) Rural Roads II Project. The roads are to be constructed to 7 m wide bituminous surface (double surface treatment) on 7 m wide formation. Three roads are required: 1) Shurugwi-Mandamabwe, 59 km., is scheduled for construction in 1989-90 with the financial year starting in July '89, and tenders issued in August '89 for a three month tender period; awards by January '90. Approximate earthwork quantities for this road are 470,000 cu m of fill, and 500,000 cu m of cut, of which about 3 per cent is rock, and 90 per cent of natural pavement base materials to be cement stabilised. 2) Wedza-St. Anne, 26 km. 3) St. Anne-Rusape, 46.3 km., may be considered as one road, consisting of two discrete sections and bidders may bid on one or both. St. Anne-Rusape road includes a 3.2 km access road to Tsanzaguro. Scheduled to start in the 1990-91 financial year, the tenders are expected to be awarded.

Turn to page 3--Sales



## Europe 1992 Bulletin

The road to Europe 1992 will be full of challenges and opportunities for Canadian entrepreneurs.

As the Single Market becomes reality in the European Community (EC) by 1992, the 12 members of the EC will have created the world's largest trading unit--with a Gross Domestic Product (GDP) equal to that of the U.S.

The 1992 deregulation and liberalization process is designed to eliminate all physical, technical and fiscal barriers across all sectors within the EC. This will result, among other things, in:

- cheaper costs of production through economies of scale;
- cheaper transport through reduction or elimination of customs procedures at EC internal borders;
- a single European standard for products (instead of the present 12 national standards);
- resolution of conflicting national business laws; and
- recognition of professional credentials throughout the EC.

The Single Market process will also include massive fundings of research and development programs to increase competitiveness--resulting in bigger and stronger European industries that are increasingly competitive not only in Europe, but also in North America and other regions of the world.

To help Canadian companies prepare for the Single Market, the government has developed a comprehensive strategy--Challenge 1992--designed to:

- accurately assess the implications of the Single Market for Canada;
- make Canadian entrepreneurs aware of the opportunities and challenges associated with the Single Market and help them respond effectively;
- protect Canadian economic interests through bilateral and multilateral meetings;
- create a trade and investment development strategy; and
- establish a cooperation framework for joint research in industrial technology.

In particular, the government's response will be built on a comprehensive framework of trade and investment promotional activities, and science and technology cooperation initiatives in support of the business community's efforts to capitalize on 1992 opportunities. These activities and initiatives include:

- sectorally focused trade promotion;
- joint ventures and technology transfer activities;
- investment development; and
- training programs for new exporters to the EC.

The following overview "Implications for Canadian Business" is taken from the *Executive Summary* of the study *1992 Implications of a Single European Market - Part I: Effects on Europe*. This External Affairs' report is the first in a series that will examine the implications of the EC Single Market for Canadians.

### Strategic Considerations

The Single Market program remains on track despite the occasional setback. Over 40% of the legislation has already been passed. Canadian business should therefore make the working assumption that the 1992 deadline will be met.

The scope of the process of deregulation and reregulation in the EC is so extensive that most Canadian firms will have to seriously reassess their strategies in Europe.

The impact of the Single Market will not be confined to the 12 Member States of the EC--the six countries of the European Free Trade Association (EFTA: Austria, Finland, Iceland, Norway, Sweden and Switzerland) are already taking steps to bring some of their legislation in line with that of the EC.

### Market Access

The rules of access for exporters and foreign firms to the Single EC Market are not yet clear. However, it is significant that in most sectors, the EC-based firms surveyed(\*) felt that the primary impact of the 1992 program will lead to an increase in non-EC competition rather than lead to higher EC barriers. The sectoral exceptions were automotive, steel and telecoms.

It is also important to recognize that the Uruguay Round of Multilateral Trade Negotiations (MTN) has a significant effect on the evolution of the Single Market. The GATT constitutes a constraint on the shape of the EC's internal market by imposing compliance with international obligations already set out in the General Agreement.

The Uruguay Round comprises an additional opportunity for third countries to influence the shape of 1992 through bilateral negotiations with the Community within the MTN context and through improved disciplines in such areas as the GATT code on technical standards, market access negotiations on rules of origin, and government procurement.

Since the MTN is expected to finish before 1992, results achieved in the "new issues" of services, intellectual property and trade-related investment measures are also likely to affect the final shape of Community arrangements.

### Sourcing Decisions

As a result of the restructuring now underway, corporate customers in the post-1992 EC are expected to be fewer and big-

ger. Canadian firms will have to deal with larger EC firms. This includes small firms becoming medium-sized ones.

EC firms plan to adjust their purchasing policies by rationalizing supplier networks, and by concentrating orders to maximize buying power. However, few companies are prepared to go so far as to rely on single-source suppliers.

The increased emphasis on just-in-time production in the EC will lead to new supplier relationships based on close proximity, good communications and compatible information systems (hardware and software). Similarly, the growing sophistication of production techniques, with computer-integrated systems solutions requiring close cooperation with the customer, will encourage a greater regionalization of suppliers.

When it comes to purchasing technology, the overriding concern for EC firms is to get the best technology irrespective of nationality. EC firms show a strong tendency to look outside Europe, and especially to North America, for potential technology licensors.

### Government Procurement

Access by Canadian exporters to the liberalized EC government procurement markets will be governed by existing GATT rules and any new agreements negotiated during the Uruguay Round.

However, for Canadian firms producing in the EC, where procurement offers are equivalent, Community preference could be invoked to exclude bids with less than 50 per cent EC content.

### Investment Considerations

Non-EC firms, whether from EFTA, North America or Japan, will be putting their emphasis on investing in production facilities within the Single Market rather than supplying it through exports.

Initially, investments generated by the Single Market will gravitate towards those countries and regions with the best infrastructure and skilled workforces. Manufacturing firms have identified France, Germany, Italy, the U.K. and Spain as their preferred locations for production and export to other EC markets. The pattern holds, too, for firms in the services sector, except that the U.K. and West Germany enjoy a clear lead in preference.

### Marketing and Distribution

For manufacturing firms, pan-European distribution networks will be a key competitive weapon in the post-1992 era, as barriers and costs of transborder shipping come down.

It is also anticipated that there will be fewer distribution levels, since in many cases there will be no need for national distributors.

Many EC firms will be centralizing their physical distribution. In particular, major centres in the Netherlands rate highly in the plans of EC firms. The Netherlands is a strong choice for distribution centres because of its central location, major sea ports and airports, and strong trucking industry.

### Technical Barriers

EC manufacturing firms surveyed for this Report rated the removal of technical barriers to intra-EC trade and the creation of common EC standards as the two most positive impacts

of the 1992 program. However, only one third expect progress on this front to have been achieved by 1992; most expect significant results no earlier than 1995.

Foreign suppliers, protected by the GATT principle of national treatment, should benefit from the new product approval procedures that are being put in place under the Single Market program.

For non-EC suppliers, mutual recognition implies that a company can make its product conform to the norms of the Member State that suit it best, and then channel all its exports to the EC through that State. This would seem to be an improvement on the present situation whereby authorization must be obtained from each Member State in which the exporter chooses to sell.

Although outside suppliers will be given the same access to national certification procedures as local firms, the EC has signalled that it will only recognize tests and certificates issued by third countries if mutual recognition has been negotiated by Brussels (and not by individual Member States).

### Technology Programs

In theory, non-EC owned firms operating in the Community will be welcome to participate in all Community R&D programs as long as they have something special to offer and their research is carried out in laboratories within the EC.

### Services

The liberalization of financial services and the free movement of capital are rated highly by firms in the services area (especially banking and finance) and in manufacturing as two very important benefits of the Single Market program.

The free movement of personnel is of top importance to business services--a group that includes accountants, law firms and engineering consultants--whose staff will benefit after 1992 from the mutual recognition of professional qualifications.

Although there should be no legal barriers to non-European services firms that are located in the EC, a *de facto* preference for European companies will make it a definite asset to be seen to be as *European* as possible.

### Increased Competition from European Firms

Almost 60 per cent of EC manufacturing firms surveyed and 45 per cent of services companies felt that the 1992 program would have a moderate to strong effect in terms of strengthening EC firms as competitors in third markets.

Canadian companies interested in obtaining further information on Europe 1992, should contact External Affairs' European Community Trade Policy Division (REM). Tel: (613) 996-2727. Fax: (613) 996-9103.

For information on trade, investment and technology related to the EC countries, contact External Affairs' Western Europe Trade and Investment Development Division (RWT). Tel: (613) 995-9401. Fax: (613) 996-9103.

(\* ) A special survey was conducted among 426 manufacturing and services firms active in the EC. The industrial sample of 357 companies consisted of 123 EC-based firms, 56 EFTA-based firms, 164 North American-based firms, and 14 Japanese firms.

# This course for all export documentation

Paperwork. Who needs it, right? Well, here's your chance to make it easier. A three day Course on the Fundamentals of Export Documentation and Foreign Collections, presented by the Canadian Manufacturers' Asso-

ciation (CMA), is being given in Toronto--twice. Once on May 29, 30 and 31, at the Royal York Hotel on Front Street; and again on June 28, 29 and 30, at the Plaza 11 Hotel on Bloor Street East.

You'll also learn: about the necessary documentation required in global commercial transactions; how to properly complete export documentation; how to better understand international trade terms; and, the various methods of payment prevalent in export sales.

You'll learn about the Rules of Origin under the Free Trade Agreement, and the new Certificate of Origin which has become the main instrument to assess whether a product is eligible for Free Trade treatment.

The course leader is Mrs. Susan Reyes, Trade Advisor with the CMA.

With over 18 years experience in the field of export, Mrs. Reyes has worked with several of

Canada's major trading houses and in the freight forwarding industry. She is a principal of R&A Associates.

Who should attend? Traffic personnel, export and shipping officers, collections supervisors and support staff, export management trainees, freight forwarding personnel, small exporters--in short, if you want to avoid costly errors, identify problems, find solutions, and get paid sooner--this course is for you.

Registration is \$675 for CMA members, and \$775 for non-members.

For further information, contact the CMA, 1 Yonge Street, Suite 1400, Toronto, Ontario M5E 1J9. Fax: (416) 363-3779. Tel.: (416) 363-7261.

## Sales leads

Continued from page 2

by September 1990, after a three month tender period. Approximate earthworks quantities for each road are: 1) Wedza-St. Anne Road: 130,000 cu m of fill, and 120,000 cu m of cut, of which 50 per cent is rock. 2) St. Anne-Rusape: 300,000 cu m of fill, and 300,000 cu m of cut, of which 50 per cent is rock. Natural pavement base materials to be cement stabilised in both cases. Joint ventures or consortia of two or more contractors are required to submit prequalification data. All interested applicants of ADB member countries may obtain prequalification questionnaire (prerequisite for obtaining tender documents) from, and must return it by June 19 to, Director of State Roads, Ministry of Transport, P.O. Box 8109, Cuaseway, Harare, Zimbabwe. 702421/700991. Telex: 2141 ZW.

Unless otherwise stated, companies receiving bid documents will be billed for document/courier expenses. Canadian bidders should also be aware that export permits may be required for some of these products. Bidders bearing tight bid deadlines could nevertheless provide useful market intelligence on contacts and possible future sourcing of similar equipment and/or services.

## Canada's major stake Potential for GATT gain

Continued from page 1

and Trade (GATT), were launched in September, 1986, and are now entering their substantive and detailed phase with a view to their completion by the end of 1990.

According to the Minister, "Canada has a major stake in these negotiations. Following our successful conclusion of the Canada-U.S. Free Trade Agreement, the GATT negotiations offer the promise to further open up our export market overseas, providing for a more competitive Canadian marketplace. Canada, as a major world trader, needs to exploit fully the potential gains to be made in the Uruguay Round."

Written views of Canadian producers and exporters will give the government as clear a picture as possible of the specific trade interests which can be promoted in the negotiations. This will supplement the ongoing consultations with the private sector through the International Trade Advisory Committee (ITAC) and the Sectoral Advisory Groups (SAGIT).

Submissions will be reviewed by an inter-departmental committee which includes representatives from all Departments concerned, including Finance, Industry, Science and Technology, Fisheries and Oceans, Energy, Mines and Resources, and Agriculture.

Written submissions should be submitted, before June 30, 1989, to: Office for Multilateral Trade Negotiations (OMTN), Department of External Affairs, 125 Sussex Drive, Ottawa, Ontario K1A 0G2 (Fax: 613 996-9103).

## New Brunswick rep

The Canadian Consulate General in Boston, Massachusetts is pleased to announce an addition to its family.

Under an agreement reached by Secretary of State for External Affairs Joe Clark and the Province of New Brunswick, a New Brunswick commercial officer will be assigned to the Consulate General in Boston.

The joint federal-provincial venture will improve the Atlantic province's ability to take advantage of increased opportunities brought about by the Canada-U.S. Free Trade Agreement. The New Brunswick commercial officer will promote the province's trade, investment and tourism relations with New England.

The arrangement, which was announced on May 8, is part of an External Affairs' pilot project inaugurated in 1986, whereby provincial officers are assigned to Canadian missions abroad. Provincial commercial officers are currently part of the staff of the Canadian Embassy in Seoul, South Korea and of the Canadian Consulate General in Dusseldorf, West Germany.

## Reference numbers

Local telephone network changes mean updating Canadian telephone directories once again.

In Geneva, telephone numbers have been converted from 6 to 7 digits. The number for the Permanent Mission to the Secretariat of the General Agreement on Tariffs and Trade (GATT) is now 733 90 00, while its fax number has been changed to 734 79 19.

Effective immediately, the first two digits of telephone numbers in Denmark have been changed to 31, 32, etc. from 01, 02, etc. Please note that the number for the Commercial Counsellor at the Canadian Embassy in Copenhagen is now 31-62 65 58.

The fax number for the Chancery Annex (Cooperation Section) in Dakar, Senegal is (221) 22-24-07.

In Rabat, Morocco, the fax number for the Canadian Embassy is (212) (7) 728-87.

Finally, the fax number for the Canadian High Commission in Islamabad, Pakistan, is 92-51-823466 and not 00-92-51-823466 as reported in the last issue of *CanadExport*.

## Yugoslavia becomes hot new destination

Yugoslavia is becoming an increasingly popular destination for Canadian travellers.

More than 1,000 islands and hundreds of sun-drenched beaches along the Adriatic coast beckon vacationers.

More importantly, new laws that improve conditions for foreign companies doing business in Yugoslavia have attracted an increased influx of business travellers.

In 1988, nearly 47,500 Canadians travelled to Yugoslavia, a 10-per cent increase over 1987.

To facilitate increased travel between Canada and Yugoslavia, Air Canada has inaugurated a new service between Toronto and Zagreb.

Flights leave Toronto to three evenings weekly for Zagreb--the country's second largest city and business capital of the North--stopping in Geneva en route.

For exact flight schedules, contact your travel agent. For information on trade opportunities in Yugoslavia, contact Pierre Boucley of External Affairs' USSR and Eastern Europe Trade Development Division (RBT). Tel.: (613) 996-6359.

## Export seminar Europe '92 on course

Need a better fix on the European market? Why not attend the upcoming half-day seminar --EUROPE: MARKET ENTRY STRATEGIES--to be sponsored by the Ontario Chapter of the Canadian Exporters' Association (CEA) on June 7, 1989, in Kitchener. Spend a productive morning:

- exploring the challenges and opportunities of Europe 1992 with federal government officials;
- discussing market entry strategies with Ontario government representatives;
- taking a look at company case studies--one on direct exports to Europe, the other on local distribution channels;
- listening to a presentation on Ireland as a strategic partner for European marketing, by the Chief Executive of the Irish Trade Board.

And finally, enjoy a reception and luncheon with the guest speaker, the Minister of International Trade and Marketing in Ireland.

For more information, contact Mike MacDonald at the CEA office in Ottawa, tel.: (613) 238-8888; or David Goldfield at Babcock & Wilcox, tel.: (519) 621-2130.

# Calendar to U.S. trade shows and missions

The U.S. is Canada's most important trading partner, with about 77 per cent of our exports going south of the border.

One of the most effective ways of penetrating that huge and challenging market--or to expand sales--is to display products and services at trade shows.

External Affairs is planning to participate in close to 300 trade shows and trade related activities in the U.S. during 1989-1990.

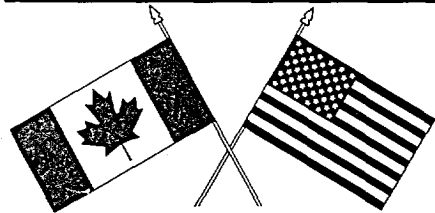
Below is part three of a line-up of events (chronological) planned in various industry sectors--listed alphabetically. Also on the agenda are numerous trade activity directories, books and studies.

For more details on the U.S. trade development program, check with External Affairs' United States Trade and Investment Development Division (UTE) or United States Trade and Tourism Development Division (UTW), tel.: (613) 993-7343.

## Defence and Related High Technology (Cont.)

- Trade Mission--Wichita, Kansas, September, 1989--Canadian firms to meet with U.S. defence prime contractors in Wichita area.
- DISC (Defence Industrial Supply Centre) Mission--To Toronto, Ontario and Montreal, Quebec, September 1989--Buying point for common hardware/industrial items, meet with 2nd source component suppliers.
- SPCC (Navy Ships Parts Control Centre) Mission--To Vancouver, B.C., Montreal, Quebec and Toronto, Ontario, September, 1989--Buying point for ship equipment, identify potential Canadian 2nd source suppliers.
- Defence Mission to Atlantic Canada--from Boston, Massachusetts, September, 1989--Prime contractors visit Atlantic Canada sub-contractors.
- SAE (Society of Automotive Engineers) Conference--Anaheim, California, October, 1989--Aerospace components, materials and processing engineering.
- AOC '89 (Association of Old Crows)--Washington, D.C., October, 1989--Electronic warfare and countermeasures systems and sub-systems.
- COMDEF '89--Washington, D.C., October, 1989--Defence equipment applications, primary systems.
- SubConIII (Sub-contractor Conference)--Toronto, Ontario, October, 1989--US prime contractors meet Canadian sub-contractors.
- DCSC (Defence Construction Supply Centre) Mission-- Toronto, Ontario, and Montreal, Quebec, October, 1989--Incoming buyers of construction equipment and supplies.
- Prime Mission--Canada, October, 1989.
- Offutt SAC (Strategic Air Command)--Minneapolis, Minnesota, October, 1989--To identify new local purchase opportunities for novice participants in defence market.
- Hill Air Force Base--San Francisco, California, October, 1989--Canadian subcontractors meet with procurement personnel and prime contractors.
- Federal Computer Conference--Washington, D.C., October, 1989--Computer software, hardware, mini & micro.
- MedTech '89--London, Ontario, November, 1989--Medical equipment and technology.
- ITSC '89 (Interservice Training Systems Con-

- ference)--Dallas or Fort Worth, Texas, November, 1989--Training systems, materials and services.
- DelTech--Dallas, Texas, November, 1989--Defence electronics: focus on diverse application areas.
- USAF ICR & D (Independent Contractor Research and Development)--Toronto, Ontario, and Montreal, Quebec, November, 1989--Engineers and buyers meet with Canadian electronics firms.
- Vendor/Sub Show--Philadelphia, Pennsylvania, November, 1989--60 Canadian defence component suppliers show to prime contractors and Department of Defence agencies.
- AVSCOM (Army Aviation Systems Command) Mission--St. Louis, Missouri, November, 1989--Canadian firms visit to identify development sharing and 2nd source potential.
- DGSC (Defence General Supply Centre) Mission--Canada, December, 1989--Buying point for common industrial and surgical/dental supplies.
- Prime Mission--Philadelphia, Pennsylvania,



- January, 1990--Prime contractors.
- ROA '89 (Reserve Officers Association)--Washington, D.C., January 1990.
- Trade Mission--Dayton, Ohio, February, 1990--Canadian firms to meet with aerospace prime contractors in Dayton area.
- Trade Mission--Dallas, Texas, February, 1990--Canadian firms meet with defence prime contractors to identify sub-contractors opportunities.
- AVSCOM (Army Aviation Systems Command) Mission--St. Louis, Missouri, February, 1990--Canadian firms visit to identify development sharing and 2nd source potential.
- Defence Mission from Western Canada--Boston, Massachusetts, February, 1990--New Canadian sub-contract suppliers to prime contractors.
- AFCEA (Armed Forces Communications and Electronics Association) West--Anaheim, California, February, 1990--Defence communications electronics trade show.
- AIAA '89 (American Institute of Astronautics and Aeronautics)--Los Angeles, California, February, 1990--Avionics, aerospace components, systems and sub-systems.
- ComNet Show--Washington, D.C., February, 1990--Computer communication hardware and software, for US government users.
- FCC (Federal Computer Conference) West '90--Anaheim, California, February, 1990--Computer hardware and software for US government buyers.
- SAMPE (Society for Advanced Materials and Process Engineering) Show--San Francisco, California, March, 1990--Focus on aerospace applications.

- Sea-Air-Space (Navy League Show)--Washington, D.C., March, 1990--Procurement by floating and non-floating arms of US Navy.
- FOSE '90 (Federal Office Systems Expo)--Washington, D.C., March, 1990--Computer hardware and software for US government users.
- NAECON '90 (National Aerospace Engineering Conference)--Dayton, Ohio, May, 1990--Aerospace materials, avionics and equipment.

## Energy, Chemicals and Petrochemicals

- Offshore Technology Conference--Houston, Texas, May 1-4, 1989--Offshore oil and gas services and equipment.
- PLAST-EX '89 (Plastics Exhibition)--Toronto, Ontario, May 8-11, 1989--Buyers mission for plastics production machinery and molds.
- American Society for Microbiology Annual Meeting and Trade Show--New Orleans, Louisiana, May 14-18, 1989--Equipment and technology for microbiologist and biotechnologists.
- Lighting World--New York, New York, May 10-12, 1989--Lighting products.
- Midwest Electronics Expo--Minneapolis, Minnesota, May 16-18, 1989--Instrumentation systems/components/computer accessories.
- Intercan '89--Edmonton, Alberta, June 6-8, 1989--Buyers mission for oilfield equipment and services.
- Polymer Mission--Cleveland, Ohio, June 19-21, 1989--Plastics and machine molds.
- Society of Petroleum Engineers Annual Meeting--San Antonio, Texas, October 1-4, 1989--Oil field equipment and services.
- IBEX (BABE) Show--San Mateo, California, October, 1989--Equipment and technology for the biotechnology industry.
- Society of Exploration Geophysicists--Dallas, Texas, November 1-4, 1989--Geophysical Services and equipment.
- Chem Show--New York, New York, December 4-7, 1989--Chemical process industry equipment, contacts and services.

## Fish and Fish Products

- N. Y. Seafood Show--New York, New York, October 25-26, 1989--Fish products.
- Seafare Southeast--Orlando, Florida, November 16-17, 1989--Fish products.
- Seafare West--Long Beach, LA, California, February, 1990--Fish products.
- Boston Seafood Show--Boston, Massachusetts, March, 1990--Fish products.

## Food and Beverage

- NY Metro Food Show--New York, New York, April 4-6, 1989--Food show.
- Natural Foods Expo (West)--Anaheim, California, April 14-17, 1989--Natural foods.
- Incoming Buyers, Kroger Food Store Chain (Cincinnati)--Canada, April, 1989.
- Incoming Mission Publix Food Stores Chain, Florida--Canada, April, 1989.
- Food Marketing Institute Show--Chicago, Illinois, May 7-10, 1989--Food products.
- Solo Food Show--Minneapolis, Minnesota, May 16, 1989--Food show.
- Arizona Retail Grocers Association--Phoenix, Arizona, May 19-21, 1989--Food products.

Continued in next issue

# Tokyo hungers for Canadian food exports

Tokyo--You know what they say about "the way to a man's heart" ... Well, FOODEX '89 proved that the Japanese are in love with Canadian food.

"They're interested in almost everything we have to offer," a Canadian trade official said in Tokyo, where the food fair, Asia's largest, took place from March 7-11, 1989.

FOODEX '89 followed on the success of September's Osaka Solo Food Show, where 10 Canadian companies walked off with orders for approximately \$500,000.

Thirty-four Canadian companies--including 13 that were promoting fish products--participated in FOODEX '89, compared to 18 in 1988, making it the most successful year ever for Canadian participation.

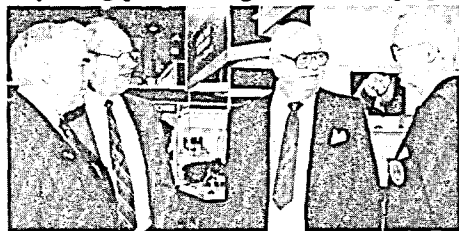
Japan imported the equivalent of \$40 billion worth of food products from around the world last year. As for Canada's exports to Japan, they increased by \$447 million--or by 27 per cent--from \$1.7 billion in 1987 to \$2.1 billion in 1988.

Canadian exports included meat (worth approximately \$180 million) fish (\$583 million) grain (\$449 million), processed food (\$122 million), animal feed (\$66 million), and oilseeds (\$621 million). Canadian french fries, for example, command a 15 per cent share of the

Japanese market.

To take advantage of this huge interest in Canadian food products, there will be at least 100 special promotions of Canadian food this year at grocery stores, hotels, restaurants and trade shows across Japan. Recruitment is already underway for FOODEX '90 and the Osaka Solo Food Show which takes place in March of next year.

"They are coming to us with their own ideas," said the Canadian trade official. "Canada has a very strong, positive image and that is helping us



*High powered talk--Glen Findlay, Manitoba's Agriculture Minister, Gerry Shannon, Canada's Deputy Minister for International Trade, and Barry Steers, Canadian Ambassador to Japan (left to right), chat with Earl Shea representing Cold Spring Farms of Thamesville, Ontario, at this year's FOODEX '89 in Tokyo, Japan.*

## Canadian leather hits U.S. market

Toronto-- Canadian leatherwear designers more than made their mark on the 75 select U.S. buyers from the Eastern United States who attended LEATHERMARK 89, held at Toronto's Sutton Place Hotel, February 13-14, 1989.

Showing both women's and men's collections, the 17 Canadian manufacturers wrote over \$1.8 million in orders during the two-day event. Organizers are confident that sales over the next 12-months will exceed \$5 million.

Marvin Zelikovic of Encore Leathers of Montreal noted, "People are again realizing that Canadians are tops in leather ... our workmanship and styling are comparable to European design".

The American response was gratifying. Representatives from Stone & Thomas, an 18-chain U.S. department store found the merchandise to be "very fresh, very creative, with innovative styling", while Barbara Keating of Saks Fifth Avenue, New York, found LEATHERMARK a "treat of new resources" comparable with "what we presently write at the European shows". The show's direction and focus--on upscale leather apparel to sell to the top retail buyers from the Eastern U.S.--originated in the Canadian Government Trade Office in Pittsburgh, Pennsylvania.

"This was definitely a market-driven event," said Ted Lipman, Canadian Consul in the Pittsburgh Trade Office.

"After finding a great deal of interest in locating new leather apparel resources in our territory, we contacted various Canadian Consulates in the Eastern U.S. and we decided that this was the show to do and now was the right time."

While Consulates in the U.S. recruited appropriate buyers, External Affairs' United States Trade and Investment Development Division (UTE) recruited export-ready Canadian companies. With this combined effort, it was no time at all before the show was on!

LEATHERMARK keyed into the "market needs of U.S. retailers", said Chris Scardino, As-

sociate Publisher of *Leather Today Magazine*, the leading trade journal for leather apparel in the United States. An in-depth report, complete with a photo spread on the Canadian-designed fashions, will be published in an upcoming issue.

As the upscale leather apparel market continues to grow in the U.S., Canadian companies are ready to command a large strip of that market.

For further information on LEATHERMARK or on similar future apparel trade shows, contact Neil Peacock of External Affairs' United States Trade and Investment Development Division (UTE). Tel.: (613) 993-7486.

## Garden of delights

New Delhi--Imagine a garden of sensual delights... You'll find it at the 9th India International Trade Fair, to be held in Pragati Maidan, New Delhi from November 14 to 29.

Organized under the theme of "Essential Oils, Fragrances & Flavours, Raw Materials", the trade fair will be a multi-commodity show--but one with a special focus on the oil and perfume industry.

Theme displays will cover the entire spectrum from oil-bearing plants (including apparatus required for the extraction of oils), through pharmaceutical products, synthetic products, processors and fabricators, to packaging and bottling, technologies, R & D, and standardization-quality control.

While the show will reflect India's production and export capabilities, it will also highlight a wide range of possibilities for the import of machinery and technology.

For more information, contact The General Manager, Trade Fair Authority of India, Pragati Maidan, New Delhi 110 001, India. Telex: 031-61311, 031-61022 COMX IN. Cable: COM-EXH.

immensely." Obviously, a matter of the heart.

For information on export opportunities in Japan or FOODEX participation, contact Ezio DiEmanuele at External Affairs' Japan Trade Development Division (PNJ), tel: (613) 995-8606; or Don McNicol, Agri-Food Products Division (TAA), tel.: (613) 996-3671.

## Oil's well in Mexico

Mexico City--Think oil and you may not immediately think Mexico. But anyone heading for PETRO EXPO '89--to be held in Mexico City from July 11 to 14, 1989--will be in for a pleasant surprise. As the fourth largest oil producer in the world, Mexico is definitely in the running, with sales of US \$21 billion in 1987 alone.

The focus for this year's trade show is on products and equipment to serve all aspects of the petroleum and petrochemical industry, including drilling, exploration, production, refining, marketing and transportation. Certainly a big list and a wide variety of opportunities.

Pemex, the Mexican Government-owned oil company, has set aside US \$900 million in 1988 for the purchase of imported oil and gas equipment. With that kind of commitment, a visit to PETRO EXPO '89 should be top priority for anyone in the oil business.

Last year's event drew over 2,300 registered attendees from the industrial, commercial, service and government sectors. Interested? Contact Jon Dundon of External Affairs' Latin America and Caribbean - Trade Fairs and Missions (LSTF) at (613) 996-6921.

## Opportunity knocks

Vancouver--On the lookout for venture capital? Or prospecting for new export markets? Or simply seeking joint venture partners or licensing agreements?

Billed as the largest exposition of business opportunities in North America, the International Business and Investment Exposition in Vancouver is a great forum for Canadian companies to gain exposure, to promote products and services, and to establish new contacts.

From November 14 to 16, the Exposition will bring together exhibitors from Canada, the United States, Mexico, the Pacific Rim, and Europe.

Participants will have the chance to meet potential new business partners and to discuss the new business opportunities created by the Canada-U.S. Free Trade Agreement.

Supported by both provincial and federal sponsorship, the International Business and Investment Exposition will be preceded by the Howard Ruff International Investment Conference. Hosted by Mr. Howard Ruff, editor-in-chief of *The Ruff Times*, this Conference takes place November 13. Topics for discussion include the politics of free trade, new economic developments in the Pacific Northwest and along the Pacific Rim, and investment trends in major markets worldwide.

For complete details of the 4th annual International Business and Investment Exposition, contact Pacific Forums Inc., P.O. Box 39, Suite 280, 815 West Hastings St., Vancouver, B.C. V6V 1B4. Tel.: (604) 669-3818. Fax: (604) 682-0019.

# Agreement in Geneva paves way to better GATT deal

Continued from page 1

the Uruguay Round: the system of panels used to resolve trade disputes and a multilateral surveillance system for reviewing countries' trade policies. (Canada's trade rules will be subject to this review later this year or early in 1990.)

Following is a run-down of the major points agreed upon at the April meeting in Geneva:

**Agriculture:** Agreement on a long-term goal of "substantial, progressive reduction of support and protection" to establish a fair and market-oriented agricultural trading system applicable to all countries. Reductions, if they are agreed to, will begin in 1991. There was also agreement that no country would take any action in the meantime that would worsen the current trade situation. As well, some as-yet-to-be-determined cuts will be made in 1990.

**Textiles:** Agreement to begin substantial negotiations aimed at bringing trade in textiles and clothing within the GATT's broader scope after the Multi Fibre Arrangement expires in 1991.

**Intellectual Property:** Agreement to negotiate standards, rules and dispute settlement procedures, without prejudicing the outcome of negotiations concerning the role of the World Intellectual Property Organization (WIPO).

**Safeguards:** Agreement to work towards bringing all safeguard agreements under multilateral control.

The four agreements now join the 11 other areas of agreement reached at the Montreal Ministerial

Meeting. These include:

- agreement on an overall 30 to 40 per cent tariff reduction target, with a substantial increase in "bindings" (i.e. formal notification of tariff levels);
- agreement to liberalize non-tariff barriers such as government procurement rules and technical barriers;
- agreement on liberalization of trade in processed and semi-processed natural resource-based products;
- agreement on a comprehensive and balanced negotiating framework on subsidies/countervail; and
- agreement to include trade in services such as banking and transportation in the GATT framework.

The question now is: Where do the negotiations go from here? Following is a rough timetable established for each of the 15 negotiating groups over the next few months:

**Tariffs:** Substantive negotiations to begin no later than July 1.

**Non-Tariff Barriers:** Framework for negotiations to be established by June.

**Natural Resource-Based Products:** Participants to provide trade barrier data by June 30, when substantive negotiations are scheduled to begin.

**Textiles:** Proposals to be submitted by June.

**Agriculture:** Detailed proposals for long-term objectives due by December. Implementation of first-stage long-term commitments in 1991. Undertaking to not exceed present export support

and protection levels is in effect until completion of MTN. Notification of undertakings to reduce support and protection levels for 1990 is to be submitted by October, 1989. Reports on compliance to be made at six-month intervals, beginning December 1.

**Tropical Products:** Canada will soon implement its offer to reduce tariffs on imports of tropical products of interest to developing countries.

**GATT Articles:** Proposals to define issues for negotiation to be brought forward by December 31.

**MTN Agreement and Arrangements:** Early submission of specific texts is encouraged.

**Safeguards:** Negotiation on draft text to begin by June.

**Subsidies/Countervail:** Proposals expected at June meeting of this negotiating group.

**Intellectual Property:** No specified timetable.

**Investment Measures:** Detailed written submissions to be made as early as possible.

**Dispute Settlement:** Interim application of improvements to dispute settlement procedures in effect from May 1 to the end of the Uruguay Round.

**Functioning of the GATT:** Interim implementation of Montreal Ministerial Meeting reforms. Ministerial meetings scheduled every two years. GATT Director General to report by September 1 on discussions with the International Monetary Fund and the World Bank to achieve greater coherence in global economic policy-making.

**Services:** May deadline for list of sectors to be included. Draft of comprehensive framework including concepts, principles and rules, to be submitted by year's end.

For more information, contact External Affairs Office for Multilateral Trade Negotiations (OMTN). Tel.: (613) 992-7768.

## Canada bolsters North American trade

Continued from page 1

nal trade policies," Crosbie said his ministry would use the General Agreement on Tariffs and Trade (GATT) as the key to opening the European market for Canadian business.

After the potential of a single European market has been explored, Crosbie advised Canadians to cast an eye to the fast-growing Asia-Pacific region. "It is high time that Canada stops seeing Vancouver and the Pacific as our back door, and starts taking its rightful place front and centre in this dynamic economic theatre," he said.

Noting that by the year 2000, Asia will account for approximately 60 per cent of the world's population, 50 per cent of production and 40 per cent of consumption, the Minister stressed that it is "absolutely critical that we establish a stronger presence and seize upon the opportunities available in this dynamic part of the world."

The third pillar of Canada's international trade strategy is to bolster trade within North America. The Canada-U.S. Free Trade Agreement will allow Canada to become more competitive and should be seen as a "stepping stone across the Pacific for Canadian exporters," added Crosbie.

"If we are competitive in these three mega-economies, we will be competitive anywhere in

the world--whether in India or Brazil or in Eastern Europe," the Minister told the trade conference.

To help Canadians become more competitive, Crosbie pledged increased export support programs and further promotion of Canadian interests through business and cultural exchanges.

The government's expansion of the CIBS program is a key step in building a dynamic trading culture in Canada.

In addition to the Centre for Trade Policy and Law in Ottawa, two other centres have been established: one at the University of Alberta in Edmonton; and another at the University of Saskatchewan in Saskatoon.

As global trading rapidly changes, "Canada needs entrepreneurs and business people who are knowledgeable and skilled in the field of international business and trade," concluded Crosbie. "And a key step in building a dynamic trading culture in Canada is expanding the government's international business studies program in our universities."

For information on the Centre for Trade Policy and Law, or on the CIBS program, contact David Knowles of External Affairs' International Trade Centres and Regional Operations Division (TPO) at (613) 996-7104.

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MAY 31, 1989

## Cooperation a way to win new markets

Let's face it, international mega-projects can often exhaust an exporter's marketing resources. That's especially true if the exporter is trying to get a piece of the action while going it alone.

It pays to cooperate. Indeed, multinational cooperation is often the key to successful capital project bidding.

Take for example the Sipitang pulp and paper project, part of an industrial diversification program for the state of Sabah in Malaysia.

The project was a cooperative venture of an international consortium of Canadian, German, and Austrian engineering and manufacturing companies.

Through Klockner Stadler Hurter (KSH), the Canadian engineering subsidiary of Klockner and Co. KG, of Duisburg, West Germany, 300 Canadian suppliers were able to sell high quality Canadian equipment and services to the Sipitang project.

The US\$ 324.5 million project-- completed and in the care of its owner/operator, Sabah Forest Industries--generated 4,400 person years of employment for Canadian engineering and manufacturing companies. And it created approximately 2,500 direct and indirect jobs in the region.

Assisted by financing from the Export Development Corporation, Canadian companies played a significant part in the construction of the Sipitang complex.

Major Canadian sub-suppliers included Combustion Engineering Ltd., GATX-Fuller Ltd., ASEA Industries Inc., Chemetics International, Valmet Dominion Inc., Flakt Canada Ltd., Les Controles Laurentide Ltcc., Hymac Ltd., Ingersoll Rand Canada Ltd., and Beloit Canada Ltd.

The Sipitang venture represents a significant capital project success for Canadian companies, many of whom are often facing hordes of international competitors that are bidding on a limited

Turn to page 6--Way

## Survey studies Japanese market

International Trade Minister John C. Crosbie recently launched the Export Opportunities in Japan Survey Series--sector specific surveys targeting the growing import markets in Japan.

The surveys will help Canadian exporters focus on sectors of growth in Japan and offer practical information on Japanese producers, the distribution system, the import regime as well as other useful marketing and pricing tips.

The first five in this series of 20 to 25 reports are now available.

Future surveys will cover sporting goods, industrial machinery, medical devices, and manufactured wood products.

"Canadian exporters have found that targeting their efforts is a key to success in the growing but highly competitive Japanese market," Crosbie said in an address to the Canada Japan Business Cooperation Committee Conference in Toronto on May 23.

"By meeting the demand for information about specific sectors that are particularly promising, the Department of External Affairs will assist Canadian exporters in pinpointing and accessing markets where Canadian capability meets Japanese demand."

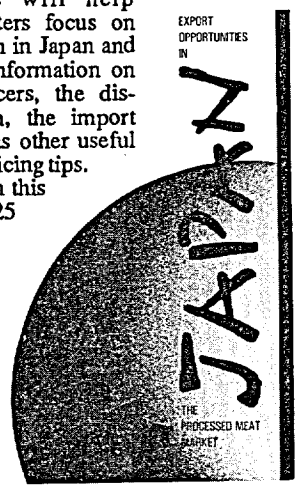
The studies, announced at the Conference and now available, are:

- The Food Service Market: The survey outlines the developments and opportunities in the rapidly growing food service sector. The

increasing popularity of western style restaurants in Japan has led to a doubling of sales in that sector (Cdn \$205 billion in 1987) over the last 10 years. The survey includes detailed information on 30 major Japanese food chains.

- The Retail Food and Beverage Market: Retail food sales in Japan total approximately Cdn\$400 billion annually. This survey provides an overview of the retail food market by type of outlets, with particular emphasis on supermarkets, department stores and convenience stores. It provides detailed information on 35 major Japanese food retail outlets.

Turn to page 6--Japan



## Marketing course benefits business

Thanks to a first-rate trio of young women enrolled in the University of Saskatchewan's international marketing program, a Saskatoon firm, Sutherland Steel Foundry Ltd., is well on its way to substantially increasing its exports to the United States.

The accomplishment is the result of a cooperative venture linking government, business, and academia.

In 1983, Ed Price, a former professor with the University of Saskatchewan's College of Commerce, conceived the idea for International Marketing 456. The program provides fourth-year students at the College of Commerce with hands-on, practical, real-life experience in international marketing.

Every year, teams of three to four students are matched with local export-ready firms. The screening process is the responsibility of staff of the International Trade Centre (ITC) in Saskatoon, one of the major players in the program.

After initial consultations with the company, Turn to page 6--Course

## Comments, suggestions invited by CanadExport

A periodical is a living information tool. It must reflect the requirements and needs of its readers while adapting to an ever-changing world. CanadExport is no exception to this rule. Since its inception in 1983, CanadExport has published 124 issues using this current format.

In publishing the newsletter, the Department of External Affairs' primary goal is to provide Canadians active in international trade with timely information to enable them to make enlightened decisions.

This goal has led us to survey our readers and to meet with several groups of them. We want to make sure that CanadExport is fulfilling our readers' expectations while providing an attrac-

tive tool which is well adapted to their needs.

Faced with the physical impossibility of consulting with each of our 40,000 readers, we invite you to send us your comments and suggestions in the days ahead. These comments may deal with the format, the content (geographic or sectoral coverage, etc.) or any aspect of our newsletter which comes to mind. Your contribution can make CanadExport the premier trade information source and the liaison 'par excellence' between the world of international trade and Canada's business people.

Direct your comments to: CanadExport (BTC), Department of External Affairs, 125 Sussex Dr., Ottawa, Ont. K1A 0G2. Fax: (613) 996-9709.

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Sales leads

# Good sales prospects from around the world

**BOTSWANA**--With a bid closing date of July 19, the Government of Botswana has issued a tender for the supply of three airport rapid intervention vehicles (ARIV) and three fire tenders. Specifications--38 pages--in brief, are: a) ARIV-appliance to be rapid intervention 4x4, designed to current and future requirements of modern airports, and based on ICAO recommendations for performance; modern foam-producing system consisting of 1200 litres water and 150 litres foam tanks; Unipower Dodge chassis, model W.350; C.V.W. 5900 kg; ENG NE 5.9 litres. b) Fire tenders must be designed for reasonable compliance with NEPA standards 414, parts A and B, and be classified medium fire-fighting vehicles; to be powered by 4 cycle, Deutz 2 diesel engine, rate at 358 KW at 2300 rpm; engine to be rear-mounted with fan facing rearward, maximum speed of 104 km/h, hose power 358 KW at 2300 rpm. The tender calls for competitive optional bids. Tenderers are advised to offer different makes of fire-fighting equipment as options, with separate prices, rather than offering one only. Copies can be obtained from the post, or from the Office of the Fleet Manager, Central Transport Organization, P.O. Box 10018, Gaborone, Botswana. Telex: 2247 BD. For more information, contact the Canadian Embassy in Harare. Telex: (Destination code 907) 24465. Answerback: (24465 CANADA ZW).

**BRITAIN**--D.B. Marine Engineering Limited, a leading U.K. Volvo Penta marine dealer that also markets the American INSTA-TRIM boat levellers and RACOR filtration units, both in Britain and abroad, seeks to become the sole U.K./European importer/distributor for Canadian manufacturers of large or small quality marine products. Contact Bill Lampard, Sales Manager, D.B. Marine Engineering Ltd., Cookham Bridge, Cookham-on-Thames, Berkshire, SL6 9SN. Telex: 848916 DBMRNE. Fax: 0628520564. (Notice dated 24 April/89).

**CAPE VERDE**--Through a loan from the African Development Bank, the Secretary of State for Fisheries of Cape Verde is announcing a tender call (bid deadline July 17) for the supply and construction of a refrigerating warehouse in the city of Praia on the island of Santiago. The warehouse should have an area of 50 m x 20 m, a foundation of metal-covered pillars and rafters and interior and exterior block walls plated with fibro-cement sheeting. The refrigerator warehouse should be divided into isothermal chambers, one of which is for freezing, preserving and storing frozen goods. The generator room, the engine room, and the brine freezing pool are between the two chambers. The remaining area is reserved for preparation, processing, storage, offices, meeting areas and washroom facilities. A workshop area is needed and an ice storage silo is to be placed near the loading dock. Dimensions of the refrigeration rooms are: two rooms 93.6 cu m each; one 50.4 cu m; one antechamber of 40.8 cu m. Dimensions of the freezing rooms are as follows: one 284.4 cu m; two 214.2 cu m each; one antechamber of 278 cu m. Further requirements are: a freezing tunnel of 6 tonnes/day capacity; a brine freezer pool of 4 tonnes/day capacity; ice production of 10 tonnes/day and ice storage silo with 30 tonnes capacity. The offer is open to member countries of the African Development Bank.

Documents are available, at a non-refundable cost of \$50, by writing to: Secretariat d'Etat aux Peches, B.P. 30. Tel.: 61-10-91. Telex: 6058 MCE CV Praia-Republique du Cap-Vert. Further information is available from the Canadian Embassy in Dakar. Tel.: (011-221) 23-92-90. Telex: 51632. Answerback: (DOMCAN SG).

**GERMAN DEMOCRATIC REPUBLIC /SOVIET UNION**--Canadian companies, particularly those engaged in the building and construction industries, have an opportunity to expand their markets in the USSR--and other member countries of the Council of Mutual Economic Assistance--through third country cooperation with the German Democratic Republic (GDR). Reports indicate that construction prospects in the USSR are "tremendous" and that the GDR firms--which know all the Soviet building regulations--sell more than 1.5 billion rubles of materials annually to the Soviets. GDR firms, which recently formed a USSR joint venture, can provide design assistance, steel and materials that are in short supply (aluminum and glass, for example) in the Soviet Union. Currently, GDR firms are involved in hotel construction in the Baltic (where they also built an airport) and the construction of a hospital in Armenia. Canadian construction firms interested in this market opportunity or in arranging an interview with the appropriate GDR company should contact D. H. Leavitt, Commercial Counsellor, Canadian Embassy, Warsaw, Poland. Telex: (Destination code 63) 813424. Answerback: (813424 CAA PL). (Telex dated 10 May/89).

**NIGERIA**--For the Ogun State Forestry Plantation Project, the Ministry of Agriculture and Natural Resources, Ogun State, has issued a tender with a bid closing date of July 14, for the supply, in 43 lots, of varying quantities of diverse agricultural items. The items include crawler tractors, wheel loaders, water pumps, four-wheel drive vehicles, motorcycles, cranes, wood planers, saws, speed drills, seed planters, and threshers. Twenty-five per cent of the cost should be quoted separately for the recommended spare parts required for each item in the cash category bid. Interested bidders may obtain bid documents upon written application (and payment of a non-refundable fee of US\$ 100.00) to Project Manager, Ogun State Forestry Plantation Project, P.M.B. 268, Ijebu-Ode, Nigeria. For more information, contact the Canadian Embassy in Lagos. Telex: (Destination code 905) 21275. Answerback: (21275 DOMCAN NG). Fax: (011-234-1) 614-691.

**SENEGAL**--With financing by la Caisse centrale de cooperation (C.C.C.E.), the Director-General of the National Railways Board of Senegal has issued two tenders, bid deadline of June 28. Tender call no. 010/88/89: spare parts for the maintenance of 28 passenger cars for the small blue train (petit train bleu). Tender call no. 011/88/89: parts for the maintenance of 3 small diesel locomotives, type BC BC 450 of 52 MCF. Tender documents can be obtained by writing to: Offermat, 38, rue de la Bruyere, 75009, Paris, France. Further information is also available from the Canadian Embassy in Dakar. Tel.: (011-221) 23-92-90. Telex: 51632. Answerback: (DOMCAN SGO).

**SENEGAL**--Senegal's National Telecommunications Corporation (SONATEL) has is-

sued a tender call, bid closing date June 19, for the expansion of the urban road network in Saint-Louis and Louga. Tenders must be accompanied by an irrevocable bond of 10 million Francs CFA. Tender documents can be obtained, at a cost of 25,000 Francs CFA, by writing to: rue Wagane Diouf, Dakar, Senegal. Contact the Canadian Embassy in Dakar for further information. Telex: 51632 (DOMCAN SG).

**SENEGAL**--The Banque centrale de l'Afrique de l'Ouest (B.C.E.A.O.) has issued a tender call, bid deadline June 19, for the supply of computer equipment, software and related services. The items should be delivered to the Bank's headquarters in Dakar and its main offices at Cotonou (Benin), Ougadougou (Burkina Faso), Abidjan (Ivory Coast), Bamako (Mali), Niamey (Niger) and Lome (Togo). The Bank guarantees financing for the acquisition of the equipment and services. The computers are to be delivered to the above-mentioned countries in two lots, the first in a lot of 8 and the second in a later lot of 11. Delivery must take place within six months of the order. Prices are to be quoted in Francs CFA. Tender documents can be purchased for 200,000 Francs CFA by writing to: La Banque centrale des Etats de l'Afrique de l'Ouest, Dakar, B.P. 3108, Republique du Senegal. Telex: 23-93-35 or through the Banks' main offices. Further information is available from the Canadian Embassy in Dakar. Telex: 51632 (DOMCAN SG).

**TURKEY**--With a bid closing date of June 21, the Ministry of Defence has issued a tender for cartography system and equipment. The system will contain an analytical instrument and superimposition system. Analytical instrument specifications are: image rotation of a minimum plus or minus 100 grade; encoder resolution of minimum one micron; instrument accuracy of minimum plus or minus two microns; field of view diameter a minimum 24 mm at eight times magnification. The analytical instrument shall move automatically to the points given and perform the measurement. The superimposition system will have a minimum 350 KB memory capacity (with the computer in the interactive system having a minimum 2 MB main memory and 130 MB ISC capacity); a data-base software data and Fortran 77 compiler; and two alpha numeric terminals. A 3 per cent bid bond and a 1 per cent performance bond are required. The delivery period is to be quoted in the tender, with shorter delivery time preferred. Pricing is FOB and payment is through irrevocable letter of credit. Documents may be obtained through the post, with costs billed through External Affairs in Ottawa. Contact D.H. Clendenning, Commercial Counsellor, Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR). Fax: (011-90-4) 146-4431.

**TURKEY**--With a bid closing date of June 16, the Ministry of Defence has issued a tender for 275 telescope sights, for G-3, complete with the following accessories: telescope sight, telescope sight cover, sun filter, telescope sight box mounting bracket, tool box, screwdriver, lens cleaning brush, dust rag. A 3 per cent bid bond and a 6 per cent performance bond are required. Delivery option is for 4 months, with delivery period to be quoted in the tender. A shorter delivery time is preferred. Pricing is FOB and

# CanadaExport



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## Free Trade Bulletin

### THE FTA SELECT AUTO PANEL

On April 6, Canada and the U.S. took an important step in the implementation of the Canada-U.S. Free Trade Agreement (FTA).

That's when, in accordance with the FTA, International Trade Minister John C. Crosbie announced the joint establishment of a private sector panel to advise the two governments on automotive issues.

The announcement was based on Article 1004 (see inset) of the FTA which calls upon a panel of informed persons to assess the state of the North American automotive industry and to propose public policy measures and private initiatives to improve its competitiveness in domestic and foreign markets.

The Select Auto Panel, as it is known, is an independent, private sector advisory body. The thirty-member Panel is comprised of 15 Canadians and 15 Americans.

Canadian members of the Panel represent a broad spectrum of interests in the automotive sector, including vehicle manufacturers, labour, parts producers, consumers and dealers. The members of the Panel are listed at the end of this bulletin.

Although both the Canadian and the U.S. federal governments will have observer status on the Select Auto Panel, the Panel will establish its own work program and make its own recommendations.

Conversely, the governments are under no obligation to act upon any recommendations made by the Panel.

Based on the Panel's broad mandate--as set out in Article 1004--the federal government is hoping that the Panel will focus on the new realities of a rapidly evolving worldwide automotive industry and make comprehensive recommendations on improving its global competitiveness, by examining:

- the North American and world supply and demand conditions in automotive products and closely related industries;
- the evolution of the North American and world automotive sector with respect to employment and labour skills, investment, production capacity, corporate structure and interrelationships, technology, product quality and consumer interests;
- public and private practices and their implications for the performance and international competitiveness of the North American auto industry; and
- practices in the North American automotive sector which inhibit exports to third countries, and impediments in third country markets.

These examinations would serve to identify potential new export opportunities for North American automotive goods, as well as

problems and implications for production, employment, trade and investment.

The FTA--by establishing a stable framework for the continued growth of production, investment, employment and trade--has laid the foundation for the growth of the North American automotive industry.

The FTA will position Canadian manufacturers to build on the successes of the Canada-U.S. Automotive Products Trade Agreement of 1965 (the Auto Pact). However, global developments will continue to challenge the industry. In particular, these developments will require adjustment to major structural changes, including technological advances and rapidly evolving market conditions.

Increasing the competitiveness of the Canadian automotive industry is very much in the Canadian economic interest. Trade in automotive products accounts for over one-third of Canada's total trade with the United States. Furthermore, Canadian vehicle assembly, parts production, and related automotive manufacturing activities, such as tires and trailers, constitute Canada's most important manufacturing sector.

1988 shipments of automotive goods approached \$44 billion and accounted for 154,000 jobs. And the industry is a key

consumer of the output of supplier industries, including metal, rubber, textile, glass and plastics products.

### What the FTA says about the automotive industry

Trade in automotive goods is governed by Chapter Ten of the Free Trade Agreement. Here is an overview of its provisions.

#### Tariffs and the Auto Pact

Tariffs on original equipment automotive products--parts and vehicles--will be eliminated over a period of 10 years. Tariffs for after-market parts will be phased out over a period of five years. Canada has undertaken in the FTA not to extend the benefits of duty-free imports from third countries to any additional companies producing vehicles in Canada.

The 60 per cent Canadian Value Added/Cost of Sales commitment by the Auto Pact manufacturers is not altered in any way by the FTA.

#### Rules of Origin

The FTA establishes rules of origin to determine eligibility for duty-free treatment. For automotive products, this involves a change of tariff heading and a test measuring the value of North American content.

Direct costs of processing, plus the value of components sourced in either Canada or the U.S., must equal at least 50 per cent of the direct costs of manufacturing.

#### Article 1004 of the Free Trade Agreement

The Parties recognize the continued importance of automotive trade and production for the respective economies of the two countries and the need to ensure that the industry in both countries should prosper in the future.

As the worldwide industry is evolving very rapidly, the Parties shall establish a Select Panel consisting of a group of informed persons to assess the state of the North American industry and to propose public policy measures and private initiatives to improve its competitiveness in domestic and foreign markets.

The Parties shall also cooperate in the Uruguay Round of Multilateral Trade Negotiations to create new export opportunities for North American automotive goods.

## Used Vehicles

The Canadian embargo on the importation of used vehicles will be phased out. Its elimination should give Canadians more flexibility and more choice in their used car purchases.

## Duty Remissions and Foreign Trade Zones

The Canadian automotive duty remission programs will be phased out. U.S. foreign trade zone rules and duty drawback provisions will

### Canadian Panel members announced on April 6 are:

Darcy McKeough (Panel Co-Chairman), President and Chief Executive Officer, Redpath Industries, Toronto, Ont.

Robert T. Beamish, Chairman and Chief Executive Officer, The Woodbridge Group, Mississauga, Ont.

Roy F. Bennett, President, Bennecon Limited, Toronto, Ont.

Paul Calvi, President, Waterville TG Inc., Waterville, Que.

Maurice Joseph Closs, President and Chief Executive Officer, Chrysler Canada Ltd., Windsor, Ont.

V. Maureen Kempston Darkes, General Director, Public Affairs, General Motors of Canada Ltd., Oshawa, Ont.

Peter J. Dawes, Chief Executive Officer, Canadian Importers' Association, Toronto, Ont.

Kenneth R. Graydon, Executive Vice-President, Federation of Automobile Dealer Associations of Canada, Willowdale, Ont.

Sally A. Hall, Edmonton, Alta.

Kenneth Harrigan, President and Chief Executive Officer, Ford Motor Company of Canada Ltd., Oakville, Ont.

Yoo Il Lee, President and Chief Executive Officer, Hyundai Auto Canada Inc., Markham, Ont.

Jim McAlpine, Vice-Chairman and Chief Financial & Administrative Officer, Magna International Inc., Markham, Ont.

André Normand, President, Prevost Car Inc., Ste-Claire, Que.

Robert White, National President, Canadian Auto Workers Union, Willowdale, Ont.

Susumu Yanagisawa, President, Toyota Canada Inc., Scarborough, Ont.

be altered insofar as trade with Canada is concerned.

## Future Cooperation

In addition to establishing the Select Auto Panel, Canada and the United States agreed in Article 1004 of the Free Trade Agreement to cooperate in the Uruguay Round of Multilateral Trade Negotiations (MTN) to create new export opportunities for North American automotive products.

### American Panel members announced on April 6 are:

Peter G. Peterson (Panel Co-Chairman), Chairman, The Blackstone Group LP, New York, N.Y.

Owen Bieber, President, International Union, United Automobile, Aerospace and Agricultural Implement Workers of America, UAW, Detroit, Mich.

David E. Cole, Director, Office for the Study of Automotive Transportation, Chrysler Center, Ann Arbor, Mich.

Joseph T. Gorman, Chairman, President and Chief Executive Officer, TRW, Inc., Cleveland, Ohio.

Gerald Greenwald, Vice-Chairman, Chrysler Corporation, Highland Park, Mich.

Elliot Lehman, Co-Chairman, FEL-PRO Inc., Skokie, Ill.

Harold Poling, Vice-Chairman and Chief Operating Officer, Ford Motor Company, Dearborn, Mich.

J. David Power, President, J.D. Power & Associates, Agoura Hills, Calif.

Heins Prechter, Chairman and President, ABC Incorporated, Southgate, Mich.

William Raftery, President, Motor Equipment Manufacturers Association, Teaneck, N.J.

Jack P. Reilly, President and Chief Executive Officer, Tenneco Automotive, Lincolnshire, Ill.

Thomas Russel, Chairman and Chief Executive Officer, Federal Mogul Corporation, Detroit, Mich.

Paul Schloemer, Chief Executive Officer, Parker-Hannifan Corporation, Northbrook, Ill.

Roger Smith, Chairman, General Motors Corporation, Detroit, Mich.

Neil Springer, Chairman, President and Chief Executive Officer, Navistar International Transportation Corporation, Chicago, Ill.

## Good news for exporters using blanket Certificates of Origin!

Exporters, in many cases, no longer will need to produce lengthy lists of customers as part of a blanket certificate--only the name and address of the Importer of Record will need to be shown.

Until recently, U.S. Customs required the name and address of the purchaser in the United States to be shown.

Because of the problems this imposed on exporters, U.S. Customs

has agreed that the Importer of Record or the purchaser may be shown in Field 3 of the Certificate of Origin.

U.S. Customs has also dropped the requirement that the number of third country constituent materials be shown in parentheses in Field 8.

For more information on these changes, contact your nearest U.S. Customs broker.

# Sales leads

Continued from page 2

payment is through irrevocable letter of credit. Documents, with courier expenses of Cdn\$ 50, are available through the post. Contact R. G. Farrell, Commercial Counsellor, Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**With a bid closing date of June 26, the Ministry of Defence has issued a tender for oceanography equipment. Required are: a) oceanographic buoy—one set; one buoy; one data logging unit; one data transmitter/receiver unit; one field terminal; one data processing unit with one personal computer, one printer and one tape reader; and sensors—air temperature sensor, air pressure sensor, wind direction sensor, wind speed sensor, water temperature sensor, wave movement sensor. b) one remote reading current meter complete with recorder unit, power unit, clock unit, current velocity sensor (5-250 CM/S), current direction sensor (0-360 degrees C), temperature sensor (0 to 30 degrees C), data transmitter unit, receiver unit, printer/recorder unit with a depth capability of a minimum 100 m. A 3 per cent bid bond is required. Payment is through irrevocable letter of credit. Bid documents can be couriered for Cdn \$60. Contact D. H. Clendenning, Commercial Counsellor, Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR).

**TURKEY--**With a bid closing date of June 26, the Turkish Red Crescent has issued a tender for blood sets. Required are: a) blood containers—plastic bags complete with CPDA anticoagulant solution, 350,000 intravenous needles and tubes (single, 450 ml) 50,000 (double, 450 ml plus 350 ml). b) 200,000 blood infusion kits with blood container adapter, filter, dripper, tube, flow regulator and intravenous needle. A bid bond of approximately Cdn \$21,500.00 is required. Payment is through irrevocable letter of credit. Bid documents, costing Cdn \$15, may be obtained by the post and couriered, at a cost of Cdn \$30. Contact the Commercial Division, Canadian Embassy, Ankara. Telex: (Destination code 607) 42369. Answerback: (42369 DCAN TR). Fax: (011-90-4) 146-4437.

**NOTE:** Unless otherwise stated, companies requesting bid documents will be billed for document/courier expenses. Canadian bidders should also be aware that export permits may be required for some of these products.

Tenders bearing tight deadlines could nevertheless provide useful market intelligence on contacts and possible future sourcing of similar equipment and/or services.

## Numbers to note

The telex numbers for the Canadian Consulate in Bombay, India have not changed as was reported in *CanadExport*, Vol. 7, No. 8. The Consulate has, however, acquired additional numbers. The complete telex numbers are: 11-4153/4154/2334/2335.

The facsimile number for the Consulate General in New York is: (212) 768-2440.

And the facsimile number for the Canadian Embassy in Cairo, Egypt is (011) (20-2) 355-7276.

# Outlook: Newfoundland seafood

St. John's--Newfoundland was the setting. Seafood was the subject. But Seafood Outlook '89 was no ordinary fishing expedition.

A joint effort of the Department of External Affairs and the Newfoundland office of Industry, Science and Technology Canada, Seafood Outlook '89 attracted more than 150 delegates who shared information on world market conditions, consumption patterns, product trends, and export markets for Newfoundland seafood products.

Boston, Hong Kong, Duesseldorf, London, Oslo, Copenhagen, Tokyo, Lagos, and Paris were identified as specific areas of interest to the Newfoundland fishing industry. Trade commissioners from these areas participated in Seafood Outlook '89, presenting market overviews of their specific territories.

The two-day program in mid-April, which included geographic overviews, panel discussions, presentations on the Canada-U.S. Free Trade Agreement and the completion of a single European market by 1992, provided the Newfoundland fishing industry with an abundance and variety of information crucial to future marketing strategies.

The program also included information sessions outlining the numerous export support programs sponsored by the Department of External Affairs.

Minister for International Trade John C. Cros-

bie returned to his native province to address the conference.

"As the first Newfoundlander to hold the office of Minister for International Trade, I am especially glad to be able to serve the fisheries export sector which is so fundamentally vital to this province," Crosbie said in his opening remarks.

Crosbie spoke of increased Canadian fish exports to world markets such as Japan, Switzerland and Sweden, and of Canadian suppliers "holding their own against stiff competition in the European Community in 1988."

While praising the fishing industry for its many accomplishments, he also warned of new challenges ahead. Crosbie spoke of his many travels abroad where he has noticed that "a profound change has taken place in the fishing industry. Where once companies sold fish, they now market products," said Crosbie.

The Minister told his audience that, to ensure future prosperity, the Canadian fishing industry must be prepared to market its products creatively, aggressively, intelligently and, above all, internationally.

"We can no longer just rely on traditional markets and traditional strategies; we are compelled to cast nets in new markets far offshore," said the Minister.

Buyers representing these "markets far offshore" also participated in Seafood Outlook '89.



*Seafood the subject—Mel MacDonald, Canadian Trade Commissioner, Oslo, Norway (far left) talks shop with Magnus Gunnarsson, Export Council of Iceland (centre); Nilo Cachero, Trade Commissioner, Canadian Consulate General Boston (right); and Jade Neergaard, Commercial Officer, Canadian Embassy, Copenhagen, Denmark (back to camera). They were among over 150 delegates to Seafood Outlook '89, held recently in St. John's, Newfoundland.*

According to Jim Harman, Senior Trade Commissioner and Director of the International Trade Centre in Newfoundland, their participation was a great success.

"Seafood deals were actually consummated on the conference floor and visiting buyers and trade commissioners left with a greater appreciation for the Newfoundland fishing industry, its direction and capabilities," Harman said at the conclusion of the conference.

For more information on the conference, contact D. Shortall of External Affairs' Fisheries and Fish Products Division (TAF). Tel.: (613) 995-1713.

## Program to 'spark' progress in China

Under its Sparks Program, China plans to introduce science and technology to its vast rural areas; promote economic restructuring; invigorate the local economy; and blaze a new trail toward modernization.

This new initiative is good news for Canadian investors seeking joint ventures in a land which only recently has opened to the West—and which wants all the West has to offer.

In China, industrialization can no longer be a solely urban phenomenon. With 800 million farmers, the country must bring industrialization to the villages and towns, making them vital centres of enterprise for the enormous labour force. The Sparks Program--substantial in scope-- is one way of attaining this end.

In Shanghai alone, a World Bank loan of US\$20 million is being used to develop industrial projects in Cong Ming county--an island at the mouth of the Yangtze River, with an area of 1,100

square kilometres, and a population of 750,000.

Twenty-seven projects have been identified for evaluation and funding consideration, primarily in the areas of household electrical appliances (e.g. fans); textile garment production; food processing; processing machinery; training and information systems.

Because procurement will be by invitation--not by international tender--interested Canadian companies should make direct contact with Mr. Zhao Shengrong, Director, Sparks Program, Shanghai Municipal Science and Technology Commission, 30 Fuzhou Road, Shanghai. Tel.: 232294, 385903, 212810 x 169. Telex: 33493 STCS CN. Fax: (021) 290616.

Companies may also contact the Canadian Consulate General, 4th Floor, Union Building, 100 Yan'an Rd. East, Shanghai, China. Telex: (Destination code 85) 33608. Answerback: (33608 CANAD CN). Fax: (011-86-21) 203623.

# Household appliances show continues to grow

Cologne--Attendance at Domotechnica--the "World's Fair of Domestic Technology"--has long been considered mandatory for any company interested in selling to the European community.

In February, eight Canadian firms took that advice and set up shop at the Canadian stand at Domotechnica '89.

They joined more than 1,000 companies from 37 countries whose state-of-the-art domestic appliances commanded the attention of over 51,000 visitors.

The 16th edition of the Cologne, West Germany-based fair attracted an international audience of buyers, many of whom placed orders for the entire year.

That's a solid confirmation of Domotechnica's reputation as the lead show in Europe for household appliances.

Attendance by foreign visitors was up considerably this year, leading organizers to conclude that Domotechnica provided an opportunity for overseas visitors to gather information about the European domestic appliance industry in preparation for the advent of a single European market by 1992.

Canadian on-site sales totalled \$207,000 and, for the 12-month period following the trade show, an additional \$6.5 million in sales is forecast. As well, five agents/distributors were appointed, and the appointments of 29 others are pending.

For the Canadian exhibitors, participating in Domotechnica through the Canadian national booth was a beneficial experience. Said Dieter Hollweck, President of Overseas Projects Corporation of Canada, "The experience was excellent. It was a real drawing card to be associated with the Canadian booth."

As successful as it was in drumming up sales,

## Catalogue show is bound for Bombay

Bombay--If you're interested in tapping into the Bombay marketplace, the Canadian Consulate in that gateway-to-India city has an offer that's too good to miss.

On June 30, the Canadian Consulate will host an all-sector Catalogue Show to introduce Canadian products and services to this single most important trading and manufacturing area of India.

Bombay, which accounts for 25 per cent of India's industry and 10 per cent of the nation's industrial jobs, is a natural first-step for Canadian companies eyeing India as a potential export market.

Canadian firms interested in taking advantage of this market opportunity are invited to send their product and service brochures or catalogues directly to the Canadian Consulate, Hotel Oberoi Towers, Suite 2401, Nairiman Point, Bombay 400 021, India.

The materials to be forwarded to India may also be sent to the Department of External Affairs, Asia Pacific South Trade Development Division (PST), 125 Sussex Drive, Ottawa, Ontario K1A 0G2.

For further information, contact R. Mailhot (PST). Tel.: (613) 996-1989.

Domotechnica was not simply just a place to sell or make contacts. It was an opportunity to observe appliances of the future--to see what is hap-

## DOMOTECHNICA '89

pening on the domestic appliances front worldwide.

The products at Domotechnica '89 promised energy efficiency and environmental protection. Washers and dryers stressed reduction in water, detergent, and electricity consumption. Dish-

## Algeria a good sport

Algiers--Canadian sports equipment and leisure products manufacturers have an opportunity to score points in the export market.

All they need do is participate in the 1st International Leisure and Sports Equipment Show being held in this Algerian city from November 25 to December 1, 1989.

The show will provide an ideal occasion for Canadian companies to display and promote their products and innovations in these fields. They will also see what their competitors are doing in the area of sports equipment and leisure products.

For further information on the 1st International Leisure and Sports Equipment Show, contact Sylvie Garipey of External Affairs' Africa Trade Development Division (GAT). Tel.: (613) 990-8134.

Interested parties may also wish to contact the Canadian Embassy, Algiers. Telex: (Destination code 408) 66043. Answerback: (66043 CANAD DZ).

## Food fair has Spanish flavour

Barcelona--While Canadian athletes are gearing up for the 1992 Olympics in Barcelona, the Canadian food industry has targeted this Spanish city for 1990.

From March 3 to 8, Barcelona hosts Alimentaria '90--the largest and most internationally flavoured food fair in Spain. More than 500,000 people--80 per cent of them trade visitors--are expected to converge on Alimentaria '90. With purchase books in hand, they'll browse through the food offerings of some 1,600 firms representing approximately 40 nations.

The reasons for participating in Alimentaria '90 are simple.

Spain has the fastest growing economy in Europe--one that is expected to surpass France's growth rate in the next few years. Spain is hosting the 1992 Olympics and, in the same year, is celebrating the 500th anniversary of the discovery of America.

All of which means the country's food industry will look to Alimentaria '90 as a way of stocking its larder with the best food the world--including Canada--has to offer.

Allmentaria '90 also offers the Canadian food industry an opportunity to get firmly established in Spain--before trade barriers are eliminated among the 12 member states of the European Community in 1992.

The planning for Canada's participation in Alimentaria '90 is already underway. To ensure that space requirements can be accommodated, interested Canadian firms should contact, W. J.

washers featured new techniques that enhance economy and noise-reduction. On display was a prototype of the dishwasher of the future--it was programmable via an infra-red remote control device.

In the refrigeration and freezer section, reduction of halide hydrocarbons--a severe threat to the ozone layer--was the order of the day. And greater capacity, higher performance, and expanded applications highlighted the microwave sector. Infra-red toasters, computerized grain mills, and storage-battery shavers clearly indicated the role electronics is playing in the perfection of small electric appliances.

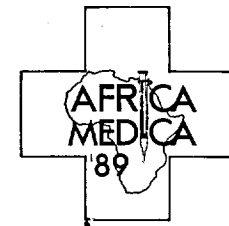
The group of eight Canadian exhibitors represented the wide range of design and production capabilities of Canada's appliance industry. Products included ultrasonic humidifiers, high-performance air cleaners/ionizers, water distillers, automatic pipe heating cables, electric woks, skillets and griddles--all featuring Canada's trademarks of quality workmanship, materials and design.

Demonstrating their wares at the Canadian stand were: Beam International, Biotech Electronics Ltd., Budd Vacuum Co. Ltd., CAMCO Inc., EPCOR - Environmental Products Corp., Five Seasons Comfort Ltd., Heron Cable Industries Ltd., and Toastess Inc.

The Department of External Affairs is already planning next year's participation in Domotechnica. For information on this important international marketing opportunity, contact Helmut Schroeter of External Affairs' Western Europe Trade Development Division (RWTF). Tel.: (613) 996-4344.

Curran of External Affairs' Agri-Food Products Division (TAA). Tel.: (613) 995-1774. Fax: (613) 996-9510.

## All in good health



Dakar--Companies in the medical industry are invited to participate in AFRICA-MEDICA, this continent's first international exhibition on medicine, pharmacy, medical instruments and equipment.

To be held in the Senegalese capital from December 1-8, 1989, the exhibition, featuring the latest research and technical innovations, will be a meeting place for the medical and pharmaceutical professions.

Also a feature of AFRICA-MEDICA are technical days. They will provide a forum for the exchange of ideas and experiences by members of the medical corps, researchers, and medical equipment manufacturers. A number of worldwide experts in the medical field are expected to participate.

For more information on the show, contact the organizers, Excif (Expo-Carrefour-Afrique), rue 14, zone artisanale HLM 1, Post Office Box 1656, Dakar, Senegal. Tel.: (221) 25-25-40/25-19-63. Telex: 61-643 SG. Fax: (221) 24-21-91.

# Calendar to U.S. trade shows and missions

The U.S. is Canada's most important trading partner, with about 74 per cent of our exports going south of the border.

One of the most effective ways to penetrate that huge and challenging market—or to expand sales—is to display products and services at trade shows.

External Affairs is planning to participate in close to 300 trade shows and trade-related activities in the U.S. during 1989-1990.

Below is the fourth and last part of a line-up of events (chronological) planned in various industry sectors—listed alphabetically. Also on the agenda are numerous trade activity directories, books and studies.

For details on the shows listed, participation conditions, and on the planned trade literature, check with External Affairs' United States Trade and Investment Development Division (UTE), or United States Trade and Tourism Development Division (UTW), tel: (613) 993-7343.

### Food and Beverage (Cont.)

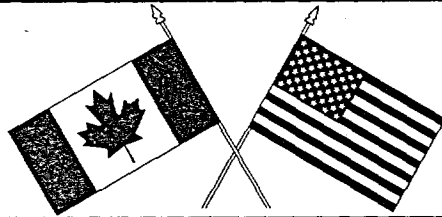
- TOPS Food Stores chain-store promotion--Buffalo, New York, May 1989.
- Texas Retail Grocers Association--Dallas, Texas, June 11-13, 1989--Grocery products: gourmet and specialty.
- International Fancy Food Show--Atlanta, Georgia June 25-28, 1989 Gourmet foods.
- Eastern Dairy Deli Show--New York, New York, August, 1989--Deli products.
- Texas Nurserymen Association Show--Dallas, Texas, August, 1989--Food products.
- Solo Food Show--Orange County, Florida, August, 1989--Food show.
- Solo Food Show--Phoenix, Arizona, August, 1989--Food show.
- Solo Food Show--San Francisco, California, September 14, 1989--Food show.
- Florida Restaurant Association--Orlando, Florida, September 26-28, 1989--Restaurant equipment.
- Solo Food Show--Buffalo, New York, September, 1989--Food show.
- Michigan & Great Lakes Food Service Show--Lansing, Michigan, October 15-16, 1989--Restaurant equipment.
- Ohio Grocers Association Show--Ohio, October 21, 1989--Food buyers association/food products.
- Canadian Wine & Cheese Promotion--Cleveland, Ohio, November, 1989.
- Solo Food Show--Cleveland, Ohio, November 2, 1989--Food show.
- Solo Food Show--Chicago, Illinois, November 1989--Food show.
- Pizza Expo--Las Vegas, Nevada, January 24-27, 1990--Pizza restaurant equipment.
- Solo Food Show--Boston, Massachusetts, February 7, 1990--Food show.
- Solo Food Show--Seattle, Washington, February, 1989--Food show.
- A Taste of Canadian Wine--Detroit, Michigan and Windsor, Ontario, February, 1990.
- Publix Foodstore Chain In-store promotion--Orlando, Florida, February, 1990.
- Solo Food Show--Detroit, Michigan, March, 1990--Food show.
- East-South Restaurant/Hospitality Show--Washington, D.C., March 3-4, 1990--Restaurant equipment.

### Forest Products

- Woodworking Mach. & Furn. Supply Tour--Canada, August 5-8, 1989--Logging and forestry equipment.
- Graph Expo--Chicago, Illinois, October 15-18, 1989--Software graphics.
- Pulp & Paper Maintenance '89--Atlanta, Georgia, November, 1989--Pulp and paper technology.
- Forest Industries Clinic Machinery Show--Portland, Oregon, February 29 - March 2, 1990--Forestry machinery.
- TAPPI'90--Atlanta, Georgia, March 5-8, 1990--Pulp and paper machinery.

### Industrial and Transportation Equipment

- Florida Transportation Commission Visit--Canada, May, 1989--Urban transit.
- HAZMET (Hazardous Materials)--Atlantic City, New Jersey, June 13-15, 1989--Environmental equipment.
- American Water Works Association Show--



Los Angeles, California, June 18-22, 1989--Water professionals: supply, storage, filtration and distribution.

- Air and Waste Management Show--Anaheim, California, June 27-29, 1989.
- ASCCA (Automotive Service Counsel) Auto Service Show--Los Angeles, California, July 28-30, 1989--Automotive parts and accessories.
- Automotive Parts & Accessories Association Show (APAA)--Chicago, Illinois, August 28-31, 1989.
- Solo Show - Auto Aftermarket Parts--Seattle, Washington, August, 1989--Auto parts.
- Air-Show Canada - Incoming Buyers--Abbotsford, British Columbia, August 9-13, 1989--Aircraft and parts.
- Oceans '89--Seattle, Washington, September 18-21, 1989--Oceanographic equipment.
- Fabtech Show--Chicago, Illinois, October 9-12, 1989--Industrial machinery and equipment.
- Fall National Design Engineering Show--New York, New York, October 11-13, 1989--Aircraft, automotive machinery and equipment.
- Finishing '89--Cincinnati, Ohio, October 17-19, 1989--Painting and finishing equipment.
- Urban Transit Mission from Phoenix--Canada, October, 1989--Urban transit and equipment.
- West Pack '89--Anaheim, California, October 1989--Packaging equipment and supplies.
- International Maritime Expo--New York, New York, November 17-19, 1989--Marine equipment and accessories.
- Workboat Show--New Orleans, Louisiana, November 30-December 2, 1989--Marine equipment and accessories.

- Specialty Equipment Manufacturers Association Show (SEMA)--Las Vegas, Nevada, November 29 - December 1, 1989--Automotive aftermarket/car care parts and accessories.
- Steel Structures Painting Council--Dallas, Texas, December, 1989--Painting equipment.
- Globe '90--Vancouver, British Columbia, March 19-23, 1990--Environmental equipment.
- Logistex--Atlanta, Georgia, March, 1990--Materials handling.
- Mid America Truck Show--Louisville, Kentucky, March 30 - April 1, 1990--Automotive parts and accessories for trucks.
- International Automotive Aftermarket Show (Big I)--Chicago, Illinois, February 28, 1991--Automotive aftermarket specialty care and service.
- SAE Show (Society of Automotive Engineers)--Detroit, Michigan, March, 1990--Auto parts.
- AIA (Auto Industries Association) Show--Toronto, Ontario, May 13-15, 1990--Auto parts.

### Minerals and Metals

- Mintec--Canada, August, 1989--Seminars on mining equipment.
- Iron & Steel Exposition--Pittsburgh, Pennsylvania, September 18-21, 1989--Metal production and processing equipment.
- Mining Association of Alaska--Seattle, Washington, November 2-4, 1990--Mining equipment.
- Mining Institute of Illinois--Chicago, Illinois, October 1-2, 1990--Mining equipment.
- American Society of Mining Engineers--Reno, Nevada, February 26 - March 3, 1989--Mining equipment.
- N.W. Mining Show--Seattle, Washington, December 6-9, 1990--Mining equipment.
- National Mining & Exhibition West--Denver, Colorado, February 8-10, 1990--Mining equipment.
- American Mining Congress--Las Vegas, Nevada, October 18-22, 1992--Mining equipment.

### Textiles, Footwear and Leather

- Buyers to International Shoe Fair--Toronto, Ontario, January, 1990.
- Leather Solo Show (Leathermark)--Toronto, Ontario, February 1990--Women's and men's apparel.

### UTD Special Projects

- NEBS Missions (10)--Boston, Massachusetts, throughout the year.
- NEBS Missions (10)--Buffalo, New York, throughout the year.
- NEBS Missions (6)--Cleveland, Ohio, throughout the year.
- NEBS Missions (6)--Detroit, Michigan, throughout the year.
- NEBS Missions (8)--Minneapolis, Minnesota, throughout the year.
- NEBS Missions (8)--Seattle, Washington, throughout the year.
- NEXUS Missions (15)--Southeastern/Southwestern USA, throughout the year (not elsewhere specified).

# Course benefits business, students

Continued from page 1

the team gets down to the real task at hand: producing a first-class marketing study and export plan during the January to April semester.

The marketing plan is then tested in the actual setting by a team member and a company executive during a Program for Export Market Development (PEMD)-funded market exploration trip.

Final reports are prepared and submitted to the Board of Advisors which judges each marketing plan according to presentation and effectiveness.

According to an ITC spokesperson, this year's winning team--Rhonda Ekstrom, Carolyn Keesh and Jennifer Sieben--produced a market study that was not only highly professional but zeroed in on a market area that was compatible with the company's products.

As a result of the trio's first-rate research, Sutherland Steel Foundry Ltd. stands to increase its annual sales by more than \$500,000.

International Marketing 456 is unique to the University of Saskatchewan and, since the program was launched five years ago, it has helped more than 40 local companies to explore U.S. market potential. This year alone, 20 firms applied, with 10 being chosen to participate.

The federal government, through the Department of External Affairs' International Trade Centre in Saskatoon, is the major financial sponsor of International Marketing 456. The federal Department provides an operations grant as well as PEMD funding. Additional funding is

provided by the Province of Saskatchewan.

Burke Darling, of the Saskatoon International Trade Centre, is External Affairs' representative to the program. Darling is also a course lecturer, serves on the program's Board of Advisors, and recruits and selects the participating companies.

Canadian posts in the United States also get involved in the program by providing useful market analysis and setting up initial appointments for the PEMD-funded visit.

The benefits of International Marketing 456 are many. For the participating companies, the program offers the potential of export sales in new U.S. markets. The benefit to the students is a much better appreciation of the nuts and bolts of exporting. And for the government, International Marketing 456 means that each year, 30 more new marketing executives enter the work force with a better appreciation of what services are available through the government's export promotion program.

The College of Commerce and its Board of Advisors are considering a similar program for MBA students. Here the focus would be on taking more mature firms, already selling to the U.S., and completing a study of their prospects in key potential offshore markets.

For information on the program, contact Dr. Asit Sarkar at the University of Saskatchewan's College of Commerce, tel.: (306) 966-4786; or Ron McLeod, ITC, Saskatoon, tel.: (306) 975-5315.

# Japan market series

Continued from page 1

- **The Processed Meat Market:** This report describes the new trends in the Japanese market for processed meats and outlines the related legal requirements for food and additives. It provides an overview of Japanese production (by type of processed meat), manufacturing practices, the distribution system, and import regulations.
- **The Bottled Water Market:** This survey bears on a new and rapidly expanding market in Japan. In 1988, sales of bottled water topped 10 million litres, up from only 1.5 million litres in 1986. The report identifies major Japanese importers, describes Japanese standards for bottled water, and provides marketing tips.
- **The Atlantic Herring Roe Market:** This survey suggests techniques to improve the quality of Canadian Atlantic herring roe and help the Canadian herring roe fishery capitalize on the growing Japanese demand for ready-to-eat seasoned roe products.

These reports are being produced in consultation with Canadian industry associations and with the assistance of the Japan External Trade Organization (JETRO). They will be distributed by the Department of External Affairs in cooperation with industry associations.

For more information, contact Esther Faladeau, tel.: (613) 995-8596 or Ezio DiEmanuele, tel.: (613) 995-8606, both of External Affairs Japan Trade Development Division (PNJ).

# Way to win markets

Continued from page 1

number of foreign projects.

The cooperative approach--in this case with German industry, as consortium partners or as sub-contractors--may prove to be one of the best ways for Canadian exporters to obtain markets in third countries.

Indeed, the Sipitang experience allowed Canadian exporters to get a foot in Malaysia's front door. Similar approaches could bode well for future Canadian project bids in Malaysia and in other countries.

Klockner Stadler Hurter currently is following up a major pulp plant export from Canada to the German Democratic Republic, was recently awarded an industrial plant contract in Thailand, and is anticipating a similar contract in China.

For further information on how to introduce your company to German industry for third-country project cooperation, contact Thomas Marr, Consul and Trade Commissioner, Canadian Consulate General, Immermann Hof, Immermannstrasse 65D, 4000 Düsseldorf 1, Federal Republic of Germany. Telex: (Destination code 41) 8587144. (DMCN D).

Or contact David Cohen of External Affairs' Western Europe Trade Development Division (RWT), tel.: (613) 996-3774.

# Communications: Central to South America

Canadian cellular telephone technology is firmly plugged into the South American marketplace.

Last year, NovAtel Communications of Calgary landed an order for the sale of its 800 MHz cellular telephone system to Costa Rica. Later, CIDCOM Ltd. of Santiago, Chile purchased NovAtel's world-class cellular telephone system to serve the cities of Valparaiso and Santiago.

CIDCOM General Manager Sergio Pinochet said the system was a "cost-effective solution for developing countries like Chile. We are pleased to have a respected company like NovAtel as our long-term partner in this exciting venture."

The sale to Chile is "further testament of our growing reputation in the South American market where our products and capabilities are recognized as world-class," said Ashok Panchmatia, NovAtel's Director of International Sales.

The sale also signals Canada's penetration of the Chilean telecommunications market.

In 1987, Canadian sales of telecommunications equipment to Chile totalled approximately \$4 million. Last year, they nudged the \$10-million mark. In 1989-90, the Chilean market for telecommunications is expected to quadruple to \$400 million--indicating there is ample room for Canadian expansion.

Chile is a liberalized and active market, currently importing goods and services from nearly 800 Canadian companies. In 1988, the value of

Canadian goods headed to Chilean consumers reached nearly \$135 million.

For further information on this growing market, contact T.J. LeBlanc of External Affairs' South America Trade Development Division (LST), Tel.: (613) 996-6547.

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# CanadaExport



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JUNE 15, 1989

## Fisheries mission reports on Spanish market

Fact: Spain is one of the world's leading consumers of fish.

Fact: Spain imported \$1.5 billion worth of fish in 1988.

Fact: Canadian fish exports to Spain reached \$9.7 million in 1988.

Why the discrepancy between the size of the Spanish market for imported fish and shellfish and Canada's relatively small market share?

That question and others are dealt with in **Report on the Fisheries Mission to Spain, October 24-26, 1988**--a single bilingual (52 pages English; 76 pages French) booklet prepared by mission organizers, the Fisheries Division of the Department of External Affairs (D.E.A.).

The mission included representatives of seven Canadian fish exporting companies, along with David Shortall, Deputy Director, DEA's Fisheries Division, and Michael

### Procurement by NASA studied at TABES '89

It was "show and tell" time in Alabama last month for four Canadian universities/research institutes and 21 companies.

The occasion was the **Fifth Annual Technical and Business Exhibition/Symposium (TABES '89)**.

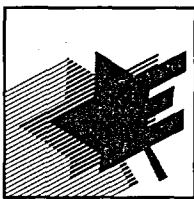
A first-time venture for the Department of External Affairs, **TABES '89** offered Canadian participants an opportunity to show their specialized products and services and to tell National Aeronautics and Space Administration (NASA) officials about the wide range of procurement alternatives that the Canadian aerospace industry offers.

Held in Huntsville, Alabama--home of NASA's Marshall Space Flight Center--**TABES '89** attracted prime and sub-contractors. The Marshall Space Flight Center is a research and development facility that has a sizeable requirement for electro-optics, computers, material design, superconductivity and automation products.

Canadian companies have a leg up on their non-U.S. competitors because of this country's special exemption from the "buy American" clause in the space agency's purchase regulations.

The Canadian Consulate General staff in Atlanta arranged a briefing by NASA offic-

Turn to page 6--NASA



Crawcour of the Canadian Embassy in Madrid.

The reason for the mission was simple: to explore new opportunities for Canadian fish products following

Spain's recent accession to the European Community (EC).

Prior to the turn of the last decade, Canada commanded a healthy share of Spain's fish imports. In 1980, Canadian fish exports to Spain reached \$22 million, an all-time high.

However, just two years later, when Canada and Spain failed to agree on fish quotas for Spanish vessels in Canadian waters, Spain imposed an unofficial import ban on Canadian fish. Exports virtually ceased.

The ban was lifted in 1986 and that year exports were recorded at \$1.2 million. By 1987, the value of Canadian fish exports to Spain had grown to \$6 million, and last year they rose an additional 50 per cent.

Much of the credit for the increase in exports is directly attributable to Spain's

Turn to page 6--Vast

## Polish law encourages investment

In Poland, the welcome mat is out to foreign investors. On December 23, 1988 the Polish parliament adopted a law that will enhance the prospects of Canadians seeking capital investment opportunities in that country.

The Law on Economic Activity with the Participation of Foreign Parties (Foreign Investment Law) signifies the importance Polish authorities attach to the development of foreign investment.

For the past 12 years, foreign investment

*This year is expected to be one of dramatic change for the Polish economy.*

activity in the Polish economy has been strengthened through a series of changes to the country's foreign investment laws.

The latest modifications liberalize the laws even further and should prove to be even more attractive to foreign partners.

This year is expected to be one of dramatic change for the Polish economy. As part of the Law on Economic Activity, also passed on December 23, private sector firms will receive the same treatment as state enterprises--in terms of the law, credit, and access to production inputs.

A new Foreign Investment Agency has been created under the Foreign Investment Law. The Agency is to formulate, implement and supervise Poland's foreign investment policies; design programs to stimulate foreign investment; and assist foreign investors in establishing joint ventures in Poland.

Under the new law, Canadian companies will be able to establish joint ventures with

Polish partners in four broad fields of economic activity--production, construction, trade, and services. A joint venture may offer opportunities for the export of Canadian goods and services in support of the joint venture.

The Foreign Investment Law also establishes a number of options from which foreign investors can choose in order to enter the Polish business environment.

These include: the establishment of a limited liability company (with the foreign investor holding all shares); the establishment of a limited liability or joint-stock company (with equity contributed jointly by the founders, along with other foreign and/or Polish investors); the establishment of a joint-stock company (founded by a foreign investor, together with other foreign and/or Polish investors, with equity raised through the public sale of shares); and the acquisition

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# Metals, minerals market shifts to Asia-Pacific

The United States and industrialized countries of Western Europe have traditionally dominated world metal and mineral consumption.

Since the 1950s, however, there's been a dramatic shift in demand toward Asia-Pacific Rim countries--most notably Japan and China.

The shift in demand is reflected in Canada's more recent exports to Asia-Pacific Rim markets. In 1975, Canadian mineral and metal exports to this area totalled \$1.2 billion. Twelve years later, they had almost quadrupled in value.

At the same time, the distribution of Canadian exports within the Asia-Pacific Rim area has diversified from being overwhelmingly directed to Japan (88 per cent) in 1975, to now including the important new markets of South Korea and Taiwan.

In 1985, Canada opened four new trade offices in the region, developed a national trade strategy in consultation with the provinces, and launched the Asia-Pacific trade initiative.

It appears that Canada's initiatives have paid off. According to trade figures produced by Statistics Canada, during the first nine months of 1988, Canada's overall exports to Japan were up 50 per cent over the same period a year earlier, while exports destined for China, Taiwan, and Hong Kong doubled.

In the area of minerals and metals, Canadian exports to Pacific Rim countries remain heavily weighted toward unprocessed materials. This pattern is chiefly caused by tariff and non-tariff barriers, as well as competitive factors such as distance from the market.

The Canada-U.S. Free Trade Agreement (FTA) should help bolster Canada's competitiveness in the North American minerals and metals market. And, as Canada becomes more competitive at home, it will be better equipped to compete in the Pacific Rim.

The move toward tariff elimination will provide the Canadian industry with more opportunities for mineral and metal processing prior to export and will also increase opportunities for more research and development in mineral processing.

The elimination of medium-to high-level tariffs by both countries should provide increased opportunity for greater product specialization and longer production runs and, consequently, higher levels of productivity as companies take advantage of economies of scale.

The creation of new U.S. market opportunities for Canadian mineral and metal exports, as a result of the elimination of U.S. tariffs, should, in the longer term, also spark the construction of new plants and the expansion of existing ones.

Bilateral tariff elimination will also put North American producers on equal footing

with Third World exporters who enjoy duty-free access to U.S. and Canadian markets under the General Preferential System. In

## Canada gets coal contract in India

The Canadian Commercial Corporation (CCC)--with financing provided by the Export Development Corporation (EDC)-- has signed a Cdn \$166 million contract with the Government of India.

The contract--for work on India's Rajmahal open cast coal mine project--was awarded to the Montreal, Quebec firm Met-Chem Canada Inc.

The firm will increase the mine's production from one million tonnes per year to 10.5 million tonnes per year and will supply



*Advancing sales--Assistant Deputy Minister of External Affairs' Asia and Pacific Branch Jean McCloskey (left) meets in Ottawa with S. Varadan, Secretary of the Indian Department of Coal. The meeting of the Canada-India Working Group on Coal served to advance several Canadian coal projects in India, including the Rajmahal coal development project for which Met-Chem Canada Inc. of Montreal, Quebec was awarded a \$166 million contract.*

## Saskatchewan uranium pitched in Japan

Saskatchewan uranium is a hit in Japan.

In a long-term contract, to run from 1992 to 2001, Japan will buy six million pounds of uranium--worth \$150 million to \$200 million--from Saskatoon-based Canadian Mining and Energy Corp. (Cameco).

The contract is with Chubu Electric Power Company, the third-largest electrical utility in Japan. The utility, which supplies about 20 per cent of the Japanese market, serves southeastern Japan from Tokyo to Osaka.

Saskatchewan Premier Grant Devine announced the sale during his month-long trade mission to the Pacific Rim. It's the first major deal between Chubu Electric, which operates three nuclear power stations, and Cameco, which was formed from the merger of Saskatchewan Mining Development Corp. (SMDC) and Eldorado Nuclear Ltd.

Cameco supplies about 20 per cent of the world uranium market. Japan--with 32 nuclear power stations in operation, and plans for 68 by the year 2010--is a major

purchaser of uranium. It seems that Cameco has its foot in the door to a major market.

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## Petroleum missions eye markets in South America

For Canadian exporters, the Venezuelan oil and gas market remains virtually untapped.

The statistics speak for themselves. Bariven Houston, the purchasing arm of Petroleos de Venezuela (PDVSA) currently buys over \$500 million annually. Only two per cent comes Canada's way.

To correct that imbalance, the Department of External Affairs, through its South America Trade Development Division, has embarked upon a three-step strategy geared to Venezuelan market demands.

On June 29, an outgoing petroleum equipment services mission travels to Caracas to meet with PDVSA officials. Canadian Embassy officials and district representatives will also participate in the presentations which will cover PDVSA plans for the next five years and introduce Canadian exporters to the process of import substitution. Also on the agenda are meetings between Canadian participants and individuals within Venezuela's oil sector.

The June mission is part two of External Affairs' three-phase marketing strategy.

In February, a five-member delegation representing Venezuela's oil and gas sector braved Alberta's worst snow storm of the century to take part in a series of round-table seminars designed to inform Canadian exporters on the ins and outs of their country's oil and gas markets.

Organized by External Affairs' South

America Trade Development Division, in cooperation with the Alberta and Ontario governments and the regional offices of the Department of Industry, Science and Technology Canada, the seminars took place in Calgary, Edmonton and Toronto.

The incoming delegation was comprised of two officials of Bariven Houston and three senior executive officers of large private-sector companies involved in Venezuela's oil and gas sector.

PDVSA's presentation focused on the role of Bariven and outlined the organization's purchasing requirements and procedures, while the private-sector representatives dispensed invaluable advice on how to do business in this key market.

Specifically, there is an excellent opportunity for Canadians to get a toe-hold in the market via the joint-venture route. It would also help to have a local agent.

As a result of the incoming Venezuelan petroleum delegation, 60 Canadian companies were identified that could do business in that country in the form of joint venture activities or selling specialized equipment directly to end-users or through Bariven Houston.

Later this year, in phase three of the marketing strategy, an outgoing mission will visit the oil production fields of Maracaibo and Maturin.

This mission will engage in problem-solv-

ing seminars and attempt to make on-site sales of highly specialized Canadian equipment and services to field specialists.

Similar marketing strategies--all aimed at helping Canadians capture a larger share of the oil and gas market in South America--are on the drawing board for Colombia, Ecuador, and Brazil.

For more information on these missions or on oil and gas export opportunities in the region, contact Nicholas Mesly of External Affairs' South America Trade Development Division (LST). Tel.: (613) 996-5546.

## Perseverance pays

Patience and perseverance...In the export world they're a winning combination.

Take the case of Rowntree Farms of Brampton, Ontario and Alta Genetics Inc., of Balzac, Alberta. They recently signed a \$3.7-million contract with Skotoimport of the USSR for the shipment of pedigree Holstein bulls and heifers to the Soviet market.

The size of the deal is impressive, but more noteworthy is the staying power the two small exporters exhibited in a market that is extremely difficult to penetrate. The deal, the biggest of several in recent years, was concluded after lengthy negotiations and with the help of the Canadian Commercial Corporation.

In announcing the sale, Minister for International Trade John C. Crosbie noted that this was the fifth and largest such cattle deal to be contracted with the Soviet Union through the Canadian Commercial Corporation.

For more information on this sale, contact O.I. Matthews, tel.: (613-995-0665), or A.R. Harley, tel.: (613-992-4445), of the Canadian Commercial Corporation, 50 O'Connor St., Ottawa K1A 0S6.

For information on other potential trade opportunities in the Soviet Union, contact Lou Naumovski of External Affairs' USSR and Eastern Europe Trade Development Division (RBT), tel.: (613) 996-7107.

## Trading house on inside track in India

HIR International Ltd. of Winnipeg has recorded some impressive sales to a market that, traditionally, has been difficult for Canadians to penetrate.

"Canadian manufacturers and suppliers are reluctant to tackle the Indian market themselves," states Hemant Shah, President of HIR International.

Distance to market, a different language and culture, and concerns about securing payment are usually cited as barriers. For these reasons, Canadian companies are turning to experienced and reputable Canadian trading houses.

"India has a middle class in excess of 80 million people which has substantial purchasing power and is looking for quality Canadian products," says Hemant Shah, "so the potential is there if you have a trading house partner with the proper market knowledge and contacts."

HIR has been successful in exporting such diverse Canadian products as yellow and green peas, underground drilling rigs, and agricultural equipment. Helping Canadian companies in fulfilling countertrade demands is another area of success for this company, which is accredited with the Coun-

cil of Canadian Trading Houses.

For further information on this company, contact Hemant Shah, HIR International, 14 Dubois Place, Winnipeg, Manitoba R3V 1N1. Tel.: (204) 269-4362. Telex: 0757741. Fax: (204) 269-2991.

Information on how other Canadian trading houses can assist in other markets may be obtained from Mike Reshitnyk, Export and Transportation Services Division, External Affairs, 125 Sussex Dr., Ottawa, K1A 0G2. Tel.: (613) 996-1862. Telex: 053-3745. Fax: (613) 996-9103.

## Brazil invites trade, investment

Trade and investment opportunities in Brazil will be discussed at a half-day seminar to be held in Toronto, June 29, 1989.

The seminar is being held in conjunction with Canadian Investment Opportunities in Brazil, a new edition soon to be published by the Brazil-Canada Chamber of Commerce. The book's authors, Fox Jones & Associates, will participate in the seminar.

Similar seminars are scheduled for this Fall in Calgary, Halifax, Montreal and Vancouver.

Sponsored by the Canadian International Development Agency (Industrial Cooperation Division), previous editions of Canadian Investment Opportunities in Brazil have aided Canadian exporters doing business in that country.

For further information, contact M.D.J. de Freitas, General Manager, Brazil-Canada Chamber of Commerce, Suite 910, 100 Adelaide Street West, Toronto, Ontario M5H 1S3. Tel.: (416) 364-4634. Fax: (416) 364-4638.

### Potential sales to Washington's Boeing

Washington--A Quebec ministerial mission went to Washington's Boeing Commercial Airplane (BCA) Procurement Division recently and caught the aerospace giant looking worldwide for suppliers to help build the 1,200 commercial jets it has on order.

Led by Pierre MacDonald, the Minister of Industry, Commerce and Technology, the 10 aerospace executives met with 10 senior Seattle business executives interested in Canadian trade and/or investment.

Then they visited BCA in Renton--site of the 737 and 757 manufacturing facilities--for briefings by senior members of BCA's Procurement Division on the ins and outs of doing business with the company.

Bruce Gissing, BCA Senior VP Operations and President of Boeing Canada, outlined the options available to would-be suppliers. Trade missions were high on his list. As well, suppliers could open their own marketing office in Seattle, an expensive move.

Other more economical options included appointing a local representative, organizing a Quebec sales consortium, and visiting BCA buyers once every three months.

The Quebec executives also met privately with appropriate senior BCA buyers. One company, Mecaero, came away with a request for quotes (RFQ) worth \$60,000. Three others--Dometal, Devtek, and International Cutting Tools--were confident that they'll be receiving RFQ's shortly. The remaining six companies, not as well known to BCA buyers, will have to rely on aggressive marketing to make their mark and their name with Boeing.

Plans are underway for two more missions to BCA this year--one from Ontario and one from western Canada. As well, Minister MacDonald plans to return soon with a

mission of Canada Space Agency and electronics representatives.

For further information on Canadian market opportunities in the U.S. avionics sector, contact Kenneth Tyrrell of External Affairs' United States Trade and Investment Development Division (UTE). Tel.: (613) 991-9474.

### Senegal show set

Dakar--The 4th International Trade Show on Agriculture, Animal Husbandry, Fisheries and Hydraulics (SAPEHDAK) will be held February 6-11, 1990 in this Senegalese capital.

The show will give industrialized nations--with experience in Africa and other Third World countries--an opportunity to exhibit their technical materials and related accessories in each of the sectors to which the show is devoted.

The show also features a series of "technical days" meetings for, among other things, discussions on how products from the more industrialized countries can be adapted to the needs of the less developed countries.

SAPEHDAK is designed to: develop and modernize production inputs through the acquisition of techniques and materials appropriate to the requirements of the area; promote animal husbandry through efficient management of livestock; improve fish production; control desertification; and develop trade exchanges between Africa and industrialized countries.

For further details on SAPEHDAK, contact Sylvie Garipey of External Affairs' Africa Trade Development Division (GAT). Tel.: (613) 990-8134.

### Arabian food fair billion-dollar deal



Bahrain--Arab food imports have reached a staggering US\$30 billion, annually. And, according to predictions by industry experts, imports will rise to US\$100 billion by the year 2000.

With these figures in mind, members of the Canadian food and beverage industry should consider participating in MEFEX '90--the 6th Middle East Food and Equipment Show and Salon Culinare.

MEFEX, a biannual exhibition serving food and equipment industries of the Gulf Cooperation Council States--Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates, was first held in 1980.

By 1984, it had earned the seal of approval of the Union des Foires Internationales (UFI), which is awarded only to fairs and exhibitions of the highest calibre.

MEFEX '90 takes place in the Exhibition Centre, Bahrain, from February 10 to 13.

In 1988, 295 international exhibitors participated in MEFEX--Canada, Denmark, the U.S., Spain, and Australia among them. Close to 4,000 professional trade visitors took in the five-day exhibition. The audience included importers, distributors, wholesalers, supermarket representatives, hotel buyers, food manufacturers, and processing and packaging industry buyers.

Under the Canadian banner, four companies attended MEFEX '88. On-site sales totalled \$75,000--with a further \$1.6 million in sales forecast for the following 12 months.

MEFEX is a sure way for Canadian firms to reach the billion-dollar Middle East food market. Companies interested in exhibiting at MEFEX '90 should contact W.J. Curran of External Affairs' Agri-Food Products Division (TAA). Tel.: (613) 995-1774.

## Communications are on-line in Eastern Europe



Budapest--If you would like to come on-line in the East European telecommunications market,

then the First International Exhibition on Computers & Communications (East-Eurocomm '89) is the place to be.

To be held October 24-28, at the Budapest International Fair Centre, East-Eurocomm '89 will give Canadians an opportunity to tap the huge East European market for computers and telecommunications systems, equipment and facilities. Canadian participants will also have the opportunity to demonstrate their high-tech expertise to representatives of the science community in Hungary and other East

European countries.

The Hungarian government, together with the country's various supporting trade associations and scientific institutes, has initiated a program to develop and acquire communications and computing infrastructure. The program will support Hungary's expanding business activities, trade volume, manufacturing and other modernization efforts.

Exhibition organizers, HUNGEXPO and Prosperous International Exhibitions Pte. Ltd., say the acquisition of information technology (IT) is a very high priority in Hungary and IT products such as personal computers, peripherals, minicomputers, and application software packages are in great demand in East Europe.

A technical conference, organized by the

Hungarian Scientific Society for Telecommunications, runs in conjunction with East-Eurocomm '89. Exhibitors with relevant experience are welcome to contribute technical papers and demonstrations at the conference.

Canadian exporters interested in exploring the market potential--including technology transfer--in this region are reminded that they must be in possession of the appropriate export license, information for which is available through the Department of External Affairs' Export Controls Division (ESE). Tel.: (613) 996-2387.

For further information on East-Eurocomm '89, contact Pierre Boucley of External Affairs' USSR and Eastern Europe Trade Development Division (RBT). Tel.: (613) 996-6359.

# Calendar to European trade fairs and missions

One of the best ways to get your product or service into markets in Europe is by participating in any of the hundreds of trade fairs and missions that take place annually.

Not only do these events give participants a prime opportunity to expand sales, they also enable Canadian exporters to make important contacts.

The Department of External Affairs is coordinating some 75 trade activities in both Eastern and Western Europe during 1989-90. The program comprises national stands, information booths, and trade missions to and from Europe.

Previous results indicate that these trade activities will be among the best marketing tools available to Canadian exporters.

According to External Affairs trade officials, Canadian participation in 20 European trade shows during 1988-89 generated on-site sales of \$26.3 million. Follow-up sales over the next 12 months will bring total Canadian sales to about \$400.9 million.

To help you plan your marketing strategies, *CanadExport* presents a list, chronologically and by industry sector, of the events planned for 1989-90.

For information on how you can participate, contact External Affairs' Marketing Promotion Europe Division (RWTF). Tel.: (613) 996-5554; or call Info Export.

## Agriculture

- Royal Agriculture Show--July 3-6, 1989, Stoneleigh, U.K.--Animals and agriculture fair.
- Zhivotnovodstvo '89--September 27-October 5, 1989, Alma Ata, U.S.S.R.--Animal breeding.
- International Green Week--January 26-February 5, 1990, Berlin, Federal Republic of Germany--Agriculture, food and horticulture show.
- SIA '90--March 5-12, 1990, Paris, France--International cattle fair.
- Verona Agricultural Fair--March 1990, Verona, Italy--Agriculture exhibition.

## Apparel

- Hudson Bay Fur Auction--September 1989, Toronto, Ontario.
- Igedo International Fashion Fair--March 4-7, 1990, Düsseldorf, Federal Republic of Germany--Largest fashion event in Europe.

## Books

- Frankfurt Book Fair '89--October 11-16, 1989, Frankfurt, Federal Republic of Germany--General books.

## Communications, Computer and Electronics Equipment

- Informat '89--June 5-10, 1989, Barcelona, Spain--Computer show.
- M.I.M.--June 1989, Montreal, Quebec--

Software show.

- Infora Telecom--September 26-29, 1989, Lyon, France--Office automation, data processing and telecommunications.
- Itu-Com '89 World Electronic Media Symposium and Exhibition--October 3-8, 1989, Geneva, Switzerland--Communications, broadcasting and informatics.
- Information Technologies Buyers' Mission from France--October 1989, Canada.
- Smau '89--October 5-9, 1989, Milan, Italy--International office exposition and data processing equipment.
- Systems '89--October 16-20, 1989, Munich, Federal Republic of Germany--Computer show.
- Communications to Canadian Computer Show Toronto--October 23-26, 1989, Toronto, Ontario.
- Computer Mission to Nordic Countries--October, 1989, multiple Nordic cities.
- Incoming Telecom Mission from U.S.S.R.--January 1990, Montreal, Ottawa, Toronto, Calgary and Vancouver.
- CeBit '90--March 21-28, 1990, Hannover, Federal Republic of Germany--Computer show.
- Communications '90--May 15-18, 1990, Birmingham, U.K.
- Telecom '91--October 8-15, 1991, Geneva, Switzerland--Telecommunications technology.

## Construction Equipment

- SAIE Exhibition of Building Industrialization--October 25-29, 1989, Milan, Italy.
- Batimat '89--November 7-14, 1989, Paris, France--Building materials show.
- Interbuild '89--November 26-December 2, 1989, Birmingham, U.K.--Construction exhibition.
- Constructa--February 1-7, 1990, Hannover, Federal Republic of Germany--International building trade exhibition.
- Architectural Joinery Mission to U.K./Ireland--March 1990, multiple cities, including Dublin and London, U.K.
- Batibouw--March 1-11, 1990, Brussels, Belgium--Building, renovating and decorating.

## Consumer Products

- ISPO (Fall) '89--September 12-15, 1989, Munich, Federal Republic of Germany--Sporting goods show.
- Canada-USA New Products Catalogue Show--September 26-27, 1989, Oslo, Norway.
- Do-It-Yourself Home Improvement Mission to Norway--November 1989, Oslo, Norway.
- Domotechnica '90--February 13-16, 1990, Cologne, Federal Republic of Germany--Home appliances, household tech-

nology and kitchenware.

- ISPO (Spring) '90--February 22-25, 1990, Munich, Federal Republic of Germany--Sporting goods.
- CSGA (Canadian Sporting Goods Association)--February 1990, Montreal, Quebec.
- Hardware Show--February 1990, Toronto, Ontario.
- Interclean '90--May 8-11, 1990, Amsterdam, The Netherlands.

## Defence and Security Products

- Defence Trade and Industrialists (RDP) Mission--October 1989, multiple U.K. cities.
- Security Equipment Buyer's Mission from France--February 1990, Canada.
- Defendory '90 Defence Industry Show--October 2-6, 1990, Piraeus, Greece.

## Educational, Medical and Health Care Products

- World Tech Vienna 1989--June 18-22, 1989, Vienna, Austria--Biochemistry/science fair.
- Medical Products Mission to Ontario, Quebec and Manitoba--September 1989, Ontario, Quebec and Manitoba.
- Medical/Pharmaceutical Mission to Ipharmex France--October 1989, Lyon, France.
- Medica '89--November 22-25, 1989, Düsseldorf, Federal Republic of Germany.

## Food Products and Equipment

- Incoming Food Processing Mission from U.S.S.R.--June 1989, Montreal, Mississauga, Toronto, Guelph, Drummondville.
- Anuga '89--October 14-19, 1989, Cologne, Federal Republic of Germany--International food fair.
- IGHEO Exhibition--November 23-25, 1989, Basel, Switzerland--Industrial and institutional catering, hotels and restaurants.
- Specialty Food Buyers Mission from France--March 1990, Canada.

## Forest Products

- Lesdrevmash--September 13-22, 1989, Moscow, U.S.S.R.--Timber processing industry.
- Western Red Cedar Shingle and Shake Mission--early November 1989, multiple cities, including London and Dublin, U.K.
- Timber Frame Seminars--January 1990, Cyprus, Greece and Turkey.
- Particleboard Mission to the U.K.--February 1990, multiple cities including London and Dublin, U.K.
- SPCI '90 International Pulp & Paper Conference Exhibition--May 1990--Stockholm, Sweden.

# NASA procurement

Continued from page 1

ials to acquaint Canadian participants with the Center's programs and plans. And Canadian representatives were also able to widen NASA's awareness of Canadian products and expertise.

**TABES '89**, at which Canada also presented technical papers, provided an opportunity to market contract research to NASA and the University of Alabama. The exercise showed the important link between research and commercial applications.

Canada's technical papers demonstrated the broad range of Canadian capability in the high-tech sector. In addition, the involvement of Canadian scientists in the space-oriented event helped the federal government to expand its definition of "Canadian space industry" for other export promotions.

Many of the contacts made by Canadian participants could turn into lucrative contracts. Seven companies are expected to conclude business agency agreements by September 1, and three others have "excellent indications of sales to prime aerospace contractors in Huntsville," the total of which tops US\$1 million.

The seeds were planted at **TABES'89** for an industrial technology mission that would bring a group of prime contractors, NASA research and development/procurement personnel and University of Alabama scientists to Canada in September.

For information, contact Kenneth Tyrrell of External Affairs' US Trade and Investment Development Division (UTE). Tel.: (613) 991-9474.

# Foreign investment a capital concept

Continued from page 1

of shares or stock in an established Polish limited-liability or joint-stock company by a foreign investor. No restrictions are placed on the foreign investor's choice of Polish partner. The foreign investor now has no limit on equity and may own 100 per cent of the company. Rather the law now requires that the foreign investor's contribution to the joint venture be not less than 20 per cent of the company's equity or US\$50,000.

The Polish Foreign Investment Law reduces to 15 per cent the mandatory resale of hard currency export revenues to a Polish foreign exchange bank; allows the joint venture to maintain accounts in Polish

# Vast market requires careful study

Continued from page 1

accession to the EC in 1987. With accession comes the modification or elimination, by 1992, of quotas and restrictive tariffs on certain fish imports that, to date, have made Spain a difficult market for Canadians to penetrate.

During the four-day mission, participants held meetings with approximately 60 Spanish fish importers in Madrid, Barcelona, San Sebastian, Vigo, Santadar, and La Coruna. The group also visited the main wholesale fish markets in Barcelona and Madrid, gaining a good insight into the enormous scale and variety of fish products traded.

The report notes that, annually, more than 150,000 tonnes of fish products pass through Mercamadrid, Madrid's wholesale market. Products arrive daily from the main European fishing ports and by air from overseas. Some 150 wholesalers operate at Mercamadrid and sell directly to the food service sector, retail fish shops, distributors, and other smaller wholesalers in the market.

While there is a remarkable interest in and enthusiasm for Canadian products, there are problems, the report suggests.

The most serious obstacle to an increased market share for Canadian products appears to be the Canadian fish industry's lack of knowledge concerning local consumer demand and the remarkable segmentation and sophistication of the Spanish market.

The message to the Canadian fish industry is simple: to land a larger share of the Spanish market for imported fish, Canadians must

spend the time necessary to understand the vast market and should study and copy the techniques of successful fish exporting countries such as Iceland and France.

The fast-growing Spanish economy has helped create a growing demand for new fish products/species and for more prepared and luxury seafood products. The change in consumption habits is demonstrated by a visit to an ultra-modern Spanish supermarket where displays run the gamut of fish products from fresh whole fish to processed frozen fillets to shellfish to seafood salads, smoked salmon and other ready-to-eat products.

While there is a great demand for a wide variety of fish products, among those of special interest to Spanish importers are wet salted cod, frozen cod (1 kg and over), frozen red hake, little neck clams, gooseneck barnacles, lobster, monkfish, and salmon (both frozen and canned).

**Report on the Fisheries Mission to Spain** also outlines products of interest to Spanish importers, the Spanish system of import tariffs and quotas, product specifications for selected species, commercial practices for importation of fish, and a list of fish importers.

Copies of the mission report are being forwarded to some 700 fish exporting companies listed in the World Information Network (WIN).

For further information, contact External Affairs' Fisheries Division (TAF). Tel.: (613) 995-1713.

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## Minister's Spanish mission promotes trade

International Trade Minister, John C. Crosbie returned from a successful business mission to Spain this month.

On the three-city tour, he was accompanied by the presidents or chief executive officers of nine Canadian corporations from across the country. The companies covered sectors including transport, agriculture, and high-tech.

During his meetings with key Spanish Ministers in Madrid, Crosbie emphasized the excellent potential for increasing business between Canada and Spain. More specifically, opportunities will be created by the Single European Market in 1992 and the Free Trade Agreement. Other important international events being hosted by Spain in 1992--the Summer Olympics in Barcelona and Expo '92 in Seville--will also

### Trade is in

## New name reflects dual mandate

The Secretary of State for External Affairs, Joe Clark, and the Minister for International Trade, John C. Crosbie,

### Trade surplus stats

Canada's monthly trade surplus in April dropped to \$129 million, down \$288 million over the adjusted March level, making this the lowest surplus since September 1981.

Exports decreased in April to most regions except to the European Community (except UK) and other OECD countries. Total exports declined by 1.7% to \$11.4 billion, while imports increased by 0.8% to \$11.3 billion, primarily from most regions except the EC (excluding UK) and other OECD countries. Exports to Japan declined by 2.4% and imports from that country increased by 0.3%.

Exports to the United States decreased by \$173 million in April, following a slight decrease in March. Imports from the United States increased marginally by \$42 million in April, following a modest increase in March.

Exports decreased in most commodity groupings in April, with the exception of natural gas, woodpulp, industrial, agricultural and other machinery and equipment, and motor vehicle parts.

offer significant potential for Canadian companies.

"There are obviously many exciting commercial opportunities for our companies to pursue both in Europe and North America," noted Crosbie. "Spain is certainly one of the most interesting, promising markets for us." "However," he added, "current trade levels do not reflect the potential of our creative

*The potential for growth in two-way trade is excellent.*

entrepreneurs. Through missions such as these we can learn more about the expertise and products businesses in both countries have to offer."

The potential for growth in two-way trade is excellent as Canada currently supplies

only 0.4 per cent of Spain's total imports and Spain has less than 0.6 per cent of Canada's import market.

In 1988, two-way trade between Canada and Spain reached \$943 million, with Canada incurring a \$471 million trade deficit.

Major Canadian exports to Spain included copper ore, wood pulp, asbestos, computer equipment, construction equipment, lumber, cod fish, and animal fats.

Major imports from Spain ranged from iron and steel, to gasoline and aviation fuel, automotive parts, secondary machinery, fruits and vegetables, pharmaceutical products, footwear and tires.

Highlights of the Minister's visit to Madrid included an audience with the King of Spain, Juan Carlos I; meetings with key Spanish Ministers such as Ruiz Ligerio, Secretary of State for Trade; and a keynote address to the inaugural luncheon of the Hispano-Canadian Association.

This unique organization has been established to promote and strengthen commercial, scientific and cultural ties between Canada and Spain.

*We both intend to develop closer business links.*

In his address, Crosbie expressed great concern about the excessive level of fishing by some European countries, Spain being one, in the international waters near the Grand Banks of Newfoundland. "The threat this poses to proper management of

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## Sales leads

**BRITAIN**--An import/export company dealing in toiletries, cosmetics and general consumer goods seeks Canadian trading houses, wholesalers, cash and carry organizations that service supermarkets, toiletries manufacturers, and import/export firms that deal in general merchandise. Contact A.K. Jhaveri, Javex International Ltd., 3rd Floor, 9 Connaught Street, Marble Arch, London W2 2AY. Telex: 22472 JAVEX G. Cable: JAVELIN LONDON W2 2AY. (Notice dated 11 April/89).

**IVORY COAST**--The Ivory Coast Ministry of Public Works and Transport has invited bids from African Development Bank member countries for the construction of a bridge to span the Sassandra River. September 4 is the closing date. The types of construction include (a) a 191-metre span made by erecting traves, consisting of five continuous spans, two on the banks, measuring 34 metres, and three intermediate spans of 41 metres; or (b) a 150-metre thrown bridge containing five independent 38-metre spans. Interested parties must submit a separate bid for either type. Security bond is three per cent. The tender call documents, costing approximately \$600, may be obtained by writing to: Direction et Controle des Grands Travaux, Ancien Hotel des Relais Aériens, Corniche Cocody, B.P. 945, Abidjan, Cote d'Ivoire. Tel.: (011-225) 44-28-05. Telex: 26 193 DCGTX CI. Fax: (011-225) 44-56-66; or contact the Canadian Embassy, Abidjan. Telex: (Destination code 983) 23593 (DOMCAN CI).

**NOTE:** Unless otherwise stated, companies requesting bid documents will be billed for document/courier expenses. Canadian bidders should also be aware that export permits may be required for some products.

Tenders with tight deadlines can nevertheless provide useful market intelligence on contacts and possible future sourcing of similar equipment and/or services.

## India defence market attractive

When casting about for possible markets for defence services and equipment, India doesn't immediately come to mind. However, with the country's armed forces personnel numbering more than 1.3 million and with a defence budget of approximately US\$10 billion, India is increasing its import of military hardware and technology.

India's 1989/90 budget calls for defence equipment purchases of over US\$1.5 billion, \$700 million destined for the air force, \$600 million for the army and \$225 million for the navy.

Traditionally, India has looked to the

Soviet Union for much of its military technology, but in recent years has turned more toward Western countries. As it broadens its import base, India is also easing controls that restricted Western suppliers.

India has a relatively sophisticated domestic manufacturing base for military products. Defence production falls to nine public enterprises supervised by the Ministry of Defence and 36 ordnance factories and 44 laboratories of the Defence Research and Development Organization. Many of the products manufactured by these facilities are made with the assistance of technology transferred from foreign manufacturers.

Plans are also on the drawing board for the design and production of such products as light combat aircraft, aircraft carriers, transportable low-level target radar, and advanced light helicopters. While many of these will rely heavily on domestic design and engineering, all will contain some elements of foreign technology.

Military imports of items consumed in large numbers will generally be permitted only as an initial part of the transfer of technology agreement. This includes manufacture in India (normally by a public-sector company) with Indian content increasing over the life of the agreement to a pre-approved level.

India's recent move toward Europe and North America as sources of defence technology is exemplified by its light aircraft program. Several Canadian companies are prominent in the program--Dassault is assisting with the airframe design, General Electric has sold its F404 engines to power the prototypes, and other systems such as flight control will likely be sourced from Allied Signal, Litton and Honeywell.

The Indian Ministry of Defence has requested complete information on Canadian suppliers of defence equipment and has begun shortlisting items it wishes to consider sourcing from Canada.

New suppliers generally must submit product samples for testing on a no-cost, no-commitment basis. These tests, carried out to determine whether the product will stand up to Indian conditions and whether they meet established performance specifications, typically take a year or longer to complete.

Canadian exporters interested in the India defence market should contact the Commercial Counsellor, Canadian High Commission, New Delhi. Telex: 031-72363 (DMCN IN). Tel: 60-8161. Fax: 60-8161, ext. 401.

Further information on defence and other market opportunities in India is available from R. Mailhot of the department's Asia Pacific South Trade Development Division (PST) at (613) 996-1989.

## U.K. consumer goods and furniture reports

When in doubt, go right to the source.

And in this case, the source is a series of reports on the U.K. furniture and consumer goods markets, compiled by Business and Research Associates (BRA), of Stockport, England.

Canadian companies interested in these markets may find these reports helpful in targeting future export strategies.

There are 13 reports in all. They range from studies on the U.K. market for kitchen furniture, dining room and occasional furniture, through upholstered furniture, beds and bedding, to consumer durables, such as soft floor coverings, central heating, double glazing, bathroom and shower equipment.

The reports have been published from March 1987, with the latest issued in July, 1988. They are 75 to 95 pages in length, and cost per report, on average, is 230.00 U.K. pounds.

For further details, contact D. W. Brooks, Marketing Director, Business and Research Associates, 1 Buxton Road West, Disley, Stockport, SK12 2AF. Tel.: Disley (0663) 65202. Telex: 668230 MILINK G.

## This market is environmentally sound

Environmental protection is getting top billing in Czechoslovakia.

The government has set the budget for ecological projects at approximately \$1 billion over the country's next two five-year plans (1991-95 and 1996-2000). As well, industry will no longer be permitted to proceed with new capital projects or modernization of existing facilities without completion and approval of an environmental impact study and inclusion of a complete pollution abatement system.

The Czechoslovakian government has admitted that "until recently, the economic mechanism has preferred economic interests

to ecological and social interests."

This pronouncement could lead to future opportunities for Canadian exporters in the Czechoslovakian environmental protection technology equipment and services market.

While Czechoslovakians would prefer to manufacture rather than buy the majority of environmental protection equipment, they will have to rely on imported technology and critical components.

Canadian exporters interested in pursuing this market should contact Alan Cross of the department's USSR and Eastern Europe Trade Development Division (RBT), tel.: (613) 992-1449.



# Canada export



External Affairs and  
International Trade Canada

Affaires extérieures et  
Commerce extérieur Canada

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## Free Trade Bulletin

### TRADE IN SERVICES AND THE FREE TRADE AGREEMENT

#### Introduction

For many years, the international community has maintained agreements aimed at eliminating to varying degrees barriers to the trading of goods. In 1947, 23 countries signed the most widely known agreement, the General Agreement on Tariffs and Trade (GATT), which was directed at the reduction of tariffs on goods. While the emphasis has continued to be on goods, negotiators recently have turned their attention to services as well.

The Free Trade Agreement (FTA) is the first international agreement to establish rules governing the trade of services. As such, it provides an example for and an incentive to the inclusion of services in other international agreements. The current round of GATT negotiations (the Uruguay Round)--scheduled to conclude in the Fall of 1990--includes discussions on establishing a framework for the inclusion of services. Work on services within the GATT context has been going on since the early 1980s.

The services sector includes financial services, construction, telecommunications, consulting, other business and consumer services, transportation, health care, education, retailing, wholesaling and tourism. This sector supplies not only final products to consumers but also inputs to all other sectors of the economy, including resource industries and manufacturing.

Since the 1950s, services has been the fastest-growing sector of the U.S. and the Canadian economies, and it is the largest contributor of jobs and income in both countries. In 1987, services accounted for 68% of output in Canada and provided 9 million jobs.

Currently, 9 out of every 10 jobs created are in the services sector. Increasingly, the sale of goods is linked to the provision of services that are essential to the use of the good. For example, when purchasing a computer, part of the package includes installation, maintenance, and training services.

#### Elements of the Agreement

Part 4 of the FTA is composed of three chapters: Services (chapter 14); Temporary Entry (chapter 15); and Investment (chapter 16). These three chapters are interdependent (if there were no provisions for services providers to cross the border easily, or in some other way establish a presence in the other country, there would be little use in including services in the FTA).

An examination of the services provisions of the FTA also must mention the main enabling features of the chapters on temporary entry and investment.

Annex 1408 of Chapter 14 outlines the services that are covered by the FTA. While most commercial services listed above are included, the exceptions from the FTA are transportation, basic telecommunications (such as telephone service), medical services, lawyers, child care and government-provided health, education and social services.

The handling of services within the FTA is different from that of goods--mainly because there are no tariffs to remove. The foundation of Chapter 14 is the principle of national treatment. This means that

each Party shall accord to persons of the other Party treatment no less favourable than that accorded in like circumstances to its persons.

The Parties are allowed to keep laws and practices which may discriminate against the nationals of the other Party only if they existed when the FTA was signed. But Parties are required to ensure that any new laws, practices, or changes to existing laws or practices are consistent with the FTA principle of national treatment.

#### Structural Impediments

The benefits from the implementation of these principles may be increased by easier access of people and investment funds to the other market.

Structural impediments must be minimized, if not eliminated altogether. Regarding **licensing and certification**, Chapter 14 addresses the problems that confront professionals who wish to obtain the accreditation and licensing required to offer their services in the jurisdiction of the other Party. For example, licensing of professionals is within the jurisdiction of the Provinces and the States, whose requirements differ greatly. As a result, a well established Canadian professional may not be able to meet the precise requirements of a State accreditation body, and so could not practice in the parts of the U.S. where the opportunities exist. Chapter 14 compels each Party to ensure that licensing and certification practices do not have any discriminatory effects that would impair or restrain nationals of the other Party from such licensing or certification.

The Parties recognize that the certification standards should relate principally to competence and should encourage the mutual recognition of licensing and certification requirements for the provision of covered services by nationals of the other Party.

#### Periodic Review

Equally important is the requirement in Chapter 14 to review its provisions, periodically, in order to increase mutually beneficial market access. These changes can be made in several significant ways: it will be possible to add to the list of covered services; periodic reviews may identify new opportunities for increasing access to each other's market; and new Sectoral Annexes can be negotiated to include any new services activity (where circumstances are too complicated to simply add it to the list of covered services).

Sectoral Annexes have been provided for particular services where it was felt that more focused requirements or explanations were needed. Annex 1404 contains Sectoral Annexes on Tourism, on Computer Services and Telecommunications-Network-Based Enhanced Services, and on Architects.

#### Tourism

The Tourism Annex defines tourism services, including travel agency and counselling services, lodging and food services, and certain financial and transportation services. The Annex also outlines certain rights, such as the right to establish a business in the U.S., and the rights of governments to promote tourism.

Tourism officials from Canada and the U.S. will meet at least once

a year to identify and eliminate any impediments to trade in services, and to look for new ways to increase tourism between the two countries. For the first time, there is a problem-solving process especially for tourism--a big step forward for the tourism industry.

#### Computer and Telecommunications Services

The Annex on Computer Services and Telecommunications Services promotes the "further development of an open and competitive market for the provision of enhanced services and computer services."

The suppliers of enhanced telecommunications and computer services are guaranteed access to the basic telecommunications facilities necessary for their business. The Parties also undertake to ensure that monopoly providers of those basic telecommunications facilities do not take advantage of their position to compete unfairly in the supply of enhanced services.

#### Architects

As an experiment in mutual recognition of standards, the third Sectoral Annex of Chapter 14 specifically addresses architects through an agreement to have the accrediting bodies in Canada and the U.S. "develop mutually acceptable professional standards and criteria for the licensing and conduct of architects and the provision of architectural services." The Royal Architectural Institute of Canada and the American Institute of Architects are organizing the development of these common standards and they are scheduled to make recommendations on or before the end of December, 1989.

The temporary entry provisions are an important breakthrough for Canadian business. Canadian business travellers have had

problems crossing the U.S. border to sell or deliver their services. Chapter 15 ensures that the immigration practices of each Party do not impede the flow of services across the border. A full explanation of this Chapter is contained in *CanadExport's* February 28, 1989 (Vol. 7, No. 4), *Free Trade Bulletin*.

Regarding investment, the provision of services often requires the presence--or at least the close proximity-- of the supplier to ensure customer satisfaction. To establish a supplier's presence, Chapter 16 of the FTA ensures that investment flows more freely between the Parties and that investors are treated in a fair and predictable manner.

#### Recent Developments

Since January 1, 1989, much of the activity surrounding Chapter 14 could be described as consolidating or related to strategy development. Since Chapter 14 represents an excursion into new, uncharted territory, much effort has been spent in helping business to understand the details of the Agreement and in formulating ideas about future directions. It has been a good time to review achievements and what could be done to maximize the benefits that can be obtained through the FTA. The Uruguay Round may have a significant influence on the thinking that will eventually lead to further negotiations on services in the context of the FTA.

As mentioned, Chapter 14 stipulates that the Parties shall consult periodically, possibly to add to the services already covered, or to identify new opportunities for mutual benefit. Transportation, for example, was left out of the FTA; this may interest negotiators should conditions which existed at the time of the negotiations change. Possibly, other professions will parallel the consultations on mutual recognition of professional standards for architects.

## Canada, U.S. agree on grain support levels

Canada and the United States have agreed on support levels for wheat, barley and oats in each country, International Trade Minister John Crosbie announced earlier this month.

Discussions between the countries were held pursuant to implementation of Article 705 of the Canada-U.S. Free Trade Agreement (FTA).

Under the agreement, Canadian import licenses for wheat, barley, oats and their products from the U.S. will be removed if U.S. government support levels for each grain are equal to or less than Canadian government support levels. The formula takes into account direct and indirect support.

Based on calculations exchanged between the two countries, Canadian import permits for oats and oat products are no longer required, effective immediately. Import licenses are still required for U.S. wheat and barley entering Canada because levels of government support are higher in the U.S. than in Canada.

"Under the agreement, Canada will be able to maintain its high standards of quality control for oats," said Crosbie. "Any shipments of U.S. oats will be managed in the Canadian marketing system

through end-use certificates, denaturing and seed certificates."

Effective immediately, U.S. oats entering Canada for processing must be accompanied by end-use certificates issued by the Canadian Grain Commission (CGC). These certificates keep shipments of U.S. oats out of country elevators by stipulating that shipments must be used at the facility to which they are sent.

American oats entering Canada for feed must be denatured so that these shipments are kept out of Canada's grain marketing system. Oats imported from the U.S. for seed use must be accompanied by a seed certificate. These certificates are issued by Customs Canada after seed has been inspected by Agriculture Canada officials.

Provisions of the Canada Grain Act will govern the handling of U.S. oats within Canada. Under the Act, foreign grain is prohibited from entering the country's elevator system unless permission is granted by the CGC. Corn and other grains entering Canada have been handled in this way for many years.

For more information, contact Roxanna Benoit, Office of the Minister of State, Grains and Oilseeds, Ottawa. Tel.: (613) 954-1356.

## More appointments to binational dispute panel

International Trade Minister John C. Crosbie last month announced further appointments of Canadians to serve as panelists for the binational dispute settlement mechanisms established under Chapter 18 of the Free Trade Agreement.

These appointments bring the roster under Chapter 18 to twenty-five. Fifteen members were appointed January 25, 1989 (See *CanadExport's Free Trade Bulletin* Vol.7, No. 3 of February 15, 1989).

Here is the list of the new appointments:

- J. Gordon Coleman, Q.C., Trade Lawyer, Tory, Tory, DesLauriers & Binnington, Toronto.
- Richard G. Dearden, Trade Lawyer, Gowling & Henderson, Ottawa.

- John Knebel, Lawyer, Barr, Wensel, Nesbitt & Reesor, Edmonton.
- Bernard Landry, Professor, Université de Québec, former Minister of External Trade, and of International Trade, Montreal.
- Pierre Laurin, Director General, Merrill Lynch Canada Inc. Montreal.
- Richard Lipsey, Professor of Economics, Toronto.
- Ursula Menke, Public Policy Consultant, Strategicon Inc., Ottawa.
- Claude Simard, Businessman, Former Minister of Industry, Trade & Commerce, Montreal.
- Effie J. Triantafilopoulos, Trade Lawyer, Lyons Goodman Iacono Smith & Berkow, Toronto.
- Charles White, Lawyer, White Ottenheimer & Green, St. John's.

# Australia's foreign policy invites investment

Australia is open for foreign investment. Australia's more liberal attitude toward foreign investment is certainly positive. As a result, Canadians invested more than A\$ 124 million in Australia in fiscal year 1987-88, primarily in mineral exploration and development (59%), and manufacturing (25%). Total cumulative Canadian investment in Australia is estimated at A\$ 3.3 billion.

The Australian government recognizes the important contribution of foreign capital to the development of its manufacturing and resource industries.

And that recognition is borne out by statistics: In the last 12 months for which Australian data is available, 97 per cent of all foreign investment proposals were approved.

Of the total 3,091 submissions, 1,641 were approved unconditionally (1,450 were subject to some conditions).

Virtually all rejections were for the acquisition of developed residential real estate. The average processing time for proposals was 20 days.

Canadians contemplating the many investment opportunities should be aware of some elements of Australia's foreign investment policy which is administered by the Foreign Investment Review Board.

Under the policy, for example, only the following types of foreign investment proposals are subject to examination:

- Acquisitions of substantial interest in ex-

isting Australian businesses with total assets of A\$ 5 million or more (A\$ 3 million for rural properties);

- Proposals for the establishment of new businesses involving total investment of A\$ 10 million or more;
- All proposals for investment in civil aviation and the media;
- Direct investment by foreign governments or their agencies; and
- All proposals to acquire real estate.

A company may be granted naturalized status, and consequently not be subject to the Australian Foreign Investment Review Board, if (i) it is at least 51 per cent Australian owned; (ii) its articles of association provide for a majority of board members to be Australian citizens; and (iii) general undertakings have been reached about the company's autonomy to ensure that its operations and policies are determined by the Australian board.

The leading foreign investors in Australia are Japan, the United Kingdom, New Zealand and the U.S.A. Canada ranks ninth. The largest new investments are in New South Wales and Queensland where the strongest sectoral growth has been in real estate.

For the fiscal year 1987-88, new Canadian investment in Australia consisted of 25 projects valued at A\$ 123 million. The sectors and corresponding values (in A\$ million) include mineral exploration and development (73); manufacturing (31); ser-

vices (4); tourism (5); real estate (7); and resource processing (3).

In the past four years, the Canadian share of cumulative foreign investment in Australia has varied between 1.5 per cent to 2.0 per cent of the total and has risen from A\$ 1.6 million to A\$ 3.3 billion.

Investments of over A\$ 50 million in Australia in 1987-88, according to sectors and the percentages (in brackets) were: manufacturing (25); mining (12); finance and insurance (8); services (10); tourism (9); real estate (35); and other (1).

The Government of Australia is pursuing a general policy of foreign investment liberalization. For example, prior to January 20, 1988, Australian investment controls necessitated 50% Australian equity and control for new gas and oil projects valued at over A\$ 10 million.

Now all proposals in this sector are approved--with the exception of the rare situation where such approval is contrary to the national interest.

For more information on foreign investment opportunities and regulations in Australia, contact Ray Buciak of the department's Asia Pacific South Trade Development Division (PST). Tel.: (613) 996-5945. Fax: (613) 996-4309.

*This article on the Australian government's policy on foreign investment will be followed, in an upcoming issue of **Canada Export**, by an article on the Australian government's policy on offsets.*

## Plumbing directory seeks firms' input

External Affairs and International Trade Canada is revising its publication **Plumbing, Heating, Refrigeration and Ventilation Products for World Markets**.

Canadian companies exporting these products (including air conditioning products), or related accessories and services, may be included in the directory free of charge.

First published in 1986, the four-colour directory proved an excellent promotional tool. It was distributed at trade shows in the United States and to Canadian trade offices worldwide.

If your company has not received a questionnaire by the end of this month and you would like to be listed in the directory, contact Michel Samson of the department's United States Trade and Investment Development Division (UTE). Tel.: (613) 991-9476. Fax: (613) 990-9119.

## Canadian whisky leads export sales

When it comes to selling whisky, Canada is successfully exporting more than the proverbial wee dram.

In fact, over half of the total spirits produced in Canada are bound for export.

Statistics Canada reports that almost \$600 million worth of spirits, beer and wine were exported from Canada in 1988. Leading the way were export sales of Canadian whisky--valued in excess of \$370 million.

In the key U.S. market, Canadian whisky recorded a 32 per cent share of the total whisky market in 1988. As well, Canadian whisky accounted for 13 per cent of all spirits consumed in the United States.

In all, according to the 1989 **Jobson's Handbook**, Canadian whisky sales totalled 18 million cases--beating out Scotch whiskeys which had reported sales of 13.9 million cases (9-litre cases).

In comparison, Canadian beer took only a portion of the 5 per cent share held by all imported brands of beer in the U.S.

Five brands of Canadian whisky ranked among the top 20 sold in the United States in 1988.

Impact Databank pegged Canadian Mist in the number four position behind such perennial leaders as Bacardi, Smirnoff and Seagram's 7 Crown. One other Canadian whisky made the top 10 list--Seagram's VO. Canadian Club was 11th, Windsor Supreme 14th and Black Velvet 16th.

Canadian whisky was recognized as a unique appellation in the Canada-U.S. Free Trade Agreement. Efforts are underway to gain similar recognition around the world.

Obviously, exports of Canadian whisky play a vital role in the Canadian distilling industry.

So, too, do domestic sales, with Canadian whisky dominating. Data from the Association of Canadian Distillers show that Canadian whisky had a 32 per cent share of the Canadian market for distilled spirits in 1988.

# Calendar to European trade fairs and missions

One of the best ways to get your product or service into markets in Europe is by participating in any of the hundreds of trade fairs and missions that take place annually.

These events are a prime opportunity to expand sales; they also enable Canadian exporters to make important contacts.

External Affairs and International Trade Canada is coordinating some 75 trade activities in both Eastern and Western Europe during 1989-90. The program comprises national stands, information booths and trade missions to and from Europe.

Previous results indicate that these trade activities will be among the best marketing tools available to Canadian exporters.

According to External Affairs and International Trade Canada officials, Canadian participation in 20 European trade shows during 1988-89 generated on-site sales of \$26.3 million. Follow-on sales over the next 12 months will bring total Canadian sales to about \$400.9 million.

To help you plan your marketing strategies, *CanadExport* presents the second and last list, chronologically and by industry sector, of the events planned for 1989-90. The first part of the list was presented in the June 15 issue of *CanadExport*, Vol. 7, No. 11, 1989.

For further information on how you can participate in these trade activities, contact the department's Marketing Promotion Europe Division (RWTF). Tel.: (613) 996-

5554; or call Info Export.

### Industrial Machinery and Plants (Cont.)

- Drupa '90--April 27-May 10, 1990, Düsseldorf, Federal Republic of Germany--Printing machinery.
- Interpack '90--July 7-13, 1990--Düsseldorf, Federal Republic of Germany--Packaging machinery.
- Kunststoff '89 International Trade Fair--November 2-9, 1989, Düsseldorf, Federal Republic of Germany--Plastics and rubber/machinery and accessories.
- Environmental Control Mission from Spain VCR/Globe '90--March 19-23, 1990, Vancouver, British Columbia.

### Oil and Gas Equipment

- Petroleum Equipment/Services Mission to Alberta--June 5-9, 1989, Edmonton, Alberta.
- Offshore Europe '89--September 5-8, 1989, Aberdeen, U.K.--Oil and gas equipment and services.

### Transportation Systems and Equipment

- International Motor Show--September 14-24, 1989, Frankfurt, Federal Republic of Germany.
- Equip'Auto--October 20-26, 1989, Paris, France--International exhibition of car components.
- Canadian Automotive Show--May 13-15, 1990, Montreal, Quebec.

### General

- Poznan International Fair--June 11-18, 1989, Poznan, Poland.

- Municipalis '89--July 8-16, 1989, Braga, Portugal--Technology and equipment for municipal services.
- Brno International Engineering Fair '89--September 13-20, 1989, Brno, Czechoslovakia.
- Zagreb International (Autumn) Fair--September 18-24, 1989, Zagreb, Yugoslavia.
- Plovdiv International Fair--September 25-October 1, 1989, Plovdiv, Bulgaria.
- Bucharest International Fair--October 14-22, 1989, Bucharest, Romania.
- International Technical Trade Fair--October 19-25, 1989, Stockholm, Sweden--Building, woodworking, hydraulics and machine tools.
- Leipzig Spring Fair--March 12-18, 1990, Leipzig, German Democratic Republic.

### Miscellaneous

- MINT Mission to Spain--June 4-10, 1989, Madrid, Barcelona and Seville, Spain.
- Multi-Sector Mission--June 1989, Madrid, Barcelona and Seville, Spain.
- Aqua-Nor '89--August 11-16, 1989, Trondheim, Norway--Aquaculture trade fair.
- Business Mission to World Energy Conference--September, 1989, Montreal, Quebec.
- Fishery Inspectors from Italy to East Coast--November 1988/March 1990, Maritime provinces.
- C.E.O.E. executives to Ontario and Quebec--November 1989.
- Incoming Mission - 3rd country co-op projects--March 1990, Canada.

## Trade fairs and missions guide to Asia-Pacific

Next to the United States, the Asia-Pacific region is the world's fastest-growing market.

Over the period of the next 9 months, External Affairs and International Trade Canada plans to participate in some 40 trade fairs and missions in the Asia-Pacific region. And trade officials agree that the best way for Canadian exporters to get their piece of the swelling pie is by attending such events.

Here, listed chronologically and by industry sector, is the first part of the Asia-Pacific trade events planned to the end of this fiscal year.

For more information on the events or on how to participate, contact Garnet Richens of the department's Asia-Pacific Promotion Projects (PGTF), tel.: (613) 995-1677.

### Apparel

- World Fashion Fair--November 22-26, 1989, Tokyo, Japan--International fashion exhibition.

### Books

- Solo Book Show--January 1990, Sydney,

- Australia--Children's and general books.
- Canadian Publishing Mission to Australia--February 1990.

### Communications, Computer and Electronics Equipment

- Electronic Components Manufacturing Equipment Mission--August 29-September 8, 1989, Seoul, Korea and Hong Kong.
- Asia Comm '89--August 4-7, 1989, Bangkok, Thailand--Communications equipment.
- Software Buyers Mission from Singapore--August 14-September 5, 1989.
- Telecom Buyers from New Zealand--September 1989.
- Data Telecommunications Mission from Malaysia--September 1989.
- Japan Electronics Show--October 19-23, 1989.
- Commtel Asia '89--December 5-8, 1989, Hong Kong--Telecommunications equipment, networks and systems.
- Informatics '89--December 1989, Singapore--Computer hardware and

- software.
- Software Mission to Japan--February 1-12, 1990.

### Consumer Goods

- New Zealand Buyers to Toronto Hardware Show--February 1990.

### Defence and Related High Technology

- Aidex '89--November 28-30, 1989, Canberra, Australia--International Defence Equipment Exhibition.

### Energy, Chemicals and Petrochemicals

- Power Distribution/Rural Electrification Mission to India and Pakistan--September 1989.
- Indo Energy '89--October 1989.
- Ascope--November 14-16, 1989, Singapore--Oil and gas-related equipment.
- Electric Indonesia--November 22-25, 1989, Jakarta, Indonesia--Electronics, electrical engineering, power generation and supply.
- Oil and Gas Technical Seminar--November 1989, India, Pakistan and Bangladesh.

Continued in next issue

# First national stand yields sales by Canada

Continued from page 1

Canadian fish stocks is a very real one, on which hangs the livelihood of thousands of fishermen and plant workers in Atlantic Canada," said Crosbie.

He went on to outline Canada's commitment to the concept of sustainable development of the Northwest Atlantic's fishing stocks. The Minister acknowledged that solutions to the problem of over-fishing will not come quickly or easily, but he stressed that progress must be made towards a resolution of this issue.

Expressing his appreciation for the warm hospitality offered by his host, Spanish Secretary of State for Trade, Ruiz Ligeró, Crosbie added: "I know that Secretary Ruiz shares my keen interest in seeing increased trade development between our two countries. We are both intent on persuading our entrepreneurs to take up the challenge to develop closer business links."

Crosbie and the mission then travelled to Seville where members toured the site of Expo '92 and met with the President of Andalusia and representatives of the City of Seville to promote business links between Canadian and Andalusian firms.

The mission continued to Barcelona where similar talks were held with the President of Catalonia and the Mayor of Barcelona.

The highlight of the Minister's stay in Catalonia was his visit on June 8 to Canada's stand at the *Informat '89* trade show in Barcelona. This was the first time that Canada

had sponsored a national stand at this prestigious international informatics and communications trade fair. Over 40,000 professional visitors toured the fair June 5-10.

Informatics sectors represented at the fair included hardware/equipment, software/services, telecommunications, auxiliary data processing material, services and consultations, and technical publications.

The nine Canadian participants in the show were: All Computers Inc. of Toronto; Kao-Didak Limited of Arnprior, Ontario; Megatel Computer Corporation of Weston, Ontario; Keyword Office Technologies of Calgary, Alberta; Rapid Riter Signs of Manotick, Ontario; Xios Systems of Montreal, Quebec; D.I.L. International of Sainte-Foy, Quebec; the Province of Ontario; and the Province of Quebec. All plan to return next year.

The Canadian participants reported substantial on-site sales and success in developing prospects for future export sales. Two of the smallest Canadian companies at *Informat '89* have already identified more than \$3 million dollars in potential sales!

D.I.L. International sold \$210,000 worth of software to the Generalitat of Catalonia--a sum which represents the remainder of the Generalitat's educational software budget. The two parties are to enter negotiations for a technology transfer in future years.

The display by Rapid Riter Signs was mobbed, while offers and enquiries from competing would-be distributors poured in.

Xios Systems seized the opportunity of participating in such a tremendously successful fair--the launch of its new line of computers coincided with the fair opening.

While in Spain, the ministerial mission's private sector representatives had numerous individual appointments arranged by the Canadian Embassy to help them follow up on business possibilities.

All company representatives were pleased with the mission, and plan to pursue opportunities in the Spanish market.

The representatives of Canadian firms accompanying the Minister were: Charles Bechet, Chief Operating Officer, BC Medical Ltd.; Donald C. Lowe, President and CEO, Bombardier-Canada; Victor L. Young, Chairman and CEO, Fishery Products International Ltd.; John Barry Gage, President and CEO, MacLean Hunter Cablevision Ltd.; Donald F. Vaughn, President, Mercury Graphics Corporation; Robert Shore, President, Shore Holsteins International Ltd.; A.B. Lash, President, TIL Systems Ltd.; Robert Angus, President, Trionics Technology Ltd.; and David Pattenden, President, UTDC Inc.

For further information on the mission or on opportunities in Spain, contact Michael Wondergem of the department's Western Europe Trade and Investment Development Division (RWT). Tel.: (613) 995-6440.

Information on *Informat* is available from Guy Cote of RWT's Trade Fairs and Missions. Tel.: (613) 992-7001.

## A toast to Canada

### Asia food promotion

**Singapore--**A taste of Canada!

A two-week Canadian food promotion sponsored by Air Canada and Labatt's breweries took place at the Singapore Meridien Hotel, April 24 to May 7, 1989.

Yves Lemonde, Executive Sous-Chef from the Montreal Meridien, was flown in to lend an authentic touch to the Canadian specialties.

Lemonde succeeded in grand style, treating his guests to such delicacies as Canadian Pacific salmon with fresh dill, whole cold Atlantic lobster country style, Alberta fillet steak with Canadian whisky and grapes, and Pecan flan with Quebec maple syrup...and of course, Labatt's famous "Blue" beer.

Travellers to Singapore can savour a celebration of tastes Canadian at two similar food promotions--one at the Jurong Golf Club from June 1 to 15, and the other at the Oriental Hotel in the first half of September.

For information on Canadian trade opportunities in Singapore, contact Roman Hruby of the department's Asia Pacific South Trade Development Division (PST). Tel.: (613) 995-7659.

## Water technology exhibition set in Kenya

**Nairobi--**Firmly established as the sales and marketing event for the water industry within Africa, the **4th International Exhibition for the Water and Sewage Treatment Industries Serving Africa (African Water Technology Exhibition)** will be held **February 19-23, 1990** in this Kenyan capital.

The five-day event is at the Kenyatta International Conference Centre, the largest "purpose-built" exhibition and conference centre in Africa and the host to some 300 international events.

By all accounts, the exhibition, together with a conference and seminars, is unrivalled in terms of the quality and number of specialist visitors it attracts.

The last **African Water Technology Exhibition**, held in 1987, attracted more than 12,000 visitors from 17 African countries. More than 250 companies from 30 countries have participated in the exhibition, which was first staged in 1982.

In all cases, exhibitors reported a very high level of enquiries--especially from specialist personnel with responsibility for planning, management and operation of water resources and sewage treatment systems.

Water supply and water treatment programs figure prominently in the budgets of African governments. Indeed, key international development agencies are channelling millions of dollars into Africa to purchase effective drinking water and irrigation systems--including mobile drilling rigs, water harvesting technologies and handpumps.

Opportunities for companies involved in water technology are many--as are the profits.

The **African Water Technology Exhibition**, including its supporting conference and seminars, is planned as a major promotion for Africa in the final year of the United Nations International Drinking Water and Sanitation Decade (1981-1990).

Canadian companies wanting to participate in the **African Water Technology Exhibition** or seeking information may contact the organizers directly: Mr. D. Domoney, International Conferences & Exhibitions Ltd., 29 Dering Street, London W1R 9AA, U.K. Telex: 21591 Confex G. Fax: 01-409-0712.

Information on export opportunities in this region is available from Ron Merrick of the department's Africa Trade Development Division (GAT). Tel.: (613) 990-6590.

# Tariff increases to protect Canadian interests

International Trade Minister John C. Crosbie and Minister of State (Privatization and Regulatory Affairs) John McDermid released

this month for public comment a list of some 70 products from which the government is considering selecting items for tariff increases.

This action is in response to the failure by the United States to eliminate its discriminatory tax on oil imports from Canada.

The U.S. tax, imposed under the Superfund legislation, is collected at a rate of 8.2 cents per barrel on domestic production, and a rate of 11.7 cents per barrel on imports of crude and refined petroleum products. The 3.5 cents per barrel differential aspect of the tax was found in June 1987 to be inconsistent with U.S. obligations under the General Agreement on Tariffs and Trade (GATT).

"We take this action reluctantly," Crosbie said. "However, the United States is in direct contravention of its GATT obligations. The U.S. has had more than a reasonable period of time to bring its legislation into conformity with its obligations under the GATT. The Government must act to protect Canadian interests."

Crosbie had announced on March 30, 1989 the Government's intention to take action against the United States in the absence of a satisfactory resolution of this issue.

A Notice was published on June 19, 1989 in the *Canada Gazette* listing products imported from the U.S. and identified as possible candidates for the withdrawal of tariff benefits.

McDermid said that tariff increases of one to three percentage points would be considered on products of U.S. origin for as long as the discriminatory U.S. measure remains in place, or until suitable compensation is provided.

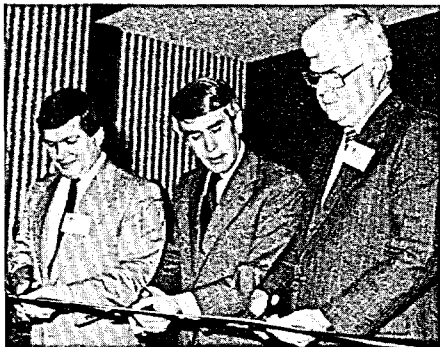
Crosbie indicated that, after the consultative period and based on a careful review of the comments received, the government intends to select products for which it would seek GATT authorization to withdraw tariff benefits.

This action would be in the absence of any move by the U.S. to eliminate the discriminatory aspect of their Superfund legislation or to provide adequate compensation to Canada. (At press-time, it was learned that legislation has been put forward in the U.S. to scrap the energy tax that discriminates against Canadian oil imports). Tariff benefits equivalent to the approximately \$10 million cost added to Canadian oil exported to the U.S. would be sought.

Products for possible tariff increases include grape wines; plastic tubes, pipes and hoses; plastic apparel, clothing and accessories; wooden and aluminum doors and window frames; household refrigerators and washing machines; and, prefabricated buildings.

For information on the U.S. legislation, contact M.R. Robertson of the department's U.S. Trade Relations Division (UET). Tel.: (613) 992-1133. For information on products included on the list, contact Richard Lalonde, Tariffs Division, Department of Finance, Ottawa. Tel.: (613) 996-5887.

## Opportunity abounds



**Ribbon-cutting ceremony--**International Trade Minister John C. Crosbie (right), New Brunswick Premier Frank McKenna (left) and US Ambassador to Canada Thomas Niles are shown at the opening of *Interaction '89*, held in Moncton, New Brunswick, last month. This combined fair and conference drew about 40 buyers from Eastern Canada and the New England States, giving them an opportunity to examine the new trade opportunities opened up for them as neighbours by the Canada-US Free Trade Agreement. These opportunities include supply for the major regional construction projects, trade in services, the defence equipment market and transboundary movements.

## New air service increases trade, travel

Canada is connecting with the world--both trade and travel-wise.

Witness two air services agreements announced recently by Secretary of State for External Affairs Joe Clark and Transport Minister Benoit Bouchard:

On May 24, the ministers announced the signing of Canada's first air services agreement with Thailand and on June 2 they announced the signing of a new air transport agreement with the Netherlands.

Both ministers noted that the agreement with Thailand opens new opportunities for expansion of airlines by both countries. It will also facilitate travel between Canada and Asia.

Canadian Airlines International currently flies from Vancouver to Bangkok via Hong Kong. The service, operating three times weekly using DC10 aircraft, will add a fourth weekly flight early this summer. Canadian also plans to begin service across the Atlantic

to Bangkok via Amsterdam, establishing around-the-world services via Bangkok.

Thai Airways International now flies from Bangkok to Toronto via Tokyo and Seattle. The service offers twice weekly flights using B747 aircraft.

The Netherlands signing, one of Canada's most expansive bilateral air agreements, means that seven Canadian cities will benefit from direct air services to Amsterdam.

Canadian Airlines International serves Amsterdam from Vancouver, Edmonton, Calgary, Toronto and Halifax. Flights continue on to five other European destinations.

As a result of the agreement, Wardair International began services to the Netherlands on June 1 with flights from Vancouver, Edmonton and Toronto. And on June 2, KLM Royal Dutch Airlines inaugurated services to Ottawa and Halifax. These flights are in addition to KLM's existing services to Vancouver, Calgary, Toronto and Montreal.

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JULY 15, 1989

## International Financial Institutions here to help

Canadian procurement through International Financial Institutions (IFIs) has always been of interest to the export community. Indications are that Canada's performance could be improved, ensuring a more accept-

### Financed sales are a great boost for Canadian exports

Canadian exporters are doing well in foreign markets! The proof is in the **Export Development Corporation (EDC) 1988 Annual Report**, tabled last month in the House of Commons by International Trade Minister John C. Crosbie.

The EDC reported a 24 per cent increase in business volume, and a 12 per cent increase in the number of clients served during 1988. The financing and insurance services provided by the Crown corporation to Canadian exporters of goods, services and commodities amounted to \$5.5 billion, up from \$4.4 billion in 1987. That's a 15 per cent increase in one year! (The 1988 figure includes an EDC record \$4.1 billion in export insurance coverage.)

These results are due to a number of factors, a primary one being the high success rate of Canadian exporters in penetrating new markets.

### Small or medium-size businesses represent 81 per cent of EDC's clients.

The **Annual Report** shows that EDC insured or financed 1,922 transactions--an eight per cent increase over 1987--for companies selling to more than 120 countries. It also points out that small or medium-size Canadian businesses represent 81 per cent of EDC's clients.

The growth in EDC-insured exports is due mainly to expanded business in the United States, Western Europe, and Asia. Business has almost doubled--to \$640 million--in the Pacific and North Asia, while the figure for the U.S. and Caribbean region climbed from \$60 million in 1987 to \$1.2 billion last year. In Western Europe, the \$950 million in insured volume in 1988 was 16 per cent higher than in 1987.

Turn to page 6--Crown

able return for its dollar.

There are two ways of measuring procurement information: disbursement data, which provides the amount of funds that have been paid to Canadian companies and organizations; and data on contracts awarded.

For the 1979-87 period, the return to Canada in terms of disbursements at the four major IFIs--World Bank (WB), Asian Development Bank (AsDB), Inter-American Development Bank (IADB), African Development Bank (AfDB)--amounted to 87 cents per dollar contributed.

This statistic, however, is somewhat misleading in that 73 per cent of Canadian

contributed resources during this period went to the World Bank (where the return was 95 per cent). The procurement record at the other Banks differed, with returns of 91 per cent (at the IADB), 54 per cent (at the AsDB), and a meager 36 per cent (at the AfDB).

One of the problems has been that Canadian firms have not bid on many IFI-sponsored contracts.

The WB, AsDB and IADB (no similar AfDB statistics available) awarded more than \$51 billion on 77,893 contracts between 1981-87. Canadian companies submitted only 1,498 tenders (1.9%), with 644 contracts

Turn to page 6--Financial

## Canada House in London ready to help companies export to U.K.

If you're thinking of launching a product in the United Kingdom, you could start by using the Canadian High Commission facilities at Canada House in London.

Located on convenient and prestigious Trafalgar Square, Canada House is well equipped to handle a wide variety of business and cultural promotions.

The venue for many trade promotion/cultural events, Canada House has a cinema, two art galleries, and an exhibition hall/auditorium. It is ideal not only for product launches but also for luncheon seminars, press conferences or audio-visual presentations.

The High Commission does not charge a Canadian company for the use of Canada House--except for outside contracted promotional services such as catering costs, specialized A/V equipment, or printing invitations.

Using the facilities of Canada House has its rewards.

There is no need to pay London's high prices for private hotel or exhibition space when Canada House is available at such modest costs. The High Commission can provide organizational and logistical support. The venue associates Canadian exporters with the backing of the Canadian government--always a useful feature in selling abroad.

To date, Canada House has regularly played host to representatives from the Canadian hi-tech and aerospace sectors, as well as to Canadian consumer products exporters.

Most recently, a relative newcomer to the

U.K. market, DBA Systems of Vancouver, B.C., held a highly successful launch of its Smartalk 208 small telephone system.

Organized in conjunction with DBA's U.K. agent/distributor and with Mercury Communications Ltd., the launch drew about 150 U.K. telephone dealers. Their response ensures DBA a successful entry in the U.K. market, and bodes well for DBA's chances in the Single European Market after 1992.

For information on how Canada House may be of service to your company, contact the Canadian High Commission, Macdonald House, One Grosvenor Square, London W1X 0AB, England. Tel.: (011-44-1) 629-9492. Telex: (Destination code 51) 261592 (CDALDN G). Fax: (011-44-1) 491-3968.

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Sales leads

# International pipeline to potential profits

The Canadian Embassy in Washington has provided the latest list of new projects currently under consideration for World Bank funding.

Only Canadian companies with international experience are invited to contact the post concerned for further details.

**Bangladesh--1)** A power transmission and distribution project to extend the Bangladesh Power Development Board high voltage transmission system and to expand and reinforce its distribution system. Loan: \$80 million. (Executing agency: Bangladesh Power Development Board). **2)** Construction of a second power transmission interconnection to transmit electricity (generated using indigenous gas) in the east zone to the west zone to substitute for electricity (generated using imported liquid fuel oil). Loan: \$40 million. (Executing agency: Bangladesh Power Development Board). **3)** Fourth phase of the Dhaka water/sanitation project to include development of a long-term water source for Dhaka, rehabilitation and extension of water distribution and sewerage systems, extension of water and low-cost sanitation programs, further institutional development of Dwas, exploration of deep artesian aquifer, and promotion of Dhaka-area water resource regulations. Loan: \$100 million (total project: approx. \$300 million of which \$250 million will be foreign exchange component). (Executing agency: Dhaka Water Supply and Sewerage Authority). **4)** A population and health program to support family planning service delivery and maternal child health programs and to formulate and implement a population and health policy framework. Loan: \$100 million. (Executing agency: Ministry of Health and Family Planning). **5)** An educational project to increase both the internal and external efficiency of the existing formal vocational and technical education systems and to promote the development of informal vocational education. Loan: \$20 million. (Executing agency: Ministry of Education). **6)** Emergency restoration of flood-damaged infrastructure. Loan: \$133.6 million (4.5% of which will cover advance procurement and retroactive financing of essential road, inland water transport and telecommunications rehabilitation). (Executing agencies: Ministry of Education, Ministry of Local Government, Rural Development and Cooperatives, Water Development Board, and Inland Water Transport Authority). For all projects, contact James Stone, Second Secretary, Canadian High Commission, Dhaka, Bangladesh. Tel.: (011-880-2) 607070-6. Telex: 64-2328 (64-2328 DMCN BJ).

**Benin--A high-priority investment project** to include surveys, reviews and analyses and training and studies for financing agencies. Loan: \$5 million. (Executing agency: Ministry of Planning). Contact Susan M.W. Cartwright, First Secretary (Commercial), Canadian High Commission, Lagos, Nigeria. Tel.: (011-234-1) 612-382/612-385. Fax: (011-234-1) 614-691.

**Brazil--1)** Strengthening of financial management and administration in state of Rio Grande do Sul. Loan: \$100 million. (Executing agency: Bano de desenvolvimento do Estado do Rio Grande do Sul). **2)** Extension of water and sewerage services in Parana state and strengthening of state policies and institutions. Loan: \$70 million. (Executing agency: Compan-

hia de Saneamento do Parana). For both projects, contact Douglas Fortney, First Secretary (Commercial), Canadian Embassy, Brasilia. Tel: (011-55-61) 223-7515. Telex: (Destination code 38) 611296 (0611296 ECAN BR).

**Comoros--A population and human resources project** to include review of health financing. Loan: \$9.5 million. (Executing agencies: Ministries of Education and Health). Contact A. Lyons, Counsellor (Commercial), Canadian High Commission, Nairobi, Kenya. Tel.: (011-254-2) 3340 33-38 Telex: (Destination code 987) 22198 (22198 DOMCAN).

**Djibouti--Strengthening of technical and vocational education coordination and managerial capacity** of Ministry of Education and improving access to and relevance and quality of primary education. Loan: \$4.6 million. (Executing agency: Ministry of Education). Contact FX. Ernest Loignon, First Secretary and Consul, Canadian Embassy, Addis Ababa, Ethiopia. Tel.: (011-251-1) 15.11.00/15.92.00/1 512.28/15.13.19. Fax: (011-251-1) 51.28.18.

**Egypt--To provide infrastructure to the country's key tourist areas**, including water, sewer, electricity, transportation and river-docking facilities, access roads, and extension of airport facilities. Loan: approximately \$50 million. (Executing agency: Iran Development Bank). Contact G.J. Shannon, Commercial Counsellor and Consul, Canadian Embassy, Cairo, Egypt. Tel.: (011-20-2) 354-3110.

**India--Implementation of industrial environmental program** to support purchase of chemical plant pollution abatement equipment, to install environmental monitoring network, and to train technical personnel. Loan: \$150 million. (Executing agencies: Ministries of Environment and Industry). Contact Robert Logie, Counsellor (Commercial), Canadian High Commission, New Delhi, India. Tel.: (011-91-11) 60-8161.

**Indonesia--1)** Fifth stage of a population planning project. Loan: \$50 million. (Executing agency: National Family Planning Coordinating Board). **2)** Income-generating skills training and community development program geared to poverty groups. Loan: \$50 million. (Executing agency: Ministry of Education and Culture). **3)** Development and restructuring of several industrial subsectors (possibly including wood-processing, electronics, packaging, and fine chemicals) by means of technical assistance and investment finance. Loan: \$250 million. (Executing agency: Ministry of Industry). **4)** Extension of power transmission and distribution network to meet increased demand for electricity. Loan: \$150 million. (Executing agency: Perusahaan Umum Listrik Negara). **5)** To support transmission and distribution of gas in East Java and North Sumatra to industrial, commercial and domestic consumers. Loan: \$100 million. (Executing agency: Ministry of Mines and Energy). **6)** Physical and financial restructuring of selected fertilizer plants to improve industry's efficiency and competitiveness. Loan: \$150 million. (Executing agency: Ministry of Industry). **7)** Financial sector restructuring to strengthen Indonesia's financial system. Loan: \$150 million. (Executing agency: Ministry of Finance). **8)** Development of urban sector program and policy action plan. Loan: \$250 mil-

lion. (Executing agencies: Ministries of Finance, Home Affairs and Public Works). **9)** Third phase of the Jabotabek urban development project to include investment in basic urban infrastructure and services and small-scale credit in low-income communities, related solid waste management improvements, and updating of urban mapping together with institutional development in participating local governments. Loan: \$60 million. (Executing agency: Directorate General for Human Settlements). For all projects, contact Roger Belanger, Counsellor (Commercial), Canadian Embassy, Jakarta, Indonesia. Tel.: (011-62-21) 510-709. Fax: (011-62-21) 578-2251.

**Jordan--Fertilizer plant rehabilitation and construction.** Loan: \$35 million (total project: \$165 million). (Executing agency: Phosphate Mines Co.). Contact G.E. Rishchynski, First Secretary (Commercial), Canadian Embassy, Amman, Jordan. Tel.: (011-962-6) 666-124.

**Kenya--To assist with the establishment of an export processing zone**, including infrastructure, policy and institutional development. Loan: approx. \$15 million. (Executing agency: Ministry of Industry and Technology). Contact A. Lyons, Counsellor (Commercial), Canadian High Commission, Nairobi, Kenya. Tel.: (011-254-2) 334033-38 Telex: (Destination code 987) 22198 (22198 DOMCAN).

**Madagascar--To consolidate current reforms and support new incentive system reforms** in support of private investment and exports. Loan: approx. \$30 million. (Executing agency: Central Bank of Madagascar). Contact A. Lyons, Counsellor (Commercial), Canadian High Commission, Nairobi, Kenya. Tel.: (011-254-2) 334033-38 Telex: (Destination code 987) 22198 (22198 DOMCAN).

**Nepal--1)** To continue support to primary and non-formal education. Loan: \$20 million. (Executing agency: Ministry of Education). **2)** Strengthening of family planning and child health programs to improve health conditions and reduce population growth. Loan: \$15 million. (Executing agency: Ministry of Health). Contact Robert Logie, Counsellor (Commercial), Canadian High Commission, New Delhi, India. Tel.: (011-91-11) 60-8161. Telex: (Destination code 81) 031-72363 (031-7236 DMCNIN).

**Sri Lanka--1)** To assist poor achieve self-employment by providing access to resource. Program to include vocational training and entrepreneurial development, nutrition counselling and rural works. Loan: \$50 million. (Executing agency: Ministry of Policy Planning and Implementation). **2)** Second stage of telecommunications project to provide assistance in sector restructuring, institutional support for the country's telecommunications corporations and financing of the 1990-94 portion of the telecommunications investment program. Total project cost: \$260 (approximately \$180 million foreign exchange). Loan: \$25 million. (Executing agency: Sri Lanka Telecommunication Corp.) Contact M.C. Temple, Counsellor, Canadian High Commission, Colombo. Tel.: (011-94-1) 59-58-41/42/43; 59-87-97. Telex: 21106 (21106 DOMCAN CE).





## Europe 1992 Bulletin

### EFFECTS ON EUROPEAN FIRMS

The last *Europe 1992 Bulletin* in *CanadExport* (Vol. 7, No.11 of June 15, 1989) dealt with the impact of Europe 1992 on European legislation. These findings were taken from the *Executive Summary* of the study *1992 Implications of a Single European Market - Part I: Effects on Europe*, commissioned by External Affairs and International Trade Canada (EAITC).

The following overview "Effects on European Firms" also comes from the *Executive Summary* of the 1992 study referred to above. The observations in this section are based on a special survey of 425 manufacturing and service firms active in the European Community (EC). The industrial sample consisted of 123 EC-based firms, 56 firms based in the European Free Trade Association (EFTA: Austria, Finland, Iceland, Norway, Sweden, and Switzerland), 164 North American-based firms, and 14 Japanese firms.

#### Structural changes

The Single Market program will quicken the pace and shape the direction of the structural changes already under way in European industry. These include:

- increased concentration of industry structures;
- acceleration of national and cross-border mergers and acquisitions;
- proliferation of cross-border alliances in research and development (R&D), production and marketing;
- focus on core businesses; and
- rationalization of production facilities on a European scale.

One factor behind this prospective shakeout is that, in many sectors, Europe's fragmented markets now support many more firms than can co-exist comfortably in the post-1992 competitive arena. For example, there are 13 locomotive builders in Europe compared with 2 in the U.S. and 3 or 4 in Japan. Similarly, Europe has about 40 suppliers of car batteries versus 4 in the U.S. and 11 manufacturers of public telephone exchanges compared with 4 in North America. In a few sectors, such as automobiles, where there are already 6 major European groups, the overcrowding is getting worse as Japanese competitors add capacity in Europe.

In the survey of executives in Europe which was conducted for the present study, about 85 per cent of all manufacturing and service firms indicated that the 1992 program would encourage a moderate or strong shakeout of competitors in their sector. The competitive shakeout is most strongly expected in food, mechanical engineering and pharmaceuticals, with the lowest scoring in the automotive sector.

Most executives surveyed think that the restructuring in their sector will consist of rationalization to achieve cost-cutting. However, the impact for sectors such as telecommunications is thought to be more specialized production.

The forces behind restructuring will vary from sector to sector, depending on the industry's characteristics. For example:

Producers of *commodity products*, such as basic chemicals, pulp and paper, metals and minerals and energy, are capital-intensive and compete on the basis of low-cost production and an ability to consistently provide good standard quality output. The Single Market

will mean that some firms will have to expand production while others concentrate on specific product lines.

Producers of *branded consumer products*, such as cars and food products, rely on a strong marketing strategy, with heavy investment in international advertising to support local distribution and service. More international alliances or major takeovers are expected, as are strategies to buy market share, build international brands and establish large automated production facilities.

*Custom manufacturers* (auto parts, specialized machinery and equipment) require close R&D co-operation with their clientele, often close physical proximity, as well as high quality and servicing. Mergers and collaborative agreements of all kinds (including arrangements with local universities and research centres) will be pursued, especially in high-tech fields.

*Wholesale and retail distribution* is dependent on appropriate locations and knowledge of consumer demand, and as such, will still be regionally oriented. Although there are questions about the logic of cross-border concentration, there are an increasing number of successful examples. Expansion increases buying power, which leads to bigger discounts and higher profitability.

In the *financial services* area, increasing competition between banks and near banks (including insurance companies), coupled with the growing integration of capital markets, will produce major changes. Some niche players and some major groups will survive. The changes, however, will be slow.

In *high-technology industries* (i.e. research-intensive and technology-based) the driving force behind concentration is the search for critical mass to support escalating R&D costs. This implies the need for the broadest possible market base--certainly one larger than that provided by Europe's individual national markets. Since many high-tech sectors--telecommunications, power generation and defence electronics--have been dominated to date by national champions insulated from competition, massive restructuring is inevitable and indeed already under way.

#### Mergers and acquisitions/corporate alliances

The restructuring process often will take the form of mergers and acquisitions, joint ventures and other forms of corporate alliances. Survey results show that 30 per cent of the manufacturing firms and 56 per cent of the service companies predicted that increased merger and acquisition activity would take place in their sectors as a result of the 1992 program. The percentages were even higher when firms were asked about their own company plans.

Of the three basic acquisition strategies--horizontal, vertical or diversification--firms surveyed overwhelmingly favoured the first strategy. Vertical integration strategies are relatively uncommon except in telecommunications, metals and chemicals. Diversification goals were found to be significant for auto firms, chemical companies and building materials suppliers. In financial and business services, no one merger or acquisition goal prevailed.

A striking feature of the survey results is the overwhelming predominance of cross-border (intra-European) merger and acquisition

plans over purely national deals.

The advent of the Single Market has also triggered an explosion of cross-border corporate alliances. The survey results show that interest in alliances is as great as for mergers and acquisitions and is even greater in the auto sector and electronic data processing (EDP). These alliances can take a number of forms, from equity joint ventures or cross-shareholdings to contractual relationships. The co-operation may range from R&D and equipment sourcing to joint production and cross-marketing.

### Research and technology management

The role of R&D as a competitive factor was stressed frequently in the survey by large and small firms alike. Nearly 40 per cent of manufacturers indicated that they planned to increase R&D spending as a percentage of sales, and nearly 50 per cent cited the need to reduce product development times. Mechanical engineering firms put the greatest stress on both these objectives, while several other sectors such as autos, electrical/electronics, EDP, pharmaceuticals and telecommunications, put high emphasis on faster product innovation.

High-technology firms in the EC stress the importance of spreading R&D costs over a broader market base. The lack of such a base is cited as a key competitive handicap against U.S. and Japanese rivals.

R&D collaboration is seen by many as a way to achieve critical mass in the research function. Over 40 per cent of the EC and EFTA firms surveyed expect to participate in joint R&D projects under EUREKA, ESPRIT, RACE, etc.

The survey also indicated that the proportion of firms planning to emphasize licensing or buying technology was nearly as great as for those planning to increase R&D spending. Indeed, in a number of sectors it was higher, particularly in the building materials and pharmaceutical sectors.

### Investment strategies

Investment strategies in the EC vary significantly among the different types of firms surveyed.

For example, while almost half of EC-based firms indicated they would focus their investments in other EC markets, more than half also planned to expand investments in North America and other offshore markets.

EFTA-based firms are building up their presence within the Community. They give relatively high ratings in their investment plans to local production in the EC, and to acquisitions and alliances with EC firms. And they are building capacity at home to increase exports to the EC.

For U.S.-based multinational firms, 1992 has given Europe a higher priority in their investment plans. The result is that direct investment by U.S. multinationals in Europe is growing again, mainly through reinvested profits.

Japanese and Korean companies, faced with ongoing barriers against their exports, have concluded that the only way to secure access to the post-1992 EC market is through investment in the EC. Japanese direct investment in the first half of 1988/89 was up 25 per cent from a year earlier.

### Marketing strategies

Whatever their nationality or sector, manufacturers responding to the survey cited marketing and distribution as the aspects of business that will be most affected by the Single Market program. For service companies, marketing again topped the list.

A fundamental issue is the extent to which the Single Market will smooth out national differences within Europe. Looking at the implications of 1992 in terms of market changes in their sector, some executives expect a strong trend towards the emergence of a homogeneous "Euro-consumer." The homogenizers are especially dominant in energy, metals, autos, electrical/electronics and insurance. However, others give greater weight to continuing differentiation between national markets. The expectation of continued differentiation prevails strongly in building materials, distribution, EDP, banking and consumer goods.

Segmentation is the key to the marketing strategy of the majority of

manufacturing and service firms surveyed. The general trend is to focus on market niches--most often at the pan-European rather than national level--although the latter prevails in construction and financial services.

There are mixed views on the extent to which national wholesalers and retailers will be extending their operations across the EC market. The small sample of distribution firms surveyed was split evenly between those aiming at pan-European and those focusing on national market niches.

The Single Market will create strong pressure to co-ordinate marketing and to streamline physical distribution. More than half the manufacturing firms surveyed planned to tighten control of marketing and service operations, with the strongest emphasis in the autos, EDP and metals sectors.

Logistics is another area that will undergo major changes as a result of 1992. One-third of all industrial companies surveyed indicated that they planned to centralize physical distribution, with the highest response coming from metals and minerals firms. A major focus of attention is deciding where to centralize production and warehouse locations.

The objectives of efforts to overhaul distribution systems, whether through computerization or centralized warehousing, are to reduce costs and speed up deliveries. Overall, 38 per cent of the manufacturing firms surveyed planned to use computer networks to track selling patterns; 43 per cent aimed to reduce inventories in the distribution system; and 64 per cent hoped to reduce delivery times and improve responsiveness to customers.

### Import and export patterns

Sixty-nine per cent of manufacturers surveyed predicted that the 1992 program would have a moderate-to-strong impact on the growth of intra-EC trade. Growth in intra-EC trade is generally expected to be stronger than competition from non-EC imports, but in three sectors (automotive, electrical/electronics and metals), the increases in EC and non-EC imports are rated equally.

On the export side, nearly two-thirds of EC companies stressed increased sales to other EC markets, while one-third emphasized exports to the rest of the world.

With respect to purchasing patterns, 36 per cent of the manufacturing firms surveyed indicated that their own companies would put a strong emphasis on sourcing from other EC countries. Mechanical engineering stands out with a 68 per cent rating while telecommunications is at the other extreme with a surprisingly low 9 per cent.

The survey reveals a keen interest in reducing in-factory inventory holdings, for example, through just-in-time inventory management, especially in the mechanical engineering, machinery, EDP and auto sectors.

Many executives stressed that their companies would maintain an even-handed procurement policy, as between EC and non-EC sources, motivated by strictly commercial or strategic considerations. However, several executives expressed concern over EC policies, such as EC anti-dumping pressures, that could restrict their ability to buy abroad.

A fundamental aim of the 1992 program is to develop European industries that can face their U.S./Japanese rivals in global competition. The survey supported the impression that EC firms will remain outward looking. Indeed, one of the most striking results of the survey is the high proportion of companies that see Europe simply as part of a global strategy--over 60 per cent overall in both manufacturing and services, and over 80 per cent in EDP, mechanical engineering and telecommunications.

For further information on Europe 1992, contact EAITC's European Community Trade Policy Division (REM). Tel.: (613) 996-2727. Fax: (613) 996-9103.

For information on trade, investment and technology related to the EC countries, contact EAITC's Western Europe Trade and Investment Development Division (RWT). Tel.: (613) 995-9401. Fax: (613) 996-9103.

## Pipeline to profits

Continued from page 2

**Sudan**--Education assistance to gradually expand primary education at regional level, to support instructional quality through curriculum development, teacher training and instructional equipment, to rehabilitate higher education libraries and laboratories, and to improve management practices and resource utilization. Loan: \$25 million. (Executing agency: Ministry of Education). Contact G.J. Shannon, Counsellor (Commercial) and Consul, Canadian Embassy, Cairo, Egypt. Tel.: (011-20-2) 354-3110. Telex: (Destination code 71) 9-2677 (CANCAR UN).

**Tanzania**--To assist in optimizing port-handling capacity by rehabilitating/improving terminal facilities at Tanga and Dar-Es-Salaam, by increasing productivity and improving maintenance capability through technical assistance and by training workers and providing spare parts for equipment rehabilitation. Loan: \$30 million. (Executing agency: Tanzania Harbours Authority). Contact Canadian High Commission, Dar-Es-Salaam, Tanzania. Tel.: (011-255-51) 20651/2/3/4. Telex: 41015 (41015 DOMCAN).

**Tonga**--Provide long-term resources to meet private investment demand in agriculture, industry and tourism sectors. Loan: \$3 million. (Executing agency: Tonga Development Bank). Contact J.R. Brocklebank, Counsellor (Commercial), Canadian High Commission, Wellington, New Zealand. Tel.: (011-64-4) 739-577. Fax: (011-64-4) 712-082.

**Turkey**--To assist country's export drive by providing long-term investment funds to private export-oriented industries through a network of financial institutions. Loan: approximately \$200 million. (Executing agencies: External Economic Affairs, Industrial Investment Credit Bank and Industrial Development Bank of Turkey). Contact Robert G. Farrell/David Clendenning, Counsellors (Commercial), Canadian Embassy, Ankara, Turkey. Tel.: (011-90-4) 136-1275. Fax: (011-90-4) 146-4437.

**Uganda**--Infrastructure project to include expansion of water supply facilities in seven major towns, rehabilitation of essential urban services in Kampala and strengthening of responsible organizations. Total project: approximately \$200 million. Loan: \$64 million. (Executing agency: Ministry of Planning and Economic Development). Contact A. Lyons, Counsellor (Commercial) Canadian High Commission, Nairobi, Kenya. Tel.: (011-254-1) 334033-38.

**Zaire**--To support essential primary and secondary education programs. Loan: approximately \$46.7 million. (Executing agency: Enseignement Primaire et Secondaire). Contact Robert Rousseau, Second Secretary (Commercial) and Vice-Consul, Canadian Embassy, Kinshasa, Zaire. Tel.: (011) 22-706/24-346/27-839. Telex: (Destination code 982) 21303 (21303 DOMCAN ZR).

The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376. (Ottawa area: 993-6435). Canadian companies with no international experience can obtain Export Financing Guide, from the Export Finance and Capital Projects Division (TCF), External Affairs and International Trade Canada, 125 Sussex Dr., Ottawa K1A 0G2. Tel.: (613) 995-7251.

## Cross-Canada seminars due to focus on South America

South America...It's a "tremendous and largely undiscovered export market" that, in 1987, imported US\$45.7 billion in goods and services.

This September, Canadian companies can explore ways to take advantage of the opportunities--particularly in the natural resources sector--that South America offers. They will also learn how to finance their export endeavours.

All they need do is attend any of a number of cross-Canada seminars, sponsored by the Export Development Corporation (EDC) in cooperation with External Affairs and International Trade Canada.

The seminars, **EDC Financing in South America**, will put Canadian exporters in direct contact with potential South American buyers of Canadian goods and services with whom EDC already has export credit financing arrangements.

"Specifically," say EDC officials, "Canadian exporters can increase their competitive edge in Brazil, Chile and Colombia by capitalizing on the six Credit Facilities established by the EDC in the oil and gas, pulp and paper, and mining sectors of these countries."

Guest speakers will include senior representatives from ECOPEPETROL, the largest public-sector enterprise in Colombia that is involved in the exploration, production, refining and export of hydrocarbon products; CARBOCOL, the Colombian state-controlled mining corporation responsible for the development and marketing of Colombia's vast coal resources; PETROBRAS, the Brazilian state-owned oil company which has the national monopoly for oil exploration and production; and CODELCO, a Chilean national corporation involved in the extraction of copper and various minerals and which is constantly in need of new equipment and spare parts.

## U.S. trade show guide

The second edition of the *Guide to Building Products, Hardware, Heating and Plumbing, Refrigeration and Ventilation Trade Shows in the United States for 1989-1990* is now available from External Affairs and International Trade Canada.

Produced annually by the department's United States Trade and Investment Development Division, the booklet is an easy-to-access reference to these relevant key trade shows in the United States. It also provides tips on how to enter this huge market and lists the Canadian government trade offices in the U.S.A.

Copies of the guide may be obtained free of charge by contacting Info Export at 1-800-267-8376 (Ottawa area: 993-6435).

In addition to an address by a senior member of the buying and procurement agent, H.A. Simons Ltd. of British Columbia (currently working on two major pulp mill projects in Chile), EDC representatives will be on hand to provide information on the economic situation in South America and on the specific credit facilities Canadian suppliers can use to finance their exports.

The seminars will be held in: **Montreal**, September 25, Sheraton Centre Hotel; **Toronto**, September 26, The Hilton Hotel; **Calgary** (oil and gas sector only), September 28, The Delta Bow Valley Hotel; and **Vancouver** (mining and pulp and paper only), September 29, The Hotel Vancouver.

For further information or to register (the fee is \$35.00 payable in advance), contact Caroline Dabrus, Export Financing Officer, South America Department, Export Development Corporation, Ottawa. Tel.: (613) 598-2996.

## New publication lists weekly opportunities

Procurement opportunities are now more accessible to the business community--thanks to a new weekly publication, **Government Business Opportunities (GBO)**, published by Supply and Services Canada.

Distributed to suppliers every Wednesday, the magazine itemizes procurement opportunities and contract award notices relevant to the Free Trade Agreement (FTA), the General Agreement on Tariffs and Trade (GATT), and to general contracts.

Since its launch on April 5, 1989 GBO's distribution has increased from 1,650 copies to 3,500 copies. The content of the magazine has also grown significantly, with an increase in the number of proposed procurement opportunities and contract award notices. A new section, with input from the Procurement Review Board, contains announcements of particular interest to suppliers.

Also being planned is the publication of regional federal procurement opportunities and contract awards. As well, negotiations are underway to include United States procurement information gleaned from the **Commerce Business Daily**.

Yearly subscription costs in Canada are \$215.00 (or \$4.25 per issue). Subscription costs outside Canada are \$258.00 yearly (or \$5.10 per issue).

Suppliers wishing to subscribe to **Government Business Opportunities** may contact Supply and Services Canada, Canadian Government Printing Centre, 45 Sacré Coeur, Room D-2200, Hull, Quebec K1A 0S9. Tel.: (819) 956-4802.

# Trade fairs and missions guide to Asia-Pacific

The Asia-Pacific region is the world's second fastest growing market, behind only the United States.

Over the next 9 months, External Affairs and International Trade Canada plans to participate in some 40 trade fairs and missions in the Asia-Pacific region. And departmental trade officials agree that the best way for Canadian exporters to get their piece of the pie is to attend.

Here, listed chronologically and by industry sector, is the second and last part of the Asia-Pacific trade events planned to the end of this fiscal year. (The first part of the list was published in *CanadExport*, Vol. 7, No. 12, June 30, 1989).

For more information on the events or on how to participate, contact Gamet Richens of the department's Asia-Pacific Promotional Projects (PGTF). Tel.: (613) 995-1677.

### Energy, Chemicals and Petrochemicals (Cont.)

- Elecrama '90--January 1990, Bombay, India--Power electronics and electrical equipment.
- Oil and Gas Mission to India and Pakistan--January 1990.

### Food Products

- Packaging and Food Processing Indonesia--December 5-9, 1989.
- Foodex '90--March 1990, Tokyo, Japan--International food fair.

### Forest Products

- Converted Wood Products Mission to Japan--September 30-October 7, 1989, Osaka, Japan.
- All-Australian Timber Congress--October 15-20, 1989, Perth, Australia--Harvesting and sawmilling equipment.
- Timber Frame Mission to Australia--November 1989.
- Forest Industries Conference and Exhibition--February 7-11, 1990, Rotorua, New Zealand--Forest machinery exposition and conference.

### Health Care

- Medical/Hospitech--October 1989, Bangkok, Thailand--Medical, hospital and scientific equipment.

### Minerals and Metals

- Goldfields Mining Mission--November 11, Kagoorlie, Australia.
- Mining Mission to Papua, New Guinea--February 1990--Mission to explore New

Guinea and Australia mining opportunities.

- Mining Mission to Philippines and Indonesia--March 1990.
- Asia Pacific Mining Conference--March 14-17, 1990, Jakarta, Indonesia--Mining equipment and services.
- Transportation Systems and Equipment**
- Tokyo Motor Show '89--October 26-November 9, 1989, Tokyo, Japan.
- Original Equipment and After Market Auto Parts Mission to Japan--October 23-27, 1989.
- Motaquip '89 Mission--November 1-15, 1989, Australia--Automotive parts.

### General

- Incoming Mini Buyers Mission from Malaysia--September 1989.
- Kobe Import Fair--October 19-22, 1989, Kobe, Japan--Home building products and equipment.

### Miscellaneous

- Housing Kit Mission to Japan--October 23-November 1, 1989--Prefabricated lodgings and buildings.
- Environmental Control Mission to Hong Kong--October 30-November 4, 1989.

# Calendar to Middle East trade fairs and missions

The Middle East is a vast and lucrative market. One of the best ways for Canadian exporters to explore it is to participate in regional trade fairs and missions.

Here, chronologically and by industry sector, are 13 Middle East-related trade fairs and missions in which External Affairs and International Trade Canada (EAITC) is involved.

For details about any of the following events, contact EAITC's Middle East Trade Development Division (GMT). Tel.: (613) 993-7040.

### General

- Damascus International Fair--September, 1989, Damascus, Syria.
- Incoming Multi-Sector Mission from Egypt--September, 1989.
- Baghdad International Fair--November

1-15, 1989, Baghdad, Iraq.

### Communications, Computer Technology

- Saudi-Com '90--January 28-February 1, 1990, Riyadh, Saudi Arabia.

### Construction

- Saudi Build '89--October 22-26, 1989, Riyadh, Saudi Arabia.

### Energy, Chemicals and Petrochemicals

- Incoming Petrochemical Mission from Iraq--September, 1989.
- Incoming electrical buyers mission from Saudi Arabia and the Gulf States--October, 1989.

### Food and Beverage

- Canada Food Week--Tel Aviv, Israel--October, 1989.

### Medical and Scientific Equipment

- Saudi Health Care--October 8-12, 1989, Jeddah, Saudi Arabia.
- Medax '89--November 6-9, 1989, Jerusalem, Israel.

### Transportation

- Jeddah Motor Show--December 9-15, 1989, Jeddah, Saudi Arabia.

### Miscellaneous

- Incoming Chamber of Commerce Mission from the United Arab Emirates--October, 1989.
- Canada-Arab Business Council Outgoing Mission to Iraq, Egypt and the United Arab Emirates--November, 1989.

## Saudi Arabia sets the stage for trade

Jeddah/Riyadh--Don't miss the two trade shows coming to these Saudi Arabian cities.

The 5th International Medical, Dental and Pharmaceutical Equipment, Supplies and Services Exhibition (Saudi Health Care) will be held at the Jeddah Expo Centre October 8-12, 1989.

With the highest per capita health care expenditure in the world (at US \$4 billion annually), this is a market well worth consideration--as the more than 400 worldwide exhibitors discovered at the last show in 1987.

The second trade show, in Riyadh, takes place October 22-26, 1989.

It's the 5th Building, Construction, Main-

tenance and Interiors Show (Saudi Build'89) being held in a kingdom that has the largest and most sophisticated building and construction program in the Middle East.

The last Saudi Build, held in 1988, attracted more than 200 companies from around the world, as well as 116 Saudi firms.

External Affairs and International Trade Canada will coordinate a Canada stand at both Saudi Health Care and Saudi Build'89.

Canadian companies seeking further information on these shows should contact Shaun Wedick (613-990-5984) or Eric Brown (613-990-5997) of the department's Middle East Trade Development Division (GMT).

## North African shows

Algiers, Algeria, is hosting the 4th International Medical Show, September 20-27, for manufacturers of medical instruments, the pharmaceutical industry, specialized industries, and international institutions.

In neighboring Tunisia, the 23rd International Trade Show will be held in the city of Sfax, September 9-24. Products include household appliances, electronic equipment, plastics, furnishings, textiles, motor vehicles and parts, and building materials.

For information, contact EAITC's Sylvie Gariépy, tel.: (613) 990-8134 (for Algiers), or Jean Michel Demarcq, tel.: (613) 993-6593 (for Sfax), African Trade Development Division (GATT).

# Dryland farming show technically superior

**Regina**--Computer dating was given an "export twist" at the **Western Canada Farm Progress Show**--the world's largest dryland farming exposition--held June 21-24 in Regina.

Two hundred and twenty foreign buyers were registered in a computer, with the information being sent to Prairie exporters of farm machinery and agricultural supplies.

"Dating" sessions were then held between Prairie manufacturers and 60 representatives from the United States, 20 from Australia and others from around the world. First, they met in appointment sessions, and then they made "dates" for further business discussions.

As well, there were "dating" sessions in which Prairie exporters could meet 70 buyers whose trip to the **Farm Progress Show** was sponsored by the Canadian International Development Agency (CIDA).

The four-day dryland farming exposition attracted an estimated 30,000 visitors who



*Cultivating sales--Bruce Poltrock, Managing Director, and Paul Haselgrove, Marketing Manager, both of Grizzly Engineering Pty. Ltd., Swan Hill, Victoria, Australia, were among 20 Australian buyers who recently visited the Western Canada Farm Progress Show in Regina. Here, they are sizing up a cultivator.*

surveyed the offerings of 835 exhibitors.

Dryland farming is a technique of soil management which minimizes the effects of soil erosion. Canada is a world leader in dryland farming techniques and the manufacture of equipment so used.

How did Canadian manufacturers do at the

show in terms of export sales? "You don't sell agricultural equipment off the shelf," said Tom Rogers, a Trade Commissioner with the International Trade Centre in Saskatoon.

"Some of the manufacturers have exhibited in foreign fairs abroad. When sales are made, it is because of a sustained effort here and in the target market. We estimate, though, that export sales affected by the International Business Centre will exceed \$50 million."

Indeed, the International Business Centre, which Rogers coordinated, was the focal point for international visitors. The Centre featured displays and representatives from the Alberta, Saskatchewan and Manitoba governments; the Federal Government--through CIDA; Export Development Corporation; External Affairs and International Trade Canada; Industry, Science and Technology Canada; the show authority; and the Prairie Implement Manufacturers' Association (PIMA).

In addition to the exhibits and the Business Centre displays, the **Farm Progress Show** featured a "Marketing through U.S. Reps" seminar which was held to underscore the new trade opportunities under the Canada-U.S. Free Trade Agreement.

"Our manufacturers have to adjust to the new trade prospects between Canada and the United States. There are new opportunities and competition, but the match-up between

*There is a good match between Australians and Prairie manufacturers.*

the Prairie manufacturers and farmers of the mid-west states is good. Similarly, there is a good match-up between Australians and Prairie manufacturers," Rogers said.

The seminar was held under the auspices of PIMA and the Agricultural and Industrial Marketing Reps Association (AIMRA), a U.S.-based group.

And the "computer dating" service? By all accounts, the computerized match-up of would-be exporters and manufacturers' marketing personnel was profitable. Follow-up is needed, said Rogers, through foreign representatives and visits by the manufacturers' marketing personnel.

As spring and summer rain greened the Prairie farmland after last year's drought, the prospects for export sales are brighter. Higher domestic sales help manufacturers sustain production for export orders.

For information, contact Tom Rogers, International Trade Centre, Saskatoon at (306) 975-4365; Don Moffat, Machinery Branch, Industry, Science and Technology Canada, Ottawa (613) 954-3226; George Willows, United States Trade and Investment Development Division, External Affairs and International Trade Canada, Ottawa, (613) 993-5149.

# Auto parts show a first for Canada

**Toronto**--When it comes to the automotive parts and rebuilding industry, the United States--for the first time--is coming to Canada.

Any company looking for markets in

## *Being informed key to informatics shows*

**Sao Paulo/Caracas**--Reprogramming your fall agenda is a must if you're keyed to exporting computer-related products to South America.

External Affairs and International Trade Canada (EAITC) will participate this September in two top-knotch informatics shows.

From September 18 to 22, **Informatica '89** in Sao Paulo, Brazil, will showcase the finest in software, hardware, and accessories.

The third-largest trade show of its kind, **Informatica** also features automation consulting and training, and a broad range of telecommunications technologies.

In Caracas, Venezuela, **Inforven '89** kicks off a four-day show, beginning September 26. Computer hardware, software and telecommunications are the main focus; yet those interested in industrial hardware, education and computer design will not be disappointed as **Inforven** tends to their needs as well.

For information on **Informatica '89** or **Inforven '89**, contact Jon Dundon of the department's Latin America and Caribbean Branch, Fairs and Missions. Tel.: (613) 996-6921. Telex: 053-3745 EXTOTT. Fax: (613) 996-9510.

automotive parts and re-building will find that Toronto is the place to be.

From **October 13 to 16**, at the Metro Toronto Convention Centre, the **Automotive Parts Rebuilders Association (APRA)** will host its 43rd Annual Convention and Trade Show. It will be the first time the show has been held outside the United States.

Renamed the **International Big R Show**, the Toronto-based event is one of North America's few comprehensive sources of information for automotive parts rebuilders. The trade show is expected to attract more than 4,000 industry people. Already the approximately 300 exhibition booths are over 80 per cent sold out.

The **International Big R Show** promises all the information anyone in the business could want. On display for the rebuilding industry will be the latest in supplies, equipment, component parts and services.

Rebuilders of transmission, electrical, brake, clutch, water pump, fuel, rack and pinion, and power steering systems may update their technical information. As Bill Gager, Executive Vice-President of APRA observes, "Rebuilders need to know all the specifications of their products, all the little intricacies about building a particular product so they can continue to provide quality".

Rebuilders will find all that information--and more--at the **International Big R Show**.

Direct exhibit and registration inquiries for APRA's **International Big R Show** to Jeanie Magathan, APRA Headquarters, 6849 Old Dominion Drive, Suite 352, McLean, Virginia, U.S.A. 22101. Tel.: (703) 790-1050. Telex: 5101011026. Fax: (703) 790-1057.

## Crown credit agency facilitates exports

Continued from page 1

There were 185,000 jobs created or maintained in Canada, last year, as a result of deals that exporters were able to close with insurance or financing support from EDC.

The Corporation's basic mandate is to assume risks and facilitate export transactions, but its overall policy towards a specific export market is determined largely by the risk.

Before deciding to support a transaction in a difficult market, the EDC considers: 1) EDC's experience in the market (e.g. claims paid, the number of policy holder accounts currently overdue, and loan repayment statistics); 2) the market's relative importance to Canadian exports; and 3) the importance of the product to the buyer (e.g. some agricultural commodities are considered essential imports, and therefore a priority for payment).

EDC is Canada's official credit agency, responsible for providing export credit insurance, loans, guarantees, and other financial services to promote Canadian export trade.

For details on the Corporation, contact the Head Office, 151 O'Connor Street, P.O. Box 655, Ottawa, Ont. K1P 5T9. Tel.: (613) 598-2500. Telex: 053-4136. Fax: (613) 237-2690.

## Financial institutions to help all sectors

Continued from page 1

(.83%) worth \$432 million being awarded. That's a 43 per cent success ratio of tenders submitted to contracts awarded. The success rate was somewhat less at the WB (32%) and the IADB (42%). It was a very impressive 86 per cent at the AsDB.

Disbursements to Canadian firms have largely been in the energy, industry and transportation, and communications sectors. More disbursements have been for consultancy services than for civil works and equipment.

While a large portion of AsDB financing supports civil works components, no Canadian civil contractor has ever bid on an AsDB-financed civil works project. Similarly, since 1985, only one large Canadian bid for construction (withdrawn at the last moment) and two for equipment were submitted to the AfDB.

### Summer Break

*CanadExport* will not be published during the month of August. The next issue is slated for September 15.

## Dutch fish traders still demand the best

Angling for new markets for fish and fish products? Try casting your net in the Netherlands.

Last year, the Netherlands imported \$577 million worth of fish and fish products, approximately \$11 million more than in 1987.

Local demand continues to expand, fueled by increased catch restrictions and tightened government controls for local fisherman. As the demand increases so do the prospects for Canadian fish exports to the Netherlands and to those European countries that the Netherlands distribution centre serves.

Canadian wild pacific salmon, either frozen or canned, and live lobster are among the items most in demand. However, there are also good opportunities for pollock, ocean perch fillets and live eel, as well as such shellfish species as periwinkles, scallops (with roe) and shrimp.

Only top-quality fish and fish products get the nod from Dutch buyers and traders. With the price of many fish species now on par with or higher than prime red meats, consumers expect to get their guilders worth.

For more information on the Netherlands as a market for Canadian fish and fish-products, contact Cathy Patton of External Affairs and

International Trade Canada's Western Europe Trade and Investment Development Division (RWT) at (613) 996-7544 or R. Steinbock of the Fisheries Division (TAF) at (613) 996-3558.

## Israeli health show

Jerusalem--Exporters of medical and scientific technology are invited to participate in an international health care show slated for this Israeli city this fall.

To be held concurrently with the 7th Israel Medical Week, November 6 to 9, MEDAX '89 offers many opportunities in health care.

An international scientific convention scheduled during the show is expected to draw over 1,500 participants.

The exhibition is divided into five areas: Israeli and international exhibitors, pharmaceuticals, medical literature, and hospital and institutional supplies and maintenance.

Canadian companies have had great export success in fine and diagnostic chemicals, raw materials for pharmaceuticals, medical and electronics devices, and aids for the handicapped.

The specialized, competitive Israeli health care sector also offers Canadian companies opportunities for technology acquisition.

For details on the show or on how to participate at the Canada stand at MEDAX '89, contact Michael Wooff, tel.: (613) 993-6983; or Lorraine Reardon, tel.: (613) 993-6994, at EAITC's Middle East Trade Development Division (GMT).

### Did we miss you?

*CanadExport* is available free of charge in Canada to interested manufacturers and business people. For subscription, please return this form. For address changes or cancellations, please quote code number from your mailing address label. Allow four to six weeks.

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# CanadaExport

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## Cross-Canada events highlight Export Trade Month

Preparations are well on their way for next month's **Canada Export Trade Month** that will showcase the wide range of Canada's export achievements.

First launched in 1983 and co-ordinated each year by External Affairs and International Trade Canada (EAITC), **Canada Export Trade Month** is run jointly by federal and provincial government departments, with the co-operation of private organizations and companies across Canada.

The program's goal is to make people aware of how important export trade is to Canada.

**Export Trade Month** helps show that trade promotes prosperity. Nearly one-third of what we produce goes to other countries. In 1988 alone, Canada exported goods and services worth \$157.3 billion.

To succeed in today's rapidly changing global economy, Canadians must be particularly competitive in the United States, the European Community and the Asia-Pacific region. These three markets are the pillars of Canada's new trade development strategy.

Specifically, **Export Trade Month** activities have been developed to explain the opportunities and benefits of international trade; to recognize, publicly, companies that have excelled in export trade—through the **Canada Export Awards**; and to introduce new exporters (and firms that are ready to export) to government programs and services.

**Canada Export Trade Month 1989** will be launched October 2 at the Congress Centre in Ottawa. The **Canada Export Awards** are to be presented by Minister for International Trade John C. Crosbie—in conjunction with the Annual Meeting of the Canadian Exporters' Association—to a select group of Canadian companies in recognition of their achievements in export excellence. These are companies that, in the judgement of a panel of prominent members of the business community, have done an outstanding job selling Canadian goods and services abroad.

More than 250 companies are competing for these awards. About 15 winners will be selected and their names will be publicized nationally.

There have been 80 winners of the **Canada**

**Export Award** since the program started in 1983. Excellence in exporting is the program's single most important criterion.

The winning companies have come from all regions of Canada and comprise a cross-section of our diverse exporting community. Large companies have shared the winners' circle with small companies. All the winners have an impressive track record in reaching international markets with exceptional Canadian products—often in the face of stiff international competition.

There are many other events and activities taking place during **Canada Export Trade Month**. All told, provincial committees organize hundreds of events each year focusing on trade, including seminars, tours, "how-to" workshops, and other special events.

A special feature of **Canada Export Trade Month** is **Export Marketplace '89**. Organized by EAITC to provide specific information about exporting, this cross-Canada event offers you the chance to talk face-to-face with trade commissioners from Canada's foreign missions. **Export Marketplace '89** will take place in 51 centres across Canada.

Events being planned in addition to **Marketplace** and sponsored by International Trade Centres (ITC) in several cities and regions are:

- **Saskatchewan**—Federal Business Development Bank (FBDB) seminars held in conjunction with the Saskatchewan Trade and Investment Department; (FBDB Small Business Week Oct. 23-27); Canadian Exporters' Association (CEA)/Chamber of Commerce luncheon.
  - **Winnipeg**—Trade Month kickoff (ITC, provincial officials and Chamber of Commerce).
  - **Toronto**—Trade missions from the Gulf States, United Arab Emirates, Kuwait, San Francisco, Thai Board of Trade; Trade Shows Made Profitable seminar: Barrie, Orillia, Scarborough (Oct. 12, 19); Canadian High Tech Week (Oct. 17-19); Seminar on Japan, ITC/London Chamber of Commerce (Oct. 11, 18).
- Other **Trade Month** events planned for October include the unveiling by Minister

Crosbie and the President of Canada Post of the **Export Trade Stamp**—another highlight of the **Export Awards** dinner.

Trade meetings scheduled for October range from International Trade Advisory Committee (ITAC) to Sectoral Advisory Groups on International Trade (SAGIT) working sessions between Minister Crosbie, trade officials and national sectoral, business and trade associations, to discuss trade strategy and export programs and services. ITAC includes representatives of 17 sectors—from agriculture and food products and services to consumer products and service industries.

October will also see the release of various publications in support of both **Canada Export Trade Month** and **Export Marketplace**.

These include:

- The new version of *CanadaExport*;
- *Canadian Trade Development in Perspective*, an annual review of Canada's trade performance, with an outline of the government's current trade agenda, priorities and goals;
- *The Importance of Trade to Canada*, a one-page flyer summarizing the above publication;
- *Corporate Pocket Folder*, outlines EAITC's trade programs and services.

No matter what the event, the message is loud and clear: take part. Help make the slogan "Exports Build Canada" a reality for years to come.

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# World Bank: Pipeline to potential profits

The Canadian Embassy in Washington has provided the latest list of new projects currently under consideration for World Bank funding.

Only Canadian companies with international experience are invited to contact the post concerned for further details.

**Bangladesh**—A national minor irrigation development project to increase crop production by expanding the area served by minor irrigation equipment. Loan: \$70 million. (Executing agency: Bangladesh Agricultural Development Corporation). Contact James Stone, Second Secretary, Canadian High Commission, Dhaka, Bangladesh. Tel.: (011-880-2)607070-6. Telex: 64-2328 (64-2328 DMCN BJ).

**Botswana**—Tuli-Block roads project to support economic diversification of the Tuli Block region and the mining community of Selebi-Phikwe. Loan: \$17 million. (Executing agency: Ministry of Works, Transportation and Communication). Contact Robert Lee, Counsellor (Commercial), Canadian High Commission, Harare, Zimbabwe. Tel.: (011-262-4). Telex: (Destination code 907) 24465 (24465 CANADA ZW).

**Brazil**—1) An energy transport project to assist Petrobras to develop high priority product distribution projects and automation programs. Loan: \$200 million. (Executing agency: Petroleo Brasileiro S.A. (Petrobras). 2) Itaparica supplemental to provide supplementary financing to complete work for irrigation and social facilities for the Itaparica resettlement and irrigation project. Loan: \$175 million. (Executing agency: Companhia Hidro Electrica do San Francisco). 3) land management II Sao Paulo to generate sustainable productivity gains through land management and soil conservation. For all projects, contact Douglas Fortney, First Secretary (Commercial), Canadian Embassy, Brasilia. Tel.: (011-55-61) 223-7515. Telex: (Destination code 38) 611296 (0611296 ECAN BR).

**Cameroon**—Social dimensions of adjustment, a socio-economic program containing social policy, social action and institutional support components. Loan: \$30 million. (Executing agency: Ministry of Planning). Contact Jean-Yves Dionne, First Secretary (Commercial), Canadian Embassy, Yaounde, Republic of Cameroon. Tel.: (011-237) 22-18-87/22-10-90. Telex: 8209 KN (DOMCAN 8209 KN).

**Central African Republic**—Health I, a comprehensive health sector reform program. Loan: \$10 million. (Executing agency: Ministry of Public Health and Social Affairs). Contact Jean-Yves Dionne, First

Secretary (Commercial), Canadian Embassy, Yaounde, Republic of Cameroon. Tel.: (011-237) 22-18-87/22-10-90. Telex: 8209 KN (DOMCAN 8209 KN).

**Chile**—A power sector project to expand power generating facilities. Loan: \$20 million. (Executing agency: to be determined). Contact Roland Goulet, Counsellor (Commercial), Canadian Embassy, Santiago, Republic of Chile. Tel.: (011-56-2) 696-2256. Telex: (Destination code 34) 240341 (240341 DMCAN CL).

**China**—1) An irrigated agriculture intensification project to support a broad program of irrigation, drainage and agricultural service improvements in the North China plain. (Executing agencies: Ministry of Agriculture and Ministry of Water Resources). 2) Tarim Basin irrigation. Loan: \$120 million. (Executing agency: Xinjing Autonomous Region). For both projects, contact David Horley, Counsellor (Commercial), Canadian Embassy, Beijing, People's Republic of China. Tel.: (011-86-1) 532-3536. Telex.: (Destination code 85) 22717 (CANAD CN). Fax: (011-86-1) 532-1684.

**Indonesia**—A basic education project to improve the quality of education at both primary and secondary levels. Loan: \$100 million. (Executing agency: to be determined). Contact Roger J. Belanger, Counsellor (Commercial), Canadian Embassy, Jakarta, Indonesia. Tel.: (011-62-21) 510-709. Fax: (011-62-21) 578-2251.

**Malawi**—Third family health program. Loan: \$20 million. (Executing agency: Ministry of Health). Contact Robert Lee, Counsellor (Commercial), Canadian High Commission, Harare, Zimbabwe. Tel.: (011-262-4). Telex: (Destination code 907) 24465 (24465 CANADA ZW).

**Morocco**—National water supply and sewage project for Serrat Province. Loan: \$125 million. (Executing agency: Office National de l'eau). Contact John Broadbent, Counsellor (Commercial), Canadian Embassy, Rabat-Agdal, Morocco. Tel.: (011-212) 713-75/76/77. Telex: (Destination code 407) 31964M (CDARABAT).

**Thailand**—Highway sector III project to continue to support the 1987-91 highway development program. Loan: \$93 million. (Executing agency: Ministry of Communications). Contact Rory A. McAlpine, Second Secretary (Commercial) and Vice-Consul, Canadian Embassy, Bangkok, Thailand. Tel.: (011-66-2) 234-1561/8. Fax: (011-66-2) 236-6463.

**Trinidad and Tobago**—1) Public sector adjustment project to promote public enterprise reform and private sector

development. Loan: \$35 million. (Executing agency: Ministry of Finance). 2) Trade and Finance support for trade reform program. Loan: \$40 million. (Executing agency: to be determined). For both projects contact Bruce Motta, Counsellor (Commercial), Canadian High Commission, Port-of-Spain, Republic of Trinidad and Tobago. Tel.: (809) 623-7254/8; 623-4787. Telex: (Destination code 294) 22429 (22429 DOMCAN WG).

**Turkey**—A transmission project to connect the eastern generation pool to western load centres. Loan: \$350 million. (Executing agency: Turkish Electricity Authority). Contact Robert G. Farrell, Counsellor (Commercial), Canadian Embassy, Ankara, Turkey. Tel.: (011-90-4). Fax: (011-90-4) 146-4437.

**Uruguay**—Montevideo municipal development project to upgrade operations and maintain infrastructure and services. Loan: \$30 million. (Executing agency: Municipal Government of Montevideo). Contact Denis Thibault, Counsellor (Commercial/Economic), Canadian Embassy, Buenos Aires, Argentina. Tel.: (011-54-1) 312-908/88. Telex: (Destination code 033) (21383 CANAD AR).

**Venezuela**—1) An industrial restructuring program to support physical and financial restructuring of private sector industries. Loan: \$250 million. (Executing agency: Fondo de Inversion). 2) trade policy II project to support trade reforms designed to reduce tariff and quantitative restrictions in manufacturing and agriculture. Loan: \$300 million. (Executing agency: Ministry of Development). 3) A slum upgrading program to counterbalance the effect of government macroeconomic adjustment on the urban poor. Loan: \$100 million. (Executing agency: to be determined). 4) An urban transit project to assist government in rationalizing sector investment, cost recovery and maintenance policies. Loan: \$100 million. (Executing agency: to be determined). Contact David G. Adam, Counsellor (Commercial) and Consul, Canadian Embassy, Caracas, Venezuela. Tel.: (011-58-2) 951-6166. Fax: (011-58-2) 951-4950.

**Yugoslavia**—A financial sector project to support policy measures and restructuring of the financial sector. Loan: \$250 million. (Executing agency: to be determined). Contact Charles Larabie, First Secretary (Commercial), Canadian Embassy, Belgrade, Yugoslavia. Tel.: (011-38-11) 644-666. Telex: (Destination code 62) 11137 (11137 DOMCA YU).

Continued on page 3





## The Free Trade Agreement and Investment

### Making Canada a more attractive place to invest

**T**he Free Trade Agreement (FTA) contains important provisions which improve Canada's ability to attract foreign investment and which encourage Canadian firms to invest with an eye on international markets.

Canada and the United States are major investors in each other's economy—Canada is the fourth largest foreign investor in the U.S.; the U.S. continues to be Canada's largest external source of capital.

The FTA recognizes how important investment flows are to the economies of both countries and solidifies a generally open investment relationship. With the FTA, which establishes conditions that facilitate trade and investment and that allow business managers to operate in a more secure and predictable business environment, Canada has become more attractive to the entire North American market—some 275 million consumers.

### Cross-border investment rules

Chapter 16 of the FTA establishes a mutually beneficial framework of comprehensive, non-discriminatory rules and principles governing cross-border investment activities. Under Article 1602, Canada and the U.S. have agreed to provide national treatment to investors from the other country with respect to the establishment of new businesses, the acquisition of existing businesses, and the conduct, operation and sale of established businesses.

Future regulation of Canadian investors in the U.S. and of American investors in Canada will result in treatment

no different than that which is extended to domestic investors in each country. Additionally, both countries have agreed not to impose export, local content, local sourcing or import substitution requirements on investors from the other country, nor on third-country investors when any significant impact on Canada-U.S. trade could result.

### Policies and obligations

Neither country will adopt policies requiring minimum levels of equity holdings by their nationals in domestic firms controlled by investors from the other country. Fair standards for expropriation and compensation are established, as well as for the transfer of profits and other remittances, subject only to standardized provisions respecting balance of payments.

All existing laws, regulations and published policies and practices not in conformity with any of these obligations are grandfathered: existing sectoral restrictions on foreign investment in Canada and the U.S. will be retained. However, such practices may not become more restrictive than they already are. The regulatory environment for American investment in Canada and Canadian investment in the United States can stay the same or get better, but it cannot get worse. Cultural industries are excluded from the investment chapter in the FTA.

### Acquisitions

Canada retains the right to review significant acquisitions

by U.S. investors. However, the gross asset threshold for review by Canada of direct acquisitions by American investors of a Canadian business increases in annual stages to \$150 million (Cdn) by January 1, 1992.

The threshold for review of indirect acquisitions (those situations where the parent firm of a Canadian company is taken over by foreign investors and control of the Canadian subsidiary passes to the new owners) of Canadian businesses by U.S. investors will also increase in annual stages until review of such indirect acquisitions is eliminated on January 1, 1992.

### **Temporary entry for investors**

In addition to FTA Chapter 16 on investment, Chapter 15—temporary entry for traders and investors, professionals, business visitors and inter-company transferees—improves the investment environment. Entry to supervise a new investment is taken care of, and so is the travel of managers and technicians who are needed to set up new operations and to ensure efficient operation. This is a major step forward for Canadians or Americans who wish to invest in the other country.

### **Trade in services**

Likewise, elements of Chapter 14—dealing with trade in services—enhance investment. Its provisions are for the most part prospective, ensuring that neither government will ever introduce laws or regulations that discriminate against providers of services from the other country.

### **Elimination of duties**

Key to any free trade agreement, and required by the provisions of the General Agreement on Tariffs and Trade (GATT), is the elimination of duties and other restrictions

on most of the trade between the parties.

Chapter 4 provides for the progressive elimination over ten years of all tariffs, tariff-related measures, quantitative restrictions and other restrictive measures applied at the border on goods originating in either country. By January 1, 1998 all trade in goods between Canada and the U.S. will be tariff-free.

The elimination of U.S. tariffs will allow competitive Canadian companies to improve their penetration of the U.S. market and, through economies of scale, world markets in general. It should encourage investments by Canadian companies to improve productivity and take advantage of the opportunities offered by duty-free access to the U.S.

Tariff elimination on Canadian products entering the U.S. market will also improve Canada's appeal to foreigners as a place to invest and to avail themselves of comparative Canadian strengths with unimpeded access to the U.S. market.

### **Dispute mediation panels**

The provisions of Chapter 19—which establish bilateral panels to mediate disputes in anti-dumping and countervailing duty cases—let Canadian exporters compete in the U.S. market on a more secure, predictable and equitable footing. Actions taken in recent years against Canadian exporters under U.S. trade remedy laws may have had a detrimental impact on investment and employment in Canada—panel mediation of disputes will encourage investment in this country by guarding against arbitrary American actions, and ensuring that access to the American market will not be impeded.

For more information on investment and the FTA, contact Info Export.

# International Trade Centres across the country offer marketing advice to Canadian exporters

Export advice has been available closer to home for more than a year to Canadian exporters.

On June 29, 1988, International Trade Minister John C. Crosbie and Regional Industrial Expansion Minister Robert de Cotret announced the establishment of **International Trade Centres (ITCs)** across Canada to provide the "one-stop shopping" service that Canadian exporters had been seeking for all aspects of federal export assistance. And the federal government allocated \$7.2 million over five years to help establish the ITCs.

While the ITCs are located within the **Industry, Science and Technology Canada (ISTC)** regional offices, they are distinct and visible entities managed by a Senior Trade Commissioner. Eleven ITCs have been established to date: St. John's, Halifax, Charlottetown, Moncton, Montréal, Toronto, Winnipeg, Saskatoon, Calgary, Edmonton, and Vancouver.

External Affairs and International Trade Canada provides functional guidance and is seconding 35 experienced Trade Commissioners to the ITCs, with all staff to be in place by the summer of 1990. Current plans call for the addition of three new centres (Québec City, London, and Regina) in the next two years.

To complete the "one-stop shopping" concept, the Export Development Corporation (EDC) and the Canadian International Development Agency (CIDA) are locating their regional operations within selected ITCs. EDC's Manitoba/Saskatchewan district office is now located in the Winnipeg

ITC; others will follow as their current leases expire. There are currently CIDA business officers located in the Vancouver, Moncton, and Montréal ITCs, and another officer will be located in the Winnipeg ITC this summer.

The ITCs offer a full range of trade services to Canadian companies, including:

- **Export Counselling:** the ITCs provide professional counselling to assist firms in the development of their international marketing plans.
- **Administration of Export Support Programs:** the ITCs are responsible for the delivery of the Program for Export Market Development (PEMD), New Exporters to Border States (NEBS), New Exporters to the U.S. South (NEXUS), New Exporters Overseas (NEXOS), and the Technology Inflow Program (TIP).
- **Export Education and Awareness Initiatives:** The ITCs arrange and sponsor a number of seminars and workshops on the fundamentals of exporting, federal trade programs and export market opportunities.
- **A Computerized Trade Information Network:** this system, being established between External Affairs and International Trade Canada's Headquarters and the ITCs, will provide the ITCs with key up-to-date information on market opportunities, trade promotion events (both domestic and international) and export promotion plans, all of which will be electronically updated.

Firms registered on the WIN Exports data bank keep Trade Commissioners abroad aware of their capabilities and interests, thus increasing their chances of gaining access to valuable trade deals.

- **Business Information Centres:** the ITCs have a wide selection of publications: country market profiles, how-to guides, trade statistics, international trade fairs, etc.
- **Other Services:** disseminate information on market opportunities and market access conditions; recruit participants for international fairs and missions; provide access to CCC and EDC.

## International Trade Centre Addresses

- **VANCOUVER**  
650 West Georgia Street  
P.O. Box 11610  
Vancouver, British Columbia  
V6B 5H8  
Telex: 04-51191  
Fax: (604) 666-8330  
**Contact** Zen Burianyk  
Tel.: (604) 666-1438

- **EDMONTON**  
Room 540  
Canada Place  
9700 Jasper Avenue  
Edmonton, Alberta  
T5J 4C3  
Telex: 037-2762  
Fax: (403) 420-4507  
Tel.: (403) 495-2944  
**Contact** Neil van Bostelen  
Tel.: (403) 495-2944

- **CALGARY**  
Suite 1100  
510 - 5th Street S.W.  
Calgary, Alberta  
T2P 3J2  
Fax: (403) 292-4578  
**Contact** Gerald Milot  
Tel.: (403) 292-4575

- **SASKATOON**  
6th Floor  
105-21st Street East  
Saskatoon, Saskatchewan  
S7K 0B3  
Telex: 074-2742  
Fax: (306) 975-5334  
**Contact** Al McEwen  
Tel.: (306) 975-4343  
Ron McLeod  
Tel.: (306) 975-5318

- **WINNIPEG**  
Suite 608  
330 Portage Avenue  
Winnipeg, Manitoba  
R3C 2V2  
Telex: 07-57624  
Fax: (204) 983-2187  
**Contact** Tony van Rosmalen  
Tel.: (204) 983-2387

- **TORONTO**  
Dominion Public Building  
4th Floor  
1 Front Street West  
Toronto, Ontario  
M5J 1A4  
Telex: 065-24378  
Fax: (416) 973-8161  
**Contact** Doug Sirrs  
Tel.: (416) 973-5049  
Doug Paterson  
Tel.: (416) 973-5052

- **MONTREAL**  
Stock Exchange Tower  
800 Victoria Square  
Suite 3800  
P.O. Box 247  
Montreal, Quebec  
H4Z 1E8  
Telex: 055-60768

## Pipeline to profits

Continued from page 2

**Zaire—Agricultural research program** to restructure and develop the Institut National pour l'Etude et la Recherche Agricole. Loan: \$20 million. (Executing agency: Institut National pour l'Etude). Contact Robert Rousseau, Second Secretary (Commercial) and Vice-Consul, Canadian Embassy, Kinshasa, Zaire. Tel.: (011) 22-706/24-346/27-839. Telex: (Destination code 982) 21303 (21303 DOMCAN ZR).

The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435). Canadian companies with no international experience can obtain **Export Financing Guide**, from the Export Finance and Capital Projects Division (TCF), External Affairs and International Trade Canada, 125 Sussex Dr., Ottawa K1A 0G2. Tel.: (613) 995-7251.

## Trade Centres

Continued from page 3

Fax: (514) 283-3302

Contact Claude Lavoie  
Tel.: (514) 283-8791

### • MONCTON

Assumption Place  
770 Main Street  
P.O. Box 1210  
Moncton, New Brunswick  
EIC 8P9

Telex: 014-2200  
Fax: (506) 857-6429

Contact Guy-André Gélinas  
Tel.: (506) 857-6440

### • HALIFAX

1496 Lower Water Street  
P.O. Box 940  
Station M  
Halifax, Nova Scotia  
B3J 2V9

Telex: 019-22525  
Fax: (902) 426-2624

Contact Doug Rosenthal  
Tel.: (902) 426-6125

### • CHARLOTTETOWN

Confederation Court Mall  
134 Kent Street, Suite 400  
P.O. Box 1115  
Charlottetown  
Prince Edward Island  
CIA 7M8

Telex: 014-44129  
Fax: (902) 566-7450

Contact Fraser Dickson  
Tel.: (902) 566-7443

### • ST. JOHN'S

90 O'Leary Avenue  
P.O. Box 8950  
St. John's, Newfoundland  
A1B 3R9

Telex: 016-4749  
Fax: (709) 772-2373

Contact E. W. Jamieson  
Tel.: (709) 772-5511

### Name changed

## Rangoon becomes Yangon

On June 18, 1989, the Union of Burma adopted a law which replaces the terms Burma and Burmese with the term Myanmar.

English terms for many cities, towns, administrative divisions and topographical features of the country have changed to conform with the Myanmar pronunciation. The capital city, formerly known as Rangoon, has been changed to Yangon.

## Export Marketplace '89

# The place for export people to be

If you're already exporting, or if you're ready to start, **Export Marketplace '89** is the place for you!

Between October 30 and November 17, Trade Commissioners from Canada's missions abroad will travel to 11 cities across the nation, with information on export opportunities worldwide.

Teams of Trade Commissioners will also travel to an additional 40 communities to hold pre-arranged on-site meetings with local small and medium-size companies.

Come and investigate methods of doing business abroad in private one-on-one appointments.

If you are an established exporter, or wish to know about export possibilities, you will have an opportunity to review business

developments in your key sales areas and explore new export markets.

There's more. Visit the Trade Information Centre at **Marketplace** locations and speak with professionals from the export service sector.

In September, you will receive more details along with a registration form. Check the schedule below to see when **Export Marketplace '89** will be in a city near you.

**Export Marketplace**, in conjunction with **Canada Export Trade Month**, is sponsored by External Affairs and International Trade Canada.

To register for the 11-city **Marketplace '89** events listed below, contact your local International Trade Centre (listed on pages 3 and 4 in this issue).

For more details on export programs, call Info Export (toll-free) at 1-800-267-8376.

### MARKETPLACE '89 SCHEDULE

Halifax, Nova Scotia—November 6;  
Montreal, Quebec—October 30-31;  
Sherbrooke, Quebec—November 1; Quebec City, Quebec—November 2; Ottawa, Ontario—November 16; Toronto, Ontario—November 13-15; London, Ontario—November 17; Winnipeg, Manitoba—November 13; Edmonton, Alberta—November 6; Calgary, Alberta—November 7; and Vancouver, British Columbia—October 30-31.

Trade Commissioners will hold pre-arranged meetings with local small and medium-size companies in an additional 40 cities. They are:

#### WEEK ONE (Oct. 30-Nov.3)

**B.C.:** Victoria, Surrey, Nanaimo, Prince George, Abbotsford, Chilliwack, Kamloops, Vernon and Kelowna;

**Yukon:** Whitehorse;

**N.W.T.:** Yellowknife;

**Alb.:** Lethbridge and Medicine Hat;

**Que.:** Gaspé, Rimouski, Chicoutimi and Trois-Rivières.

#### WEEK TWO (Nov.6-10)

**Sask.:** Saskatoon and Regina;

**Man.:** Winkler, Brandon, Yorkton and Weyburn;

**Ont.:** Timmins, Sault Ste. Marie and Thunder Bay;

**N.B.:** Moncton, Saint John and Fredericton;

**N.S.:** Yarmouth and Sydney;

**P.E.I.:** Charlottetown and Summerside;

**Nfld.:** St-John's, Cornerbrook and Gander.

#### WEEK THREE (Nov. 13-17)

**Ont.:** Sudbury, North Bay, Hamilton, St-Catharines, Oshawa, Windsor, Sarnia, Cambridge, Owen Sound, Barrie, Peterborough, Cornwall and Kingston.

## Export advice in your backyard

The first step for a new exporter seeking to implement a marketing strategy should be to visit an **International Trade Centre**.

If the exporter were to go directly to the foreign posts for information, it would be like putting the cart before the horse.

To determine one's most advantageous market, start with a visit to an officer at an **ITC**, the most effective way to access commercial data and resources.

The **ITCs**, located across Canada, are linked directly to the government pool of sectoral and geographic experts.

They are in constant communication with Canada's posts abroad and are, as such, kept on top of trade opportunities and developments by our foreign Trade Officers.

Through referrals from the Centres, the exporter can contact the foreign Trade Officers of countries offering the most promising opportunities for specific products or services.

## Appointment to CCC Board

Sheila T. Murphy, of Calgary, Alberta, has been appointed to the Board of Directors of the Canadian Commercial Corporation. The President and owner of Henderson Colleges of Business Ltd., since 1972, she was previously Manager of Administration with Bear Tools International Ltd.

## Women entrepreneurs to meet in Toronto

This October, 700 women business owners from around the world will converge on Toronto for the 37th Annual Congress of Les Femmes Chefs d'Entreprises Mondiales (FCEM).

"Partnership in International Trade" will be the theme of the five-day conference hosted by the Canadian Association of Women Executives and Entrepreneurs at the Royal York Hotel, October 3-8.

The Congress will offer participants an excellent opportunity to make contacts with entrepreneurs in other countries and to discuss international trade issues of interest to businesswomen. The conference will include two series of workshops as well as a two-day trade show where delegates and others will exhibit their products and services.

Founded in France in 1946 by steelworks-owner Mme. Yvonne Foinant, the FCEM

## Trade legislation seminar

With the implementation of the Free Trade Agreement (FTA) early this year, a wide variety of new trade legislation has been created.

In an upcoming seminar organized by The Canadian Institute, the impact of these new laws on Canadian business will be explored.

The seminar, "Customs and Trade Law Developments", will take place in Toronto on October 25 of this year.

Expert speakers will discuss the new developments in: rules of origin, import and export restrictions, anti-dumping and countervail, the Harmonized System and more.

Exporters, importers, bankers, controllers, accountants, treasurers, customs and trade consultants, customs brokers, lawyers, chief financial officers—all should consider attending.

For reservations, contact The Canadian Institute at (416) 927-0718.

## Agricultural exports rose in 1988

Agricultural trade balance—good results for 1988.

Canada saw a dramatic improvement in its agricultural trade performance in 1988. Exports exceeded imports by \$3.48 billion, an increase of 64 per cent over 1987. Higher international prices for some grains contributed to the sharp increase.

became a European association in 1949 and a world-wide organization in 1960. With almost 30,000 members internationally, FCEM has 28 member organizations in developed and developing countries around the world.

For further information on the conference, contact the FCEM Conference. Tel.: (416) 868-6565 or write to 133 Richmond St. W., Toronto, Ont. M5H 2L3. Fax: (416) 868-0936.

## Seminar: New U.S. laws, Canadian interpretations

The impact of new U.S. laws and Canadian interpretations of transfer pricing regulations will be the subject of a two-day seminar scheduled for November 6-7, 1989 at Toronto's World Trade Centre.

The seminar, **Pricing Canadian Goods for Sale in the U.S. Market--Transfer Prices: Tax, Customs and Trade Law Considerations**, is sponsored by The World Trade Institute, World Trade Center, New York.

It will feature leading practitioners in the subject area from both the U.S. and Canada.

Major topics to be covered will include: the impact of the Canada-U.S. Free Trade Agreement on transfer pricing; U.S. and Canadian tax considerations in setting transfer prices to the United States; the U.S. anti-dumping law and countervailing duties; trade law issues; and Customs issues.

## Chile pulpmill project gets EDC financing

The Export Development Corporation (EDC) announced it will lend up to \$59.5 million (US) to a Chilean company, Celulosa Arauco y Constitucion S.A. (Celarauco), for the construction of a state-of-the-art pulpmill, the "Arauco II" project.

Arauco I, which was also financed by EDC, and Arauco II are worth over \$1 billion (US). Financing for the second project is shared between EDC, which will finance the Canadian portion of the project, the International Finance Corporation, the export credit agency of Finland and various commercial banks.

Vancouver-based H.A. Simons Ltd. will provide expertise for Arauco II. H.A. Simons Ltd. has been retained by Celarauco to complete the basic engineering work, act as procurement agent, and manager of the project.

## Seminar on Brazil

Trade and investment opportunities in Brazil will be discussed at half-day seminars to be held this month and next at cities across Canada. The locations and dates are: Vancouver, September 25; Calgary, September 26; Montreal, September 28; and Halifax, October 27.

For further information, contact M.D.J. Freitas, General Manager, Brazil-Canada Chamber of Commerce. Tel.: (416) 364-4634. Fax: (416) 364-4638.

The seminar will also examine existing U.S. and Canadian laws as well as subsequent changes on both sides of the border.

Canadian speakers will include Nathan Boidman, partner with Phillips & Vineberg, Montreal; and Richard S. Gottlieb, Kaylor & Stock, Quebec.

Speakers from the United States will include Chairman John E. McDermott, Robert L. Eisen and Stephen M. Hudspeth, all partners with Coudert Brothers in New York; and Mark D. Herlach, partner, Coudert Brothers in Washington, D.C.

For further information, contact the World Trade Institute at the World Trade Center in New York. Tel.: (212) 466-3161, or write to Marketing Department, The World Trade Institute, One World Trade Center, 55W, New York, NY 10048.

## Management of risk in world business

*How to manage risks in international business:* that's the subject of a conference to be held at the Westin Hotel in Ottawa, on October 18, 1989.

Organized by the University of Ottawa in conjunction with the Canadian Exporters' Association, experts at the conference will identify risks and suggest ways to foresee and manage them.

Speakers at the conference will include experts in the following areas of international business: exporters, investors, lawyers, insurers, bankers, civil servants, and professors from Canada and other countries. Registration is \$200.

For further information on the conference, contact Lise Gauthier, Faculty of Law, University of Ottawa. Tel.: (613) 564-7047.

# Sales prospects in Britain, Czechoslovakia

**BRITAIN**—Manufacturer's representative for a portfolio of non-competitive overseas suppliers of **horticultural and gardening products** seeks Canadian products immediately for the 1990 season. These suppliers sell to Britain's twelve major chain stores, the U.K.'s eight garden centre chains, the independent garden centres, local authorities, and U.K. wholesalers. Contact Nick Barton, Barton Exports, 374 Cowbridge Road East, Cardiff. CF5 1JJ, Tel./Fax: 0222 388160.

**BRITAIN**—Agencies to provide **hi-tech/natural animal health/feed supplement products**, especially enzyme/bacterial products to Forum Feeds. This subsidiary of Finn Sugar sells to animal health merchants, veterinarians and pre-mix manufacturers. Contact Nick Everington, Forum Feeds, Forum House, Brighton Road, Redhill, Surrey, RH1 6YS England. Tel: 0737 773711. Fax: 0737 773116.

## EDC finances sales

The Export Development Corporation (EDC) announced financing support of up to \$3,568,094 (US) for sales by five Canadian exporters to Carbones de Colombia S.A. (CARBOCOL), an industrial corporation controlled by the Colombian Ministry of Mines and Energy.

VME Equipment of Canada Ltd., a producer of off-highway vehicles, made the single largest sale of the group. The Guelph, Ontario company will sell nine Michigan wheel dozers valued at \$3,063,292 (US) to be used in the development of the El Cerrejon Norte coal mining project.

The other exporters include: Boliden Allis Canada Inc. of Belleville, Ontario who are supplying parts for a coal handling system and a stacker reclaimer; Barer Engineering Co. of Montreal for the supply of control electronic cards; Canadian RGL Electronics of Scarborough, Ontario for the sale of a telemetric signal controller; and Goodyear Canada Inc. of Toronto for the supply of parts for a coal handling system.

It is the second time this year that Boliden Allis and Canadian RGL Electronics have made sales using the financing provided under this project loan agreement. Sixteen different exporters have been served under this credit facility, which is 52 per cent utilized.

**BRITAIN**—A British distributor of quality sportswear seeks a first class manufacturer of **designer sportswear**, especially golfwear (t-shirts, jumpers and trousers). Contact S.A. Scott, Import Export Agent, 11 Foxglove Road, Birstall, Batley, West Yorks, England WF1 79NN.

**CZECHOSLOVAKIA**—The Czechoslovak State Enterprise, VUKOV, seeks Canadian firms engaged in **robotics, sensors, transport systems and robotics components**. VUKOV designs and manufactures a wide range of robotics systems and components. VUKOV would represent the Canadian company in the Czechoslovak and Eastern European markets; the Canadian partner would market YUKOV's products in Canada. For further information, contact the Canadian Embassy, Prague. Tel.: (011-42-2) 326941. Telex: (Destination code 66) 121 061 (DOMCN C).

**CZECHOSLOVAKIA**—Frucona, a Czechoslovak State Enterprise, is a large

and diversified food and beverage manufacturer with a product range of over 450 items including Pepsi-Cola, alcoholic beverages, fruit juices, and preparations of vegetables and meat. Frucona seeks **new food processing and production processes** with the overall objective of improving food quality, increasing nutritional levels and making maximum utilization of their supply of fruit, vegetables, meat, and raw materials. Particularly, the firm is interested in exploring deals involving the purchase of **advanced food processing technologies and production under licence**. For further information, contact the Canadian Embassy, Prague.

## Exports to Sweden jump slightly

The Swedish Central Bureau of Statistics says that imports from Canada increased by 30% last year. The value of imports was 15% higher for the first quarter of 1989.

The rise is mostly attributed to engineering and energy products. Steel imports increased by 31% and other minerals by 35%. Imports of crude oil increased by 26% and engineering products by 18%.

Imports from the U.S. increased by 34% and from the E.E.C. countries by 12%.

## Chairman named under FTA

A. L. (Tony) Halliday has been appointed Canadian Chairman of the Subsidies and Trade Remedies Working Group established under the Free Trade Agreement.

Thomas Bemes, General Director of the International Trade and Finance Branch of the Department of Finance has been named Vice-Chairman of the Working Group's Canadian team. He is presently the Canadian Subsidies Negotiator in the current round of Multilateral Trade Negotiations.

The Working Group has been charged by the Canada-U.S. Trade Commission, which is composed of Minister for International Trade John C. Crosbie and U.S. Trade Representative Carla Hills, with developing new rules and disciplines for subsidies and countervailing and anti-dumping duties, over a period of five to seven years.

## Yaounde number

The facsimile number for the Canadian Embassy in Yaounde, Cameroon is (237) 22-10-90. (Extension 311 during working hours only).

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# CANADEXPORT

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LATEST ISSUE

DERNIER  
NUMERO

November 1, 1989

## CANADA-USSR TRADE COOPERATION

External Affairs and  
International Trade Canada

Canada-USSR cooperation is moving into high gear.

To tap the renewed Canadian interest in the Soviet market, a series of Canada-USSR Science and Technology Roundtables are slated for Toronto, Montreal and Edmonton in the spring of 1990. The sessions -- to involve key players from business, government and the academic community -- are designed to develop avenues for scientific and technological cooperation.

These roundtables are one concrete outcome of the eighth annual Canada-USSR Mixed Economic Commission meeting held in Ottawa at the end of September when both countries renewed their Long Term Agreement to Facilitate Economic, Industrial, Scientific and Technical Cooperation.

There has been a tremendous growth in interest and activity -- reinforced by the current changes in the Soviet Union -- by Canadian firms in the USSR market in recent years. As a result, since May 1988, 23 joint ventures -- ranging from advertising, printing and pizza production to automobile equipment and servicing of oil projects -- have been registered between Canadian and Soviet enterprises. At least 40 others are under discussion.

Bilateral programs of cooperation between Canadian business schools and Soviet institutions are already demonstrating Western business practices to Soviet managers of state enterprises and joint ventures.

Similarities in geography and natural conditions between the two countries -- Canada exported \$1.1 billion-worth of products, mainly wheat, to the Soviet Union last year -- offer considerable opportunities for increased

Canada-USSR trade relations. Some of the sectors holding particular promise for Canadian exporters include oil and gas exploration equipment and engineering, forestry equipment, and agricultural machinery and specialized equipment.

In fact, agriculture was high on the agenda earlier in September, when a 10-company Canadian delegation led by Deputy Prime Minister and Minister of Agriculture, Don Mazankowski, was in Moscow for the fourth Canada-USSR Mixed Agricultural Commission.

One feature of the meeting was the active participation of Canadian provinces -- Alberta, Saskatchewan, Ontario and Quebec -- as well as Soviet

republics -- Ukraine, Byelorussia, Kazakhstan and the Russian Soviet Federative Socialist Republic.

It was agreed to set up an exchange program between Canadian and Soviet farmers under the auspices of the Canadian branch of the International Agriculture Exchange Association.

The objective of the exchange -- to encourage the adoption of efficient Canadian farming practices and technology in the USSR -- will be taken one step further through the agreement to undertake a joint film production featuring the Canadian family farm which has become an attractive model for Soviet officials, agricultural specialists and farmers alike.

Commission members also agreed to a new funding arrangement for enhancing cooperation in agricultural research and scientific exchanges.

In addition to government initiatives, private sector groups such as the Canada-USSR Business Council are also actively involved in trade promotion efforts between the two countries.

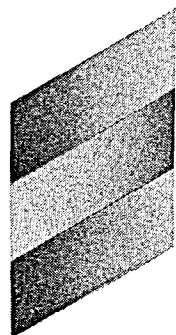
For further information on trade opportunities in the USSR and on how to penetrate that market, contact Suzanne Szukits at External Affairs and International Trade Canada (EAITC)'s USSR and Eastern Europe Trade Development Division (RBT), tel.: (613) 996-7107.

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### Minister Crosbie:

*"In 1988-89, our programs and services helped to generate over \$5 billion worth of business for Canadians."*

**See story page 8**



Canada

OCT 23 1989

## World Bank Projects

The Canadian Embassy in Washington has provided the latest list of new projects currently under consideration for World Bank funding.

Canadian companies with international experience are invited to contact the post concerned for further details.\*

The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).

**Africa regional**—Regional Power-Develop the hydro project in Manantali and the associated transmission lines to supply Dakar. Loan: \$25.0 million. Status: Project under preparation. (Executing agency: Governments of Senegal, Mauritania and Mali - (OMVS) Organisation pour la mise en valeur du fleuve Senegal). Contact Cecile Jarnier, Program Assistant (Commercial), Canadian Embassy, Dakar, Senegal. Cable: DOMCAN DAKAR. Tel.: (011-221) 23-92-90. Telex: 51632 (DOMCAN SG). Fax: (011-221) 23-87-49.

**Brazil—1)** Natural Forestry Development and Conservation - The project would support industrial wood production on national forests and management and conservation of natural forests, including strengthened monitoring and enforcement. Loan: \$150 million. Status: Project preparation under way. (Executing agency: (IBAMA) Instituto Brasileiro De Meio Ambiente E Dos Recursos Naturais Renovaveis, Sain - L 4 Norte, 70.800 Brasilia D.F., Brazil. Telex: 391-614304/611711. Fax: 011-55-61-224-5206. Tel.: 011-55-61-223-5966/61-226-7101). **2)** Mato Grosso Natural Resource Management - Consolidation of the first phase of North West projects in Mato Grosso, through improvements in the policy framework: Intensification of agriculture in areas with sustainable develop-

ment potential; forest management and conservation; environmental and tribal protection and continued support for small farmer community projects, infrastructure and social service. Loan: \$150 million. Status: Project identification under way. (Executing agency: Mato Grosso State Secretariat of Planning, Centro Politico Administrativo, Palacio Paiaguas, 78.000 - Cuiaba - Mt. Telex: 503030. Tel.: 65-5313-2301). For all projects contact Douglas Fortney, First Secretary (Commercial), Canadian Embassy, Brasilia. Tel.: (011-55-61) 223-7515. Telex: (Destination code 38) 611296 (0611296 ECAN BR).

**Burundi—1)** Energy I - Assist government in executing priority investments identified in the power master plan, spare parts and equipment. Renewal for Regideso, expansion of the improved charcoal stoves program and charcoal production program, studies of fuelwood utilization and household energy consumption, reforms of the petroleum sector and improvement in the reliability of supply. Possible positive environmental effects from better efficiency in the utilization of biomass. Loan: \$44.7 million. Consultants will be required. Status: Identification mission was scheduled for October. (Executing agencies: Ministry of Energy and Mines, B.P. 745, Bujumbura. Telex: 5182 BDI and Regidesco. B.P. 660, Bujumbura. Telex: 5006 BDI). **2)** Water Supply III - Rehabilitation or construction of about 40 water supply systems in rural areas. Loan: \$24.6 million. Status: Project preparation under way. (Executing agency: Ministry of Rural Planning, B.P. 2740, Bujumbura. Tel.: 5267). **3)** Technical Assistance Enterprise/Export Promotion - Credit line for viable private and mixed projects in all sectors including agriculture and commerce; and provision of tech-

nical assistance and training. Loan: \$11.9 million. Status: Project preparation under way. (Executing agency: Ministry of Finance). For all projects contact Robert Rousseau, Second Secretary (Commercial) and Vice-Consul, Canadian Embassy, Kinshasa, Zaire. Tel.: (011) 22-706/24 - 346/27-839. Telex: (Destination code 982) 21303 (21303 DOMCAN ZR).

**Chad**—Population and Health - Reconstruction/rehabilitation of basic health care infrastructure and management and initiation of sectoral analysis leading to restructuring of sector. Loan: \$20 million. Consultants will be required. Status: Project under identification. (Executing agency: Ministry of Health, N. Djamena, Republique du Tchad). Contact Jean Yves Dionne, First Secretary (Commercial), Canadian Embassy, Yaounde, Cameroon. Cable: DOMCANYAOUNDE. Tel.: (011-237) 22-18-87/22-10-90. Telex: 8209 KN (DOMCAN 8209 KN).

**China—1)** Health IV - Rural health services and manpower development. Assistance in the development of rural health manpower and of health care systems in the poorest provinces. Loan: \$100 million. Status: Identification mission was scheduled for October. (Executing agency: Ministry of Public Health, 44 Houhai Beiyan, Beijing, China. Telex: 22193. Tel.: 4015621). **2)** Industrial Finance VI - Line of credit to CIB, financing of light industry projects and technical assistance for institutional strengthening. Loan: \$350 million. Status: Identification under way. (Executing agency: China Investment Bank (CIB), Jingtong Hotel, Wan Shou Road, Beijing, China. Telex: 22537 CIB. Tel.: 86-3027). **3)** Phosphate II (Guandong) - Three components including (a) Provincial chemical sector strategy; (b) Line of credit; and (c) Institutional development.



*Continued from page 2*

Loan: \$100 million. Status: Identification under way. (Executing agency: To be determined). For all projects contact David Horley, Counsellor (Commercial), Canadian Embassy, Beijing, China. Tel.: (011-86-1) 532-3536. Telex: (Destination code 85) 22717 (CANAD CN). Fax: (011-86-1) 532-1684.

**Comoros**—Road Maintenance - Financing of road rehabilitation and assistance to a road program. Loan: \$4.9 million. Consultants have been identified. Status: Project preparation under way. (Executing agency: Ministry of Planning, Mononi, Comoros. Telex: 245).

**India**—1) Subernarekha (Orissa) Irrigation - To develop a new irrigation system of about 100,000 ha cultural command area including the construction of three buffer reservoirs, major and distributory canals, field channels, on-farm development and by providing additional agricultural support services and improved irrigation water management. Loan: \$250 million. Status: Pre-appraisal mission scheduled for April 1990. (Executing agency: Government of Orissa, Department of Irrigation, Writers Bldg., Calcutta 700 001, India. Tel.: 258025. 2) Kangsabati Irrigation Modernization - To rehabilitate and upgrade an irrigation system of about 340,000 ha through the construction of four auxiliary reservoirs, lining part of the canal system and providing improved water management and agricultural support services. Loan: Approx. \$200 million. Status: Pre-appraisal mission scheduled for April 1990. (Executing agency: Government of West Bengal, Department of Irrigation, Bhubaneswar 750 001, India. Telex: 675210. Tel.: 51250). Contact Robert Logie, Counsellor (Commercial), Canadian High Commission, New Delhi, India. Tel.: (011-91-11) 60-8161. Cable: CANADIAN NEW DELHI. Telex: (Destination

code 81) 031-72363 (031-72363 DMCN IN).

**Kenya**—Agricultural Sector Adjustment II - Continue support for sectoral reform. Loan: Approx. \$100 million. Status: Project under preparation. (Executing agency: Ministry of Agriculture, P.O. Box 30028, Nairobi, Kenya. Cable: Minag. Telex: 22766. Tel.: 728370). Contact A. Lyons, Counsellor (Commercial), Canadian High Commission, Nairobi, Kenya. Tel.: (011-254-2) 334033-38. Telex: (Destination code 987) 22198 (22198 DOMCAN).

**Laos**—Health Development - The project would: (1) strengthen malaria control program country-wide; (2) reinforce provincial health services in three provinces including management and logistic systems to support district operations, and upgrading the provincial hospital and training school; and (3) prepare a master plan for the gradual expansion and improvement of the faculty of medicine, the school of public health, and allied health educational programs. Loan: \$10 million. Consultants will be required for preparing and implementing the project. Status: Project preparation to begin in November. (Executing agency: Ministry of Health and Social Welfare, Vientiane, Laos). Contact Rory A. McAlpine, Second Secretary (Commercial) and Vice-Consul, Canadian Embassy, Bangkok, Thailand. Cable: DOMCAN BANGKOK. Tel.: (011-66-2) 234-1561/8. Telex: (Destination code 86) 82671 (82671 DOMCAN TH). Fax: (011-66-2) 236-6463.

**Mali**—Industry Support - Line of credit to viable commercial banks to finance training for bankers and for support institutions engaged in industry promotion and extension service. Loan: \$19.6 million. Status: Project under preparation. (Executing agency: Ministry of Plan, Bamako, Mali).

Contact Roch Ledoux, Counsellor (Commercial), Canadian Embassy, Abidjan, Ivory Coast. Cable: DOMCAN ABIDJAN. Tel.: (011-225) 32-20-09. Telex: (Destination code 983) 23593 (DOMCAN CI).

**Mauritania**—Population and Health - To improve effectiveness and efficiency of health care systems including family planning and to assist in formulating population-related action programs. Loan: \$5 million. Consultants will be required. Status: Appraisal mission was scheduled for September. (Executing agency: Ministry of Health, Nouakchott, Mauritanie. Tel.: 25-37-91). Contact Cecile Garnier, Program Assistant (Commercial), Canadian Embassy, Dakar, Senegal. Cable: DOMCANDAKAR. Tel.: (611-221) 23-92-90. Telex: 51632 (DOMCAN SG). Fax: (011-221) 23-87-49.

**Mexico**—Transmission and Distribution - Financing of a time-slice (1990-91) of CFES investment program in transmission, distribution and thermal plant upgrading, plus the execution of environmental and pollution control studies related to the project. Loan: \$400 million. Consultants for pollution control studies may be required. Status: Appraisal report under preparation. Procurement: ICB for most of the contracts planned for early 1990. Retroactive financing of US\$20 million is being considered for payments of eligible expenditure incurred after July 15, 1989. (Executing agency: Comision Federal de Electricidad (CFE), Rio Rodano No. 14, C.P. 06589 Mexico, D.F. Mexico. Telex: 17757706. Tel.: 525-7184/553-7133). Contact G.E. Belanger, Senior Commercial Officer, Canadian Embassy, Mexico City, Mexico. Cable: CANADIAN MEXICO CITY. Tel.: (011-525) 254-3288. Telex: (Destination code 22) 1771191 (DMCNME).

**Pakistan**—1) Second Scarp Transition - Will cover two areas in

*Continued from page 3*

Punjab and Sind Provinces. The project would promote the phasing out of public tubewells in fresh groundwater areas by installing private tubewells and/or take over scarp tubewells by individual or group of farmers. The credit would finance primarily electrification network and on-farm water management. Loan: Approx. \$50 million (IDA) and \$10 million (Bank). Consultants will be required for project implementation. Status: Project preparation under way. (Executing agency: To be determined). 2) Transmission Extension and Reinforcement - The project would consist of installation of two single-circuit transmission lines 200 km long between Hub River and Fauji private sector to Jamshoro and installation of one single-circuit 500 KV line about 1150 km from Jamshoro to Lahore via Guddu, Multan, and Gatti; also reinforcement of existing substations at above with 500-200 KV transformers and 200 KV facilities including compensation reactors, telecommunications and control equipment. No identified adverse environmental aspects. Loan: \$100 million. Consultants will be required for project implementation. Status: Project preparation under way. (Executing agency: Water and Power Development Authority (WAPDA), WAPDA House, Lahore, Pakistan. Telex: 952-44869. Tel.: 92-42-822029. Contact Amir Guindi, Second Secretary (Commercial), Canadian Embassy, Islamabad, Pakistan. Cable: DOMCAN ISLAMABAD. Tel.: (011-92) 821101-04. Telex: (Destination code 82) 5700 (5700 DOCAN PK).

**Paraguay**—Port and Shipping Improvement - Rehabilitation of port facilities for handling multi modal traffic and assistance with trade facilities measures. Loan: \$13 million. Status: Project preparation under way. (Executing

agency: Administracion Nacional De Navegacion Y Puertos (ANNP), Plaza Isabel La Catolica, Asuncion, Paraguay. Tel.: 90117/97481). Contact Roland Goulet, Counselor (Commercial), Canadian Embassy, Santiago, Chile. Cable: DOMCAN SANTIAGO DE CHILE. Tel.: (011-56-2) 696-2256. Telex: (Destination code 34) 240341 (240341 DMCAN CL).

**Philippines**—Vocational Training II - Follow-up project aimed at: (A) Improving and expanding the community training centers to meet demand for skills in rural infrastructure projects and small scale industry; (B) Expanding and diversifying the craftsmen training, sector specific and industry-based training programs and strengthening trade testing and apprenticeship training to meet the demand for skill in industry, services and self-employment; (C) Strengthening the operations and management of the training system including instructors training. Loan: \$30 million. Status: Identification mission was scheduled for September/October. (Executing agency: National Manpower and Youth Council, Ministry of Labor and Employment, NMYC Complex, South Superhighway, Taguig, Metro Manila, Philippines. Cable: MANPOWERMAN. Telex: 2204. Tlx bth Pu. Tel.: 817-4076. Contact Robert Shaw-Wood, Second Secretary (Commercial), Canadian Embassy, Manila, Philippines. Cable: DOMCAN MANILA. Tel.: (011-63-2) 815-9536 to 41. Telex: (Destination code 75) 63676 (63676 DOMCAN PN). Fax: (011-63-2) 815-9595.

**Poland**—Environmental Technical Assistance - To assist in designing framework to guide future work and investment to improve the environment. Loan: Approx. \$5 million. Status: Identification under way. (Executing agency: To be determined). Contact D.H. Leavitt, Counsel-

or (Commercial) and Consul, Canadian Embassy, Warsaw, Poland. Cable: DOMCAN WARSAW. Tel.: (011-48-22) 29-80-51. Telex: (Destination code 63) 813424 (813424 CAA PL).

**Rwanda**—Public Enterprise - Policy-based operation focussing on reforms of the legal and institutional framework for public enterprises. The project will provide training for staff of public enterprise as well as Ministry of Finance. Expected some staff cut because entities to be liquidated or privatized. Environmental aspect will be taken into account in cases where restructuring involves physical changes. Loan: \$14.7 million. Consultants will be required. Status: Project under preparation. (Executing agency: Ministry of Finance, P.O. Box 158, Kigali, Rwanda. Telex: 967-22487. Tel.: 75438. Contact Robert Rousseau, Second Secretary (Commercial) and Vice-Consul, Canadian Embassy, Kinshasa, Zaire. Tel.: (011) 22-706/24 - 346/27 - 839 (21303 DOMCAN ZR).

**Seychelles**—Multisector - Project would assist in: (1) Water; (2) Transport; and (3) Development Finance Corporation sectors. Loan: \$4.9 million. Status: Project under preparation. (Executing agency: Department of Finance, Secretary of State for Finance, P.O. Box 313, Victoria Mahe, Seychelles. Contact A. Lyons, Counsellor (Commercial), Canadian High Commission, Nairobi, Kenya. Tel.: (011-254-2) 334033-38. Telex: (Destination code 987) 22198 (22198 DOMCAN).

**Sri Lanka**—Emergency Flood Rehabilitation - Includes rehabilitation of infrastructure and other assets damaged in June 1989 floods; funding for reconstruction of damaged housing; and emergency flood equipment. Also includes technical assistance and studies to evaluate the environmental impact of earthslips; preparation

*Continued from page 4*

of flooding mitigation efforts and disaster preparedness. Total project cost estimated at US\$22.5 million. Environmental impact is expected to be positive. Studies to be undertaken on hazard management (earthslips) will provide the basis for preventing severity of damage and loss of life caused by future flooding. Resettlement will be required to move families to safer ground. Loan: \$20 million. Terms of reference for an assessment of damages was prepared in early August and the assessment with UNDP financing is expected to be completed late October. A supervising consultant for implementation of the project will be required. Status: An identification mission visited in June. Appraisal mission is scheduled for November. Retroactive financing is likely to be proposed. (Executing agency: Central Environmental Authority, Maligwatte New Town, Colombo 10, Sri Lanka). Contact M.C. Temple, Counsellor, Canadian High Commission, Colombo. Tel.: (011-94-1) 59-58-41/42/43; 59-87-97. Telex: 21106 (21106 DOMCAN CE).

**Thailand**—Power System Development II - Project will finance a time-slice of EGAT's 1990-92 investment program, comprising thermal power plant (combined cycle), transmission line, substation, and lignite mine expansion. Loan: \$94 million. Status: Appraisal report under preparation. Advanced contracting and retroactive financing will be required for some of the urgent project components. (Executing agency: Electricity Generating Authority of Thailand (EGAT), 56 Charansaniwong Road, Nonthaburi, Thailand. Telex: 82711). Contact Rory A. McAlpine, Second Secretary (Commercial) and Vice-Consul, Canadian Embassy, Bangkok, Thailand. Cable: DOMCAN

**BANGKOK.** Tel.: (011-66-2) 234-1561/8. Telex: (Destination code 86) 82671 (82671 DOMCAN T4). Fax: (011-66-2) 236-6463.

**Yugoslavia**—Kolubara B Thermal Power and Lignite Mine - Mining equipment for lignite mine at Tamnava West, thermal power plant, with auxiliary and environmental control facilities; technical assistance for institution-building and environmental pollution control. Project would include implementation of an environmental action program and Serbian mine and power sectors. Loan: Approx. \$200 million. Status: Project preparation under way. (Executing agency: To be determined). Contact Charles Larabie, First Secretary (Commercial), Canadian Embassy, Belgrade, Yugoslavia. Cable: DOMCAN BELGRADE. Tel.: (011038011) 644-666. Telex: (Destination code 62) 11137 (11137 DOMCA YJ).

**Zaire**—Financial Sector Adjustment - Improve financial sector policies to encourage better mobilization and allocation of financial resources to strengthen Central Bank regulation and supervision and restructure key financial intermediaries. Loan: \$114.9 million. Consultants will be required. Status: Project under preparation. (Executing agency: Central Bank and Ministry of Finance, P.O. Box 1297, Kinshasa, Zaire. Telex: 968-21389). Contact Robert Rousseau, Second Secretary (Commercial) and Vice-Consul, Canadian Embassy, Kinshasa, Zaire. Tel.: (011) 22-706/24 - 346/27-839. Telex: (Destination code 982) 21303 (21303 DOMCAN ZR). \* Canadian companies with no international experience can obtain the *Export Financing Guide* from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex, Ottawa K1A 0G2. Tel.: (613) 995-7251.

### Islamic Development Bank Projects

Canadian companies may improve their chances of obtaining potential Middle East contracts by registering with the Islamic Development Bank (IDB).

The IDB began operations in Jeddah, Saudi Arabia in 1975 with the objective of promoting economic and social development in member countries through various financing techniques.

The bank is owned by the 44 member states of the Islamic Conference Organization. Saudi Arabia is the largest shareholder (25%) of IDB capital; followed by Libya (16%); Kuwait (13%); United Arab Emirates (10%); and Turkey (8%).

The operations of IDB are conducted according to Islamic financial principles. Since money may not be lent at a fixed rate of interest, an administrative charge is levied. Alternatively, and similar to North American venture capital procedures, prepayment of the loan is tied to actual revenues from the project for which the loan is used.

The majority of IDB's operations are for short-term "trade" financing rather than long-term "development project financing." Financing approved in 1988 was up 6.2 per cent to US\$817 million and it is expected the bank will maintain its current level of commitments for the next three or four years.

However, it must be pointed out that less than half of the bank's "project" financing commitments are ever disbursed. Only 42 per cent of all "project" financing commitments have ever been utilized.

On the other hand, approximately 90 per cent of "foreign trade financing" commitments have been disbursed since the bank began operations.

Continued from page 5

In promoting Islamic financing techniques in the Gulf, the IDB two years ago established the Islamic Banks Portfolio, a trade finance fund to finance trade between member countries. The IDB may also be preparing to launch a countertrade fund.

The Canadian Embassy in Riyadh maintains close contact with bank officials in Jeddah. As soon as information is obtained on development projects, details are telexed to the post in whose territory the project will be implemented.

In addition, the Embassy advises Canadian companies on the process for registration with IDB. Many Canadian consulting firms are already registered and some are involved in contracts, but there are always additional opportunities.

Canadian firms seeking information on how to register with the Islamic Development Bank should contact the Canadian Embassy, Riyadh. Telex: (Destination code 495) 404893 (DOMCAN SJ).

## SEMINARS

### U.S. Automotive Aftermarket

Two information seminars entitled "Trends and Opportunities in the North American Automotive Aftermarket" will be held in Toronto and Montreal this month.

The seminars are sponsored by External Affairs and International Trade Canada (EAITC), in cooperation with Industry Science and Technology Canada (ISTC) and the Automotive Industries Association of Canada.

One will be held in Toronto at the Sheraton Centre on November 21, and the second at the Sheraton Centre in Montreal on November 22.

Attendees will include after-

market manufacturers, warehouse distributors, retailers, manufacturer's reps, distributors, government officials, consultants and other aftermarket professionals.

These seminars will be the culmination of months of research and study of Canadian industry capability in the Automotive Aftermarket Parts and Accessories sectors and the U.S. market for these products.

EAITC and ISTC funded the production of four studies by the well known automotive consulting firm of Desrosiers Automotive Research Inc. The results of these studies will be revealed to the Canadian Automotive Aftermarket industry during the seminars. Copies of the studies will be available for purchase at the seminars.

In addition, the following three panels have been organized to provide professional advice and information on related aspects of the North American Automotive Aftermarket:

- Product Development and Investment Opportunities in the Canadian Aftermarket;
- Servicing the U.S. market: Perspectives from both sides of the Border; and
- Cross Border Legal Considerations.

The panels will feature recognized industry experts, manufacturers, distributors, wholesalers and retailers, from both Canada and the United States.

For more information, contact David Watson, at EAITC's United States Trade and Investment Development Division (UTE), tel.: (613) 991-9474; or Pamela Miller at ISTC's Surface Transportation and Machinery Branch, Automotive Directory (GSTM), tel.: (613) 954-3730.

### Canada-Korea Business Council Meeting

The eighth Joint Meeting of the

Canada-Korea Business Council and Korea-Canada Business Council (CKBC-KCBC) will be held November 22-24 at the Westin Bayshore in Vancouver.

Keynote addresses will look at the potential for Canada-Korea joint ventures in third countries, particularly in the communist bloc -- where the rapid pace of expansion has given rise to opportunities for cooperation -- and at the Canada-U.S. Free Trade Agreement, its implementation and technical discussions on certain sectors.

Keynote speakers include Patrick Lavelle, vice-president, Corporate Development, Magna International Inc. Minister of Western Economic Diversification and Minister of State (Grains and Oilseeds), Charles Mayer, will give welcome remarks.

The Meeting will also be attended by Canada's Ambassador to Korea, Brian Shumacher, and Korea's Ambassador to Canada, Park Soo Gil.

For details on the Meeting and registration, contact Bronwyn Best, CKBC, Canadian Chamber of Commerce, 55 Metcalfe St., suite 1160, Ottawa K1P 6N4. Tel.: (613) 238-4000. Fax: (613) 238-7643.

## TRADE SHOWS

### Small Business at B.C. Expo

**Vancouver--The 1989 International Business and Investment Exposition** being held here November 14-16 is expected to attract 15,000 small business persons, entrepreneurs and inventors from around the world.

The exposition and business forum is designed to showcase and market innovative products, ideas and investment opportunities being developed by the small business sector.

A dominant theme of the exposition will be the Canada-U.S. Free Trade Agreement and how small businesses on both sides of the

border can benefit from the deal. Fully 40 per cent of the exhibitors so far registered are from the United States.

Parties seeking further information on what is described as "the most exciting business event of its kind ever in Canada" should contact exposition organizers, Pacific Forums Inc., P.O. Box 39, Suite 280, 815 West Hastings Street, Vancouver V6C 1B4. Tel.: (604) 669-3818. Fax: (604) 682-0019.

### Agricultural/Food Products & Services

#### Australia Lifts Pork Embargo

The Australian government has lifted the embargo on the importation of uncooked pork meat from Canada. The government found that, since there were no animal health grounds to continue restrictions on Canadian pork meat, there was no good reason to maintain the embargo. For more information, contact R. Buciak, Asia Pacific South Trade Development Division, External Affairs and International Trade Canada. Tel.: (613) 996-5945. Fax: (613) 996-4309.

### Advanced Technology Products & Services

#### Controls Eased on Computers

The coordinating committee for multilateral strategic export control (COCOM), recently reduced export controls on certain 286-based personal computers.

These computers will, however, remain on the Canadian export control list until the next revisions are made. Export permits will therefore, still be required.

Beginning immediately, the Export Controls Division of External Affairs and International Trade Canada will work to facilitate export of these computers from Canada.

A policy of issuing export permits on an expedited basis will be

implemented for 286-based computers operating at clock speeds of up to 16 MHZ and their equivalent, to all destinations except South Africa and Libya.

For more information on these new revisions, contact Export Controls Division (ESE). Tel.: (613) 996-2387.

### Multiple Sectors

#### Bulgaria, Canada Cooperate

Trade consultations between Bulgaria and Canada this summer in Ottawa opened prospects for future cooperation in several promising sectors.

They include: agri-food, biochemical and pharmaceutical industries; electronics, telecommunications and software; metallurgy and mining; and forestry, pulp and paper industries.

In addition, the Bulgarian delegation highlighted the new Decree on Economic Activity which will considerably liberalize the Bulgarian economy and facilitate foreign investment.

For more information on investment opportunities in Bulgaria, contact Christo Panayotov, Consul and Trade Commissioner, Bulgarian Trade Commission, Toronto. Tel.: (416) 368-1035.

#### Hungary Encourages Joint Ventures, Investment

New regulations introduced in Hungary on January 1, 1989 make it easier for Canadians to conduct business or pursue investment opportunities in that country.

Two new basic laws on business, now in effect, are the **Law on Economic Associations** and **Act 24 on the Investment of Foreigners**.

Among other provisions, the Act provides for the establishment of fully-owned subsidiaries by foreign firms; profit repatriation measures; and tax advantages for

certain sectors.

The new regulations have also facilitated the opening by foreign firms of local representative offices. At least six Canadian companies now have offices in Hungary.

For information on investment opportunities in Hungary, contact Mr. Lajos Szuhay, Hungarian Trade Commissioner for Canada, Hungarian Consulate General, 1200 McGill Ave., Montreal, Quebec H3B 4G7. Tel.: (514) 393-1555.

#### Australia Lifts Restrictions

Canadian exporters--especially of mining, construction, agricultural equipment and parts--should now find it easier to break into the Australian market.

The Australian government recently announced a variety of measures to facilitate the import of products in these categories.

Other measures, of benefit to Canadian exporters, have also been adopted. They include:

— Equipment, identified as "not made in Australia in the normal course of business", is now to be allowed duty-free entry;

— Now permitted under the Policy By-Law System (where a tariff concession has been granted) is the duty-free entry of complete capital equipment;

— The import of pumps, compressors and parts, straddle carriers, container stackers, lawn mowers and engines has also been affected by small duty rate reductions; and

— As of July 1, 1989, import controls on secondhand earth-moving equipment have been removed.

For further information on Australia's revised import control measures, contact R. Buciak, Asia Pacific South Trade Development Division (PST) External Affairs and International Trade Canada. Tel.: (613) 996-5945. Fax: (613) 996-4309. Telex: 053-3745.

## CROSBIE TO NATIONAL TRADE ASSOCIATIONS :

## Our Real Challenge is Home

External Affairs and International Trade Canada is your department and meetings such as this give us the opportunity to reach out, exchange views and reinforce the links between us.

In our 127 trade offices around the world and our 11 International Trade Centres across Canada, we identify promising markets and sectors, prepare visits to potential markets, arrange participation by Canadians in foreign trade fairs, and involve Canadian exporters in visits to Canada by foreign buyers.

In 1988-89, our programs and services generated over \$5 billion worth of business for Canadians.

That same year, we handled over 130,000 enquiries from Canadian exporters and almost 124,000 enquiries from foreign importers interested in Canadian products.

Our trade missions received about 36,000 Canadian business visitors and counselled over 49,000 foreign business persons about Canada's export capabilities.

Our job is far from done.

We are consulting the private sector and provincial governments extensively on the implementation of the Canada-U.S. Free Trade Agreement.

We are playing a leading role in the all-important multilateral trade negotiations under the GATT.

That is why we are strengthening our International Trade

Centres across the country and opening new satellite trade offices in strategic locations around the world.

Effective communications are at the heart of productive working relations between the government and trade associations such as yours. We've taken a number of steps to improve our capacity to communicate.

We are improving our trade newsletter **CanadExport**, and you see as well, our new annual report, **Meeting the Challenge of Global Competition**—published to inform Canadians about how Canada is faring in international trade and what the government is doing to support Canada's trade efforts.

More than 40 U.S. export market studies have also been published.

I would now like to talk about another initiative, offering further proof that the government is listening. It concerns the Program for Export Market Development (PEMD).

Over the past two fiscal years, PEMD has helped generate over \$2 billion in sales through support to "industry-initiated" activities. "Government-initiated" activities have generated hundreds of millions of dollars worth of additional business. Based on industry recommendations, here is how we intend to improve the program:

. From now on, all industry associations—not just the fish, food and agriculture groups—will be eligible for non-repayable special activity PEMD funds;

. The United States will be added as an eligible location for PEMD support of the establishment of sales offices abroad;

. A new discretionary fund has been established to support projects which are feasible and promising, but which do not fall under one of the existing categories;

. Crown corporations and agencies can now participate with industry partners in government-planned trade fairs and missions;

. The reporting/repayment conditions for industry-initiated trade fairs and visits have been improved.

Other trade challenges must also be faced:

. Implementing the Free Trade Agreement in a way that allows our exporters to draw maximum benefit from the opportunities created by the Agreement;

. Dealing positively with the integration of the European Community in 1992, its implications for Canadians not only in Europe, but throughout the world and in our own market as well;

. Dealing, again constructively, with the emerging and dynamic markets of the Asia-Pacific as well as competing with the growing economic and technological sophistication of the Newly Industrialized Countries

But, the greatest challenge we face is not south of the border or across the Atlantic or Pacific oceans: It is right here at home—the challenge of culture!

We have always prided ourselves as being a great trading nation. Now we must ensure that there is a true **trading culture** in this country.

Do Canadians really understand how deeply we depend on foreign markets for our standard of living, our social welfare programs and the quality of life we have?

Do Canadians really understand how vitally important it is for us to be internationally competitive?

To foster such a trading culture in Canada will require sustained efforts by the public and private sectors.

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## Canadian Trading Houses

# A growing connection to export markets

by Michael J. Reshitnyk\*



It is a commonly held perception in Canada that when people speak about trading houses they are referring to either the

large Japanese general trading companies or small basement operations working on a commission basis.

While both of these forms of "trading houses" exist in Canada, most Canadians are largely unaware of the numerous capable and experienced companies in existence between these two extremes. Before we discuss these companies and the role they can play in a supplier's export strategy, it is worthwhile to provide a definition of the term and give some idea of what the Canadian experience has been to date.

A government/industry trading house Task Force in 1984 defined trading houses as:

"Companies specialized in the exporting, importing and third-country trading of goods or services produced or provided by other parties, and which provide related services to these activities.

These companies may act as merchants, agents, brokers, export managers, export consortia, export cooperatives, buying houses and procurement agents

or as a combination of the above."

In other words, some form of international sales, marketing or sourcing organization. Under this definition, we find that many companies operate as trading houses but may not be identified or recognized as such.

### Trading Houses in Canada

It is estimated that some 400 to 500 trading companies of various sizes and functions operate in Canada. We can categorize them into five general categories according to size, functions, products and types of operation. These include:

(i) Corporate, cooperative, or single commodity trading houses which may act independently or as the international sales or marketing arm of affiliated producers or cooperative members. These are commonly found in the grain, mine and minerals, pulp, paper, lumber, fish, livestock and agro-food areas. In most cases, they are export-only oriented and many have sales in excess of \$50 million;

(ii) Domestic distributors and mass merchandisers: In recent years many companies have created international distributing functions to capitalize on their existing product and financial strengths. To date, most are in the industrial supplies areas (i.e. plumbing, electrical and building supplies and processed food areas).

(iii) Agro-food traders: These companies range in size from \$5 to \$50 million and are active in trading a variety of food products. Changing global market conditions require that they be active in exporting, importing and third country trading;

(iv) Product and /or market-oriented trading houses: This category is best described by the following characteristics:

Independent.

Small - \$1 to \$25 million in sales.

Primarily active in end products and fabricated materials.

Product and /or market specialized, growing in number and size.

(v) World scale trading houses of Japanese, Korean and European origin exporting primarily raw materials and commodities and importing fabricated and end products;

The Task Force found that in 1983, trading houses accounted for some 40% of Canada's non-US exports. This is a good indicator that their strength is in their knowledge of offshore markets.

The small and medium-sized trading houses (categories ii to iv) account for 80% of the sector's population and 20% of the volume. In addition, 90% of the sector is Canadian-owned and does two-thirds's of the sector's transactions.

It is not surprising that sampling of Canadian trading houses' exports mirrors total Canadian exports by sector. What does this tell us? Trading houses cannot perform miracles with uncompetitive products. They are only as good as the suppliers standing behind them. They excel at selling to non-US markets, that is, other OECD countries and developing nations. For the small to medium-sized trading houses active in end products, fabricated materials and food products this means Europe, the Caribbean, Central America, the Pacific Rim and the Middle East.

\*Mr. Reshitnyk has been active with trading houses for the past eight years. His activities have included the secretariat to the Trading Houses Task Force (1984), organizing and participating in over 50 seminars across Canada and organizing trading houses missions around the world. He is currently responsible for trading houses affairs within EAITC.

## When Should You Use a Trading House ?

Manufacturers and producers can be grouped into three broad categories: Those seeking their first export market; those already exporting and interested in diversifying their markets; and mature exporters seeking further international expansion.

### (i) Starting to Export

Although Canadian trading houses may occasionally be helpful in exporting to the United States, suppliers are more likely to approach the market themselves because of easy accessibility and similar business practices. Using a manufacturer's agent or distributor and direct selling are common methods used for selling to the U.S..

For other industrialized and developing countries in which different cultural, administrative barriers and business practices exist, trading houses can offer a major cost-effective alternative to marketing by oneself.

In such cases, the use of a trading house should be compared to the cost of undertaking this task in-house. Cost estimates for a salesperson, secretary and travel expenses range between \$100,000 to \$200,000 annually. Finding suitable staff adds to this problem.

On the other hand, trading houses, whose strength is in knowledge of markets in which they operate, have established networks, travel regularly to markets and are able to spread their costs over a larger number of products.

Be aware, however, that trading houses are looking for commitment, capacity to supply, back-up support and competitive pricing. They prefer to work with companies with a basic export knowledge and hopefully some exporting experience. Existing exports is always a good initial indication of potential competitiveness to a

trading house.

### (ii) Diversifying Export Markets and Mature Exporter

Companies well established in a limited or wide range of export markets may decide to use the market knowledge of one or several trading houses to penetrate new or limited markets. Other cases may arise where their products may be part of a tender or basket of goods required by a customer or simply a spot order to fill an immediate requirement.

### Selecting a Trading House

The manufacturing firm and its trading house are partners. The success of this venture requires that the partners be a good match and trust each other. This means clarifying mutual responsibilities at the beginning. This may include:

(a) Product coverage: All or some of a company's product line;

(b) Product knowledge: Providing the trading house with adequate information on specifications and the production process;

(c) Territories;

(d) Duration of representation or trial period;

(e) Promotional and back-up support;

(f) Extent of sales effort: This may include establishing agents, distributors, installers or selling to end users.

(g) Competitive international pricing: Your best wholesale distributor price may not be good enough to break into a new foreign market with existing stiff competition. Review your prices to eliminate non-applicable fixed overhead costs such as domestic marketing and administrative costs and federal and provincial taxes.

The size of the trading house should not constitute a primary selection factor. Product and market expertise, motivation, export experience, years in business, reputation, supplier references, financial capacity, number

of overseas offices and track record should be considered. Talk to several trading houses that may meet your basic requirements, not just one. At the very least, a free lesson in international trade will be gained by talking to them. In many cases, an answer regarding the potential for your product in a particular market can be determined in a very short time with no cost to you.

*Commitment, motivation and timeliness on the part of the manufacturer are a prerequisite for working with a trading house. Trading houses report only too often that companies contact them looking for assistance in exporting, only to leave the trading company waiting for a simple reply from the manufacturer regarding brochures, prices, delivery, etc. Reliable and supportive suppliers are a must when potential export sales and the off-shore reputation of the trading house are at stake.*

### Sources of information

Names of eligible companies can be extracted from the *Directory of Canadian Trading Houses* published by Industry, Science and Technology Canada (Business Opportunities Sourcing System), 235 Queen Street, Ottawa, Ontario, K1A 0H5, which lists some 500 companies alphabetically, by market and by product. A word of caution - not all companies listed here have been screened as bonafides. Pay attention to the year established, export volume, number of sales staff, markets covered and interested in, and products, when making an assessment of whom to contact.

Another source is the membership directory of the Council of Canadian Trading Houses, Suite 250, 99 Bank St., Ottawa, Ontario, K1P 6B9, tel: (613) 238-8888, fax (613) 563-9218. This directory lists some 49 companies that have met minimum accreditation criteria with respect to experience, track record, refer-



ences from suppliers and other accredited trading houses.

Additional information and advice on trading houses and the publication *Export Markets: Trading Houses Connection*, which goes into more detail on the use and selection of trading houses, are available from M.J. Reshitnyk, Export and Transportation Services Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2, tel: (613) 996-1862, fax: (613) 952-3904.

## The Council of Canadian Trading Houses

For a long time in Canada, many in the public and private sectors viewed Trading Houses as ten percenters and really not to be trusted. The irony of this was that although this perception was quite predominant, no one really knew what Trading Houses were doing in this country. That is why in January 1984, the then Minister of Industry, Trade and Commerce established a task force on Trading Houses. The task force report culminated with 32 recommendations to improve the environment in both the public and private sectors for Trading Houses. The most important of these recommendations dealt with improving the credibility of Trading Houses. That is why the task force recommended the establishment of a national grouping of Trading Houses with an accreditation process.

To this end, on February 18, 1985, Trading House members of the Canadian Exporter's Association approved a proposal to establish the Council of Canadian Trading Houses commonly known today as CCTH. A Board of Directors and Chairperson was voted in. One of the prime responsibilities of the new Board was to improve the credibility of the Tra-

ding House sector. As a result, an accreditation procedure was developed that would provide comfort to both the private and public sectors that CCTH members have the capability to carry out transactions in a professional manner.

In order to provide this type of assurance, an accreditation committee was formed to review the following documentation which has to be submitted with each application for membership in the CCTH.

1. Proof that the trading has been operational for at least one year.

2. References from two suppliers or producers of goods to the effect that the applicant has successfully exported its goods.

3. A letter of recommendation from two current members of the Council.

4. A letter from a chartered accountant, bank manager or any other person designated by the CCTH confirming that the applicants' activities during the latest financial year are compatible with the CCTH's definition of a Trading House.

The accreditation committee has accredited 52 Trading Houses to date and 15 were turned down.

The CCTH and its attendant accreditation procedure has provided many benefits to its members such as:

1. More sources of supply and greater support from government are available because of the increased confidence that accredited Trading Houses can carry out their exporting activities in a professional and efficient manner.

2. Ensure that Trading Houses interests are taken into account in the formulation of federal and provincial government policy pertaining to International Trade.

3. The CCTH directory is given wide circulation to Canadian companies seeking export representation and sent to all Canadian posts abroad.

4. Provides Trading Houses with opportunities to identify new sources of supply by participating in Trading House seminars across Canada.

5. Provides access to the federal government's Program for Export Market Development without the need of an agency agreement with a Canadian supplier. The provincial governments of Ontario and British Columbia have agreed to provide similar treatment to accredited Trading Houses.

For further information on the Council, contact Mike MacDonald Suite 250, 99 Bank St., Ottawa, Ont. K1P 6B9, Tel. : (613) 238-8888, Tlx 053-4888, Fax: (613) 563-9218.

## Québec Association of Export Trading Houses

Founded in March 1985, the Québec Association of Export Trading Houses is a private, non-profit association sponsored by the Government of Québec. The association's aim is to strengthen the trading house (TH) sector in Québec and increase international trade through TH services.

### Training

Introductory and advanced courses on international trade followed by in-house training leading to recognition as "accredited trader".

For further information contact AMCEQ 666, Sherbrooke West, Suite 201, Montréal, Canada H3A 1E7. Tél: (514) 286-1042, Telex: 055-62171, Fax: (514) 284-2282.

## Trading Houses seminars for this fall

Western Canadian manufacturers, producers and individuals can learn more about Canadian trading houses at upcoming seminars scheduled in Vancouver on Monday November 27, Calgary on Tuesday, November 28, Edmonton Wednesday, November 29, Regina Thursday, November 30

*continued on page 12*

## Hong Kong, Korea Mission Opens Trade Opportunities

Canada is committed to expanding trade relations with Asia.

That was Minister for International Trade John C. Crosbie's message during his seven-day trade mission — that included senior executives from nine Canadian companies — to Hong Kong and Korea in September.

In Hong Kong, discussions with local trade officials centred on ways of expanding the bilateral trade relationship, mainly by promoting the business-to-business contacts that hold such promise for the future.

During the mission, Canadian Astronautics Ltd., of Ottawa, signed a contract with Cable and Wireless (HK) to provide the ground system and hardware for

### Trading Houses

*continued from page 11*

and in Winnipeg Friday, December 1.

Topics covered will include: How trading houses operate and the services they provide; the practical aspects of marketing products internationally; what trading houses expect from a supplier; and the seriousness of proper selection of a trading house and important criteria that should be considered in the selection process.

The seminars will commence with a continental breakfast at 8:15 a.m., followed by presentations from experts and practitioners in the field from 9:00 a.m. to 11:00 a.m. The registration fee is \$40.00 per person.

These seminars are sponsored by the Council of Canadian Trading Houses and External Affairs and International Trade Canada.

For further details or to register contact Mike Macdonald, CCTH, Suite 250, 99 Bank St. Ottawa, K1P 6B9, tel: (613)238-8888, fax:(613) 563-9218, telex: 053-4888.

a satellite tracking system for marine and air search and rescue in the South China Sea.

Canadian achievements in Hong Kong include the Vessel Traffic Management System for the Hong Kong harbour. This project, designed and engineered by The SNC Group Inc., of Montreal, will enable the Hong Kong marine department to better monitor traffic in Hong Kong waters.

These success stories confirm the Canadian position in Hong Kong as a quality supplier of high technology products.

In 1988, Canada exported more than \$1 billion worth of goods to Hong Kong. Preliminary figures for the first six months of 1989 show a positive trade balance for Canada (\$52 million) for the first time, with exports reaching \$588 million, an increase of 38 per cent over the same period last year.

Major sectors of opportunity for Canadian business in Hong Kong include: chemical products and petrochemical equipment and services; forest products, equipment and services; mine, metal and mineral products and services; consumer products and services; and high tech products and services.

The Korean leg of the mission proved equally successful.

As Canada's fourth most important export market — Canadian sales to that country reached \$1.2 billion in 1988 — Korea offers export opportunities in agriculture, food and fisheries to natural resources, automotive, aerospace and defence sectors.

During the Korean visit, several agreements were signed, including an Air Services Agreement which could see Air Canada operating direct flights by 1991. It was also agreed to establish a joint trade committee which will meet

regularly at ministerial or senior officials level.

The high visibility given to the members of the ministerial mission helped them conclude several contracts: Utlas International Canada, of Toronto, signed a joint venture agreement with Korea Computers Inc.; The Manufacturers Life Insurance Company, of Toronto, established a relationship with Korea Zinc; Tri-Star Seafood Supply Ltd., of Richmond, B.C., retained a Korean law firm to act as its counsel in the negotiation of contracts for seafood products; The BAE Group, of St. John's, Nfld., strengthened its joint venture relationship with Korea Explosives; Seafood Management Education Association, and Beothic Fish Processors Limited, both of St. John's, Nfld., plus NovAtel Communications Ltd., of Calgary, and Canadian Astronautics Ltd., of Ottawa, reported useful meetings with potential customers.

Minister Crosbie also visited the Pohang Steel Company (Posco) — to underscore the Canadian commitment to continue as a quality supplier of coal — and the Hyundai facilities in Ulsan.

During Minister Crosbie's visit to the CANDU electrical generating plant at Wolsung, the Korea Electric Power Company (KEPCO) reiterated its intent to purchase a second CANDU reactor — provided a competitive pricing arrangement can be negotiated with Atomic Energy of Canada Ltd. (AECL).

Both the Hong Kong and Korea mission demonstrated Canada's commitment to pursue trade opportunities in the Pacific Rim.

For information further information contact Robert Catellier (for Hong Kong), tel.: (613) 995-8705; or John Schwartzburg (for Korea), tel.: (613) 996-7582, at EAITC's East Asia Trade Development Division (PNC).

## The Right Contacts Make the Difference

His breakthrough occurred when he made personal contact with a young Chinese woman who managed to do more in fifteen minutes with her inside knowledge than he'd been able to do in three years. He took a chance and it paid off in a major joint venture.

Three years ago John Woods set up his Toronto company, becoming the world's first developer of an all Fiber Glass Surveyors Tripod.

Today, John Woods Survey Equipment Ltd. may have potential sales of 35,000 units in Canada/U.S. and 30,000 units in China over the next twelve months. In February 1989, the American Plastic Association awarded this unique Tripod the Design of Excellence Award.

To date, surveyors required three Japanese tripods to do a variety of tasks. The Woods Tripod and two adapters (\$10 a piece) accomplish any job.

When the Woods Tripod first came on the market, the Japanese retaliated by offering free tripods to all Woods' dealers. This spurred greater interest in Woods' product; sales increased by an astounding 200 per cent! John Woods now supplies Chinese optics with his tripod to dealers in the U.S. and Canada.

When John Woods began with surveying equipment, his chief competitors were American, most of whom were only involved in the business piecemeal. Fourteen years ago, he opened up shop in the U.S. and today, of the original twelve, only two American companies are still in the business. Initially, he handled equipment for the Japanese but when they set up sales facilities in Canada, he set out for China, an unknown market.

John Woods found the knowledge he required to produce a com-

petitive product in Hong Kong. Today, the Chinese are eager to gain this knowledge and make the Woods Tripod.

This joint venture involves an agreement to supply the Chinese with parts and training. In return, they supply Woods with opticals. With an exclusive agreement involving five factories, they expect to export the Woods Tripod with the Chinese opticals all over Asia.

Woods says the key to export success is the willingness to do the legwork, determination to pursue the right contact, and courage to take the risk - not only to develop but to aggressively sell a unique product. John Woods has something to sell and something to celebrate.

### International Trade Contracts Awarded

**Amertek Inc.**, Woodstock, Ontario, will supply the U.S. Navy with 74 aircraft crash-firefighting-rescue (CFR) trucks valued at US \$11.2 million.

**Canadair Aerospace Group**, a division of Bombardier Inc., has signed a contract valued at over Cdn \$10 million for the supply of one Canadair CL-215 amphibian aircraft to Italy.

**CAE Electronics Ltd.**, Saint-Laurent, will supply the Reykjavik air traffic control center with a \$5 million Oceanic Flight Data Processing System (OPFDPS).

**Marconi Canada**, Kanata Division, has been awarded a US \$1.2 million contract for the manufacture and supply of airborne navigational units for the U.S. Navy.

**Héroux Inc.**, Longueuil, has been awarded two contracts with a combined value of US \$2.5 million for the manufacture and supply of landing gear components for the

U.S. Airforce.

**Boeing Canada**, deHavilland Division, has received an order totalling US \$63 million from Bahamasair for 5 Dash-8 50-seater airplanes and spareparts.

### EDC-Financed Projects:

**Pratt & Whitney Canada Inc.**, Longueuil, is selling aircraft spare engines to Continental Airlines Inc., Houston, Texas. EDC is providing a US \$5.36 million loan to the buyer; PW1248 aircraft engines to the Yugoslav airline JAT under a US \$1.5 million EDC loan; and 10 engines to be used in the Mexican drug trafficking control planes under EDC financing of up to US \$1.1 million.

**Cables Reynolds** of Montreal is supplying 1300 metric tons of aluminium cable conductor to the Moroccan National Electricity Company. Both EDC and CIDA are providing financing of up to, respectively, \$2.83 million and \$1.53 million.

**Newsco Well Service Ltd.**, Calgary, has sold oil field equipment to Société Algérienne de Cimentation (ALCIM) under EDC financing of up to \$2 million.

**Ingersoll-Rand Canada Inc.** will supply water drilling equipment, diesel distribution pumps and seawater lift pumps to Angola. EDC financing totals \$2,463,450 for the two sales.

**Dick Engineering** has obtained a contract for the sale of de-inking and bleaching equipment to Colombian paper producer Papeles Nacionales S.A. EDC is financing up to US \$4,165,000.

**Cardwell Manufacturing Co. Limited**, Toronto, has obtained a contract for the sale of 3 mobile oil drilling rigs to the Indian Oil and Natural Gas Commission. EDC will finance up to US \$5,623,000.

## "MAQUILADORA" Industries and the Free Trade Agreement

*Created by the Mexican government in 1965 to alleviate the high unemployment prevalent along Mexico's northern border, the Maquiladora is an in-bond program that allows participating firms - which may be wholly foreign owned - to import duty-free both the inputs and the machinery required for the production of articles to be exported.*

There have been reports in the press claiming that goods produced by Maquiladora industries are eligible for tariff preferences under the Free Trade Agreement (FTA).

This is simply not the case. The benefits of the FTA are available only to goods of Canadian or U.S. origin. Under the rules of origin, goods produced or having undergone final processing or assembly in Mexico -- or any other third country -- would not qualify for FTA treatment.

### The FTA Rules of Origin

The objective of the Canada-U.S. Free Trade Agreement is to eliminate barriers to trade between the two countries. However, to simply allow the free flow of goods across the border, irrespective of country of origin, would have invited third countries to take advantage of the Agreement without giving any reciprocal benefits to the U.S. or Canada. For this reason, comprehensive rules of origin were incorporated into the Agreement to ensure that FTA benefits secured would only be available to goods that are produced or substantially transformed in Canada or the United States.

The basic rules of origin in the FTA dictate that, in order to gain access to FTA tariff preferences, goods must:

- be wholly produced or obtained in Canada or the United States; or,
- if containing components from

third countries, be substantially transformed through further processing and/or assembly in Canada and/or the United States so that the final product undergoes a change in tariff classification from the component parts (such a change in tariff classification would represent a significant degree of processing or manufacture), providing that the further processing occurs entirely within Canada and/or the United States and there is no subsequent processing in a third country; and/or,

—in some cases, depending on the kind of product involved, contain greater than 50% value added in Canada and/or the United States based on the value of materials plus the direct cost of processing; and

—be shipped directly from Canada or the United States to the market of the other Party (shipments may transit a third country as long as they undergo no operations).

Furthermore, the FTA explicitly provides that, even if change in tariff classification occurs, goods shall not be considered to originate in Canada or the United States by virtue of having undergone simple packaging, dilution or combining operations, or processing intended to circumvent the origin requirements of the Agreement.

### Maquiladora Goods

Several scenarios have been reported in the media suggesting that Maquiladora goods would benefit from the preferential treatment accorded under the Agreement. However, given the FTA rules of origin, and the manner in which they interact with each other, in none of the cases reported in the media would FTA treatment accrue. For instance:

- goods produced wholly by Maquiladora industries and shipped directly to Canada or the United

States clearly would not qualify for FTA treatment since none of the requirements set out above are met;

—goods undergoing final processing or assembly by Maquiladora industries using components originating in the U.S. or Canada and shipped directly to either Party would not qualify for FTA treatment (even if the Canadian or U.S. components represented most of the value of the finished goods) since the rules of origin in the Agreement precludes further processing of any type in a third country prior to shipment to the U.S. or Canada (any value added within Canada or the U.S. is permanently nullified under the FTA as soon as any processing or assembly in a third country occurs.);

—goods produced or having undergone final processing or assembly by Maquiladora industries, exported to the U.S. or Canada, and then shipped to the other Party would not qualify for FTA treatment since the requirement of significant processing within the U.S. or Canada prior to shipment to the other Party would not be satisfied;

—goods produced or assembled by Maquiladora industries, exported to the U.S. or Canada for simple finishing, packaging or combining operations (ex. sorting into kits, bolting, or gluing), and then exported to either Party would not qualify for FTA treatment under the provision precluding this type of activity outlined above.

In sum, the FTA is a bilateral agreement designed to benefit Canadian and U.S. industries -- not industries in third countries. The FTA rules of origin ensure that only goods produced or significantly transformed in Canada or the U.S. have access to tariff preferences under the FTA.

## EAITC's Machinery and Transportation Equipment Division

Canadian exporters of machinery and transportation equipment can reach new markets through the assistance of the Machinery and Transportation Equipment Division (TCM) of External Affairs and International Trade Canada (EAITC).

An important--and proven successful--element of TCM is its Foreign Agents Training Program which locates appropriate dealers in foreign markets and brings them into contact with small-size Canadian suppliers.

Providing information on government programs and services related to this division, TCM specifically promotes exporters of primary and secondary machinery and equipment that is used in the environmental, transportation, power and energy industries.

It also has access to the World Information Network (WINEXPORT), enabling it to match Canadian exporters with potential clients worldwide.

Environmental machinery--most often identified by its function--can include such items as scrubbers for smoke stacks, devices for air and water, and pumps that can be used to draw water as well as drain sewage.

TCM's transportation sector covers rail systems and equipment, highways, road-building, forests, marine systems, urban transportation, automobile and automotive parts. It does not include air transport.

Included in the power and energy sector are generators (nuclear, fossil, hydro, natural gas), and primary and secondary machinery used in drilling, refining, pipeline, oil, natural gas, renewable energy and solar power industries.

Involvement in special projects is also a part of TCM's mandate.

Such projects could cover machinery and equipment in the fields of health, sports, agriculture, electricity and electronics, and automotive parts.

TCM, little more than a year old, is proud of its initial successes and, as its Director Warren Maybee, says, the division will show "how the government is helping Canadian companies devise new strategies, new methods, and new programs for Canadian companies to penetrate new markets."

That being said, Maybee notes that: "We (TCM) aren't here to tell business what they must do to be successful. The wants and needs of business determine our role."

The company with the best prepared approach--knowing what are

its specific interests--will get the best results from TCM.

For further information on the services provided by TCM or for information on its specific sectors, contact: Helmut Schroeter, Primary Industry Machinery, tel.: (613) 992-8050; Fred Oxtoby, Secondary Industry Machinery, tel.: (613) 992-7722; David Cohen, Transportation Industries, tel.: (613) 996-1431; John Dierckx, Automotive Industry and Parts, tel.: (613) 992-7882; Rick Railer, Power and Energy, tel.: (613) 996-2298; Robert Brault, Environmental Equipment and Products, tel.: (613) 995-7683; and Warren Maybee, Director, Machinery and Transportation Equipment Division (TCM), tel.: (613) 996-0550. Division Fax: (613) 996-9265.

### NEWS IN BRIEF

#### Auto Panel Appointments

Canadians Harry Bowler and Koji Kadowaki have been appointed to the 30-member binational Automotive Select Panel, established under the Canada-U.S. Free Trade Agreement. Bowler is President of Budd Canada and Chairman of the Automotive Parts Manufacturers' Association. Kadowaki is President of Honda Canada.

#### Bison Exports to France

A proposal signed in July will result in 30 to 60 male and female Canadian bison being imported into France. The bison, which will form the nucleus of the first breeding herd in France to be constituted from Canadian animals, are being exported by the Canadian Bison Association.

#### Managing Exports Course

*How to Manage and Administer Your Exports* is a two-day course slated for Ottawa, December 9-10, 1989. Registration is

limited to a maximum of 40 participants and the fee is \$300. The course is jointly sponsored by the Canadian Exporters' Association (CEA), The Council of Canadian Trading Houses, and External Affairs and International Trade Canada. Contact Mike Mac-Donald at the CEA. Tel.: (613) 238-8888.

#### Numbers to Note

Provided here are the facsimile numbers for: Canadian Embassy, Helsinki (601-060); Permanent Delegation of Canada to UNESCO (43-06-87-27); and Organization for Economic Co-operation and Development, Paris (45-20-30-08).

#### Salmon Panel Appointment

Donald Tansley, a former Deputy Minister of Fisheries, has been appointed to the Salmon and Herring Panel, a dispute settlement panel established under the Canada-U.S. Free Trade Agreement.

# BUSINESS AGENDA

**North Battleford, Prince Albert, Moose Jaw, Swift Current, Yorkton, Weyburn, Estevan**--November 6, 1989 (week of)--Mini Market Places. Contact R. McLeod, International Trade Centre (ITC). Tel.: (306) 975-5318.

**Toronto**--November 6-7, 1989--Seminar on Pricing Goods in the U.S. Market. Contact Unice Coleman, World Trade Center, New York. Tel.: (212) 466-3170.

**Montreal**--November 7, 1989--Export Credit Forum. Contact H. Letourneau, Bureau de Commerce de Montreal (BCM). Tel.: (514) 878-4651.

**Montreal**--November 7-9, 1989--Plant Maintenance and Design Engineering Show. Contact C. Renald, Industry, Science and Technology Canada (ISTC). Tel.: (514) 283-6648.

**Quebec City**--November 8, 1989--Export Credit Forum. Contact L. Lampron, Chambre de Commerce du Quebec Metropolitain (CCQM). Tel.: (418) 691-6087.

**Winnipeg**--November 9, 1989--Exporting the Basics Seminar Series "Marketing Planning for the International Venture". Contact Morva Bowman, University of Manitoba. Tel.: (204) 275-5807.

**Toronto**--November 9-11, 1989--International Interior Designers Exposition (IIDEX) Show (Incoming Buyers). Contact Reva Karstad, Association of Registered Interior Designers of Ontario (ARIDO). Tel.: (416) 921-2127.

**Toronto**--November 12-15, 1989--Applie Countertrade/Offsets (Industrial Benefits) Workshops. Contact Wilfrid Laurier University, Waterloo. Tel.: (519) 884-1970 (Ext. 2871).

**Vancouver**--November 16, 1989--Export Credit Forum. Contact J. Siddon, Export Development Corporation (EDC). Tel.: (604) 688-8656.

**Calgary**--November 17, 1989--Export Credit Forum. Contact W. Hutchings, EDC. Tel.: (403) 294-0928.

**Burnaby**--November 18, 1989--"Interested in Importing/Exporting?" Seminar. Contact Bob Price,

Federal Business Development Bank (FBDB). Tel.: (604) 525-1011.

**Vancouver**--November 21, 1989 -- Canada-U.S. Free Trade Agreement and Impact on ASEAN Trade and Investment. Contact E. Wong, CA-NASEAN Program, Capilano College, North Vancouver. Tel.: (604) 984-1706.

## PUBLICATIONS

**Côte d'Ivoire: Guidelines for Canadian Fish Exporters, 1988-89**, informs Canadian fish exporters of the export opportunities for fish in the Ivory Coast.

**Annotated Fish Product Export Market Opportunities Guide, 1988-1989**, provides data on international fish export opportunities, both by country and by product/species.

For both publications, contact Fisheries Division, International Trade Development Branch, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2, Tél: (613) 995-1712, Fax: (613) 995 8384. Telex: 053-3745.

**MEETING THE CHALLENGE OF GLOBAL COMPETITION: Canada's Year in Trade 1988/89**. outlines Canada's performance in international trade, explains the actions being taken to implement

the Free Trade Agreement, the opportunities ahead and the trade development priorities for the years to come.

For a copy, contact Info-Export toll free at 1-800-267-8376 (Ottawa region: 993-6435).

**Exporter's Guide to South Asia 1989** -- Helpful country-by-country information on the economic situation, international relations, Canadian marketing opportunities and sources of financial support is provided.

**India - A Guide for Canadian Exporters** provides an overview of the Indian market,

Either of the above two publications is available through Asia Pacific South Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 995-7689.

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OTTAWA

# CANADEXPORT

Vol.7 No.17

November 15, 1989

## P.E.M.D. MADE MORE RESPONSIVE TO PRIVATE INDUSTRY

Changes suggested by current users of the **Program for Export Market Development (PEMD)** were approved by Treasury Board on October 10, and took effect immediately.

Five major changes have been implemented:

As of early 1987, financial support for the opening of sales offices abroad had been restricted to locations outside North America. Now the United States is again an eligible location—a change with significant impact on Canada's high technology sector.

Crown corporations and provincial government organizations have become eligible for invited participation in "government-planned" Trade Missions—strengthening Canada's image and impact at international marketing events.

The Special Activities segment, which had allowed Agriculture, Fish and Food industry associations to undertake a variety of export marketing initiatives on behalf of their members, has now been extended to other industry associations, such as Forestry.

A discretionary fund has been established to better respond to private industry's creativity in marketing approaches. This will permit consideration of support for innovative marketing activities which do not fall precisely into traditional categories.

The Reporting/Repayment period for Trade Fair and Visit projects has been reduced and procedures simplified. Formerly, clients had to submit four Revenue/Sales reports over a period ranging from 42 to 48 months. New projects will require only two reports over 24 months. The formula used to calculate repayment of contribution for Trade Fair and Visit projects has been modified to 3 per cent of reported sales.

These changes result from ongoing dialogue and consultation between federal officials and representatives of private industry. The talks aim to make the program more responsive to private industry, to ensure optimum effectiveness in use of financial resources, and to promote usage of the program by existing and new clients.

Since its inception in 1971, the Program for Export Market Development has helped over 20,000 Canadian firms sell their products and services in foreign markets. Sales reported as a result of this assistance exceed \$9.1 billion.

A financial assistance program of External Affairs and International Trade Canada, PEMD is jointly administered by Industry, Science and Technology Canada (formerly the Department of Regional Industrial Expansion).

Through sharing the risk of marketing initiatives, PEMD encourages private industry to explore new markets and to promote new products and services to existing clients. The objective of the Program is to improve Canada's international trade performance and to stimulate the Canadian economy through increased production and added employment.

For further information and application forms, contact Exter-

nal Affairs and International Trade Canada's Export and Investment Program (TPE), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7155. Information is also available from your nearest International Trade Centre.

## GOING GLOBAL: A New Trade Strategy

Canada's international trade effort will get a new facelift to the tune of close to \$94 million.

In a speech to the Institute of Southeast Asian Studies in Singapore, Prime Minister Brian Mulroney announced last month that the Government of Canada will focus on the United States, the European Community and Asia-Pacific markets as part of a new strategy to generate long-term economic growth and prosperity.

Called **Going Global**, the strategy is a \$93.6 million package of new trade, investment and technology initiatives needed for Canada to be internationally competitive in the 1990's.

These funds represent nearly a 15 per cent increase in the international trade financing effort by External Affairs and International Trade Canada (EAITC).

"The Canada-U.S. Free Trade Agreement is a key pillar of this strategy. It is the cornerstone of Canada's efforts to develop and diversify its global trade and investment relations," said the Prime Minister. "Building on this foundation, **Going Global** is designed to help Canadian firms take advantage of the burgeoning economic prospects in Asia-Pacific as well as post-1992 European markets."

**Going Global** contains three key elements:

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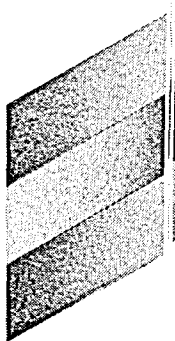
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External Affairs and  
International Trade Canada



Canada

- a) a **U.S. OPPORTUNITIES** Strategy designed to help Canadians take advantage of the Free Trade Agreement (FTA);
- b) a **PACIFIC 2000** Strategy to help Canadians participate fully in the emerging Asia-Pacific markets -- a region characterized by rapid economic and technological growth; and
- c) a **EUROPE 1992** Strategy to prepare for and take advantage of the integration of the European market in terms of trade, investment and technology.

The new strategy goes beyond traditional trade approaches. Funding is provided to upgrade Canadian skills in Asian culture and languages, as well as for increased co-operation with Japan in science and technology. Another innovative aspect includes a strong emphasis on technology transfers and joint ventures between Canadian, Asian and European Community firms.

The primary objectives of the three pillars are:

- 1) to create economic activity, wealth and jobs through export growth in key overseas markets;
- 2) to strengthen export capacity by the acquisition of technologies and support for investment and business alliances;
- 3) to develop a global trading culture in Canada; and
- 4) to respond to recommendations of the Advisory Council on Adjustment.

International trade is the cornerstone of Canada's economy and while overall export growth has been significant, a decline in our market share in the three mega-markets suggests an erosion in relative competitive advantage. Canada's ability to reverse this trend depends upon how well Canadian firms assess new business environments, respond to the challenges of rapid technological innovation, and make effective use of strategic alliances with foreign partners.

**Going Global** supports industry through:

- trade promotion;
- expanding and re-orienting science and technology efforts to gain industrial benefits;
- investment initiatives which foster technology transfer and strategic corporate alliances; and
- through language and cultural

awareness programs.

### **U.S. OPPORTUNITIES: A TRADE DEVELOPMENT STRATEGY**

Based on past performance, each tax dollar invested in trade promotion in the U.S. generates \$150 in export sales revenues. At the same time, the potential for growth in Canadian exports to the U.S. market continues to be high. (*Given that the U.S. imports about \$500 billion annually, an increase of only 1 per cent in Canada's share of the market would yield \$5 billion worth of additional exports and thousands of new jobs.*)

Canada's share of the U.S. import market has been declining in recent years, from a high of 23 per cent in the late 1970's to 18 per cent in 1988 -- both Japan and the EEC have now surpassed Canada. This new program, combined with the implementation of the FTA, is designed to re-establish Canada's position as the number one exporter to the U.S. market.

Here are some of the key elements of the Government's trade promotion program in the U.S. -- previously approved by Cabinet and announced in September 1988. -- that forms the central thrust of the three pillar approach:

- i) **Trade Fairs and Missions:** this EAITC program has tripled in the past two years -- in 1989/90, it involves 10,000 companies in more than 400 events covering 72 industrial sectors;
- ii) **New Exporters to Border States (NEBS):** groups of companies new to exporting are taken through documentation and customs clearance at the U.S. border and then on to a seminar on exporting at one of Canada's northern U.S. trade posts where introductions are made to agents and distributors -- this year 55 NEBS missions involving 2,000 participants are being organized;
- iii) **New Exporters to the U.S. South (NEXUS):** a program designed to introduce 500 small and medium size companies that, traditionally, sell just over the border, to new regional markets in the U.S. and particularly the south;
- iv) **Satellite Offices:** in addition to the nine existing satellite trade commissioner offices in the U.S., five satellites have been opened in San Diego, San Juan, Miami, Prin-

ceon and Denver, bringing the total of Canadian trade offices in the U.S. to 27;

v) **Trade Associations:** EAITC program designed to reach a broader cross-section of the business community by assisting trade associations with market studies and promotional activities related to the needs of their membership;

vi) **U.S. Government Non-Defence Procurement:** thanks to the FTA, some 40,000 new opportunities with an aggregate value of \$3 billion will be open to Canadian bidders;

vii) **U.S. Defence Procurement:** some 75 events are planned for the coming year, including sellers' missions to procurement commands, buyers from commands to Canadian plants, and increased participation in trade shows; and

viii) **Investment Development and Technology:** the focus will be on technology-intensive sectors that offer good prospects for job creation, skills upgrading, and export -- various forms of investment arrangements will be sought in the electronics, biotechnology, health care, and advanced materials fields.

### **PACIFIC 2000 BUSINESS STRATEGY**

Its purpose is to better enable Canadian business to compete in the expanding markets of Asia and to attract Asian investment and tourists. Its potential derives from market opening measures and industrial restructuring in Japan and the Newly Industrialized Economies. Japan, Taiwan, Korea and Thailand offer the greatest immediate opportunities.

Activities involved:

- i) **The National Trade Strategy (NTS):** the 1985 NTS initiatives will be sustained and expanded through: a) identification of specific market opportunities; b) promotional drives to seize new export opportunities; and c) collecting technical and market information on import barriers;
- ii) **Key Sectors Market Penetration:** large-scale sectoral exhibitions, incoming trade journalist program, visits by Canadian trade media, permanent exhibition centres in key locations, tourism promotion;
- iii) **Expanded Presence:** small-scale satellite offices to be



opened in Japan and Korea;  
 iv) **Investment Alliances:** activities such as an information program to explain the benefits of the FTA to investors; establishment of on-line data bases to foster technology transfer, and investment with global application; and  
 v) **Bilateral Business Networks:** support to mobilize and educate exporters, establish offices overseas and expand relations with counterpart groups.

#### **Japan Science and Technology Fund**

The fund is designed to strengthen Canada's scientific and technological base through expanded bilateral science and technology links, especially with Japanese research facilities and private sector organizations, leading to joint technology development and strategic partnerships in key sectors of domestic priority.

#### **Pacific 2000 Language and Awareness Fund**

Its purpose is to overcome a shortfall in acquisition of Asian language skills and awareness so that Canadians, particularly in the private sector, can better deal with the region, with particular attention to Japanese.

Activities involved:

- i) **Language Institutions:** core funding for two major existing national institutions offering "survival level" language and culture training to the private sector; lesser funding for curriculum development and staff hiring at other regional centres, including mobile "outreach" programs and courses in doing business in Asia; employment data base and better linkage between professional faculties and Asian Studies at tertiary institutions;
- ii) **Participation in Language Training:** fees and accommodation for young business persons taking approved language courses;
- iii) **Asian Studies:** support for Asian studies associations and conferences and for participation by academics at business conferences;
- iv) **Secondary School Activities:** support for curriculum development and enhancement and for other secondary school awareness programs; and
- v) **Japanese Language Teacher Development:** funding for Japanese language teachers to visit

Canada to teach at secondary and tertiary level to meet short-term demand; support Japanese language teacher training.

#### **Pacific 2000 Projects Fund**

The fund is intended to enable Canada to better project its presence in Asia-Pacific and assume a role commensurate with its interests and priorities on key issues and interests.

Activities involved:

- i) **Strategic Relations Programs:** funding for major events such as the "Canada Weeks" and "Canada Months" and for seminars on key issues;
- ii) **Young Leaders:** funding for visits to Canada by young Asian leaders and media, exchanges of Parliamentarians and of Parliamentary interns;
- iii) **International Education:** promotion of Canadian education services; encouragement of joint ventures with Asian educational institutions;
- iv) **Asia Pacific Research:** support for research on priority policy areas focussed on Canadian interests and objectives; support for Joint Parliamentary/Diet Study Groups;
- v) **Support for Participation in Pacific Institutions:** core funding for the Canadian National Committee for Pacific Economic Cooperation (PECC), the PECC Central Fund and participation in emerging Pacific Economic Institutions; and
- vi) **Asia Pacific Foundation (APF):** contribution to the core funding of the APF.

#### **EUROPE 1992**

The implementation of a trade, investment and technology development plan to ensure the promotion and defence of Canadian interests in the integrated European market, will be needed. Mechanisms involved:

#### **Analysis and Assessment of Implications of 1992 European Single Market**

Canada must have the commercial intelligence to understand the profound economic restructuring occurring in the European Community (EC); in order to build a new trade strategy that will combine traditional country-by-country programs with a regional and sectoral-oriented approach.

Activities will include:

--industry-specific studies with detailed market segment strategies;

--matching Canadian strengths with opportunities identified in EC and the European Free Trade Association (EFTA) markets;

--promotion and defense of Canadian interests with the major players of the European integration (EC Commission, European Parliament, EC Member States and technical advisory bodies); and

--increasing the effectiveness of Canada's European presence.

#### **Counselling Business Community on 1992 Opportunities and Challenges**

--preparation and distribution of documentation on the European Single Market;

--setting up a computer ON-LINE information service tailored for Canadian corporate and government users; and

--the dissemination of information on 1992 through Canada wide conferences, technical seminars, and discussions with interest groups to meet specific regional and sectoral interests.

#### **Developing and Implementing Programs to Capitalize on 1992 through:**

i) **Joint Ventures and Technology Transfer:** focused activities to secure a position within the EC Market and strengthen domestic capability involving five studies of European niche technology;

ii) **Investment Development:** includes activities such as an expanded corporate liaison program and the appointment of locally employed investment officers to several missions such as Milan, Oslo and Stockholm;

iii) **Trade Promotion:** through trade fairs -- particularly in Western Europe -- proven tools to introduce new products, establish representation, and transact large sales; and

iv) **NEXOS (New Exporters to Overseas Markets):** to introduce companies that have been successful in the U.S. and assist them in penetrating offshore markets for the first time through NEBS-style missions.

#### **Reinforcing the Framework of Science and Technology Cooperation**

Research and Development (R&D) missions, researcher exchanges, and joint projects will

enable us to better identify and assess specific opportunities for Canada arising from the massive new EC programs for R&D.

All in all, the initiatives proposed in **Going Global** are designed to respond to a rapidly changing international environment. They involve a targeted and integrated approach to international trade, science and technology and investment, reflecting domestic economic priorities and the interests of Canadian industry.

"There is a new outward-looking Canada on the global scene," said Prime Minister Mulroney. "In this interdependent world, the key to prosperity is co-operation. That is why we are encouraging strategic partnerships that will give Canadian firms the global reach they need to succeed in an increasingly competitive world economy."

## Trade Shows and Conferences

### Building Products Show Set for Seattle

The third annual **ProSpec 90 Architectural Trade Show** will be held in this Washington city February 8, 1990.

An ideal way to break into the U.S. Pacific Northwest market, the show is a hands-on presentation of new products and services in the commercial building industry.

Booths are 10 feet by 8 feet and cost US\$500.

To reserve your booth, contact David Huffman, 9311 SE 36th, Suite 110, Mercer Island, Washington 98040. Questions on the show may be directed to Lee Snyder, tel.: (206) 572-0093.

### Europe 1992 Conference in Montreal

Business people will learn ways of dealing with the changes taking place by the creation of a single European market, and the government support available to them, when they attend the **Europe 1992 Montreal Conference**, being held December 4, 1989 at the Hotel Bonaventure.

Organized jointly by External Affairs and International Trade Canada and the Ministère des Affaires internationales du Québec, it will show what is at stake in the economic union of Canada's second largest trading partner--

and the business opportunities that union will bring about.

Changes brought about by the union will affect exports, investments and technology transfers--and, consequently, the development of Canadian businesses.

The elimination of most barriers to the free movement of goods, services, capital and persons between member EC countries means that Europe--with 325 million prosperous consumers--will become the world's largest trading bloc.

To be disclosed at the conference are the findings of four sectoral analyses: agriculture and food products; consumer goods and cultural products; telecommunications and data processing; and forest products.

In addition to participation by Minister for International Trade John C. Crosbie and Minister of International Affairs of Quebec John Ciaccia, there will be a panel of private entrepreneurs, European guests, and observations by senior public servants with practical knowledge of the European market.

For further information or to register, contact Secretariat, Europe 1992 Conference, 275 Bay Street, Ottawa K1R 5Z5. Tel.: (613) 238-1070. Fax: (613) 238-3805.

### Canada-Pakistan Business Conference

A conference series on Canada-Pakistan Trade and Investment Opportunities is scheduled for Montreal, November 28-29, 1989 and Calgary, December 4-5, 1989.

High profile representatives of the Canadian and Pakistan private sector, as well as senior government officials from both countries will participate.

The Montreal conference, **The New Economy of Pakistan: Trade and Investment Opportunities in the 1990s**, features Minister for External Relations and International Development Monique Landry as guest speaker.

The Calgary conference is titled **Pakistan's Drive for Hydrocarbon Self-Sufficiency: Opportunities for Canadian Business**.

To register, or for more information, contact Patrice Dallaire or Diane Orr, Canada-Pakistan Business Council, 1160-55 Metcalfe St., Ottawa K1P 6N4. Tel.: (613) 238-4000. Fax: (613) 238-7643.

### Mining Symposium Leads to Big Sales

Val d'Or, Quebec attracted some 95 international participants to the second **MINTEC Mining Symposium and Exhibition** held in this gold mining centre last September.

Sponsored by External Affairs and International Trade Canada (EAITC) and the Canadian Association of Mining Equipment and Services for Export (CAMESE), the event is expected to generate more than \$15 million in sales over the next two to three years.

Some 40 Canadian firms presented technical papers on gold mining as well as displaying Canadian products featuring a wide array of mining technology--including extraction and processing, telecommunications and safety equipment and specialized consulting engineering services.

As a result of the first MINTEC's success in North Bay in 1987--when it was primarily directed at Latin America where Canada has maintained a 60 per cent share of the mining equipment market--this year's event went "global" to include participants from the U.S., Asia and Africa, resulting in a 30 per cent increase in participation from 1987.

Mining tours in the Abitibi region and neighbouring Timmins, Ontario, provided additional opportunities to learn about Canadian technology and see Canadian mining operations first-hand, leading to invaluable contacts that can result in long-term sales and Canadian investment opportunities in the participants' countries.

Countries targeted as key growth-markets for Canadian mining exporters include Chile, Mexico, Peru and Indonesia.

MINTEC '91 is already in the planning stages--where continued sales growth is expected from what has become one of Canada's prime mining sector events.

For more information on MINTEC or mining export opportunities, contact EAITC's South America Trade Development Division, tel.: (613) 996-5546; or John Needham, Director, CAMESE, 505 Consumers Rd., Suite 810, WilLOWdale, Ont. M2J 4V8, tel.: (416) 498-0382, fax: (416) 492-8711.

# Crosbie: It is Necessary to Look at Export Credit Financing Demands in the Context of the Fiscal Environment

During an address to the Canadian Exporters' Association, Minister for International Trade John C. Crosbie mentioned the problems posed by the growing demand for export financing:

"The government recognized that the availability of concessional funds has been instrumental in providing equal footing for our exporters, and consequently we increased the availability of export credits in the last budget. However, due to a steadily increasing demand for such funds, they remain in tight supply. Consequently, the Export Development Corporation and my department are not able to meet all the export community's requests for new initiatives.

"Last year, at your annual convention, we indicated that

we had reached the point where we needed to address the demand for Section 31 concessional and non-concessional financing in the context of the fiscal environment.

"I am cognizant of the pressing needs of exporters. We are doing everything possible, domestically and multilaterally, to find means to maximize the use of our scarce resources. But a subsidized credit war is surely not the way for Canada to go.

"Just as in the flow of goods, we require better rules governing export finance. And that's why we pushed so hard and with success to get our economic summit partners to agree to review the export credit arrangements within the OECD so we can establish some order and stability in the system"

## Asian Development Bank Projects and Technical Assistance

For the following projects, Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed where a loan is involved).

Where technical assistance is involved, information can be obtained from the Canadian Embassy in Manila, Philippines.

The full address of contacts at posts can be obtained from *Info Export*. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).

Canadian companies with no international experience can obtain the **Export Financing Guide** from *Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF)*, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.

**Bangladesh**—Sector: Agriculture and Agro-Industry. Rice and Maize Production Program - Technical assistance to: (i) examine the demand for and supply of rice and maize and review the Government's policy for the food crop subsector; (ii) prepare a production-oriented investment program for rice and maize production suitable for external financing. Consultants will be recruited by the Bank. Technical Assistance: \$300,000.

**Fiji**—Sector: Social Infrastructure (Urban Development). Study on Domestic Resource Mobilization for the Housing Sector - Technical assistance to assist the Government in the development of a domestic resource mobilization scheme for the housing sector. Consultants will be recruited by the Bank. Technical Assistance: \$180,000.

**Indonesia**—(Djakarta, Indonesia) (1) Sector: Agriculture and Agro-Industry (Livestock). Livestock Slaughterhouse and Marketing - The Project aims at modernizing abattoirs and markets to ensure hygienic slaughter and marketing of meat and efficient waste disposal; and ensuring equitable prices for producers, processors and consumers. Consultants will be required. Loan: \$36,000. (Tentative). (2) Sector: Social

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125 Sussex Drive, Ottawa, Ont.

K1A 0G2

Infrastructure (Urban Development). Urban Public Works Institutional Development - Project will support institutional development of urban public works in selected provinces. No decision made whether consultants will be required. Loan: \$40,000. (Tentative). (3) Sector: Agriculture and Agro-Industry (Industrial Crops and Agro-Industry). Third Nucleus Estate and Smallholder Oil Palm (Irian Jaya) - Technical assistance to help prepare a feasibility study to assess the economic and financial viability of an oil palm development project in Irian Jaya based on nucleus estate and smallholder concept. Fact-Finding Mission tentatively scheduled for this month. Consultants will be required. Technical Assistance: \$350,000. (4) Sector: Agriculture and Agro-Industry (Irrigation and Rural Development). Sixth Irrigation Package - Technical assistance involving identification and pre-feasibility level studies of irrigation projects. Consultants will be required. Technical Assistance: \$600,000. (5) Sector: Others. Regional and Rural Environment Development Planning - Technical assistance to: (i) introduce the concept of regional environmental development for the Banten Region of West Java and Bantang-Samarinda region of East Kalimantan; (ii) identify potential investment projects as guided by the regional development plan; (iii) training on regional environmental development planning; and (iv) preparation of a manual based on the findings for use of the staff in the Directorate of City and Regional Planning. Consultants will be recruited by the Bank. Technical Assistance: \$600,000. (6) Sector: Others. Strengthening the Capability for Environmental Impact Assessment in the Ministries of Forestry and Agriculture. Various aspects of the Project under review. Consultants will be recruited by the Bank. Technical Assistance: \$580,000 (Tentative). **Laos**—(1) Sector: Transport and Communications (Ports and Shipping). Inter-island Facility Development - Small-scale technical assistance to assess, update and firm up economic, technical and operational aspects of the development of Inter-island Facilities

in Surabaya Port. Various aspects of the project under consideration. Consultants will be recruited by the Bank. Technical Assistance: \$100,000. (2) Sector: Social Infrastructure (Education). General Education - Preparation of a Project to strengthen various aspects of education services. Various aspects of the project under review. Consultants will be required. Technical Assistance: \$300,000. (3) Sector: Transport and Communications (Roads and Road Transport). Institutional Strengthening of the Road Sub-sector - Advisory technical assistance to help the Government in developing a bridge management system for national and provincial roads, and establishing a transport data base. Consultants will be recruited by the Bank. Technical Assistance: \$300,000.

**Malaysia**—(1) Sector: Transport and Communications (Roads and Road Transport). East-West Highway - Technical assistance to prepare a Project for upgrading of about 81 km of western section. Consultants will be recruited by the Bank. Technical Assistance: \$100,000. (2) Sector: Agriculture and Agro-Industry (Irrigation and Rural Development). Environmental Monitoring and Evaluation - Technical assistance to train a suitable institutional body to continue with the long-term monitoring of pacts within the Project area. Consultants will be required. Technical Assistance: \$515,000. (Tentative). (3) Sector: Agriculture and Agro-Industry (Irrigation and Rural Development). The technical assistance is to assist area farmers' organizations in organizing beneficiary groups to undertake income-creating and employment-generating activities in the identified subsectors in the local economy. Consultants will be required. Technical Assistance: \$307,000. (Tentative). (4) Sector: Transport and Communications (Roads and Road Transport). Road and Road Transport Institutional Development - Advisory technical assistance to standardize and codify administrative, accounting and personnel management and development procedures. Consultants will be recruited by the Bank. Technical Assistance: \$875,000.

**Nepal**—(1) Sector: Agriculture and

Agro-Industry (Livestock). Livestock Development - Technical assistance to prepare a feasibility study for a Project to develop mountain pasture for livestock. Consultants will be recruited by the Bank. Technical Assistance: \$250,000. (2) Sector: Agriculture and Agro-Industry (Irrigation and Rural Development). Irrigation Systems Rehabilitation - Technical assistance to prepare a feasibility study to increase agricultural production and productivity by undertaking rehabilitation for old irrigation systems. Consultants will be recruited by the Bank. Technical Assistance: \$250,000.

**Pakistan**—(1) Sector: Energy (Electric Power). Institutional Strategy Study-Advisory technical assistance to (i) review current structure of power subsector; (ii) propose alternate power subsector organization preferably along functional lines; and (iii) propose a transition plan and timetable from current structure to proposed organization. Consultants will be required. Technical Assistance: To be determined. (2) Sector: Industry and Non-Fuel Minerals (Development Finance Institutions). Broad-based Capital Market Development Assistance-Institution building for upgrading operations of the Corporate Law Authority, stock exchanges, brokers, etc. Consultants will be required. Technical Assistance: \$375,000.

**Philippines**—Sector: Agriculture and Agro-Industry. Industrial Tree Plantations - Under the loan, accompanied by a package of investment incentives, tree plantations will be established by the private sector in suitable locations. Consultants will be required. Loan: \$75 million (Tentative).

**Tonga**—(1) Tourism-Related Infrastructure Program - Technical assistance for the feasibility study for the development of tourism. Consultants will be recruited by the Bank. Technical Assistance: \$150,000. (2) Tourism Development-Technical assistance to prepare a feasibility study for a Project aimed at selected reorientation, improvement and strengthening of relevant institutions and infrastructure. Consultants will be recruited by the Bank. Technical Assistance: \$100,000.

## EAITC's Information Technologies and Electronics Division

*The global market for advanced technology products and services is increasing at a rate faster than any other sector in world trade. Canada's future trade prospects depend increasingly on this high-growth industry. While Canada has invaded the international advanced technologies marketplace--establishing a reputation for innovative products that reflect excellence of design and performance--there is still considerable room for expansion.*

Promoting Canada's advanced technology community is the responsibility of the Information Technologies and Electronics Division (TDE) of External Affairs and International Trade Canada (EAITC)--a division that brings considerable expertise and resources to the task.

"What we offer," says TDE Director Norman Lomow, "is a one-stop marketing support service to Canadian exporters of advanced technology: telecommunications, informatics, instrumentation, remote sensing, and electronic products and services for both civilian and defence applications."

Currently, TDE works with 3,000 Canadian information technology and electronics companies--many of whose products and services are listed in TDE's directories which are distributed abroad.

The directories are: *Telecommunications Products and Services for World Markets; Rural Telecommunications Project Planning Guide; Remote Sensing Products and Services for World Markets.*

A companion to the telecommunications directory is *Communications in Canada: A Sectoral Overview*. Also on TDE's drawing board is a directory of Canadian electronics products for world markets.

### What TDE Does

The division identifies appropriate markets for the products and services of Canadian information technologies and electronics companies, assists in development of international marketing strategies, provides potential foreign customers with information on Canadian capabilities, and, in cooperation with trade commissioners

abroad and the geographic trade divisions within EAITC, implements a wide range of promotional activities (trade fairs and exhibitions, foreign market exploration and incoming buyers' missions, seminars and conferences).

### Importance of Trade Shows

Trade shows and missions--an integral part of TDE's global marketing strategy--are much more than simple promotional tools. They introduce exporters to new markets, generate new sales leads for established exporters, identify potential distributors, establish contacts for possible joint ventures between Canadian and foreign companies, and serve as a testing ground for new products.

The Department (TDE and geographic trade divisions included) has embarked on an expanded fairs and missions program--one seen as a marketing strategy to help Canadian advanced technology exporters respond to the challenges and opportunities that will be created by a unified European market (Europe 1992).

The program will assist Canadian companies in establishing strategic alliances with European partners and thus insulate themselves from any trade restrictions imposed as a result of the unification of the 12-member European Economic Community.

(Studies of country-by-country software markets indicate that with proper partnering arrangements in place, Canadian companies will probably fare well in the post-1992 period).

This European promotional strategy already has included the annual Nordic mission; a mission to France, Switzerland and Austria; participation by 36 Canadian companies in Canada-U.K. Marketplace '89 (the first ever Canadian-sponsored solo advanced technology show in Europe in which there were some 450 one-on-one meetings between Canadian exporters and potential U.K. importers). TDE, along with 28 Canadian firms, also participated in CeBit'89 (Hanover, West Germany) and with 12 firms in INFORMATICA in Barcelona, Spain.

### Future Agenda

Six months down the road, TDE's

agenda includes development of a departmental telecommunications sector marketing strategy for the U.S., assessment of instrumentation markets in Western Europe and recruitment--in concert with EAITC's geographic divisions--for myriad trade shows and missions.

### TDE Contacts

If your company wants to export and requires the services of TDE, or if you wish to plug into the computerized databases (part of TDE's world market catalogue series and diskette promotional packages) that are distributed worldwide--to promote your products and services--contact:

Norman Lomow, Director, tel.: (613) 996-1891; Ron Kellison, Telecommunications and Data Communications, tel.: (613) 996-1893; Jim Kerr, Telecommunications, tel.: (613) 995-7558; Brian Near, Computer-based Technologies, tel.: (613) 996-1918; Bob Speers, Computer-based Technologies, tel.: (613) 996-1908; Jerry Szymanowski, Instrumentation and Remote Sensing, tel.: (613) 995-7572; David Shearer, Electronics, tel.: (613) 996-1425.

### Poland and Hungary Cooperation Programme

Secretary of State for External Affairs Joe Clark announced last month the appointment of former Ambassador to Poland Eric Bergbusch as coordinator of Canada's Special Programme of Cooperation with Poland and Hungary.

The \$42 million Programme includes food aid for Poland, an economic development fund to support free enterprise reforms in Hungary and Poland and a projected revolving export credit insurance facility for Poland -- within the Export Development Corporation -- to facilitate the purchase of urgent import requirements.

An Advisory Council will be named shortly to make recommendations regarding the operation of the Programme.

For more information, contact Bob Lee at External Affairs and International Trade Canada (EAITC), tel.: (613) 992-6346.

# BUSINESS AGENDA

**Toronto**--November 21, 1989--Automotive Aftermarket Opportunities in the U.S. Market Seminar/Conference. Contact D. Watson, EAITC. Tel.: (613) 991-9474.

**London**--November 22, 1989--Equity Workshop (Investment). Contact A. Anderson, Industry, Science and Technology Canada (ISTC). Tel.: (416) 973-5058.

**Montreal**--November 22, 1989--Automotive Aftermarket Opportunities in the U.S. Market Seminar/Conference. Contact D. Watson, EAITC. Tel.: (613) 991-9474.

**Vancouver**--November 22-24, 1989--Canada-Korea Business Council 8th Joint Meeting. Contact Ms. Bronwyn Best, Canadian Chamber of Commerce. Tel.: (613) 238-4000.

**Toronto**--November 23, 1989--The Art of Negotiating & Drafting International Business Agreements. Contact J. Black, The Canadian Institute (CI). Tel.: (416) 927-0718.

**Toronto**--November 23, 1989--Joint Meeting of the Canada-Yugoslavia Economic Committee. Canadian Chamber of Commerce/Yugoslav Chamber of Economy. Contact E. Potter/Miss Dee Pannu. Tel.: (613) 238-4000.

**Regina**--November 25-December 1, 1989--Canadian Western Agribition. Contact F. Haack, ITC. Tel.: (306) 975-5924.

**Vancouver**--November 27, 1989--Trading Houses Seminar. Contact Z. Burianyk, ITC. Tel.: (604) 666-1437.

**Toronto**--November 27-30, 1989--Seminar on Selling to U.S. Veterans Affairs. Contact S. Freeman, MITT. Tel.: (416) 965-9938.

**Calgary**--November 28, 1989--Trading Houses Seminar. Contact G. Milot, ITC. Tel.: (403) 292-4575.

**Montreal**--November 28-29, 1989--Canada-Pakistan Business Council (CPBC) Conference: "The New Economy of Pakistan--Trade and Investment Opportu-

nities in the 1990s." Contact P. Dallaire, CPBC/Canadian Chamber of Commerce. Tel.: (613) 238-4000.

**Edmonton**--November 29, 1989--Trading Houses Seminar. Contact W. Roberts, ITC. Tel.: (403) 495-4415

**Mississauga**--November 29, 1989--International Trade Shows Made Profitable Workshop (food sector). Contact J. Jones, ITC. Tel.: (416) 973-5187.

**Regina**--November 30, 1989--Trading Houses Seminar. Contact R. McLeod, ITC. Tel.: (306) 975-5318.

**Kingston**--November 30, 1989--International Trade Shows Made Profitable Workshop (food sector). Contact J. Jones, ITC. Tel.: (416) 973-5187.

**St. John's**--November 30-December 3, 1989--Newfoundland and Labrador Crafts Development Association (NLCDA) Craft Show.

Contact C. Reynolds, ITC. Tel.: (709) 722-4910.

**Winnipeg**--December 1, 1989--Trading Houses Seminar. Contact D.E. Hodgson, ITC. Tel.: (204) 983-5942.

**Toronto**--December 4, 1989--Ontario Investment Promotion Coordinating (OIPC) Meeting. Contact R.D. Sirrs, ITC. Tel.: (416) 973-5049.

**Montreal**--December 4, 1989--"Europe 1992" Montreal Conference. Contact Pierre Lamoureux, Conference Secretariat. Tel.: (613) 238-1070.

**Calgary**--December 4-5, 1989--Canada-Pakistan Business Council (CPBC) Conference: "Pakistan's Drive for Hydrocarbon Self-Sufficiency: Opportunities for Canadian Business." Contact P. Dallaire, CPBC/Canadian Chamber of Commerce. Tel.: (613) 238-4000.

## PUBLICATIONS

*Task Force on Europe 1992 - Report of the Working Group on Defence Products* studies the possible effects of the 1992 Single European Market on the Canadian defence industry and procurement and the implications for the NATO alliance.

For a copy of the report, contact Defence Programs and Advanced Technology Bureau (TDD), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-1799.

*The Canada-U.S. Free Trade Agreement and Government Procurement: An Assessment* provides details on the Agree-

ment's provisions on government procurement, describes the processes and practices both in Canada and the U.S. and outlines the kind of government contracting that will be opened to competition through the Agreement.

*Canadian Investment Abroad*, a summary produced by EAITC's Export Finance and Capital Projects Division, outlines some of the investment programs available to Canadian companies seeking to invest overseas.

This and the preceding publication are available through Info-Export, tel.: 1-800-267-8376 (Ottawa area: 993-6435).

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# CANADEXPORT

Vol.7 No.18

December 1, 1989

## Soviet Union High on Trade Agenda

Prior to Prime Minister Brian Mulroney's November 20-25 trip to Russia, a delegation of high-ranking Soviet officials visited several Canadian cities.

While in Ottawa, members of the delegation participated in a "roundtable" panel discussion at External Affairs and International Trade Canada.

One of the messages was that reforms being implemented in the USSR's foreign economic relations could mean increased opportunities for the persistent Canadian trader--especially in the field of joint ventures.

In essence, said the panelists, the USSR is undergoing "radical change" and "great expansion" in its foreign economic relations, particularly so when it comes to joint ventures:

--Where foreign capital investment was once limited by authorities to a maximum 49%, the foreign partner can now have more than a 50% share--and even be the chairman of the joint venture;

--Where a Soviet entrepreneur once needed the approval of a Ministry to form a joint venture, the entrepreneur now can make his own decision--with the approval of a legal association;

--Where licensing permits are essential in many business transactions, they are not required for joint venture operations that import/export their own products (participants must, however, register with the Ministry of Foreign Economic Relations (MFER)--a process that has been simplified by the establishment, throughout the republics, of some 30 registration offices); and

--The number of partners in a joint venture is not restricted on either side, but they must be "legal persons".

At the end of last year, 965 joint ventures were registered in the USSR--20 of them involving Canadian firms. Western firms accounted for 80%; Socialist, 13%; and developing countries, 7%. Geographically, they are located

in and around Moscow and Leningrad. The foreign share is between 30% and 46% (though under new regulations the share can exceed 50%).

Currently, joint venture operations (20% are active) are primarily in the service sectors: tourism (restaurants, etc.); computer production (software); marketing; and light industries.

The country would "like more joint ventures in the production sector, more foreign products with foreign technology and expertise," said Sergei Ryabikov, Deputy Head, Main Contract and Legal Administration, MFER.

For more information on the potential for Canada-USSR joint ventures or other trade opportunities in the USSR, contact David Horley, Director, USSR and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada. Tel.: (613) 996-6835.

### STEP-BY-STEP GUIDE TO CREATING A USSR JOINT VENTURE

Speaking at a "roundtable" discussion on Reforms to Soviet Trade and Economic Laws, Sergei Ryabikov of the USSR's Ministry of Foreign Economic Relations, outlined general steps in creating a USSR joint venture

**Initial stage--**Parties get to know each other and work on negotiating documents. "It's the way in which the technical basis is set up that leads to success."

**Decision to go ahead--**Parties themselves can make the

decision--now with the USSR partner getting the approval of a legal association, rather than a Ministry.

**Signing of documents--**After making the decision, parties sign documents for forwarding to Ministry of Finance, which has the mandate or power to refuse.

**Ministry of Finance--**Primarily reviews documents to see that the joint venture complies with Soviet law.

**Registration as legal person--**If there are no objections by the Ministry of Finance, the joint venture is registered and becomes a "legal person" according to Soviet law.

### CANADIAN COMMERCIALS CAN NOW USE SOVIET TV

Canadian companies now have a chance to advertise their products on Soviet TV.

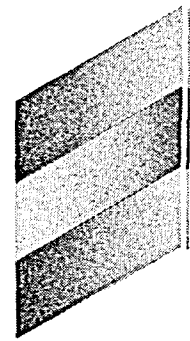
This breakthrough was made possible when George Boros and Brian Hawkins of Trans Global Enterprises, Inc. (TGE) of Toronto signed an agreement last October granting them the right to sell "infomercial" air time in prime Soviet TV programming to companies in Canada and the U.S.

An "infomercial" allows North-American companies to provide and dramatize information on their products/services through TV--the most powerful communications medium in the USSR.

An average of 150 million people (over 80% of the USSR adult population), watch the evening news.

Throughout the negotiations with Sovtelexport Limited, TGE received encouragement and support from External Affairs and International Trade Canada, the Ontario Ministry of Industry, Trade and Technology and the U.S. Department of Commerce.

For more information, contact Trans Global Enterprises, Inc., 1891 Thorncliffe Park Dr., Suite 205, Toronto, Ont. M4H 1L6. Tel.: (416) 467-8224. Fax: (416) 429-1575. Telex: 06-23791 SOS-TOR.



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## Agricultural/Food Products & Services

**Saudi Agriculture Show Riyadh**--The 9th Agriculture, Irrigation and Agri-industry show, **Saudi Agriculture 90**, will be held March 19-23, 1990 in this kingdom's capital city.

The show, which has the support of External Affairs and International Trade Canada, gives worldwide suppliers of agricultural equipment, water technology and expertise an opportunity to access the lucrative Middle East market.

For information on **Saudi Agriculture 90**, contact UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

## Food Packaging Shows Set for India

**New Delhi**--The 6th International Food Exhibition (**AHARA'90**) and the 3rd International Packaging Exposition (**India Pack'90**) will be held here from January 29 to February 4, 1990.

In conjunction with these events, the Indian Institute of Engineers is holding a food processing seminar, "The Emerging Technologies".

Further information is available from the show organizers. Contact General Manager, Trade Fair Authority of India, Pragati Bhavan, Pragati Maidan, New Delhi 110001. Cable: COMEXH. Telex: 031-61311/61022. Fax: 91-11-3318142. Information may also be obtained from the Director, Indian Institute of Packaging, E-2, MIDC Area, Andheri (East), Bombay 400093. Telex: 011-71270.

## Defence Programs, Products & Services

**Defence Exhibition in Greece Piraeus**--Applicants should apply immediately if they wish to exhibit at **DEFENDORY'90**, an international exhibition of land, sea and air defence technology, being held October 2-6, 1990 in this port city near Athens, Greece.

External Affairs and International Trade Canada is sponsoring a Canadian exhibit at **DEFENDORY**--known worldwide as a venue for establishing contacts and industrial cooperation agreements with the international de-

fence community. Seventy countries have been officially invited to send military delegations to the 1990 exhibit.

At the last exhibition in 1988, there were 550 exhibitors from 24 countries and a total of 28,800 visitors from 83 countries.

For more information, contact Deborah M. Adams, General Manager Canadian Participation, Trade Fairs and Missions, Western Europe Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-4427.

## Multiple Sectors

**Hardware, Building Products Shows Set for San Juan, Seattle San Juan**--Some space at an exhibit area secured by External Affairs and International Trade Canada still remains for Canadian companies wishing to exhibit at the **Hardware/Houseware Show of the Caribbean**.

Interested companies will be considered on a first come-first serve basis for the show which is being held February 2-4, 1990.

Previous participation by Canadian firms has always proved successful--in making sales, establishing or renewing contacts, appointing agents/distributors, meeting wholesalers, contractors and end users.

At the 1990 show, the requirement for hardware and houseware items--including building materials, products and supplies--is expected to be significant because of the structural damage (estimated in the \$billions) inflicted throughout the region by Hurricane Hugo.

For further information on participating in the show, contact Eveline Kelso, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 996-5359. Fax: (613) 996-0677.

**Seattle**--Canadian companies hoping to break into or expand sales in the lucrative U.S. Pacific Northwest should register immediately for a trade show being organized here by the Canadian Consulate.

The **Building Products and Hardware Show** (January 16, 1990) will interest Canadian manufacturers of any product used

in or on a house.

New and veteran exporters will benefit from the show--to which have been invited key distributors, wholesalers, jobbers, sales representatives, OEM's, and major direct-served businesses based in the Pacific Northwest.

For further information, contact Fred Babis, Canadian Consulate General, Seattle, Washington. Tel.: (206) 443-1777.

## Panama International Fair Enters Eighth Year

**Panama City**--A unique international trade show here is now gearing up for its eighth consecutive run.

**EXPOCOMER'90** (March 7-12) will also mark the eighth consecutive year of Canada's participation, each year having produced a number of Canadian successes. Today opportunities for Canadian exporters remain excellent and numerous.

**EXPOCOMER**, which features products from around the world, is one of the largest and most important general trade fairs in Latin America. It is the meeting place of buyers for the vast markets of the Caribbean, Central America and South America.

For further information on **EXPOCOMER'90** and on opportunities in Latin America, contact Jon Dundon, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 996-6921. Fax: (613) 996-0677.

## Transportation Systems, Equipment & Services

**Registration Time is Now for U.S. Auto Aftermarket Show Seattle**--Canadian companies wishing to break into or expand sales in the lucrative U.S. Pacific Northwest should register now for a trade show being organized here by the Canadian Consulate.

The **Automotive Aftermarket and Heavy-Duty Truck Show** (February 20, 1990) will interest Canadian manufacturers of any product that is used in or on an automobile or heavy-duty truck.

For further information on this show, contact Fred Babis, Canadian Consulate General, Seattle, Washington. Tel.: (206) 443-1777.



## World Bank Projects

*The Canadian Embassy in Washington has provided the latest list of new projects currently being considered for World Bank funding.*

*Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed when a loan is involved) for further details.*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.*

**Algeria** (Algiers)--(1) Economic Reform Loan II - Deepen the reform process in the areas of trade policy and macroeconomic management. Loan: \$300 million. Consultants likely to be required. (2) Agricultural Credit II - To extend line of credit for on-lending to private farmers; project would be a vehicle for institution building. Loan: \$150 million. Consultants likely to be required. (3) Highway VI - a) improve Wilaya capabilities for road management and strengthen MPW in program monitoring; b) provide a better balance between contracted and force account maintenance and foster increased competitiveness in the contracting of road works; and c) nationalize transport sector planning and policy making. Loan: \$135 million. (4) Fertilizer petrochemical restructuring of subsectors to be agreed upon on basis of on-going sector work. Loan: \$100 million.

**Argentina** (Buenos Aires)--Transport Sector I - Sectoral adjustment project which focuses on the restructuring of transport-related public sector agencies and enterprises. Loan: \$200 million.

**China** (Beijing)--Petrochemicals - Project to support major petrochemical investment included in the eighth 5-year plan. Loan: \$120 million. Consultants financed under the special studies credit

are currently conducting an overall study of the petrochemical sector. Consultants will probably be required to assess feasibility.

**Colombia** (Bogota)--(1) Bogota Transport - Improve transport conditions in Bogota, and strengthen the institutions in charge of planning, managing and maintaining the city's transport infrastructure. Loan: up to \$50 million. (2) Bogota Water V - To improve conditions in the Bogota area, the project would finance sewerage and drainage networks, the hydraulic regulation of the Bogota River and initial works for abating contamination in the River. Loan: up to \$175 million.

**Cyprus** (Tel Aviv, Israel)--Limassol Sewerage and Drainage - First phase of two-stage sewerage and separate drainage system, a sewerage treatment and effluent reuse scheme in Limassol and Amathus areas. Total project cost is \$63 million, of which approx. \$29 million is in foreign exchange. Positive environmental aspects through reduction of pollution. Loan: \$25 million. Consultants have been engaged to prepare feasibility study and designs.

**Ecuador** (Buenos Aires, Argentina)--Education - Urban primary basic education and strengthening of Ministry of Education. Loan: \$25 million.

**Guyana** (Georgetown)--Bauxite Rehabilitation - Assist Bauxite sector with on-going rehabilitation efforts to improve competitiveness, develop new products and increase sales. Loan: \$50 million.

**India** (New Delhi)--(1) Rural Water and Environmental Sanitation - To improve health and productivity in rural areas through provision of rural water supply, environmental sanitation and health education services. Total project cost approx. \$200 million. Loan: \$140 million. (2) Singrauli Environmental Rehabilitation - Project to help arrest environmental degradation of one of India's most important power/industrial centres and initiate a series of remedial measures. Project investments might include: resettlement, rehabilitation and semi-skilled training programs for persons affected by mining and associated ventures, drinking water and sanitation facilities, health clinics, reafforestation and ground cover programs,

a clean-up program for the Rihand Reservoir, air pollution control measures and assistance for regional planning and institutional support. Loan: \$50 million.

**Indonesia** (Jakarta)--(1) Large Cities Urban Development - Institutional strengthening and priority urban investments in three major secondary cities (Surabaya, Semarang and Surakarta). Loan: \$200 million. Consulting services will be required for project implementation. (2) Local Government Training - To improve management and staff development systems and capacities of applicable governments. Loan: \$60 million.

**Jordan** (Amman)--Social Development - Follow-up to social component (impact of adjustment on economically disadvantaged) of industry, trade and public expenditure policy adjustment loan. Project intended to complete institutional development and expand lending for productive activities benefitting particularly women and the rural poor. Loan: \$10 million.

**Malaysia** (Kuala Lumpur)--Drainage and Flood Sector - Three-year time-slice of national drainage program, covering 8-10 schemes throughout Malaysia, and including both infrastructural investments and related agricultural development, as well as institutional strengthening of various project agencies. Loan: \$35 million.

**Mexico** (Mexico City)--(1) Air Pollution Control - Assistance in developing a comprehensive program for the control of air pollution caused by urban transport. Loan: \$100 million. (2) Industrial Pollution - Provide financing for: a) investment for reducing pollution of industrial enterprises; b) equipment to strengthen pollution monitoring; and c) technical assistance to strengthen the institutions responsible for pollution measurement and control. Loan: \$200 million. (3) Deregulation - The proposed adjustment operation would support a program of policy reforms in the transportation and telecommunications sectors. Loan: to be determined. Consulting services required.

**Morocco** (Rabat-Agdal)--Debt Management - To be determined with government. Loan: \$125 million.

**Poland** (Warsaw)--Transport I - To help increase the efficiency of the transport sector through in-

vestments in repair and maintenance of railway rolling stock, track, signalling and telecommunications. Total cost about \$180 million, of which approx. \$150 million is in foreign exchange. Loan: \$150 million. Consultants required for railway studies.

**Sri Lanka (Colombo)**--Economic Recovery - To support stabilization measures as well as structural reforms in the public sector, trade policies and public enterprises. Loan: \$60 million. Consultants will be required.

**Uruguay (Buenos Aires, Argentina)**--Social Sector I - Institutional strengthening and modernization of health care. Loan: to be determined.

**Yemen Arab Republic (Riyadh, Saudi Arabia)**--Secondary Teacher Training - Likely to include: a) improvement and expansion of programs and facilities of faculties of education and science; b) in-service training programs for teachers, managers and supervisors. Loan: approx. \$12 million.

## U.K. Trade Opportunities

**BRITAIN**--A British import/export agency seeks to import into the U.K. and Europe Canadian-made **garden machinery, implements, tools and innovative garden products**. Contact R.D. Jackson Import/Export Agency, 54 St. Anns Road, Southend-on-Sea, Essex, SS25AU, England. Tel.: (0702) 610603. Telex: 295717 LINAVG.

**BRITAIN**--A manufacturer and supplier of reprographics products seeks Canadian exporters of **photographic films, papers, cameras, and Diazo**

**and drafting film products**. Contact M. J. Spalding, Managing Director, Techna-Matt Coatings Ltd., Unit 22, BSC Central Industrial Estate, Gate No. 1, Weldon Road, Corby, Northamptonshire, England NN171UE. Telex: 341265.

**BRITAIN**--A poster and sports catalogue company here seeks Canadian suppliers of **sports prints** depicting action shots of water sports, motor racing, parachuting, skiing, ballooning and marathon running. Contact Judy Pennock, ZT Marketing, Rookery Cottage, Mark Highbridge, Somerset, England TA9 40H. Tel.: 0278-64244.

**BRITAIN**--An import/export agency seeks Canadian suppliers of high-quality **sailing and yachting leisure wear**. Specific items include waterproof jackets and trousers, shoes, boots, sailing bags and buoyancy aids. Contact Heather Hewitson, Hewitson Enterprises Import/Export Agency, 10 Moor Road, Broadstone, Dorset, BH18 8BB, England. Tel.: (0202) 693400.

**BRITAIN**--Canadian companies wishing to export **non-electric garden tools and garden furniture, non-electric hand tools, and non-electric home hardware products** to the United Kingdom are asked to contact W. B. Brookes, Brooks International Agencies (BIA), Briars Hatch, Guildford Road, East Horsley, Surrey KT24 5RY, England. Tel.: 04865-3330.

**BRITAIN**--On behalf of several clients, a company here seeks to import **camping equipment, car accessories, health care products, medical equipment, and leisure wear**. Contact Paul L. Ioannou, P.J. Services, Import-Export Agents, 54 Ridge Road, Winchmore Hill, London N21 3EA, England. Telex: 934386 BMS G.

## INFOFISH: Asia-Pacific Export Opportunities

As an intergovernmental organization headquartered in Kuala Lumpur, Malaysia, and supported by Canada, INFOFISH provides information and advisory services on marketing and technical aspects of fisheries to the industries and governments in the Asia-Pacific region, with priority being given to member countries. Activities include:

- **fisheries marketing information service**: information on prices, market trends, etc. for fish and fishery products from the Asia-Pacific region;
- **matching buyers and sellers**: to facilitate contact between member country suppliers and fish product buyers worldwide, using computer data bases containing detailed specs of products offered or needed by traders; and
- **a technical advisory service**: covering such areas as fish processing, quality control, product development and plant design that could lead to increased Canadian exposure and profile in the Asia-Pacific region's dynamic fisheries industry.

A feature of particular interest to Canadian companies is the **equipment register** maintained by INFOFISH. This register, which lists suppliers of fisheries equipment, is a database upon which organizations in member states can draw in sourcing their equipment requirements.

Services are developed through publications and direct response--free of charge--to individual queries. Users of the services include exporters and importers of fishery products, fish processors, fish farmers and potential investors in the industry, international agencies and personnel from government institutions.

INFOFISH cooperates closely with the worldwide network of regional information services established by the Food and Agriculture Organization.

To appear on the register, provide copies of your equipment catalogue to: Henrie Saram, Director, INFOFISH, P.O. Box 10899, 50728 Kuala Lumpur, Malaysia. Tel.: (03) 291-4466 or 291-4409. Cable: INFOFISH KUALA LUMPUR. Telex: INFOFISHMA 31560. Fax: (603) 291-6804.

For more information, contact Judy St. George, Canadian High Commission in Kuala Lumpur, Malaysia. Tel.: (011-60-3) 261-2000. Telex: (Destination Code 84) 30269 (DOMCAN MA 30269). Fax: (011-60-3) 261-3428.

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# TECHNICAL STANDARDS AND THE FTA

Chapter 6 of the Free Trade Agreement (FTA) provides a framework for the eventual elimination of technical standards related to goods other than agricultural, food, beverage and related goods (which are dealt with in Chapter 7) as non-tariff barriers to trade.

## OVERVIEW

In this chapter, Canada and the United States affirm their obligations under the General Agreement on Tariffs and Trade (GATT) Agreement on Technical Barriers to Trade.

This means that the two federal governments have agreed to avoid the use of standards-related measures -- these include specifications and regulations, standards and rules for certification systems that apply to goods, and processes and production methods -- as unnecessary obstacles to trade.

The two governments will endeavour to make their respective standards-related measures more compatible to reduce the obstacles to trade and the costs of exporting which arise from having to meet different standards.

Many standards-related measures are developed by private organizations in both Canada and the United States -- such as the Canadian Standards Association (CSA) or the U.S. Underwriters Laboratory (UL). The two governments will encourage these organizations to continue to work toward achieving greater compatibility in the standards they establish.

The methods by which products are tested for conformity with standards can, in themselves, constitute a barrier to trade. Therefore, the two countries have agreed to recognize each others' laboratory accreditation systems and will not require that testing and inspection agencies and certification bodies be located, or make decisions within their territory in order to gain accreditation.

The formulation of standards is left to each Party. The Chapter requires, however, that except in urgent cases, full texts of proposed federal standards-related measures be provided to the other country

and that at least 60 days be allowed for those who would be affected to comment on any proposed federal measure before the measure takes effect.

Chapter 6 also provides for further negotiations if necessary respecting the compatibility of standards-related measures, accreditation and the acceptance of test data.

## THE STANDARDS SYSTEM

The National Standards System (NSS) of Canada consists of independent organizations concerned with voluntary standardization activities including standards writing, certification, testing and quality assessment schemes.

The Standards Council of Canada (SCC) is the national coordinating body and serves as the "enquiry point" for purposes of the information exchange commitment of the GATT Agreement on Technical Barriers to Trade. It will be an important participant in the implementation of Chapter 6.

The SCC is closely tied in to provincial standards activities; accordingly, the provinces generally follow its lead in this area. It has established communications and consultation mechanisms with the provinces; therefore, it is expected that any provincial input on FTA standards matters will be received through these channels.

In the U.S. the National Institute of Standards and Technology (NIST) coordinates government standards activities, maintains the only broadly-based U.S. government system for laboratory accreditation and serves as the GATT enquiry point for the U.S. The system is diffuse and there is no central accreditation for certification bodies. The U.S. Statement of Administrative Action (SAA) indicates that the United States Trade Representative (USTR) is responsible for coordinating the U.S. implementation of Chapter 6 provisions.

## THE STANDARDS SYSTEM AND CHAPTER 6 OF THE FTA Accreditation

The principal requirement of Chapter 6 is for the two countries

to recognize each other's accreditation systems for standards testing facilities, inspection agencies and certification bodies. The Parties are to enable accreditation bodies (eg. SCC and NIST) to enter into agreements for automatic accreditation by one of bodies accredited by the other. The process has already been engaged (independently of the FTA) through the 1988 Memorandum of Understanding between the SCC and NIST, providing for mutual recognition of accredited testing laboratories.

Agreements on certification bodies and inspection agencies do not yet exist and, on the U.S. side, there is no SCC counterpart for accreditation of certification bodies.

Neither country can require as a condition for accreditation that such facilities, agencies or bodies be located or established in or make decisions within its own territory. (The Standards Council Act has been amended to enable the SCC to accredit qualified U.S. organisations.)

In other words, each country must allow for the accreditation of such bodies from the other country provided they meet the accreditation criteria demanded of domestic bodies.

## Scope

The commitments in the Chapter are binding only on the federal governments, not on provincial or state governments or private standards organizations. Therefore, and contrary to reports, there is no requirement, even at the federal level, to harmonize standards but rather to work towards making them compatible.

## Compatibility

As indicated above, Chapter 6 does not require harmonization of standards between the two countries. However, it states that to the greatest extent possible, and taking into account international standardization activities, each federal government should make compatible (as distinct from having to harmonize) its standards-related measures and procedures for product approval with those of

*Continued on page 6*

*Continued from page 5*

the other federal government. There is nothing that would compel Canada to accept U.S. standards or vice versa.

At the request of the other Party, reasonable measures are to be taken, to promote this same objective with respect to specific standards-related measures of private standards organizations.

What is compatibility? And which standards are to be made compatible? Clearly, it could involve harmonization where appropriate. But compatibility can be achieved through other means, such as mutual acceptance of the technical equivalence of different standards. The exercise lends itself readily to a case-by-case approach and that is the approach that will be taken. Only those federal government standards that demonstrably constitute barriers to trade need be considered.

What about standards-related measures that are developed and maintained by private standards organizations such as the Canadian Standards Association (CSA) or Underwriters Laboratories (UL) in the U.S., for example? In some ways this has already moved ahead of the process. The Memorandum of Understanding (MOU) between CSA and UL on the elimination of technical differences between their two sets of standards anticipated the aims of the FTA.

Improved service to manufacturers to reduce costs and promote trade by eliminating the need for duplicate testing, as provided for in the CSA-UL MOU was precisely what was intended by the FTA. Canada will approach the U.S. government regarding any private U.S. standards that are brought up by Canadian exporters who feel they are being used as trade barriers.

#### **Information exchange**

If test data provided by bodies of one Party are rejected by federal government bodies of the other Party, a written explanation must be provided on request. Further negotiations are contemplated in the event difficulties arise with respect to acceptance of test data.

There is a firm commitment for information exchange that is similar to the GATT obligation but slightly more demanding in that full texts of proposed federal stan-

dards-related measures must be provided with sufficient time (60 days) for discussion and comment provided to the other side. The SCC will fulfill this requirement for the FTA as it does for the GATT.

There is also a commitment to notify, where feasible, proposed standards-related measures of provinces and states that significantly affect bilateral trade.

#### **Agricultural and other goods**

As mentioned earlier, the Technical Standards Chapter does not extend to agricultural, food and beverage and certain related goods. These are covered in Chapter 7. That chapter calls for an open border policy for trade in these products and harmonization of technical regulatory requirements and inspection procedures, where feasible. Eight technical working groups with equal representation from both Parties will oversee implementation of this undertaking. Eight counterpart domestic agricultural working groups have been established to help develop Canadian positions on agricultural issues. They parallel the structure of the eight bilateral working groups, and will consult extensively with the provinces and concerned industries.

#### **CONCLUSION**

Chapter 6 of the FTA will ultimately lead to the reduction of unnecessary technical barriers to trade.

There is no requirement to harmonize Canadian standards with those of the U.S.

The Technical Standards Chapter is expected over time to significantly benefit Canadian manufacturers exporting to the United States.

#### **FTA PANEL ON SALMON AND HERRING UPHOLDS CANADIAN POSITION**

A Panel established under the Chapter 18 dispute settlement procedures of the Canada-United States Free Trade Agreement (FTA) has completed its final report.

According to International Trade Minister John C. Crosbie's statement of November 6, 1989, the

Panel examined Canada's landing requirements for Pacific salmon and herring and accepted the legitimacy of Canada's position to use these landing requirements to conserve and manage these important fisheries.

The Panel also found that the Canadian measure for West Coast salmon and herring need not apply to 100 per cent of the catch.

Canada is therefore prepared to permit some fish exports but only on the basis that its conservation and management needs are met.

The U.S. had requested that a dispute settlement panel be established to examine the consistency of Canada's landing requirements for Pacific salmon and herring -- no export unless processed in a federally certified plant in B.C. -- with our obligations under the GATT and the FTA.

#### **Peruvian Congress Approves Zones**

Legislation establishing "free zones" that will benefit foreign and national firms, banks, manufacturing plants, warehouses, privately-owned piers and other facilities has been approved by the Peruvian Congress.

It enables suppliers, manufacturers and banks of third countries to import duty-free any merchandise and raw materials and to export capital and profits.

It also allows manufacturing and service firms to operate in "Special Customs Treatment Zones" where they pay a low "special" duty tariff and sell their products and services to nationals in reduced volumes.

The free zones, to be located at border points with neighbouring countries and at the Peruvian Amazon jungle, will be administered by Comision Nacional de Zonas Francas (Free Zones National Committee) and will be jointly supervised by Peru's Ministries of Industry, Economy and Finance.

For more information on the Free Zones, contact Wayne McKenzie, Canadian Embassy, Lima, Peru. Telex: (Destination code 36) 25323. (25323PE DOMCAN).

# WIN Exports: Computer-Based System Matches Exporters, Potential Importers

Canada's trade commissioners and Canadian exporters can now take the pulse of market opportunities virtually worldwide.

All they need do is plug into **WIN Exports**--a microcomputer-based computer software information system that matches Canadian products and services with those being sought by would-be importers around the world.

But such simplicity and efficiency did not always exist.

Prior to 1985, External Affairs and International Trade Canada's trade commissioners abroad relied on personal knowledge of a market and on published trade directories to identify Canadian exporters. The trade commissioner toiled to couple importers in his or her region with Canadian firms who were capable of providing the needed product or service.

At that time, no adequate means existed to enable a trade commissioner to identify Canadian exporters by their products. Further complicating matters was the regular rotation of officers at Canada's posts. The result? The built up knowledge on local contacts was disrupted. When a trade officer was assigned a new post, the inside knowledge acquired over the years often went with him.

**WIN Exports** was the solution to these problems.

The **WIN** software provides the commercial and economic staff at Canada's posts and missions with a directory of Canadian exporters, a local importers list, and an events management system.

The **WIN** data base consists of export-oriented information on over 23,000 Canadian exporters or companies who have expressed an interest in exporting a product or service. It consolidates the export data bases of federal and provincial departments and agencies active in export development.

Each exporter listing in the **WIN** system consists of a number of elements. Aside from the standard tombstone information (company name, address, etc.), the database enumerates the products or services that the company can export and lists all countries to

which the company is presently exporting. With this information at their fingertips, Canada's trade commissioners can easily make suitable exporters aware of market opportunities in a certain sector.

**WIN** provides posts abroad with a computerized means of organizing and managing vital information on local contacts and events in the region. Incoming market opportunity data is filed for easy retrieval of pertinent data.

The **WIN** user can specify on which product or service he has received an enquiry from a Canadian exporter, creating a list under that sectoral heading.

The **WIN Exports** system is used extensively to locate importers, buyers and agents in a post's region and is an effective means for trade representatives to compile lists of serious importers seeking the products or services of Canada's suppliers.

Further to the exporter and importer directories, the database is proving to be an important tool for headquarters' officers who invite Canadian exporters to participate in trade fairs and missions sponsored by External Affairs and International Trade Canada. Specific business sectors can be examined, lists compiled, and invitations extended accordingly.

The single most important characteristic that distinguishes **WIN Exports** as a sourcing system from other data bases and information sources is the continuous two-way exchange of data between the system and the user. The user deals with Canada's exporters on a day-to-day basis in a highly dynamic international environment and has the ability to update the master data base.

Currently, the users of **WIN Exports** number 1,000--including Canada's trade missions and satellite offices.

Each **WIN** user has not only the capability but the responsibility of providing new and updated information to the database so as to constantly provide the most accurate assessment of Canada's

supply capabilities.

Since its inception in 1985, **WIN Exports** has developed from a basic pilot project at three diplomatic missions into a database capable of responding to worldwide demand.

The system has resulted in hundreds of export opportunities being presented to Canadian exporters, some of which have led to substantial contracts.

Any company currently exporting or interested in exporting can register with **WIN Exports** by contacting the nearest International Trade Centre or Peter McLachlan, **WIN Exports** (TPP), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7183.

## Appointments



Mr. D. Campbell

**Mr. Donald Campbell**, (photo) former Senior Assistant Deputy Minister of the United States Branch in External Affairs replaces **Mr. Gerald Shannon** as Deputy Minister for Interna-

tional Trade and Associate Under-Secretary of State.

**Mr. Gerald Shannon** becomes Ambassador for Multilateral Trade Negotiations and Chief Negotiator, effective immediately and effective January 1, 1990, he replaces **Mr. de Montigny Marchand** as Permanent Representative, and Ambassador to the United Nations and to the Conference on Disarmament in Geneva.

**Mr. de Montigny Marchand** becomes the Under-Secretary of State for External Affairs. This appointment is effective January 1, 1990.

**Mr. Derek Burney**, Canadian Ambassador to the United States, assumes additional responsibility as the Prime Minister's Personal Representative for the Economic Summit.

## REFERENCE CANADA: Government Telephone Information Service

Reference Canada is the federal government's nation-wide, toll-free telephone referral and basic information service that assists the public in finding answers to questions concerning the federal government.

Since its inception in 1982, Reference Canada has directed more than 3.5 million Canadians through the maze of government, connecting them to the person who can answer their queries. The service, to some extent, eliminates the image that the federal government is inaccessible, diminishes the runaround associated with government and greatly reduces misdirected calls.

In some instances, Reference Canada operates in conjunction with a provincial or territorial inquiry service. In these cases, the name of the provincial or territorial service is used, but the function remains the same.

The Service is available to Canadians in all provinces and in the territories. The following is a list of all Reference Canada tele-

phone numbers.

### Alberta

1-800-232-9481 Reference Canada  
495-2021 Edmonton (local calls)  
495-4161 Edmonton (Telecommunications Device for the Deaf)

### British Columbia

1-800-663-1381 Reference Canada  
Zenith 08918 In Northern B.C. (Atlin only)

666-5555 Vancouver (local calls)  
666-2560 Vancouver (Telecommunications Device for the Deaf)

### Manitoba

1-800-282-8060 Citizens' Inquiry Service

945-3744 Winnipeg (local calls)  
945-4796 Winnipeg (Telecommunications Device for the Deaf)

### New Brunswick

1-800-442-4400 New Brunswick Inquiries

453-2525 Fredericton (local calls)

### Newfoundland

1-800-563-2432 Reference Canada  
772-4365 St. John's (local calls)

772-6226 St. John's (Telecommunications Device for the Deaf)

### Northwest Territories

495-2021 Reference Canada (Alberta) collect calls accepted from N.W.T., area code 403 only

1-800-267-0340 Reference Canada (Ottawa) serving area code 819

### Nova Scotia

1-426-8092 Reference Canada

426-8092 Halifax (local calls)

426-6696 Halifax (Telecommunications Device for the Deaf)

### Ontario

1-800-461-1664 Reference Canada (North Bay) serving area codes 807 and 705

476-4910 North Bay (local calls)  
476-7788 North Bay (Telecommunications Device for the Deaf)

1-800-267-0340 Reference Canada (Ottawa/Hull) serving area code 613 and the Outaouais (Quebec)

995-7151 Ottawa/Hull (local calls)  
952-0845 Ottawa/Hull (Telecommunications Device for the Deaf)

1-800-387-0700 Reference Canada (Toronto) serving area codes 416 and 519

973-1993 Toronto (local calls)  
973-8099 Toronto (Telecommunications Device for the Deaf)

### Prince Edward Island

1-368-5050 Island Inquiries  
368-5050 Charlottetown (local calls)

### Quebec

Dial 0 and ask for  
Zenith Communication-Quebec

1-800-361-9596 Communication-Quebec (Telecommunications Device for the Deaf)

### Saskatchewan

1-800-667-7160 Government Inquiry Centre

780-6683 Regina (local calls)

780-7565 Regina (Telecommunications Device for the Deaf)

### Yukon

1-800-661-0408 Yukon Inquiry Centre

667-5811 Whitehorse (local calls)

### BUSINESS AGENDA

**Montreal**--December 6, 1989--Seminar: Preparing for a Business Trip. Contact Michel Morin, Association des Professionnels en Commerce International (APCI). Tel.: (514) 272-9133.

**Toronto**--January 13-16, 1990--Incoming Buyers to Toronto Furniture Market. Contact Jeanette Bardou, Quebec Furniture Manufacturers Association (QFMA). Tel.: (514) 866-3631.

**Toronto**--January 15-19, 1990--Hudson Bay Fur Auction. Contact R. Winter, External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-3671.

**Montreal**--January 16; **Toronto**--January 18; **Calgary**--January 22, 1990--Canadian-East European Trade Council (CEETC) Conference: Doing Business in Poland. Contact P. Egyed or R. Potter, Canadian Chamber of Commerce. Tel.: (613) 238-4000.

## PUBLICATIONS

*Oil and Gas Equipment/Services in Malaysia* provides an overview of the oil and gas industry, the Malaysian government's energy policy, the role of the national oil company (Petronas), and opportunities for Canadian companies. Copies available from the Asia Pacific South Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7474.

*Market Study for Canadian Food Products in Indonesia.* A comprehensive review of the food sector in Indonesia--the food industry, the market, consumer trends, competition, and opportunities for Canadian products. For a copy, contact the Asia Pacific South Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7474.

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# CANADEXPORT

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December 15, 1989

## Canada-USSR: Economic Activity Expands

It was more than "business as usual" when Prime Minister Brian Mulroney, accompanied at one point by a 240-strong Canadian business delegation, visited the Soviet Union last month.

Business as usual traditionally has meant, at least since 1980, between \$1 billion and \$2 billion in Canadian exports (primarily grain sales) to the USSR. It has also meant a trade surplus averaging \$1 billion annually in Canada's favour.

All that changed in just six days in November. Consider this:

- the signing of some 20 commercial agreements (many of them joint ventures) totalling more than \$1 billion. These commercial deals cover a wide range of sectors, including tourism, agro-food, oil and gas, pulp and paper, and automobile production.
- the signing of the Canada-USSR Foreign Investment Protection Agreement (FIPA) which, providing reciprocal investment protection, is expected to encourage more Canadian firms to invest in the USSR.
- the signing of the Canada-USSR Agreement on Province-Republic Cooperation, an umbrella agreement under which individual provinces can establish cooperation agreements in economic, scientific, technical, and cultural areas.
- the announcement of the intention to open a Canadian Consulate in Kiev, one of the Soviet Union's more industrialized and dynamic republics, will result in furthering Canada-USSR trade.
- the inaugural meeting of the Canada-USSR Business Council (CUBC) which, according to an External Affairs and International Trade Canada preliminary mission report, "represents an effective additional vehicle for encouraging and facilitating trade and investment between the two countries."

But all these developments, present and future, are not on a one-way street. Among other things, Canada hopes to cooperate to expand business training in Canada for Soviet managers and to assist Soviet exporters through the Canada-USSR Trade Task Force.

As Prime Minister Mulroney said in his speech at the CUBC inaugural meeting:

"The agreements we signed earlier this week, particularly if they are supported by further liberalization of Soviet investment regulations and, ultimately, by a fully convertible rouble, will pro-

vide a solid base for expanded economic activity between our two countries.

"The presence here at this meeting of so many leading Canadian businessmen--all with serious interests in doing business with the USSR--is an indication of the huge potential for bilateral cooperation."

For further information on Canada-USSR trade or business opportunities in the Soviet Union, contact the USSR and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada. Tel.: (613) 996-7107.

## Canada Endorses Cairns Group Agreement

Canada has endorsed the agreement by the Cairns Group to a paper that is "a blueprint for agricultural trade reform and meets Canada's key objectives for agriculture," Minister for International Trade John C. Crosbie said on welcoming the agreement.

The paper, presented last month at the General Agreement on Tariffs and Trade (GATT) meeting in Geneva, "will provide a solid basis for the expansion of

Canadian agricultural exports," added Crosbie.

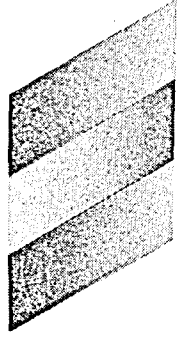
Deputy Prime Minister and Agriculture Minister Don Mazankowski noted that, with about 50 per cent of Canadian farmers' revenue coming from exports, Canadian agriculture would clearly benefit from improved and more secure access to foreign markets and reductions in trade-distorting support--as proposed by the Cairns Group.

The Cairns paper, urging the reduction of agricultural trade tariffs, represents the consensus of the 14 developed and developing countries that make up the Cairns Group.

The countries are Argentina, Australia, Brazil, Canada, Chile, Colombia, Fiji, Hungary, Indonesia, Malaysia, the Philippines, New Zealand, Thailand, and Uruguay.

These agricultural exporting countries have been working together since 1986 to ensure that meaningful agricultural trade reform be achieved by December, 1990--the deadline for completing the Uruguay Round of GATT reforms.

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External Affairs and  
International Trade Canada

Canada

## World Bank Projects

*The Canadian Embassy in Washington has provided the latest list of new projects currently being considered for World Bank funding (\$M = \$million).*

*Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed when a loan is involved) for further details.*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide** from **Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF)**, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.*

**Africa-Regional** (Washington)-Adjarala Hydroelectric Project. Purpose: to establish a hydroelectric plant (80 MW, 250 GWH) on the Mano River, including dam, powerhouse, related transmission lines (about 130 km), resettlement and environment, administration and technical assistance. This is a joint Togo-Benin project. Loan: \$40 M. Consulting services will be required. Status: project preparation underway. (Possibility of co-financing from France, Canada and Germany). Executing agency: Governments of Togo and Benin, Communauté électrique du Bénin.

**Brazil** (Brasilia)--1) Private Sector Capitalization Project. Purpose: to develop capital markets in coordination with financial sector and deregulation and privatisation projects. Loan: up to \$100 M. Consulting services: to be determined. Status: project preparation underway. Executing agency: Banco Nacional de Desenvolvimento Economico e Social. 2) Third Water and Sewerage Sector Project. Purpose: to finance investments and bring about sector policy reforms, improved investment planning, pricing and operations. Loan: up to \$200 M. Consulting services: to be determined. Status: project preparation underway. Executing agency: to be determined. 3) Ports Sector Project. Purpose: to build upon and consolidate institutional improve-

ments and support appropriate redevelopment of commercial port facilities. Loan: up to \$100 M. Consulting services: to be determined. Status: project preparation underway. Executing agency: Empresa de Portos do Brasil/A (PORTOBRAS). 4) Second Urban Sector Project. Purpose: to strengthen financial management of cities and improve municipal revenues. Loan: \$300 M. Status: project preparation underway. Executing agency: Ministerio do Interior.

**China** (Beijing)--1) Provincial Education Project. Purpose: to improve efficiency and quality of education in Shaanxi, Guizhou and Hubei provinces. Loan: \$150 M. Executing agency: State Education Commission. 2) Second Teacher Training Project. Purpose: to support reform of teacher education at normal universities. Loan: \$120 M. Consulting services: consultants likely to be required for technical assistance and training in teacher education and distance education. Status: sector work mission tentatively scheduled for April 1990. Executing agency: State Education Commission. 3) Second Rural Water Supply Project. Purpose: to improve access to clear water and sanitation in rural counties of five to seven of China's poorest inland provinces. The project would implement appropriate technology with considerable reliance on small units, handpumps and on-site sanitation facilities, along with some medium and large-sized purification systems. Loan: \$100 M. Status: identification underway. Executing agency: Foreign Loan Office, Ministry of Public Health. 4) Southern Jiangsu Environment Project. Purpose: to support investments in urban and industrial projects that demonstrate significant environmental payoffs and to strengthen institutional, regulatory and environmental management capabilities of the provincial agencies. Loan: \$150 M. Consulting services will be required for a number of studies expected to be financed under the Japan Grant Facility. Status: identification underway. Executing agency: Planning and Economic Commission of Jiangsu Province, Nanjing.

**Ethiopia** (Addis Ababa)--Urban

Poverty Alleviation Project. Loan: \$35 M. Status: appraisal mission scheduled for February 5, 1990. Executing agency: Addis Ababa Administrative Region, Water Supply and Sewerage Authority. **Ghana** (Accra)--1) Adult Education and Literacy Skills Project. Purpose: to consolidate infrastructures developed under Program of Action to mitigate the social costs of adjustment and strengthen regional and district capabilities in order to support a massive literacy campaign by providing technical assistance, teaching equipment, and training. Loan: \$30 M. Status: project under identification. Executing agency: Ministry of Education. 2) Second Transport Rehabilitation Project. Purpose: to sustain and help consolidate the momentum of economic recovery by removing physical bottlenecks to expand export, farm production and factor mobility through rehabilitation and maintenance of transport infrastructure. Loan: \$50 M. Status: appraisal mission scheduled for March 1990. Executing agency: Ministry of Finance and Economics.

**Guatemala** (Guatemala City)--1) Social Development Fund Project. Purpose: to support establishment of a social investment fund to finance very small social/basic infrastructure and productive projects being carried out by municipalities, community organizations and non-governmental organizations in rural areas. Loan: \$20 M. Status: project preparation underway. Executing agency: Ministry of Finance. 2) Health/Nutrition Sector Project. Purpose: to support government efforts to strengthen management of health sector, including improved and expanded primary health care and nutrition programs. Loan: \$25 M. Status: project preparation underway. Executing agency: Ministry of Health.

**India** (New Delhi)--Container Transport Project. Purpose: to provide rolling stock for containers; handling and communications equipment for inland container terminals. Total project cost is estimated at \$250 M of which \$150 M would be in foreign exchange. Loan: \$100 M. Status: identification mission was scheduled for late November 1989. Executing agency: Indian Railway.



**Indonesia (Jakarta)**--Third Provincial Irrigation Project. Purpose: to focus on integrated and full development of irrigated command area, and the requisite inter-agency coordination to achieve potential agricultural benefits. Loan: \$150 M. Consulting services: to be determined. Status: project preparation underway. Executing agency: to be determined.

**Kenya (Nairobi)**--First Energy Project. Purpose: expansion of geothermal and hydroelectric generating capacity, geothermal drilling for further expansion, selected aspects of energy sector policy reform. Loan: about \$60 M. Status: project preparation underway. Executing agency: Kenya Power and Lighting Co.

**Niger (Abidjan, Cote d'Ivoire)**--First Urban Project. Purpose: to strengthen technical capabilities of municipalities and their ability to mobilize local resources, increase productivity of self-employed artisans and micro-enterprises. Loan: \$20 M. Status: project being identified. Executing agency: Ministry of Plan.

**Nigeria (Lagos)**--1) Multi-State Roads Project. Purpose: to support a five-year program for the upgrading, rehabilitation and maintenance of state roads, including institutional development and resource mobilization in all aspects of technical and managerial functions. Loan: \$130 M. Status: project under preparation. Executing agency: Federal Ministry of Works and Housing.

2) Agricultural Research Project. Purpose: to provide technical assistance to further develop the Federal Agriculture Coordinating Unit, to rehabilitate agricultural research facilities and strengthen their human resources through training and technical assistance. Loan: \$50 M. Status: project under preparation. Executing agency: Federal Ministry of Science and Technology. 3) Adjustment Loan Fertilizer Sector Project. Purpose: to support reforms in production, trade, marketing and pricing policies on fertilizers. Loan: \$250 M. Executing agency: Federal Ministry of Agriculture, Water Resources and Rural Development. 4) First Telecommunications Project. Purpose: to support strengthening of the institutional and policy framework and facilitate commer-

cialization of Nitel; improve access to and quality of services and improve Nitel's financial performance. Loan: \$200 M. Consultants will be required for project and financial arrangement. Status: negotiations are tentatively scheduled for this month. Consultants were hired under Project Preparation Facility. Executing agency: Nigeria Telecommunications Ltd. (NITEL).

**Pakistan (Islamabad)**--1) Integrated Hill Management Project. Purpose: provision of inputs and support services for increased food and fodder crop production, strengthening of extension, animal health services and input distribution, afforestation of demarcated forests and hillside planting for fuelwood, construction of feeder roads, soil conservation works and technical assistance for project implementation. Location of project: Azad Jammu and Kashmir. Loan: about \$30 M (IDA) and \$50 M (IBRD). Consulting services: to be determined. Status: identification under way. Executing agency: to be determined. 2) Education Quality Project. Purpose: to improve the quality of the delivery of primary education through teacher training and enhanced education materials. Loan: about \$75 M. Consultants likely to be required for preparation and executing. Status: identification mission was scheduled for November 1989. (Co-financing is expected). Executing agency: to be determined.

**Sao Tome and Principe (Libreville, Gabon)**--Agricultural Sector Development Project. Purpose: to support government reforms in agriculture, particularly the promotion of small farmers through land tenure and the promotion of diversification. Loan: \$6 M. Status: project under preparation. Executing agency: Ministry of Agriculture and Fisheries.

**Solomon Islands (Canberra, Australia)**--Housing Project. Purpose: to formulate housing and urbanization policies, strengthen sector institutions and provide affordable housing to low-income families. The degree of environmental assessment required is to be determined. Loan: \$4 M. Status: identification mission scheduled for this month. Executing agency: to be determined.

**Uganda (Nairobi, Kenya)**--First Urban Project. Purpose: rehabilitation of urban service in Kampala and strengthening of Kampala City Council. Loan: \$35 M. Status: project preparation almost completed. Appraisal mission scheduled for March 1990. Executing agency: Ministry of Planning and Economic Development.

**Venezuela (Caracas)**--Social Development Project. Purpose: to assist the government in improving health and nutritional programs to replace general food subsidies. Loan: \$100 M. Consulting services: to be determined. Status: project preparation underway. Executing agency: Ministry of the Family.

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## Joint Venture, Trade Seminars on Poland

One-day seminars on joint ventures and trade opportunities in Poland will be held in three Canadian cities in mid-January, 1990. They follow the Canadian government's recent initiatives to support economic reform in Poland.

Each seminar--featuring economic and commercial experts from both countries, a representative of the newly created Polish Foreign Investment Agency, and workshop presentations on successful Canadian-Polish joint ventures--will be supplemented by an additional day for private consultations among seminar registrants and with Canadian and Polish government officials.

Sponsored by External Affairs and International Trade Canada, in cooperation with the governments of Quebec, Ontario and Alberta, these seminars are in: **Montreal**, January 16-17, Ritz Carlton Hotel; **Toronto**, January 18-19, Airport Hilton Hotel; and **Calgary**, January 22-23, Palliser Hotel.

For further information, contact Evan Potter, Canadian East European Trade Council, 1160-55 Metcalfe St., Ottawa K1P 6N4. Tel.: (613) 238-4000; or Renée Levcovitch/Patrice Veilleux, USSR and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada, 125 Sussex Dr., Ottawa K1A 0G2. Tel.: (613) 992-1449.

## Tourism Industry

**Canada Tourism Industry Plans Major Presence at Hong Kong Travel Expo**  
**Hong Kong--**Gaining a reputation as the foremost annual travel trade exhibition in Asia, **Inter-tour Expo** will be held here February 14-17, 1990. And, for the fourth year, Canada plans a first-rate presence.

More than 4,000 worldwide representatives from the travel trade industry are expected to attend **Intertour'90** at which the Canadian pavilion is being coordinated through the Commission for Canada in Hong Kong.

In a prominent position, Canada's entry will be the exhibition's third largest pavilion, covering some 200 square metres and housing about 20 exhibitors from the travel trade industry.

For two years in a row the Canadian pavilion has won the All Around Marketing Award which is presented to the pavilion with the best combination of design, helpful and knowledgeable staff, and the most professional working environment. Another first rate presence--and trade success--is intended this time around.

For more information on **Intertour'90**, contact Ms. Yung Yung Lam, Commercial Officer, Commission for Canada in Hong. Fax: 852-5-810-6736.

## Defence Programs, Products & Services

**Malaysia Hosts Defence Exhibition and Conference**  
**Kuala Lumpur--**Companies wishing to explore, penetrate or expand into the burgeoning South East Asian defence market will have the opportunity March 20-23, 1990.

That's when **The Second Defence Services Asia Exhibition & Conference (DSA 90)** is being held. Space at the Canadian stand, under the auspices of External Affairs and International Trade Canada, is at a premium, so it's first come, first serve.

In its first presentation in 1988, **DSA** attracted more than 350 companies from 25 countries. There

were 17 national pavilions and a total of 9,982 military and trade visitors.

The Asian Defence Journal stated that "what really propelled **DSA 88** into the category of a 'super successful' show was the presence of top brass and top decision-makers of the very armed forces that exhibitors and organizers alike have trained their sights on."

Supported by the Malaysian Ministry of Defence, **DSA 90** affords South East Asian buyers the perfect opportunity to examine the wide range of products that are available from defence manufacturers around the world.

Companies interested in participating should contact R. Grison, Japan Trade Development Division, Promotional Projects (PGTF), External Affairs and International Trade Canada. Tel.: (613) 995-8619. Fax: (613) 996-4309.

## Consumer Products

### Consumer Goods Exhibition to be Held in Poland

**Warsaw--**An exhibition designed to enhance industrial cooperation between Canadian companies and Polish companies and organizations is being held here February 27-March 2, 1990.

**The 29th International Exhibition of Consumer Goods (AGPOL'90)**--open only to people in the trade--covers products ranging from tobacco, beverages, pharmacy and household cosmetics, to electric entertainment and other household appliances, clothing, toys, and photo equipment.

Canadian companies wishing to participate or seeking more information on **AGPOL'90** may contact Foreign Trade Publicity and Publishing Enterprise, Agpol, 00-010 Warszawa, Sienkiewicza 12, Poland. Telex: 813567 agpol pl. Fax: 405607.

## Agricultural/Food Products & Services

### Puerto Rico the Venue for Food Service Show

**San Juan--**Canadian food and food service equipment companies interested in expanding into the Caribbean market might find it well worth their while to participate in

the **18th Annual Food and Food Service Equipment Trade Show** being held in this capital city April 21-23, 1990.

Following the 1989 event, nine Canadian companies reported that they anticipated sales of at least \$4.3 million over a 12-month period. They also indicated that the full-scale products display show introduced them to potential buyers, agents and distributors throughout the Caribbean.

For further information on the show, contact Jon Dundon, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 996-0677.

## Multiple Sectors

### Global Opportunities for Environmental Businesses

**Vancouver--**An International Conference and Trade Fair on Business and the Environment, **GLOBE'90**, is slated for this West Coast city March 19-23, 1990.

The trade fair, with a targeted 500 exhibitors, will offer a marketplace and showplace for the products, services and technologies from such environmental sectors as: air and land management, information systems and consulting, water/waste water, solid waste and hazardous and toxic materials management.

An estimated 15,000 environment industry buyers and corporate decision-makers are expected to attend the four-day trade fair--which also features an international business pavilion, a country meeting place (emphasizing the environmental needs of developing countries), and a buyer recruitment program which will bring in delegations from 16 countries.

The conference, which fully complements the business or trade aspect of **GLOBE'90**, is expected to attract 2,000 delegates from 50 countries.

To be part of an event that focuses on "the development and application of practical solutions to today's environmental challenges--and the business opportunities they represent", contact **GLOBE'90**, Suite 250-1130 West Pender Street, Vancouver V6E 4A4. Tel.: (604) 681-6126. Fax: (604) 681-1049.

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# CANADA-U.S. TRADE COMMISSION

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## Additional Trade and Investment Opportunities Open as Barriers Are Phased Out

Exporters in both Canada and the United States already are taking advantage of the opportunities created by the 11-month-old Free Trade Agreement (FTA)--despite its having a transition period that covers 10 years.

Additional trade and investment opportunities will open as barriers are phased down during this period.

That was the consensus of Minister for International Trade John C. Crosbie and Ambassador Carla Hills, United States Trade Representative, following the second meeting of the Canada-United States Trade Commission, held in Ottawa November 30, 1989.

Established by the FTA, the Commission is mandated to supervise the implementation of the FTA, resolve disputes, and ensure the evolution of the Agreement in the mutual interest of both countries.

Of particular satisfaction to both ministers was the reaching of a provisional agreement to accelerate the elimination of tariffs on more than 400 items. These reductions, which would cover more than \$6 billion in bilateral trade, were requested by the private sector and supported on both sides of the border.

Other decisions taken by the Commission--a summary of which appears here--were all designed to facilitate implementation of the Agreement, expand its benefits, and enable the parties to work toward further, mutually beneficial liberalization of trade and economic relations.

Also reviewed at the meeting were a number of current trade disputes- most of which did not arise from new obligations created by the FTA- that the ministers are jointly committed to try to resolve.

## TARIFF ACCELERATION

The Commission was particularly satisfied with the large volume of requests for the acceleration of tariff reductions between the two countries. The Commission recommended --subject to final approval by both governments--the accelerated elimination of tariffs on a range of tariff lines and products. The provisional agreement covers approximately \$6 billion of trade between Canada and the U.S. and is evidence of the importance companies on both sides of the border attach to the free trade provisions of the FTA.

## TEMPORARY ENTRY

In response to increasing requests from business organizations, the Commission has recommended to both governments the expansion of the categories of business people who will be allowed easier temporary entry between the two countries.

It has recommended the clarification of eligibility requirements for temporary entry for professionals covered under Chapter 15 of the Agreement. Finally, at the request of members of the profession, journalists were removed from the list of included professionals.

Both countries will now submit these proposed amendments to the necessary domestic review processes. In the U.S., the list will be published in the *Federal Register* to allow 60 days for comments from interested parties. In Canada, the list will be published in the *Canada Gazette* to allow the same time for the provinces and all interested groups to comment. The final text will be determined in the light of comments received.

## AGRICULTURAL WORKING GROUPS AND FISH WORKING GROUPS

In a joint effort to work toward the elimination of technical barriers to trade in fishery products, the Commission has created an additional working group under Article 708 of the Agreement. It also reviewed the progress of the original eight working groups. These working groups have as their long-term objective the elimination of technical barriers to trade in agricultural, food, beverage and certain related goods.

## REVIEW OF CHAPTER 19 PANEL PROCESS

The Commission recommended to their respective governments the implementation of proposed amendments to the rules procedures for the Chapter 19 binational panel review. These changes will improve the effectiveness and efficiency of the Chapter 19 dispute settlement process.

## CHAPTER 19 WORKING GROUP

The Commission noted the initial report of the Working Group. The Commission also endorsed the program of activities for the first half of the 1990 recently agreed to by the Working Group. This program included consulting domestically and gathering information necessary to the negotiations; monitoring progress in the Uruguay Round; reviewing the binational panel process; and, as appropriate, making recommendations to the Commission.

## REPORT OF THE AUTO PANEL

The Commission reviewed the draft report of the Auto Panel and agreed with its work plan to study the international competitiveness of the North American auto industry and the potential for new export opportunities and to examine automotive rules of origin. In a move that will further improve the climate of cross-border automotive trade, the Commission agreed to use the existing mechanism of the FTA to address the three recommendations of the Automotive Select Panel. These recommendations concern automotive customs procedures, statistics and standards/regulations.

## TOURISM WORKING GROUP

In an effort to enhance cooperation between the two countries in the area of tourism, the Com-

mission welcomed the establishment of a Tourism Working Group under Chapter 14 of the Agreement, and accepted the report of its first meeting.

### REVIEW OF MACHINERY AND EQUIPMENT LISTS

Canada presented to the U.S., in the context of the Commission, the Canadian lists of exemptions from customs duties of additional machinery and equipment as required by Article 401.6.3.

### PLYWOOD

The Commission reviewed the status and progress of the work of the Binational Committee on Plywood Standards and agreed to send a joint letter to the Committee urging it to submit recommendations for common standards no later than February 28, 1990.

### SERVICES WORKING GROUP

The Commission established a Working Group on Services in order to monitor the implementation of Chapter 14, consider in consultation with the industries concerned the expansion and further liberalization of trade in services pursuant to Article 1405, and report regularly to the Commission.

### FTA ACCELERATED TARIFF ELIMINATION BACKGROUND

The Trade Commission reviewed and accepted the results of recently concluded bilateral consultations during which agreement was reached on a list of items that will be subject to earlier FTA tariff elimination. The agreement is subject to final approval by both governments.

Under the agreement:

- Over 400 tariff items in each country's tariff schedule are covered. Only items that are supported by the Canadian industry concerned are included.

- There is a balance of trade interests. The package covers close to \$3.0 billion in Canadian exports to the U.S. and approximately the same value of U.S. exports to Canada, based on 1989 trade data.

- Canadian exporters will benefit from duty-free access to the U.S. market in a number of areas, including (figures represent projected exports for 1989):

- methanol (\$100 million);
- photographic film (\$93 million);
- telecommunications equipment (\$423 million);
- aluminium products (\$354 million);
- printed circuits (\$303 million); and
- diesel locomotives (\$425 million).

- Canadian manufacturers also will benefit from the elimination of Canadian duties on a range of products that are not made in Canada and are being imported from the United States for use in domestic manufacturing.

In keeping with industry requests, tariffs on most items will be eliminated upon implementation of the agreement. In some cases, tariff elimination will be accelerated from the existing ten-year phase-out schedule to the five-year schedule.

- The agreement is subject to a final approval process in Canada and the United States. In the United States, the process includes a review of the package by the House Ways and Means Committee and the Senate Finance Committee. The Committees have 60 days for that review, following which the necessary amendments to the U.S. Tariff Schedule will be made by Presidential

Proclamation. In Canada, the agreement will be implemented through Order-in-Council amendments to the Customs Tariff, following pre-publication in the *Canada Gazette* to allow interested parties an opportunity to comment.

- In light of the approval processes in both countries, it is expected that the agreement will be implemented on April 1, 1990.

- The tariff acceleration process was established by the two governments in response to representations that were being made by Canadian and U.S. industries interested in faster tariff elimination. Interested parties were invited in March to submit specific requests. Nearly 350 applications were made to the Canadian government and the U.S. government received over 200 petitions.

- On July 15, the consolidated list of requests received by the Canadian and U.S. governments was published in the *Canada Gazette*. During the domestic consultation period which followed, over 1,200 written submissions were received by the Government from industry associations, labour unions, and individual firms. The Government also solicited and received advice from its industry advisory groups, the International Trade Advisory Committee (ITAC) and the Sectoral Advisory Groups on International Trade (SAGITs), and from Provincial governments.

- In the Free Trade Agreement, Article 401.5 provides for accelerated elimination of tariffs subject to bilateral consultation.

- The Government is willing to pursue in the future requests that enjoy broad industry support.

## TEMPORARY ENTRY FOR BUSINESS PERSONS--CHAPTER 15

As required by Article 1503 of the FTA, consultations have been held with the U.S. to develop measures to further facilitate temporary entry of business persons on a reciprocal basis, and to develop amendments and additions to Annex 1502.1.

The Commission approved a number of amendments proposed by the consultative mechanism. In general, they included:

-- the rewording of the provision for "sales" to ensure it conforms to language found elsewhere in the Chapter;

-- the insertion of a paragraph in the Distribution provision in Schedule 1 to allow facilitated entry of operators of high-capacity motor coaches on regularly scheduled routes (with or without intermediate loading or delivery of passengers within the United States/Canada) that were in operation at the time of entry into force of the Agreement;

-- the incorporation of minimum standards for qualification in each of the professional groups listed in Schedule 2 of the Annex (this is necessary to enable professionals to understand the criteria and ensure reciprocal treatment by port of entry officials in both countries);

-- the addition of more professions to the current list contained in Schedule 2 where inclusion has been sought by that professional group (e.g. geologists) or where the internal logic of the current list dictates inclusion (e.g. chemists were not on the original list yet scientific technicians working in support of chemists were included); and

-- the deletion of journalists from the current list because of widespread representations from journalists objecting to inclusion.

Both countries will now submit the proposed amendments to the necessary domestic review processes. In the U.S., the list will be published in the *Federal Register* to allow 60 days for comments from interested parties. In Canada, the list will be published in the *Canada Gazette* to allow the same time for provinces and all interested groups to comment. The final text will be determined in the light of comments received.

# DISPUTE SETTLEMENT UNDER THE FTA

Dispute resolution under the Free Trade Agreement (FTA) is treated under both Chapter 18 and Chapter 19. The general system is contained in Chapter 18 and applies to all bilateral trade issues arising under the FTA except for the review of anti-dumping and countervailing duty cases (AD/CVD), which are dealt with under Chapter 19.

## CHAPTER 18: INSTITUTIONAL PROVISIONS

The success of any economic relationship requires careful management.

To that end, the FTA establishes the Canada-United States Trade Commission which assumes overall operational responsibility for the Agreement. The Commission is headed by the cabinet level officials having responsibility for international trade -- in Canada, Minister for International Trade John C. Crosbie and in the United States, Trade Representative Ambassador Carla Hills.

Chapter 18 allows for flexibility in the management of bilateral trade issues. Identification of the trade problem and settlement of an actual dispute is a graduated process--moving from unstructured official level consultations to a formal Commission meeting and finally, if required, to formal submission to a five-person panel.

The first steps are dispute avoidance. Article 1804 entitles a party to request consultations on any matter affecting the operation of the FTA, except for financial services (falling under Chapter 17) and AD/CVD issues.

If after 30 days these consultations are not successful, either Party can refer the matter to the Trade Commission for resolution under Article 1805. If the Commission has not settled the issue within a further 30 days, dispute resolution can be triggered.

This means either, at the request of one Party, the establishment of a panel of five experts to

review the issue; or if the parties agree, referral of the issue to binding arbitration by a binational panel; or, for emergency safeguard action under Chapter 11, automatic referral to a panel for binding arbitration.

Panels are comprised of five individuals, with each country nominating two members and the fifth member being selected by joint agreement. A roster of 50 people has been established from which the panelists may be selected!

Generally, panels must report to the Commission within 150 days, with the Commission agreeing within a further 30 days to a settlement which would normally conform to the panel's report. With the agreement of both Parties the process can be accelerated, as was the case with the salmon and herring panel. Failure by a Party to comply with the final report or with the decision of the Commission allows the other Party to suspend trading benefits of equivalent effect.

## ONGOING CHAPTER 18 CASES

### Panels:

#### Salmon and Herring

The first panel constituted under Chapter 18 of the FTA to consider a dispute involving the Canadian landing requirement for West Coast salmon and herring presented its Final Report to the Parties on October 16.

The panel held that while a landing requirement is a legitimate conservation measure, the Canadian requirement was too broad and need not apply to 100% of the catch. It suggested that Canada permit some exports directly from the grounds (10%-20% of the catch).

Canada announced on November 6 that it will adopt the Report. The Federal Government is working towards implementation of the panel findings in consultation with the B.C. Government, industry, and the United States.

### Consultations:

Bilateral consultations under Article 1804 of the FTA have been held on a number of issues including: cable retransmission rights (request by both countries), fresh fruits and vegetable labelling (U.S. request), lobsters minimum size requirements (Canadian request), plywood (Canadian request), wines and spirits (U.S. request), and wool (Canadian request).

## CHAPTER 19: BINATIONAL DISPUTE SETTLEMENT IN ANTI-DUMPING AND COUNTERVAILING DUTY CASES.

While the Chapter 18 process is quite general, Chapter 19 is much narrower in its focus and more technical in its application. It addresses dispute settlement only in subsidization and anti-dumping cases.

In such cases, administrative bodies or tribunals in each country investigate complaints made by domestic producers concerning imported goods, and hand down decisions as to a) whether a foreign firm(s) is benefitting from subsidies, or selling its products at below fair market value; and b) whether imports are causing or threatening to cause material injury to the domestic industry.

These decisions are known as "final determinations", and may result in the assessment of a duty on the imported goods. Prior to the FTA, these decisions were reviewable only by domestic courts, a process which took up to 5 years, was very expensive, and appeared to favour the domestic producer. This is no longer the case.

Chapter 19 allows for the establishment of binational panels to replace judicial review of final determinations. Through their government, individuals having an interest in such cases can automatically invoke the panel procedures. This is unlike Chapter 18 which is exclusively a government-

to-government process.

If a Party requests binational panel review, the final determination will not be reviewed by the domestic court. Jurisdiction is removed from the Court of International Trade in the United States and from the Federal Court of Canada, as the case may be, and conferred on the binational panel. The panel applies the same standard of judicial review that would have been used by the local court.

Each panel has two members appointed by each country, with the fifth normally selected by mutual agreement. Canada and the United States have developed a roster of 50 candidates that may be called upon to serve on Chapter 19 panels, in addition to the 50 panelists available to arbitrate Chapter 18 disputes. Eligible candidates are Canadian and American lawyers and non-lawyers. A lawyer must act as Chairperson.

The panels, acting as courts, are required to arrive at a decision within 315 days. The decisions are binding, as each country's implementing legislation requires the domestic administrative authority or tribunal to implement the panel decision.

To ensure fairness in the integrity of the panel process, elaborate procedures have been developed to address any potential for the appearance of unfairness or bias. In the unlikely event that a panelist has a conflict of interest

or there has been a serious miscarriage of justice, either government can invoke an extraordinary challenge procedure involving a panel of three former judges who will determine if the allegations are valid and if a new panel will be required to review the issues.

No other international trade agreement incorporates in its dispute settlement mechanism judicial review of the activities of domestic agencies, with dispute-settlement panels vested with power to issue legally binding decisions to such agencies.

The binding nature of such decisions will serve as an incentive to ensure that the administrative authorities carry out their responsibilities in a consistent, predictable and fair manner.

## ONGOING CHAPTER 19 CASES

### Pork

On August 22, the Government of Canada joined the Canadian Pork Council, the Canadian Meat Council and the Alberta, Ontario and Quebec Governments in requesting the establishment of a Chapter 19 panel to review the final determination of subsidy made by the Commerce Department on July 18. A decision by this panel is due by July 3, 1990.

The U.S. International Trade Commission decision that imports of Canadian pork are also threatening to cause injury to U.S. pork producers is being appealed by

Canadian pork producers under a separate FTA Chapter 19 panel. A decision is due by August 24, 1990.

In addition, the Canadian government has requested the establishment of a GATT dispute settlement panel to examine Canada's complaint that the U.S. decision to assume that Canadian pork processors benefit automatically from assistance to swine farmers was contrary to GATT rules.

### Steel Rails

Sydney Steel Corp. (SYSCO) is challenging the final countervailing duty determination made by the U.S. Department of Commerce against imports of steel rails from Canada, which set the countervailing duty rate at 113.56 per cent (Steel Rail I).

Algoma Steel, which was found not to be benefitting from subsidies in the same investigation, will challenge the anti-dumping finding which increased the dumping margin from a preliminary rate of 2.72 per cent to a final of 38.79 per cent (Steel Rail II). The injury decision made by the U.S. International Trade Commission will also be reviewed.

### Other Panels

Six other panels have been requested.

Five concern challenges by Canadian exporters to decisions made by the U.S. Department of Commerce either against administrative reviews (Red Raspberries, Paving Parts II and III, Salted Codfish) or against the scope of the Commerce decision (Paving Parts I).

Hearings have been held for Red Raspberries and Paving Parts, and decisions are expected by mid-January, 1990. The Salted Codfish case is expected to be settled with the removal of the dumping order because the American complainant is in bankruptcy.

The sixth request is by a U.S. exporter challenging a Canadian decision (Induction Motors). This case is expected to be withdrawn.

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# Agri-Food Products Division

Canada's agri-food exports are gaining a higher share of world trade. This is true both for *primary products*--other than grains and oilseeds--where Canada's share has grown from 6.2 per cent in 1980 to 6.7 per cent in 1987, and for *processed products* which, in the same period, have moved from 6.4 per cent to 8.5 per cent of total exports.

The statistics are substantiated in a recent analysis of food exports by 28 countries. The analysis--made by the Agri-Food Division (TAA) of External Affairs and International Trade Canada--was based on information from the United Nations International Trade Data Bank and covered 145 product categories.

Among the findings, based on 1987 figures:

--Canada's exports of primary products (excluding grains) totalled US\$1.9 billion. Primary products include fruits and vegetables (US\$300 million), feeds (US\$230 million), hides/fur skins (US\$360 million), and other, including live animals, tobacco, horticulture and crude vegetables;

--Canada's exports of processed foods totalled US\$4.5 billion. Processed foods include, among others, meat (US\$820 million), fish/marine (US\$2.1 billion), dairy (US\$130 million), cereal preparations (US\$282 million), and beverages (US\$432 million).

The objectives of the survey were to measure international trade trends by products and markets, to analyze Canada's performance and current position in international trade, and to identify potential opportunities for Canadian products.

The exploitation of identified opportunities is pertinent to the role of (TAA) personnel--who are here to assist Canadian exporters and would-be exporters in penetrating world markets.

On hand to serve the Canadian business community, TAA gathers (from trade divisions at some 111 Canadian Embassies around the world) and disseminates (to Canadian agri-food products companies) relevant trade information (eg. what products/services

are in demand in what countries).

These efforts are assisted through the use of WIN Exports, a micro-computer-based computer software information system that matches Canadian products and services with those being sought by would-be importers around the world. Currently there are 1,000 WIN users, including Canada's trade missions and satellite offices.

WIN is an indispensable tool, but equally important is the need for TAA officers to maintain close personal contact with Canadian companies, business associations, export-oriented corporations, and other federal and provincial government agencies and departments.

In this regard, TAA's officers maintain an ongoing program of consultations with individual companies across the country to explain various government programs, to discuss potential export opportunities, and to learn, first-hand, of a firm's interest in export markets.

TAA officers also work closely with other trade officials of External Affairs and International Trade Canada's geographic divisions as well as with those at the International Trade Centres across Canada.

This includes suggesting appropriate participants for trade fairs and missions, or identifying Canadian companies that could benefit or take advantage of visits by in-coming buyers missions.

In order to maximize the effectiveness of the department's trade development program, TAA initiates activities or complements the activities of other divisions within the department that are aimed at further expanding Canada's agri-food exports.

\*

TAA contacts for Primary Agricultural Products (specialization in brackets) are:

Don G. McNicol, Director, tel.: (613) 996-3671; Rick Winter, Deputy Director (breeding livestock--dairy & beef cattle, horses, swine, goats, sheep--semen, ova, hides, skins, furs), tel.: (613) 996-3523; Sam Elkady (seeds, pulse crops, livestock feeds, leaf &

manufactured tobacco, dehydrated alfalfa and specialty crops like mustard, canary, buckwheat), tel.: (613) 995-1775; Dominique Veilleux (seed potatoes, fresh fruits & vegetables, floriculture, nursery stock, ginseng), tel.: (613) 996-3409.

TAA contacts for Processed Foods (specialization in brackets) are: Leo R. Leduc, Deputy Director (distilled liquor, food additive regulations, trading houses), tel.: (613) 995-1773; W.J. Curran (dairy products, eggs, pasta, vegetable oils, margarine, maple syrup, honey), tel.: (613) 995-1774; Allen P. Christensen (meats, poultry, pet foods), tel.: (613) 996-3644; Paul-Andre Gagnon (beverages, including wine, beer, bottled water, spices, coffee, tea, sugar, cereal preparations, baby food, wild rice), tel.: (613) 996-3597. Suzanne Gaetan (processed fruits & vegetables, bakery products, candies, snack foods, prepared foods), tel.: (613) 995-3658.

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## Appointments

Mr. A. de Lotbinière Panet and Ms. Margaret Prentis have been appointed to a panel established under Chapter 19 of the Free Trade Agreement. The panel will review the U.S. Department of Commerce's July 18 final determination of subsidy in the countervail action against imports of fresh, chilled or frozen pork.

Mr. Panet is a partner with the legal firm of Perley-Robertson, Panet, Hill and McDougall of Ottawa.

Ms. Prentis is a former member of the Canadian Import Tribunal, Ottawa.

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## Numbers to Note

Facsimile numbers for Canadian Consulates in Germany are: Munich, 089 2285987; Frankfurt, 069 235772; West Berlin, 030 2629206; and Düsseldorf, 0211 359165. For the Canadian Embassy, San Jose, the facsimile number is (506) 23-23-95 and new telephone numbers for the Canadian Embassy in Havana are 2-6516, 2-6517, 2-6527, 29-3392.

# BUSINESS AGENDA

**Montreal, Jan. 16-17; Toronto, Jan. 18-19, Calgary, Jan. 22-23, 1990**--Seminar series on joint ventures and trade opportunities in Poland. Contact Evan Potter, Canadian East European Trade Council. Tel.: (613) 238-4000; or Renée Levcovitch/Patrice Veilleux, USSR & Eastern Europe Trade Development Division (RBT), EAITC. Tel.: (613) 992-1449.

**Mississauga, Jan. 13-14; Scarborough, Jan. 27-28; Kitchener, Feb. 24-25; and Toronto, March 10-11, 1990**--Export Management and Administration Course. Contact Mike MacDonald, Canadian Exporters' Association. Tel.: (613) 238-8888. Fax: (613) 563-9218.

**Montreal, Feb. 2-11, 1990**--Expo Nautique Internationale, Olympic Stadium. Contact Francine St-Laurent, Expo Director, Salons nationaux des sportsmen au Canada. Tel.: (514) 866-5409.

**Toronto, Feb. 4-6, 1990**--Canadian Hardware/Houseware/Home Improvement Show, Exhibition Place. Contact Show Manager Joe Edwards, Canadian Retail Hardware Association. Tel.: (416) 821-3470 or 1-800-268-3965.

**Halifax, Feb. 4-7, 1990**--Incoming Buyers to Atlantic Canada Craft Trade Show. Contact Peter Griffin, Nova Scotia Department of Industry, Trade and Technology. Tel.: (902) 424-4212; or D. Rosenthal (ITC). Tel.: (902) 426-6125.

**Montreal, Feb. 11-14, 1990**--The 73rd Canadian Sporting Goods Association (CSGA) Annual International Convention and Exhibition. Contact Ms. Gaby Deschamps, CSGA Administrative Director. Tel.: (514) 845-6113.

**Toronto, Feb. 12-14, 1990**--Leathermark '90 - Incoming Buyers. Contact N. Peacock, EAITC/UTE. Tel.: (613) 991-9476.

**Montreal, Feb. 14-16, 1990**--Software '90. A conference on the Canadian software industry focussing on marketing, organized by the Canadian Advanced Technology Association (CATA) and the Canadian Association of Data, Profes-

sional Services and Software Organizations (CADAPSO). Contact K. Parsonage (ISTC). Tel.: (613) 954-3287; Fruji Bull, CADAPSO. Tel.: (613) 230-3524; or Roy Woodbridge, CATA. Tel.: (613) 236-6550. **Calgary, Feb. 22-24, 1990**--Prai-

rie Implement Manufacturers Association (PIMA) 20th Annual Convention and Trade Expo. Contact Bill Teerhuis, Manitoba Department of Industry, Trade and Tourism (DITT). Tel.: (204) 945-2428.

## PUBLICATIONS

***A Study of the Market for Telecommunications Products in Singapore. Thailand Market Study - Telecommunications.*** This sector is considered a priority for all member countries of the Association of South East Asian Nations (ASEAN). Outlined are the national agencies involved in telecommunications, development plans, projects, and opportunities for Canadian companies. Available from the Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7474.

***Venture Capital in Canada: A Guide and Sources.*** Jointly produced by the Association of Canadian Venture Capital Companies (ACVCC) and by Industry, Science and Technology Canada (ISTC), the brochure includes information on the history and status of the venture capital industry, a chapter for entrepreneurs on raising venture capital, and a section on the activities and programs of the ACVCC, ISTC, provincial venture programs, as well as profiles of Canadian venture capital companies. Available from the ACVCC, 1881 Yonge St., Suite 600, Toronto M4S 1Y6. Tel.: (416) 487-0519; or the Investment and Technology Development Division, Industry, Science and Technology Canada, 235 Queen St., Ottawa K1A 0H5. Tel.: (613) 954-5290.

***Joint Venturing Abroad*** summarizes talks delivered during a seminar (in Ottawa, October, 19, 1988) jointly organized by the University of Ottawa, the Canadian Exporters' Association, and the Canadian International Development Agency. Topics include the pre-contractual phase of a joint venture, establishing and financing of a joint venture, management and dissolution, and aspects of organizing a joint venture in Latin America, Asia and Africa.

***Proceedings of the Conference on the New Rules Governing the International Sale of Goods*** summarizes talks given during a seminar (in Ottawa, October 14, 1988), jointly organized by the University of Ottawa and the Canadian Exporters' Association. Topics include an analysis of the new rules (effective January 1, 1988) brought about by the Vienna Convention; the impact of the new rules on law and current sales practices; and the future effects of the rules in Canada and abroad.

The seminar publications contain French and English texts, reflecting the language used by seminar speakers.

The two publications are available, at \$45 each, from the Librairie Wilson & Lafleur Ltée, 39 Notre-Dame St. West, Montreal H2Y 1S5. Tel.: (514) 288-7153.

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# CANADLEXPORT

Vol.7 No.19

December 15, 1989

## Canada-USSR: Economic Activity Expands

It was more than "business as usual" when Prime Minister Brian Mulroney, accompanied at one point by a 240-strong Canadian business delegation, visited the Soviet Union last month.

Business as usual traditionally has meant, at least since 1980, between \$1 billion and \$2 billion in Canadian exports (primarily grain sales) to the USSR. It has also meant a trade surplus averaging \$1 billion annually in Canada's favour.

All that changed in just six days in November. Consider this:

--the signing of some 20 commercial agreements (many of them joint ventures) totalling more than \$1 billion. These commercial deals cover a wide range of sectors, including tourism, agro-food, oil and gas, pulp and paper, and automobile production.

--the signing of the Canada-USSR Foreign Investment Protection Agreement (FIPA) which, providing reciprocal investment protection, is expected to encourage more Canadian firms to invest in the USSR.

--the signing of the Canada-USSR Agreement on Province-Republic Cooperation, an umbrella agreement under which individual provinces can establish cooperation agreements in economic, scientific, technical, and cultural areas.

--the announcement of the intention to open a Canadian Consulate in Kiev, one of the Soviet Union's more industrialized and dynamic republics, will result in furthering Canada-USSR trade.

--the inaugural meeting of the Canada-USSR Business Council (CUBC) which, according to an External Affairs and International Trade Canada preliminary mission report, "represents an effective additional vehicle for encouraging and facilitating trade and investment between the two countries."

But all these developments, present and future, are not on a one-way street. Among other things, Canada hopes to cooperate to expand business training in Canada for Soviet managers and to assist Soviet exporters through the Canada-USSR Trade Task Force.

As Prime Minister Mulroney said in his speech at the CUBC inaugural meeting:

"The agreements we signed earlier this week, particularly if they are supported by further liberalization of Soviet investment regulations and, ultimately, by a fully convertible rouble, will pro-

vide a solid base for expanded economic activity between our two countries.

"The presence here at this meeting of so many leading Canadian businessmen--all with serious interests in doing business with the USSR--is an indication of the huge potential for bilateral cooperation."

For further information on Canada-USSR trade or business opportunities in the Soviet Union, contact the USSR and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada. Tel.: (613) 996-7107.

## Canada Endorses Cairns Group Agreement

Canada has endorsed the agreement by the Cairns Group to a paper that is "a blueprint for agricultural trade reform and meets Canada's key objectives for agriculture," Minister for International Trade John C. Crosbie said on welcoming the agreement.

The paper, presented last month at the General Agreement on Tariffs and Trade (GATT) meeting in Geneva, "will provide a solid basis for the expansion of

Canadian agricultural exports," added Crosbie.

Deputy Prime Minister and Agriculture Minister Don Mazankowski noted that, with about 50 per cent of Canadian farmers' revenue coming from exports, Canadian agriculture would clearly benefit from improved and more secure access to foreign markets and reductions in trade-distorting support--as proposed by the Cairns Group.

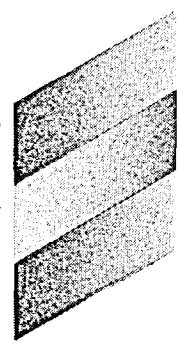
The Cairns paper, urging the reduction of agricultural trade tariffs, represents the consensus of the 14 developed and developing countries that make up the Cairns Group.

The countries are Argentina, Australia, Brazil, Canada, Chile, Colombia, Fiji, Hungary, Indonesia, Malaysia, the Philippines, New Zealand, Thailand, and Uruguay.

These agricultural exporting countries have been working together since 1986 to ensure that meaningful agricultural trade reform be achieved by December, 1990--the deadline for completing the Uruguay Round of GATT reforms.

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External Affairs and  
International Trade Canada



Canada

## World Bank Projects

*The Canadian Embassy in Washington has provided the latest list of new projects currently being considered for World Bank funding (\$M = \$million).*

*Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed when a loan is involved) for further details.*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.*

**Africa-Regional** (Washington)-Adjarala Hydroelectric Project. Purpose: to establish a hydroelectric plant (80 MW, 250 GWH) on the Mano River, including dam, powerhouse, related transmission lines (about 130 km), resettlement and environment, administration and technical assistance. This is a joint Togo-Benin project. Loan: \$40 M. Consulting services will be required. Status: project preparation underway. (Possibility of co-financing from France, Canada and Germany). Executing agency: Governments of Togo and Benin, Communauté électrique du Bénin.

**Brazil** (Brasilia)--1) Private Sector Capitalization Project. Purpose: to develop capital markets in coordination with financial sector and deregulation and privatisation projects. Loan: up to \$100 M. Consulting services: to be determined. Status: project preparation underway. Executing agency: Banco Nacional de Desenvolvimento Economico e Social.

2) Third Water and Sewerage Sector Project. Purpose: to finance investments and bring about sector policy reforms, improved investment planning, pricing and operations. Loan: up to \$200 M. Consulting services: to be determined. Status: project preparation underway. Executing agency: to be determined. 3) Ports Sector Project. Purpose: to build upon and consolidate institutional improve-

ments and support appropriate redevelopment of commercial port facilities. Loan: up to \$100 M. Consulting services: to be determined. Status: project preparation underway. Executing agency: Empresa de Portos do Brasil/A (PORTOBRAS). 4) Second Urban Sector Project. Purpose: to strengthen financial management of cities and improve municipal revenues. Loan: \$300 M. Status: project preparation underway. Executing agency: Ministerio do Interior.

**China** (Beijing)--1) Provincial Education Project. Purpose: to improve efficiency and quality of education in Shaanxi, Guizhou and Hubei provinces. Loan: \$150 M. Executing agency: State Education Commission. 2) Second Teacher Training Project. Purpose: to support reform of teacher education at normal universities. Loan: \$120 M. Consulting services: consultants likely to be required for technical assistance and training in teacher education and distance education. Status: sector work mission tentatively scheduled for April 1990. Executing agency: State Education Commission. 3) Second Rural Water Supply Project. Purpose: to improve access to clear water and sanitation in rural counties of five to seven of China's poorest inland provinces. The project would implement appropriate technology with considerable reliance on small units, handpumps and on-site sanitation facilities, along with some medium and large-sized purification systems. Loan: \$100 M. Status: identification underway. Executing agency: Foreign Loan Office, Ministry of Public Health. 4) Southern Jiangsu Environment Project. Purpose: to support investments in urban and industrial projects that demonstrate significant environmental payoffs and to strengthen institutional, regulatory and environmental management capabilities of the provincial agencies. Loan: \$150 M. Consulting services will be required for a number of studies expected to be financed under the Japan Grant Facility. Status: identification underway. Executing agency: Planning and Economic Commission of Jiangsu Province, Nanjing.

**Ethiopia** (Addis Ababa)--Urban

Poverty Alleviation Project. Loan: \$35 M. Status: appraisal mission scheduled for February 5, 1990. Executing agency: Addis Ababa Administrative Region, Water Supply and Sewerage Authority. **Ghana** (Accra)--1) Adult Education and Literacy Skills Project. Purpose: to consolidate infrastructures developed under Program of Action to mitigate the social costs of adjustment and strengthen regional and district capabilities in order to support a massive literacy campaign by providing technical assistance, teaching equipment, and training. Loan: \$30 M. Status: project under identification. Executing agency: Ministry of Education. 2) Second Transport Rehabilitation Project. Purpose: to sustain and help consolidate the momentum of economic recovery by removing physical bottlenecks to expand export, farm production and factor mobility through rehabilitation and maintenance of transport infrastructure. Loan: \$50 M. Status: appraisal mission scheduled for March 1990. Executing agency: Ministry of Finance and Economics.

**Guatemala** (Guatemala City)--1) Social Development Fund Project. Purpose: to support establishment of a social investment fund to finance very small social/basic infrastructure and productive projects being carried out by municipalities, community organizations and non-governmental organizations in rural areas. Loan: \$20 M. Status: project preparation underway. Executing agency: Ministry of Finance. 2) Health/Nutrition Sector Project. Purpose: to support government efforts to strengthen management of health sector, including improved and expanded primary health care and nutrition programs. Loan: \$25 M. Status: project preparation underway. Executing agency: Ministry of Health.

**India** (New Delhi)--Container Transport Project. Purpose: to provide rolling stock for containers; handling and communications equipment for inland container terminals. Total project cost is estimated at \$250 M of which \$150 M would be in foreign exchange. Loan: \$100 M. Status: identification mission was scheduled for late November 1989. Executing agency: Indian Railway.

**Indonesia (Jakarta)**--Third Provincial Irrigation Project. Purpose: to focus on integrated and full development of irrigated command area, and the requisite inter-agency coordination to achieve potential agricultural benefits. Loan: \$150 M. Consulting services: to be determined. Status: project preparation underway. Executing agency: to be determined.

**Kenya (Nairobi)**--First Energy Project. Purpose: expansion of geothermal and hydroelectric generating capacity, geothermal drilling for further expansion, selected aspects of energy sector policy reform. Loan: about \$60 M. Status: project preparation underway. Executing agency: Kenya Power and Lighting Co.

**Niger (Abidjan, Cote d'Ivoire)**--First Urban Project. Purpose: to strengthen technical capabilities of municipalities and their ability to mobilize local resources, increase productivity of self-employed artisans and micro-enterprises. Loan: \$20 M. Status: project being identified. Executing agency: Ministry of Plan.

**Nigeria (Lagos)**--1) Multi-State Roads Project. Purpose: to support a five-year program for the upgrading, rehabilitation and maintenance of state roads, including institutional development and resource mobilization in all aspects of technical and managerial functions. Loan: \$130 M. Status: project under preparation. Executing agency: Federal Ministry of Works and Housing.

2) Agricultural Research Project. Purpose: to provide technical assistance to further develop the Federal Agriculture Coordinating Unit, to rehabilitate agricultural research facilities and strengthen their human resources through training and technical assistance. Loan: \$50 M. Status: project under preparation. Executing agency: Federal Ministry of Science and Technology. 3) Adjustment Loan Fertilizer Sector Project. Purpose: to support reforms in production, trade, marketing and pricing policies on fertilizers. Loan: \$250 M. Executing agency: Federal Ministry of Agriculture, Water Resources and Rural Development. 4) First Telecommunications Project. Purpose: to support strengthening of the institutional and policy framework and facilitate commer-

cialization of Nitel; improve access to and quality of services and improve Nitel's financial performance. Loan: \$200 M. Consultants will be required for project and financial arrangement. Status: negotiations are tentatively scheduled for this month. Consultants were hired under Project Preparation Facility. Executing agency: Nigeria Telecommunications Ltd. (NITEL).

**Pakistan (Islamabad)**--1) Integrated Hill Management Project. Purpose: provision of inputs and support services for increased food and fodder crop production, strengthening of extension, animal health services and input distribution, afforestation of demarcated forests and hillside planting for fuelwood, construction of feeder roads, soil conservation works and technical assistance for project implementation. Location of project: Azad Jammu and Kashmir. Loan: about \$30 M (IDA) and \$50 M (IBRD). Consulting services: to be determined. Status: identification under way. Executing agency: to be determined. 2) Education Quality Project. Purpose: to improve the quality of the delivery of primary education through teacher training and enhanced education materials. Loan: about \$75 M. Consultants likely to be required for preparation and executing. Status: identification mission was scheduled for November 1989. (Co-financing is expected). Executing agency: to be determined.

**Sao Tome and Principe (Libreville, Gabon)**--Agricultural Sector Development Project. Purpose: to support government reforms in agriculture, particularly the promotion of small farmers through land tenure and the promotion of diversification. Loan: \$6 M. Status: project under preparation. Executing agency: Ministry of Agriculture and Fisheries. **Solomon Islands (Canberra, Australia)**--Housing Project. Purpose: to formulate housing and urbanization policies, strengthen sector institutions and provide affordable housing to low-income families. The degree of environmental assessment required is to be determined. Loan: \$4 M. Status: identification mission scheduled for this month. Executing agency: to be determined.

**Uganda (Nairobi, Kenya)**--First Urban Project. Purpose: rehabilitation of urban service in Kampala and strengthening of Kampala City Council. Loan: \$35 M. Status: project preparation almost completed. Appraisal mission scheduled for March 1990. Executing agency: Ministry of Planning and Economic Development. **Venezuela (Caracas)**--Social Development Project. Purpose: to assist the government in improving health and nutritional programs to replace general food subsidies. Loan: \$100 M. Consulting services: to be determined. Status: project preparation underway. Executing agency: Ministry of the Family.

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## Joint Venture, Trade Seminars on Poland

One-day seminars on joint ventures and trade opportunities in Poland will be held in three Canadian cities in mid-January, 1990. They follow the Canadian government's recent initiatives to support economic reform in Poland.

Each seminar--featuring economic and commercial experts from both countries, a representative of the newly created Polish Foreign Investment Agency, and workshop presentations on successful Canadian-Polish joint ventures--will be supplemented by an additional day for private consultations among seminar registrants and with Canadian and Polish government officials.

Sponsored by External Affairs and International Trade Canada, in cooperation with the governments of Quebec, Ontario and Alberta, the seminars are in: **Montreal**, January 16-17, Ritz Carlton Hotel; **Toronto**, January 18-19, Airport Hilton Hotel; and **Calgary**, January 22-23, Palliser Hotel.

For further information, contact Evan Potter, Canadian East European Trade Council, 1160-55 Metcalfe St., Ottawa K1P 6N4. Tel.: (613) 238-4000; or Renée Levcovitch/Patrice Veilleux, USSR and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada, 125 Sussex Dr., Ottawa K1A 0G2. Tel.: (613) 992-1449.

## Tourism Industry

**Canada Tourism Industry Plans Major Presence at Hong Kong Travel Expo**  
**Hong Kong--**Gaining a reputation as the foremost annual travel trade exhibition in Asia, **Intertour Expo** will be held here February 14-17, 1990. And, for the fourth year, Canada plans a first-rate presence.

More than 4,000 worldwide representatives from the travel trade industry are expected to attend **Intertour'90** at which the Canadian pavilion is being coordinated through the Commission for Canada in Hong Kong.

In a prominent position, Canada's entry will be the exhibition's third largest pavilion, covering some 200 square metres and housing about 20 exhibitors from the travel trade industry.

For two years in a row the Canadian pavilion has won the All Around Marketing Award which is presented to the pavilion with the best combination of design, helpful and knowledgeable staff, and the most professional working environment. Another first rate presence--and trade success--is intended this time around.

For more information on **Intertour'90**, contact Ms. Yung Yung Lam, Commercial Officer, Commission for Canada in Hong. Fax: 852-5-810-6736.

## Defence Programs, Products & Services

**Malaysia Hosts Defence Exhibition and Conference Kuala Lumpur--**Companies wishing to explore, penetrate or expand into the burgeoning South East Asian defence market will have the opportunity March 20-23, 1990.

That's when **The Second Defence Services Asia Exhibition & Conference (DSA 90)** is being held. Space at the Canadian stand, under the auspices of External Affairs and International Trade Canada, is at a premium, so it's first come, first serve.

In its first presentation in 1988, **DSA** attracted more than 350 companies from 25 countries. There

were 17 national pavilions and a total of 9,982 military and trade visitors.

The Asian Defence Journal stated that "what really propelled **DSA 88** into the category of a 'super successful' show was the presence of top brass and top decision-makers of the very armed forces that exhibitors and organizers alike have trained their sights on."

Supported by the Malaysian Ministry of Defence, **DSA 90** affords South East Asian buyers the perfect opportunity to examine the wide range of products that are available from defence manufacturers around the world.

Companies interested in participating should contact R. Grison, Japan Trade Development Division, Promotional Projects (PGTF), External Affairs and International Trade Canada. Tel.: (613) 995-8619. Fax: (613) 996-4309.

## Consumer Products

### Consumer Goods Exhibition to be Held in Poland

**Warsaw--**An exhibition designed to enhance industrial cooperation between Canadian companies and Polish companies and organizations is being held here February 27-March 2, 1990.

The **29th International Exhibition of Consumer Goods (AGPOL'90)**--open only to people in the trade--covers products ranging from tobacco, beverages, pharmacy and household cosmetics, to electric entertainment and other household appliances, clothing, toys, and photo equipment.

Canadian companies wishing to participate or seeking more information on **AGPOL'90** may contact Foreign Trade Publicity and Publishing Enterprise, Agpol, 00-010 Warszawa, Sienkiewicza 12, Poland. Telex: 813567 agpol pl. Fax: 405607.

## Agricultural/Food Products & Services

### Puerto Rico the Venue for Food Service Show

**San Juan--**Canadian food and food service equipment companies interested in expanding into the Caribbean market might find it well worth their while to participate in

the **18th Annual Food and Food Service Equipment Trade Show** being held in this capital city April 21-23, 1990.

Following the 1989 event, nine Canadian companies reported that they anticipated sales of at least \$4.3 million over a 12-month period. They also indicated that the full-scale products display show introduced them to potential buyers, agents and distributors throughout the Caribbean.

For further information on the show, contact Jon Dundon, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 996-0677.

## Multiple Sectors

### Global Opportunities for Environmental Businesses

**Vancouver--**An International Conference and Trade Fair on Business and the Environment, **GLOBE'90**, is slated for this West Coast city March 19-23, 1990.

The trade fair, with a targeted 500 exhibitors, will offer a marketplace and showplace for the products, services and technologies from such environmental sectors as: air and land management, information systems and consulting, water/waste water, solid waste and hazardous and toxic materials management.

An estimated 15,000 environment industry buyers and corporate decision-makers are expected to attend the four-day trade fair--which also features an international business pavilion, a country meeting place (emphasizing the environmental needs of developing countries), and a buyer recruitment program which will bring in delegations from 16 countries.

The conference, which fully complements the business or trade aspect of **GLOBE'90**, is expected to attract 2,000 delegates from 50 countries.

To be part of an event that focuses on "the development and application of practical solutions to today's environmental challenges--and the business opportunities they represent", contact **GLOBE'90**, Suite 250-1130 West Pender Street, Vancouver V6E 4A4. Tel.: (604) 681-6126. Fax: (604) 681-1049.

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# CANADA-U.S. TRADE COMMISSION

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## Additional Trade and Investment Opportunities Open as Barriers Are Phased Out

Exporters in both Canada and the United States already are taking advantage of the opportunities created by the 11-month-old Free Trade Agreement (FTA)--despite its having a transition period that covers 10 years.

Additional trade and investment opportunities will open as barriers are phased down during this period.

That was the consensus of Minister for International Trade John C. Crosbie and Ambassador Carla Hills, United States Trade Representative, following the second meeting of the Canada-United States Trade Commission, held in Ottawa November 30, 1989.

Established by the FTA, the Commission is mandated to supervise the implementation of the FTA, resolve disputes, and ensure the evolution of the Agreement in the mutual interest of both countries.

Of particular satisfaction to both ministers was the reaching of a provisional agreement to accelerate the elimination of tariffs on more than 400 items. These reductions, which would cover more than \$6 billion in bilateral trade, were requested by the private sector and supported on both sides of the border.

Other decisions taken by the Commission--a summary of which appears here--were all designed to facilitate implementation of the Agreement, expand its benefits, and enable the parties to work toward further, mutually beneficial liberalization of trade and economic relations.

Also reviewed at the meeting were a number of current trade disputes- most of which did not arise from new obligations created by the FTA- that the ministers are jointly committed to try to resolve.

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## TARIFF ACCELERATION

The Commission was particularly satisfied with the large volume of requests for the acceleration of tariff reductions between the two countries. The Commission recommended --subject to final approval by both governments--the accelerated elimination of tariffs on a range of tariff lines and products. The provisional agreement covers approximately \$6 billion of trade between Canada and the U.S. and is evidence of the importance companies on both sides of the border attach to the free trade provisions of the FTA.

## TEMPORARY ENTRY

In response to increasing requests from business organizations, the Commission has recommended to both governments the expansion of the categories of business people who will be allowed easier temporary entry between the two countries.

It has recommended the clarification of eligibility requirements for temporary entry for professionals covered under Chapter 15 of the Agreement. Finally, at the request of members of the profession, journalists were removed from the list of included professionals.

Both countries will now submit these proposed amendments to the necessary domestic review processes. In the U.S., the list will be published in the *Federal Register* to allow 60 days for comments from interested parties. In Canada, the list will be published in the *Canada Gazette* to allow the same time for the provinces and all interested groups to comment. The final text will be determined in the light of comments received.

## AGRICULTURAL WORKING GROUPS AND FISH WORKING GROUPS

In a joint effort to work toward the elimination of technical barriers to trade in fishery products, the Commission has created an additional working group under Article 708 of the Agreement. It also reviewed the progress of the original eight working groups. These working groups have as their long-term objective the elimination of technical barriers to trade in agricultural, food, beverage and certain related goods.

## REVIEW OF CHAPTER 19 PANEL PROCESS

The Commission recommended to their respective governments the implementation of proposed amendments to the rules procedures for the Chapter 19 binational panel review. These changes will improve the effectiveness and efficiency of the Chapter 19 dispute settlement process.

## CHAPTER 19 WORKING GROUP

The Commission noted the initial report of the Working Group. The Commission also endorsed the program of activities for the first half of the 1990 recently agreed to by the Working Group. This program included consulting domestically and gathering information necessary to the negotiations; monitoring progress in the Uruguay Round; reviewing the binational panel process; and, as appropriate, making recommendations to the Commission.

## REPORT OF THE AUTO PANEL

The Commission reviewed the draft report of the Auto Panel and agreed with its work plan to study the international competitiveness of the North American auto industry and the potential for new export opportunities and to examine automotive rules of origin. In a move that will further improve the climate of cross-border automotive trade, the Commission agreed to use the existing mechanism of the FTA to address the three recommendations of the Automotive Select Panel. These recommendations concern automotive customs procedures, statistics and standards/regulations.

## TOURISM WORKING GROUP

In an effort to enhance cooperation between the two countries in the area of tourism, the Com-



mission welcomed the establishment of a Tourism Working Group under Chapter 14 of the Agreement, and accepted the report of its first meeting.

### REVIEW OF MACHINERY AND EQUIPMENT LISTS

Canada presented to the U.S., in the context of the Commission, the Canadian lists of exemptions from customs duties of additional machinery and equipment as required by Article 401.6.3.

### PLYWOOD

The Commission reviewed the status and progress of the work of the Binational Committee on Plywood Standards and agreed to send a joint letter to the Committee urging it to submit recommendations for common standards no later than February 28, 1990.

### SERVICES WORKING GROUP

The Commission established a Working Group on Services in order to monitor the implementation of Chapter 14, consider in consultation with the industries concerned the expansion and further liberalization of trade in services pursuant to Article 1405, and report regularly to the Commission.

### FTA ACCELERATED TARIFF ELIMINATION BACKGROUND

The Trade Commission reviewed and accepted the results of recently concluded bilateral consultations during which agreement was reached on a list of items that will be subject to earlier FTA tariff elimination. The agreement is subject to final approval by both governments.

Under the agreement:

- Over 400 tariff items in each country's tariff schedule are covered. Only items that are supported by the Canadian industry concerned are included.

- There is a balance of trade interests. The package covers close to \$3.0 billion in Canadian exports to the U.S. and approximately the same value of U.S. exports to Canada, based on 1989 trade data.

- Canadian exporters will benefit from duty-free access to the U.S. market in a number of areas, including (figures represent projected exports for 1989):

- methanol (\$100 million);
- photographic film (\$93 million);
- telecommunications equipment (\$423 million);
- aluminium products (\$354 million);
- printed circuits (\$303 million); and
- diesel locomotives (\$425 million).

- Canadian manufacturers also will benefit from the elimination of Canadian duties on a range of products that are not made in Canada and are being imported from the United States for use in domestic manufacturing.

In keeping with industry requests, tariffs on most items will be eliminated upon implementation of the agreement. In some cases, tariff elimination will be accelerated from the existing ten-year phase-out schedule to the five-year schedule.

- The agreement is subject to a final approval process in Canada and the United States. In the United States, the process includes a review of the package by the House Ways and Means Committee and the Senate Finance Committee. The Committees have 60 days for that review, following which the necessary amendments to the U.S. Tariff Schedule will be made by Presidential

Proclamation. In Canada, the agreement will be implemented through Order-in-Council amendments to the Customs Tariff, following pre-publication in the *Canada Gazette* to allow interested parties an opportunity to comment.

- In light of the approval processes in both countries, it is expected that the agreement will be implemented on April 1, 1990.

- The tariff acceleration process was established by the two governments in response to representations that were being made by Canadian and U.S. industries interested in faster tariff elimination. Interested parties were invited in March to submit specific requests. Nearly 350 applications were made to the Canadian government and the U.S. government received over 200 petitions.

- On July 15, the consolidated list of requests received by the Canadian and U.S. governments was published in the *Canada Gazette*. During the domestic consultation period which followed, over 1,200 written submissions were received by the Government from industry associations, labour unions, and individual firms. The Government also solicited and received advice from its industry advisory groups, the International Trade Advisory Committee (ITAC) and the Sectoral Advisory Groups on International Trade (SAGITs), and from Provincial governments.

- In the Free Trade Agreement, Article 401.5 provides for accelerated elimination of tariffs subject to bilateral consultation.

- The Government is willing to pursue in the future requests that enjoy broad industry support.

## TEMPORARY ENTRY FOR BUSINESS PERSONS--CHAPTER 15

As required by Article 1503 of the FTA, consultations have been held with the U.S. to develop measures to further facilitate temporary entry of business persons on a reciprocal basis, and to develop amendments and additions to Annex 1502.1.

The Commission approved a number of amendments proposed by the consultative mechanism. In general, they included:

-- the rewording of the provision for "sales" to ensure it conforms to language found elsewhere in the Chapter;

-- the insertion of a paragraph in the Distribution provision in Schedule 1 to allow facilitated entry of operators of high-capacity motor coaches on regularly scheduled routes (with or without intermediate loading or delivery of passengers within the United States/Canada) that were in operation at the time of entry into force of the Agreement;

-- the incorporation of minimum standards for qualification in each of the professional groups listed in Schedule 2 of the Annex (this is necessary to enable professionals to understand the criteria and ensure reciprocal treatment by port of entry officials in both countries);

-- the addition of more professions to the current list contained in Schedule 2 where inclusion has been sought by that professional group (e.g. geologists) or where the internal logic of the current list dictates inclusion (e.g. chemists were not on the original list yet scientific technicians working in support of chemists were included); and

-- the deletion of journalists from the current list because of widespread representations from journalists objecting to inclusion.

Both countries will now submit the proposed amendments to the necessary domestic review processes. In the U.S., the list will be published in the *Federal Register* to allow 60 days for comments from interested parties. In Canada, the list will be published in the *Canada Gazette* to allow the same time for provinces and all interested groups to comment. The final text will be determined in the light of comments received.

# DISPUTE SETTLEMENT UNDER THE FTA

Dispute resolution under the Free Trade Agreement (FTA) is treated under both Chapter 18 and Chapter 19. The general system is contained in Chapter 18 and applies to all bilateral trade issues arising under the FTA except for the review of anti-dumping and countervailing duty cases (AD/CVD), which are dealt with under Chapter 19.

## CHAPTER 18: INSTITUTIONAL PROVISIONS

The success of any economic relationship requires careful management.

To that end, the FTA establishes the Canada-United States Trade Commission which assumes overall operational responsibility for the Agreement. The Commission is headed by the cabinet level officials having responsibility for international trade -- in Canada, Minister for International Trade John C. Crosbie and in the United States, Trade Representative Ambassador Carla Hills.

Chapter 18 allows for flexibility in the management of bilateral trade issues. Identification of the trade problem and settlement of an actual dispute is a graduated process--moving from unstructured official level consultations to a formal Commission meeting and finally, if required, to formal submission to a five-person panel.

The first steps are dispute avoidance. Article 1804 entitles a party to request consultations on any matter affecting the operation of the FTA, except for financial services (falling under Chapter 17) and AD/CVD issues.

If after 30 days these consultations are not successful, either Party can refer the matter to the Trade Commission for resolution under Article 1805. If the Commission has not settled the issue within a further 30 days, dispute resolution can be triggered.

This means either, at the request of one Party, the establishment of a panel of five experts to

review the issue; or if the parties agree, referral of the issue to binding arbitration by a binational panel; or, for emergency safeguard action under Chapter 11, automatic referral to a panel for binding arbitration.

Panels are comprised of five individuals, with each country nominating two members and the fifth member being selected by joint agreement. A roster of 50 people has been established from which the panelists may be selected.<sup>1</sup>

Generally, panels must report to the Commission within 150 days, with the Commission agreeing within a further 30 days to a settlement which would normally conform to the panel's report. With the agreement of both Parties the process can be accelerated, as was the case with the salmon and herring panel. Failure by a Party to comply with the final report or with the decision of the Commission allows the other Party to suspend trading benefits of equivalent effect.

## ONGOING CHAPTER 18 CASES

### Panels:

#### Salmon and Herring

The first panel constituted under Chapter 18 of the FTA to consider a dispute involving the Canadian landing requirement for West Coast salmon and herring presented its Final Report to the Parties on October 16.

The panel held that while a landing requirement is a legitimate conservation measure, the Canadian requirement was too broad and need not apply to 100% of the catch. It suggested that Canada permit some exports directly from the grounds (10%-20% of the catch).

Canada announced on November 6 that it will adopt the Report. The Federal Government is working towards implementation of the panel findings in consultation with the B.C. Government, industry, and the United States.

## Consultations:

Bilateral consultations under Article 1804 of the FTA have been held on a number of issues including: cable retransmission rights (request by both countries), fresh fruits and vegetable labelling (U.S. request), lobsters minimum size requirements (Canadian request), plywood (Canadian request), wines and spirits (U.S. request), and wool (Canadian request).

## CHAPTER 19: BINATIONAL DISPUTE SETTLEMENT IN ANTI-DUMPING AND COUNTERVAILING DUTY CASES.

While the Chapter 18 process is quite general, Chapter 19 is much narrower in its focus and more technical in its application. It addresses dispute settlement only in subsidization and anti-dumping cases.

In such cases, administrative bodies or tribunals in each country investigate complaints made by domestic producers concerning imported goods, and hand down decisions as to a) whether a foreign firm(s) is benefitting from subsidies, or selling its products at below fair market value; and b) whether imports are causing or threatening to cause material injury to the domestic industry.

These decisions are known as "final determinations", and may result in the assessment of a duty on the imported goods. Prior to the FTA, these decisions were reviewable only by domestic courts, a process which took up to 5 years, was very expensive, and appeared to favour the domestic producer. This is no longer the case.

Chapter 19 allows for the establishment of binational panels to replace judicial review of final determinations. Through their government, individuals having an interest in such cases can automatically invoke the panel procedures. This is unlike Chapter 18 which is exclusively a government-

to-government process.

If a Party requests binational panel review, the final determination will not be reviewed by the domestic court. Jurisdiction is removed from the Court of International Trade in the United States and from the Federal Court of Canada, as the case may be, and conferred on the binational panel. The panel applies the same standard of judicial review that would have been used by the local court.

Each panel has two members appointed by each country, with the fifth normally selected by mutual agreement. Canada and the United States have developed a roster of 50 candidates that may be called upon to serve on Chapter 19 panels, in addition to the 50 panelists available to arbitrate Chapter 18 disputes. Eligible candidates are Canadian and American lawyers and non-lawyers. A lawyer must act as Chairperson.

The panels, acting as courts, are required to arrive at a decision within 315 days. The decisions are binding, as each country's implementing legislation requires the domestic administrative authority or tribunal to implement the panel decision.

To ensure fairness in the integrity of the panel process, elaborate procedures have been developed to address any potential for the appearance of unfairness or bias. In the unlikely event that a panelist has a conflict of interest

or there has been a serious miscarriage of justice, either government can invoke an extraordinary challenge procedure involving a panel of three former judges who will determine if the allegations are valid and if a new panel will be required to review the issues.

No other international trade agreement incorporates in its dispute settlement mechanism judicial review of the activities of domestic agencies, with dispute-settlement panels vested with power to issue legally binding decisions to such agencies.

The binding nature of such decisions will serve as an incentive to ensure that the administrative authorities carry out their responsibilities in a consistent, predictable and fair manner.

### ONGOING CHAPTER 19 CASES Pork

On August 22, the Government of Canada joined the Canadian Pork Council, the Canadian Meat Council and the Alberta, Ontario and Quebec Governments in requesting the establishment of a Chapter 19 panel to review the final determination of subsidy made by the Commerce Department on July 18. A decision by this panel is due by July 3, 1990.

The U.S. International Trade Commission decision that imports of Canadian pork are also threatening to cause injury to U.S. pork producers is being appealed by

Canadian pork producers under a separate FTA Chapter 19 panel. A decision is due by August 24, 1990.

In addition, the Canadian government has requested the establishment of a GATT dispute settlement panel to examine Canada's complaint that the U.S. decision to assume that Canadian pork processors benefit automatically from assistance to swine farmers was contrary to GATT rules.

### Steel Rails

Sydney Steel Corp. (SYSCO) is challenging the final countervailing duty determination made by the U.S. Department of Commerce against imports of steel rails from Canada, which set the countervailing duty rate at 113.56 per cent (Steel Rail I).

Algoma Steel, which was found not to be benefitting from subsidies in the same investigation, will challenge the anti-dumping finding which increased the dumping margin from a preliminary rate of 2.72 per cent to a final of 38.79 per cent (Steel Rail II). The injury decision made by the U.S. International Trade Commission will also be reviewed.

### Other Panels

Six other panels have been requested.

Five concern challenges by Canadian exporters to decisions made by the U.S. Department of Commerce either against administrative reviews (Red Raspberries, Paving Parts II and III, Salted Codfish) or against the scope of the Commerce decision (Paving Parts I).

Hearings have been held for Red Raspberries and Paving Parts, and decisions are expected by mid-January, 1990. The Salted Codfish case is expected to be settled with the removal of the dumping order because the American complainant is in bankruptcy.

The sixth request is by a U.S. exporter challenging a Canadian decision (Induction Motors). This case is expected to be withdrawn.

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# Agri-Food Products Division

Canada's agri-food exports are gaining a higher share of world trade. This is true both for *primary products*--other than grains and oilseeds--where Canada's share has grown from 6.2 per cent in 1980 to 6.7 per cent in 1987, and for *processed products* which, in the same period, have moved from 6.4 per cent to 8.5 per cent of total exports.

The statistics are substantiated in a recent analysis of food exports by 28 countries. The analysis--made by the Agri-Food Division (TAA) of External Affairs and International Trade Canada--was based on information from the United Nations International Trade Data Bank and covered 145 product categories.

Among the findings, based on 1987 figures:

--Canada's exports of primary products (excluding grains) totalled US\$1.9 billion. Primary products include fruits and vegetables (US\$300 million), feeds (US\$230 million), hides/fur skins (US\$360 million), and other, including live animals, tobacco, horticulture and crude vegetables;

--Canada's exports of processed foods totalled US\$4.5 billion. Processed foods include, among others, meat (US\$820 million), fish/marine (US\$2.1 billion), dairy (US\$130 million), cereal preparations (US\$282 million), and beverages (US\$432 million).

The objectives of the survey were to measure international trade trends by products and markets, to analyze Canada's performance and current position in international trade, and to identify potential opportunities for Canadian products.

The exploitation of identified opportunities is pertinent to the role of (TAA) personnel--who are here to assist Canadian exporters and would-be exporters in penetrating world markets.

On hand to serve the Canadian business community, TAA gathers (from trade divisions at some 111 Canadian Embassies around the world) and disseminates (to Canadian agri-food products companies) relevant trade information (eg. what products/services

are in demand in what countries).

These efforts are assisted through the use of WIN Exports, a micro-computer-based computer software information system that matches Canadian products and services with those being sought by would-be importers around the world. Currently there are 1,000 WIN users, including Canada's trade missions and satellite offices.

WIN is an indispensable tool, but equally important is the need for TAA officers to maintain close personal contact with Canadian companies, business associations, export-oriented corporations, and other federal and provincial government agencies and departments.

In this regard, TAA's officers maintain an ongoing program of consultations with individual companies across the country to explain various government programs, to discuss potential export opportunities, and to learn, first-hand, of a firm's interest in export markets.

TAA officers also work closely with other trade officials of External Affairs and International Trade Canada's geographic divisions as well as with those at the International Trade Centres across Canada.

This includes suggesting appropriate participants for trade fairs and missions, or identifying Canadian companies that could benefit or take advantage of visits by in-coming buyers missions.

In order to maximize the effectiveness of the department's trade development program, TAA initiates activities or complements the activities of other divisions within the department that are aimed at further expanding Canada's agri-food exports.

\*

TAA contacts for Primary Agricultural Products (specialization in brackets) are:

Don G. McNicol, Director, tel.: (613) 996-3671; Rick Winter, Deputy Director (breeding livestock--dairy & beef cattle, horses, swine, goats, sheep--semen, ova, hides, skins, furs), tel.: (613) 996-3523; Sam Elkady (seeds, pulse crops, livestock feeds, leaf &

manufactured tobacco, dehydrated alfalfa and specialty crops like mustard, canary, buckwheat), tel.: (613) 995-1775; Dominique Veilleux (seed potatoes, fresh fruits & vegetables, floriculture, nursery stock, ginseng), tel.: (613) 996-3409.

TAA contacts for Processed Foods (specialization in brackets) are: Leo R. Leduc, Deputy Director (distilled liquor, food additive regulations, trading houses), tel.: (613) 995-1773; W.J. Curran (dairy products, eggs, pasta, vegetable oils, margarine, maple syrup, honey), tel.: (613) 995-1774; Allen P. Christensen (meats, poultry, pet foods), tel.: (613) 996-3644; Paul-Andre Gagnon (beverages, including wine, beer, bottled water, spices, coffee, tea, sugar, cereal preparations, baby food, wild rice), tel.: (613) 996-3597. Suzanne Gaetan (processed fruits & vegetables, bakery products, candies, snack foods, prepared foods), tel.: (613) 995-3658.

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## Appointments

Mr. A. de Lotbinière Panet and Ms. Margaret Prentis have been appointed to a panel established under Chapter 19 of the Free Trade Agreement. The panel will review the U.S. Department of Commerce's July 18 final determination of subsidy in the countervail action against imports of fresh, chilled or frozen pork.

Mr. Panet is a partner with the legal firm of Perley-Robertson, Panet, Hill and McDougall of Ottawa.

Ms. Prentis is a former member of the Canadian Import Tribunal, Ottawa.

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## Numbers to Note

Facsimile numbers for Canadian Consulates in Germany are: Munich, 089 2285987; Frankfurt, 069 235772; West Berlin, 030 2629206; and Düsseldorf, 0211 359165. For the Canadian Embassy, San Jose, the facsimile number is (506) 23-23-95 and new telephone numbers for the Canadian Embassy in Havana are 2-6516, 2-6517, 2-6527, 29-3392.

# BUSINESS AGENDA

**Montreal, Jan. 16-17; Toronto, Jan. 18-19, Calgary, Jan. 22-23, 1990**--Seminar series on joint ventures and trade opportunities in Poland. Contact Evan Potter, Canadian East European Trade Council. Tel.: (613) 238-4000; or Renée Levcovitch/Patrice Veilleux, USSR & Eastern Europe Trade Development Division (RBT), EAITC. Tel.: (613) 992-1449.

**Mississauga, Jan. 13-14; Scarborough, Jan. 27-28; Kitchener, Feb. 24-25; and Toronto, March 10-11, 1990**--Export Management and Administration Course. Contact Mike MacDonald, Canadian Exporters' Association. Tel.: (613) 238-8888. Fax: (613) 563-9218.

**Montreal, Feb. 2-11, 1990**--Expo Nautique Internationale, Olympic Stadium. Contact Francine St-Laurent, Expo Director, Salons nationaux des sportsmen au Canada. Tel.: (514) 866-5409.

**Toronto, Feb. 4-6, 1990**--Canadian Hardware/Houseware/Home Improvement Show, Exhibition Place. Contact Show Manager Joe Edwards, Canadian Retail Hardware Association. Tel.: (416) 821-3470 or 1-800-268-3965.

**Halifax, Feb. 4-7, 1990**--Incoming Buyers to Atlantic Canada Craft Trade Show. Contact Peter Griffin, Nova Scotia Department of Industry, Trade and Technology. Tel.: (902) 424-4212; or D. Rosenthal (ITC). Tel.: (902) 426-6125.

**Montreal, Feb. 11-14, 1990**--The 73rd Canadian Sporting Goods Association (CSGA) Annual International Convention and Exhibition. Contact Ms. Gaby Deschamps, CSGA Administrative Director. Tel.: (514) 845-6113.

**Toronto, Feb. 12-14, 1990**--Leathermark '90 - Incoming Buyers. Contact N. Peacock, EAITC/UTE. Tel.: (613) 991-9476.

**Montreal, Feb. 14-16, 1990**--Software '90. A conference on the Canadian software industry focussing on marketing, organized by the Canadian Advanced Technology Association (CATA) and the Canadian Association of Data, Profes-

sional Services and Software Organizations (CADAPSO). Contact K. Parsonage (ISTC). Tel.: (613) 954-3287; Fruji Bull, CADAPSO. Tel.: (613) 230-3524; or Roy Woodbridge, CATA. Tel.: (613) 236-6550. **Calgary, Feb. 22-24, 1990** -- Prai-

rie Implement Manufacturers Association (PIMA) 20th Annual Convention and Trade Expo. Contact Bill Teerhuis, Manitoba Department of Industry, Trade and Tourism (DITT). Tel.: (204) 945-2428.

## PUBLICATIONS

***A Study of the Market for Telecommunications Products in Singapore. Thailand Market Study - Telecommunications.*** This sector is considered a priority for all member countries of the Association of South East Asian Nations (ASEAN). Outlined are the national agencies involved in telecommunications, development plans, projects, and opportunities for Canadian companies. Available from the Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7474.

***Venture Capital in Canada: A Guide and Sources.*** Jointly produced by the Association of Canadian Venture Capital Companies (ACVCC) and by Industry, Science and Technology Canada (ISTC), the brochure includes information on the history and status of the venture capital industry, a chapter for entrepreneurs on raising venture capital, and a section on the activities and programs of the ACVCC, ISTC, provincial venture programs, as well as profiles of Canadian venture capital companies. Available from the ACVCC, 1881 Yonge St., Suite 600, Toronto M4S 1Y6. Tel.: (416) 487-0519; or the Investment and Technology Development Division, Industry, Science and Technology Canada, 235 Queen St., Ottawa K1A 0H5. Tel.: (613) 954-5290.

***Joint Venturing Abroad*** summarizes talks delivered during a seminar (in Ottawa, October, 19, 1988) jointly organized by the University of Ottawa, the Canadian Exporters' Association, and the Canadian International Development Agency. Topics include the pre-contractual phase of a joint venture, establishing and financing of a joint venture, management and dissolution, and aspects of organizing a joint venture in Latin America, Asia and Africa.

***Proceedings of the Conference on the New Rules Governing the International Sale of Goods*** summarizes talks given during a seminar (in Ottawa, October 14, 1988), jointly organized by the University of Ottawa and the Canadian Exporters' Association. Topics include an analysis of the new rules (effective January 1, 1988) brought about by the Vienna Convention; the impact of the new rules on law and current sales practices; and the future effects of the rules in Canada and abroad.

The seminar publications contain French and English texts, reflecting the language used by seminar speakers.

The two publications are available, at \$45 each, from the Librairie Wilson & Lafleur Ltée, 39 Notre-Dame St. West, Montreal H2Y 1S5. Tel.: (514) 288-7153.

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# CANADEXPORT

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January 15, 1990

## Japan Agri-Food Market Offers Potential

Japan is by far the largest of Canada's offshore markets. And, given recent developments, the trend is likely to continue--particularly where the export of Canadian food products to Japan is concerned.

- Among the positive developments creating this optimism are:
  - A drive by Japan's government to increase domestic spending;
  - The upward revaluation of the yen; and
  - Japan's liberalization of its highly restrictive trade barriers which, until not long ago, restricted Canada's trade to such traditional exports as natural resources.

This is rapidly changing. In 1988, Canada exported \$2 billion worth of agriculture, food and fish products to Japan. This strong growth pattern was set in the last five to six years and was continuing through 1989.

In fact, Japan now imports 70 per cent more food products from Canada than do all members of the European Community combined. Total food exports increased by 28 per cent mid-way through 1989 (statistics for year-end are now being compiled and a similar increase is anticipated).

Major gains were registered in almost every product category including meat, grains, oilseeds, feed, and processed foods.

External Affairs and International Trade Canada's Japan Trade Development Division (PNJ) is devoted to further cultivating this trade partnership.

In addition to providing a brief analysis of what's in store for Canadian exports to Japan of agriculture, fish and food products, PNJ has earmarked the following priority growth sectors in

this expanding market.

### MEAT

As a result of Japanese liberalization measures announced in June 1988, the beef market is expected to offer the single largest opportunity, over the next three to five years, for Canadian food exporters.

Currently, beef sales are up three-fold over 1988 and should reach \$40 million for the full year. As an example of the export potential for this commodity, the U.S. exported about \$1 billion of beef to Japan in 1988.

### FISH

Japan is the world's largest per capita consumer of fish. Canadian sales of fish and fish products totalled \$583 million in 1988. At the mid-way point of this calendar year, this product category experienced a 15 per cent decrease over the same time last year. Although there are some current oversupply situations with some fish products, Canada has a well-established reputation as a capable and high-quality supplier of fish among Japanese importers and consumers. As a result,

Canada will continue to be a strong competitor in an increasingly competitive market. Some products now in great demand in Japan are: herring roe, lobster, salmon, surf clams, shrimp, prawns and frozen prepared fish

### CANOLA

Canada exported a record 1.5 million tonnes—valued at \$541 million—of canola seed to Japan in 1988. During this period, and for the first time, more oil was crushed from canola than from soybeans. Canola seed volume is up by 200,000 metric tonnes and was expected to reach 1.7 - 1.8 million tonnes by the end of 1989. The increase is due to poor soybean crops in the U.S. in the last two years, but most importantly, Japanese consumers are continuing to recognize canola oil as a more "healthy" product.

### PROCESSED FOODS & BEVERAGES

In 1988, the value of processed food and beverage exports doubled from the previous year. The continued high value of the yen and increased domestic demand for imported foods has created numerous opportunities for Canadian exporters. Frozen potatoes, canned crab, processed eggs, honey and whisky are but a few products that have successfully penetrated the market. Recent successes include mineral water, pet food, and bread mix sales. Processed food sales continue to strengthen.

### FEED

As Japan's dairy sector continues to expand, the demand for long fibre hay and alfalfa minicubes are expected to increase. The awaited completion of the Canada-Japan Hay Protocol will

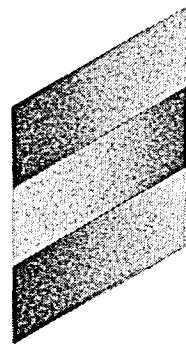
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External Affairs and International Trade Canada

1990  
Canada  
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result in significant opportunities in this commodity sector. Initial industry estimates indicate a \$60 million export opportunity.

### MARKET DEVELOPMENT

In order to help new and established clients capitalize on Japanese food market opportunities, PNJ, the Canadian Embassy, and the Canadian Consulate General in Osaka, have focused and coordinated a marketing approach primarily along the following lines:

- Annual participation in Foodex, the largest food show in Asia;
- Coordination of the Osaka Solo Food Show in September and March of each year;
- Increased and enhanced the number of Canada Food Fairs at numerous Tokyo and Osaka major hotel chains;
- Increased the number of Canada Food Fairs at major Japanese retail chains; and
- Initiated, led, supported and coordinated incoming and outgoing trade missions/technical seminars that specifically met the objective of maintaining or expanding Canadian market share in Japan.

### EXPORT OPPORTUNITIES

On May 23, 1989, Minister for International Trade John C. Crosbie announced the Japanese Market Survey Program. The objective of the program is to assist Canadian exporters in taking advantage of opportunities in

growth sectors in Japan.

Food surveys that have been completed include the following markets: Atlantic herring roe, food services, retail food and beverage, bottled water, processed meat, B.C. salmon, bakery mix, peat moss and alfalfa and hay products (see **complete titles in Publications p.16**).

Surveys to be completed this year cover pet food, sea urchin roe, fruit juices, ice cream and yoghurt. Disseminating this information to Canadian exporters will continue to be a high priority.

### MARKET ACCESS

The full range of bilateral and multilateral channels are utilized when seeking the resolution of access issues. Bilaterally, the main channels are ministerial visits, direct negotiations, the Canada-Japan Joint Economic Committee (JEC) and consultations on canola, agriculture, and fish.

Multilaterally, Canada has the opportunity to address major agriculture and fishery questions on a priority basis via the ongoing Multilateral Trade Negotiations (MTN) Uruguay Round.

The MTN is expected to conclude in December 1990. Industry and government participation continues to be an integral and crucial part of this process aimed at identifying, then addressing barriers to increased Canadian

agriculture and fish exports to Japan.

### 1990'S OUTLOOK

Canada is expected to increase its trade from \$2 billion in 1988 to \$2.5 in 1989 and \$3.0 billion in 1990. This is dependent on a variety of factors including:

- Japan's continued course of trade liberalization;
- good supply of quality products;
- desire of Canadian companies to make the effort to export to the market; and
- a continued aggressive drive to capture "a slice of the market" via promotional activities.

Future direction in cooperation with industry will include the following activities:

- Continued involvement and participation in targeted food shows, and promotional projects.
- Maintaining Canadian presence at large food exhibitions such as Foodex but emphasizing the trend towards commodity/sub-sector specific solo food shows that will be conducted on the premises of the new Embassy, which is expected to be completed in 1991.
- Enhancing and refining access and market intelligence reports to industry (see **workshops listed in Business Agenda p.15**).
- Identifying well planned and targeted incoming/outgoing trade missions/technical seminars to achieve market maintenance/market expansion.

—Broadening the Embassy's food and fish enquiry services to include Japanese importers interested in Canadian food products in select Canadian publications.

—Continued recruitment of new clients to the market.

For further information on opportunities in Japan's agriculture, food and fish market, contact Ezio DiEmanuele of External Affairs and International Trade Canada's Japan Trade Development Division (PNJ), 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-4309. Tel.: (613) 995-8606.

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# Asian Development Bank Projects

For the following projects, Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed where a loan is involved).

Where technical assistance is involved, information can be obtained from the Canadian Embassy in Manila, Philippines.

The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).

Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.

**Fiji** (Wellington, New Zealand)--(1) Low-Income Housing Development Project. Purpose: to provide institutional strengthening to the Housing Authority and support the expansion of Government's low-income housing development program in specific geographical areas. Total project cost: \$52.6 million. Loan: \$9.6 million. No consultants are to be financed under Bank loan. Co-financing with the World Bank is arranged. (2) Northern Division Agricultural Development Project. Purpose: to promote agricultural development in Cakau-drove Province, traditionally a non-sugar area, by developing an appropriate diversified cropping pattern. The project would contribute to regional development and increase in rural incomes. Loan: \$2.5 million (tentative). Consultants required.

**Indonesia** (Djakarta)--(1) Inland

Waterways Project. Purpose: to improve inland waterways; institutional building. Loan: \$30 million (tentative). Consultants: no decision. (2) Purpose: to prepare studies on water loss reduction projects to be carried out for about 20 cities in various provinces. Loan: \$40 million. No consultants required. (3) Bandur Lampung Integrated Urban Infrastructure Development Project. Purpose: comprehensive development of the city water supply system, including development of new raw water source intake and distribution and articulation networks. Loan: \$50 million. No consultants required.

**Pakistan** (Islamabad)--(1) Emergency Faisalabad Water Supply Sewerage and Drainage Project. Purpose: to replace water supply, sewerage and drainage facilities which were damaged during riots in Feb. 1989. Loan: \$5.5 million. Consultants will be required. (2) Seventh Agricultural Credit. Purpose: to improve access of farmers to financial institutions, ensure that agricultural credit is viable, promote the use of technological inputs to increase productivity, support efforts to uplift the economic activities of women, and assist the Agricultural Development Bank of Pakistan in developing a diversified deposit base. Loan: \$100 million (tentative). Consultants required.

**Philippines** (Manila)--Second Manila Sewerage Project. Purpose: to build a sanitary sewage collection system, primary treatment facilities, a pumping station, and an ocean outfall and diffuser. Loan: \$70 million. Consultants required.

**Sri Lanka** (Colombo)--Program to support government's implementation of an action plan for the

commercialization/privatization of selected public manufacturing enterprises. Loan: \$60 million (tentative). Consultants required.

**Viet Nam** (Bangkok, Thailand)--Project for the rehabilitation and upgrading of pumped irrigation and drainage infrastructure in selected hydraulic schemes, upgrading of support infrastructure and the provision of farm level inputs. Loan: \$60 million (tentative). Consultants: no decision.

## TECHNICAL ASSISTANCE

**Cook Islands**--Project to prepare a feasibility study on the operation of vessels to transport fresh produce to the main island of Rarotonga from the outer islands. Technical assistance: \$100,000. Consultants required.

**Malaysia**--(1) Project to expand and modernize existing and development of new small and medium industries. Technical assistance: \$400,000. Consultants will be recruited by the Bank. (2) Water Supply Rehabilitation Sector Project. Purpose: rehabilitation of distribution systems and upgrading of production systems. Technical assistance: \$600,000. Consultants required. (3) Kampung-Based Community (Pilot) Development Project. Purpose: to prepare the outline of a pilot scale project in each of the eleven Malaysian States. Technical assistance: \$100,000. Consultants required.

**Pakistan**--Urban Financial Management Study. Purpose: to assist in strengthening the financial management, accounting, taxation and user charges of seven local government units and the Provincial Urban Development Board in the North West Frontier Province

of Pakistan. Technical assistance: \$700,000. Consultants required.

**Papua New Guinea--**(1) Review of Commodity Fund Schemes. Purpose: to review existing commodity fund schemes for coffee, cocoa, copra and oil palm, and provide recommendations on appropriate price-setting mechanisms. Technical assistance: \$159,000. Consultants required. (2) Purpose: to review the country's present taxation and tariff systems, particularly as they apply to the agriculture sector, and to make recommendations for the introduction of additional reforms. Technical assistance: \$208,000. Consultants required. Board papers under preparation.

**Philippines--**Agro-Forestry Research and Development. Purpose: to support the research and dissemination of soil conserving agro-forestry techniques for the uplands, particularly for those provinces whose watersheds are critically affected by slash-and-burn agriculture. Technical assistance: \$600,000. Consultants required. Board papers under preparation.

**Solomon Islands--**Second Livestock Development Project. Purpose: increase farmer-based livestock supply, improve farmers' socio-economic conditions, and improve the role of the Livestock Development Authority. Technical assistance: \$250,000. Consultants required.

**Thailand--**Private Sector Participation in the Power Sector. Purpose: to study and prepare a strategy and work program, and establish joint private/public power companies to selected EGAT projects. Technical assistance: to be determined. Consultants required.

**Tonga--**(1) Tonga Power Expansion Project. Purpose: to develop options for generation expansion

programs for the four existing power systems and to investigate the feasibility of establishing a generation/distribution system on a fifth island. Technical assistance: \$90,000. Consultants required. Paper for President's consideration under preparation. (2) Project Management Capability. Purpose: to strengthen the loan project management capability of the Ministry of Finance, particularly with regard to assisting with the formulation, preparation and monitoring of loan projects. Technical assistance: \$392,000. Paper for President's consideration under preparation.

**Western Samoa--**(1) Implementation of the Agricultural Development Program. Purpose: to support the government through use of an implementation schedule and the introduction of policy and institutional measures. Technical assistance: \$310,000. Consultants required. (2) Strengthening Operations of the Department of Agriculture, Fisheries and Forests and the Environment Unit. Purpose: to review the Department of Agriculture, Fisheries and Forests' operation with a view to strengthening project preparation, implementation, monitoring and evaluation, establish research and extension capabilities, and provide manpower training. Technical assistance: \$270,000. Consultants required. (3) Financial Consultants. Privatization of Selected State-Owned Enterprises. Purpose: to support the privatization, liquidation, or dissolution of a number of state-owned enterprises. Technical assistance: \$365,000. Consultants required. (4) Financial Consultants. Strengthening, Planning, Budgeting System and Monitoring. Purpose: to establish a National Planning Office to prepare national development plans and coordinate activities with the Central Bank, introduce a Pro-

gram Budgeting System in all industries, and strengthen the Government's Management Information System. Technical assistance: \$928,000. Consultants required.

## Market Opportunities

**BRITAIN--**An international trading agency with an excellent market in the United Kingdom seeks Canadian suppliers of **electric gate openers**. Interested parties should contact John A. Collins, Trade Managing Director, Mercantile International Group PLC., Roylance Building, Waters Green, MacClesfield, Cheshire, England SK11 6LH.

**BRITAIN--**An importer here seeks Canadian manufacturers or suppliers of **stationery, paper bags, polythene/polypropylene bags, high and low density layflat tubing, black refuse bags, garbage bags, carrier bags (vest & patch), recycle bags, and H.D. food bags**. Contact Mr. Suleman, Director, Amico Packaging Limited, 312 St. Saviours Road, Leicester, England LE5 4HJ. Fax: IS (0533) 490237. Telex: 4022. Fax: (0625) 511015.

**SPAIN--**A first-rate contact for Canadian companies interested in exporting **frozen fish, shellfish, flatfish, cod and live clams** to Spain is James Milnes, Purchasing Manager, Alimentos Del Atlantico S.A., Sardineira 37, 15007 La Coruna, Madrid. Tel.: (981) 24-9999/24-9881. Fax: (981) 24-9804. Telex: 82163 EER0-E.

**WALES--**An import/export agent here seeks Canadian manufacturers of **waterproof outer garments, including jackets**, that are suitable for mountaineering. Contact T-REES Import & Export Agent, 2 Oakfield Road, Pontardawe, Swansea, Wales, U.K. SA8 4LD. Tel.: Swansea (0792) 863382.

## Agreements Signed on USSR Business Trip

The signing by Canada with the Soviet Union of the **New Foreign Investment Protection Agreement (FIPA)** was a first for Canada but it was not the only agreement signed during Prime Minister Brian Mulroney's visit to the Soviet Union last November.

Expectations are that **FIPA** will lead to increased economic relations between the two countries. It will also help foster the economic restructuring efforts of the USSR and will be instrumental in opening the economy to foreign investment.

Through the agreement, Canadian investments in the USSR and Soviet investments in Canada will be given fair treatment in cases of expropriation, nationalization, or transfer of funds.

The agreement grew out of the USSR's increasing interest in attracting foreign investment, especially through joint ventures (in which Canada is becoming increasingly involved), and follows similar agreements the USSR has signed with such Western countries as France, the Netherlands, the Federal Republic of Germany, the United Kingdom, Finland and Belgium.

Technically, a **FIPA** is a bilateral, reciprocal agreement covering investments in both countries. It provides for most favoured nation treatment of investments made by nationals of one party in the territory of the other, for prompt and fair compensation in cases of expropriation or nationalization, and for the transfer of funds in convertible currency. It also provides for a dispute settlement mechanism. The **FIPA** will be implemented once ratified by both countries.

An **Environmental Cooperation Agreement**, also signed in Moscow, recognized the need for immediate joint action in such areas

as environmental protection, atmospheric and marine pollution, climate change, and ecosystem conservation. A Mixed Environmental Commission will be established to coordinate the implementation of the agreement.

The **Canada-USSR Agreement on Cooperation in the Arctic and the North**, whose implementation also will be overseen by a Mixed Commission, will include scientific, technical and economic cooperation, and cooperation on social and cultural questions.

Exchanged in Moscow as well were notes amending the **1966 Bilateral Air Transport Agreement**, a move which is likely to create additional service opportunities and improve business and tourism air travel (which has increased by one-third during each of the past three years) between the two countries.

The Exchange of Notes provides intermediate traffic rights making it possible for Canadian Airlines International (CAIL)--the designated carrier--to start commercially viable services to Moscow as early as this year.

This will be the first time a Canadian carrier has operated between the two countries since Air Canada suspended flights to Moscow in 1977. Aeroflot obtains traffic rights between Shannon, Ireland and Gander, Newfoundland as well as between Gander and Cuba.

The new traffic rights created by this amendment are also expected to lay the basis for a further mutual expansion of traffic rights at the next round of air negotiations planned for this year.

Prime Minister Mulroney and President Mikhail Gorbachev signed a **Canada-Soviet Political Declaration**, formalizing a joint vision of the world as an interdependent community of nations--in which both countries

can play an active role in areas including East-West relations, arms control and disarmament, human rights, the environment, and Arctic cooperation.

The **Political Declaration** also deals with such bilateral concerns as trade, economic relations, political consultations, science, technology, agriculture, nuclear energy, cultural ties, space, and the fight against drug trafficking.

A press kit detailing the various signings is to be available in the near future.

For further information on these agreements or on trade opportunities in the USSR, contact Suzanne Szukits, USSR and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7107.

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### *Canadian Houses Sell Very Well in Japan*

Designed and built as a demonstration showcase of British Columbia wood products and wood construction technology, 13 "Vancouver Village" wood frame houses have been snapped up by home buyers in Kobe, Japan.

The project's success has led to more work in Japan for New Westminster-based Jenish House Designs and for the supply and framing firm Milestone Projects of Coquitlam. Several other Vancouver architects and builders have been awarded additional contracts.

Sales to Japan of B.C. wood products--from framing lumber, to doors, windows and interior fixtures--have increased as a result of the project. And Japanese imports of exterior plywood, through the Council of Forest Industries (COFI) of B.C. have jumped 30 per cent in the first six months of 1989 over 1988.

## Printers Aim at U.S. Market

In an effort to increase printing exports to the U.S. -- the richest market in the world -- the Canadian Printing Industries Association (CPIA) has enlisted the support of External Affairs and International Trade Canada (EAITC).

The CPIA, in cooperation with EAITC, held a two-day orientation early last month in Toronto -- where printing, together with publishing, is the largest employer -- for the benefit of Canadian Trade Commissioners from 15 trade offices in the U.S.

Rated as Canada's 7th largest manufacturing industry and the 4th largest manufacturing employer, with annual shipments worth close to \$7 billion -- \$29 billion when combined with the allied industries -- the 96 per cent Canadian-owned printing industry is gearing up to take advantage of the Free Trade Agreement (FTA).

As one of the world leaders in the field, the Canadian printing industry is already attracting business from major centres in the U.S., from New York and Boston in the East to San Francisco and Los Angeles in the West.

But the industry's \$202 million-worth of exports (1987 Statistics Canada figures), although directed mainly to the U.S., fall far short of the potential \$70 billion market south of the border.

And with the FTA scheduled elimination of all tariffs on printed matter over the next five years, organizers of the event -- which was attended also by trade representatives from Ontario, Quebec, Manitoba and Nova Scotia as well as from Industry Science and Technology Canada -- are confident that Trade Commissioners will become better equipped to market the Canadian printing sector and its services in the U.S.

To further promote the exports

message among its members, the CPIA is planning a National Export Week later this year, featuring seminars for the printing industry on exporting to the U.S.

For more information on the event, contact Massimo Bergamini, Director of Government Relations, Canadian Printing Industries Association, Suite 906, 75 Albert St. Ottawa K1P 5E7. Tel.: (613) 236-7208. Fax: (613) 236-8169.

For information on trade opportunities in the U.S., contact Ted Weinstein at EAITC's United States Trade and Tourism Development Division (UTW), tel.: (613) 991-9475.

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## U.S. Customs Crack Down on Invoices

Entries with invoices that are deficient in a number of areas are being rejected by U.S. Customs--as of October 1, 1989.

Areas of deficiency are:

- 1.) Name and address of seller.
- 2.) Name and address of purchaser, date of purchase.
- 3.) Detailed description of the merchandise--a) Name by which each item is known; b) The grade or quality; c) The marks, numbers and symbols under which sold and purchased; d) Quantities in appropriate weights and measures being imported; e) The purchase price of each item in the currency of the purchase; f) All charges; g) All discounts, commissions and rebates; h) Country of origin.
- 4.) Invoice in English, or a translation to English.
- 5.) Packing list showing marks and numbers of packages.

If sufficient invoice deficiencies were still existing by January 1, 1990, then additional administrative actions--"up to and including the assessment of penalties"--might be taken.

## CALL FOR SUCCESS STORIES IN JAPAN

In the recently announced Pacific 2000 trade initiative, the Government of Canada stressed the importance of encouraging more frequent and closer dialogue between the Canadian business and academic communities on matters of Canada-Japan trade.

As a result, the Japan Trade Development Division of EAITC, in conjunction with the Faculty of Commerce and Business Administration of Concordia University, is undertaking a nationwide study of Canadian companies doing business with Japan, in order to identify and report on successful Canadian exporting strategies that have been employed in the Japanese marketplace.

The study, which is intended to serve primarily a business audience, will consist of descriptive case studies, accompanied by analytical commentaries. Dr. A. B. Ibrahim, who is both the Chairman of Concordia's Department of Management and the Director of the Centre for Small Business and Entrepreneurial Studies, is heading the study, which will be available later this spring as a publication.

Companies wishing to participate in this study should contact directly Dr. Ibrahim at the Faculty of Commerce and Administration, Concordia University, 1455 De Maisonneuve Blvd. West, Montreal, Quebec, H3G 1M8. Tel.: (514) 848-2927.

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## SENEGAL: EXPORT FINANCING

The government of Japan has set up a 5 billion CFA (approx. Cdn \$19 million) line of credit for exports--including Canadian--to Senegal. For more information, contact Citibank, 2, Place de l'Indépendance, B.P. 3391, Dakar, Senegal. Tel.: 32.29.81. Telex: 21662/21802. Fax: 23.88.17.

# Trade-Related Intellectual Property Rights

A Canadian paper on trade-related aspects of intellectual property rights (TRIPs) was tabled in Geneva, Switzerland on October 30 as part of the Multilateral Trade Negotiations under the General Agreement on Tariffs and Trade (GATT).

The paper addresses the needs for adequate international intellectual property standards, in order to reduce trade problems which have emerged in recent years.

Canada is proposing that a TRIPs agreement should provide for enhanced levels of protection of TRIPs, remove discriminatory practices in other countries and ensure that Canada retains access to world-level technology.

Effective protection for inventors, owners of intellectual property and users i) serves to encourage innovation and improve competitiveness; ii) provides a secure environment to facilitate international trade in goods and services; and iii) creates employment and spin-off benefits in the high technology, manufacturing and service industries.

Canada's proposals are in line with the government's increasing emphasis on the need to promote the development and use of science and technology in Canada.

This standards submission follows Canada's September, 1989 proposals on the enforcement of intellectual property rights, which provide the basis for effective and non-discriminatory international enforcement rules.

The two sets of proposals were developed in consultation with the Canadian private sector and reflect their concerns about the protection of owners' rights, users' rights, trade distortions and the use of discriminatory and unilateral trade instruments.

The General Agreement on Tar-

iffs and Trade (GATT) is the cornerstone of the world trade system and of Canada's international trade policy. The Uruguay Round—

the eighth major round of multilateral trade negotiations—is expected to conclude in December, 1990.

## FIRST CANADIAN LOBSTER CONFERENCE AT CANADA HOUSE COULD LEAD TO EXPORTS

The market potential for increased sales of Canadian lobster products to the United Kingdom is "considerable", says a report on the **First Canadian Lobster Conference**, held October 12, 1989 at Canada House in London.

The Canadian lobster promotion—using a conference format followed by a tasting—proved the most straightforward way of informing the U.K. trade, caterers, restaurateurs, and food press of the qualities and availability of Canadian lobster.

Canada, the conference learned, is the world's leading supplier of lobster species and accounts for 25 per cent of the world catch which, in 1987, amounted to 144,000 tonnes.

In 1988, Canadian lobster landings totalled 40,392 tonnes with a landed value of \$250 million.

In addition to its quality—biologically, Canadian lobster is the tastiest of the world's lobster resources—Canadian lobster is also available year-round, giving it an edge in international markets.

Over 90 per cent of Canada's lobster is exported, with the major markets being the United States, the European Economic Community, and Japan.

Other major markets are The Netherlands, Belgium, West Germany and the U.K. (In 1988, exports to the U.K. totalled 322 tonnes valued at \$4.1 million—an increase of 30 per cent over 1987).

One of the conclusions of the Conference report, details of which

will be available in the near future, was that there is "an unrealized market potential for Canadian lobster in the U.K. Further promotion would be beneficial."

For further information on the Conference or on market opportunities for lobster suppliers to the U.K., contact D. Shortall, Deputy Director, Fisheries and Fish Products Division (TAF), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-1713.

## PANEL REPORT ON ICE CREAM, YOGHURT IMPORTS

Last month's recommendations of the GATT Panel on Canada's import restrictions on ice cream and yoghurt will be considered only in light of the outcome of the Uruguay Round of Multilateral Trade Negotiations (MTN), slated to conclude by the end of 1990.

"Since the Panel findings concern the interpretation of GATT rules currently under negotiation in the MTN, it would be premature to act on the Panel recommendations before the conclusion of these negotiations," Minister for International Trade John C. Crosbie said, noting Canada has officially registered its "serious concerns" about the implications of the Panel report.

The Panel found that Canada's import restrictions on ice cream and yoghurt were not fully consistent with Canada's obligations under Article XI of the GATT.

## Agricultural/Food Products & Services

### Canada Prepares for One of World's Largest Food Shows in France

Paris--Canadian companies wanting to participate in what, in 1988, became the second largest food show in the world, should register promptly for **Salon International de l'Alimentation (SIAL'90)** being held here October 22-26, 1990.

A spokesman at External Affairs and International Trade Canada, organizers of Canada's national pavilion at **SIAL'90**, says a preliminary survey indicates "strong interest" by Canadian companies in participating in this show.

And little wonder. The show attracts more than 4,000 exhibitors from around the world, more than 100,000 visitors, and as many as 80 officially supported national pavilions.

At the 1988 event (**SIAL** is held every second year), Canadian participants reported on-site and long-term sales in excess of \$54 million. They also recorded more than 800 serious inquiries and the appointment of numerous—and permanent—foreign representatives.

The entire spectrum of the food and beverage industry is represented at **SIAL**—importers, exporters, distributors, catering trade, food processors, equipment manufacturers, and representatives of trade publications, and industry and trade associations.

For further information on **Salon International de l'Alimentation (SIAL) '90**, contact W.J. Curran, Agri-Food Division (TAA), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-1774. Fax: (613) 996-9510. Telex: 053-3745 AB EXTERNAL F.

### Program Promotes Canadian Beef Sales in Japan

A program launched by the Canada Beef Export Federation is designed to increase Canada's share of the Japanese beef market to 10 per cent, or about \$300 million a year.

The first activity of the Pacific 2000 component of Canada's "Going Global" trade strategy, the program is a sustained market drive that includes advertising campaigns; beef seminars for Japanese importers, distributors and processors; and in-store promotions directed at Japanese consumers.

"This program is an example of how government and the private sector can work together to expand new markets in Japan and other Asian countries," Minister for International Trade John C. Crosbie said in announcing the Federation's program.

"Government can open doors to export markets; exporters can go in and sell," Mr. Crosbie said. "We have to work together. The teamwork is working for beef; it can work for other export sectors."

In the first six months of 1989, Canada exported almost \$19 million in beef to Japan as compared to about \$7.5 million for the same period last year. That's an increase of more than 150 per cent and reflects easier access for Canadian beef into the Japanese market because of that country's more liberalized import measures which came into effect in June, 1988.

The quality of Canadian beef and the reliability of supply are strong selling points in Japan, where the prospects for the Canadian beef industry are considered tremendous.

Canada can also build on the excellent reputation that's been established for Canadian food products in general with exports to Japan rising by \$450 million last

year to \$2.1 billion.

The Canada Beef Export Federation includes beef producers, meat processors, exporters and government representation.

For more information on the Canada Beef Export Federation, contact Ezio DiEmanuele, External Affairs and International Trade Canada, Japan Trade Development Division, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8606.

## Chemical Products, Equipment & Services

### Specialty Chemicals Show Slated for Paris, France

Paris--Already more than 100 exhibitors have signed up to participate in **CHEMSPEC EUROPE'90** to be held March 14-15, 1990 at Le Meridien Montparnasse Hotel in France's capital.

An international event that highlights developments and future trends in the field of specialty chemicals, the exhibition will also feature a one and a half day symposium and techmart highlighting the diverse applications of specialty chemicals.

Last year, when **CHEMSPEC** was held in Manchester, England, there were more than 2,100 visitors from 29 countries who viewed the product lines and specialties of more than 150 leading international chemical manufacturers.

Visitors generally included buyers and purchasing managers from such industries as adhesives, agrochemicals, food processing, mining, pharmaceuticals, textiles, and water treatment.

Chemical companies wishing to exhibit should contact Mike Tarrant, Exhibition Sales Director, **CHEMSPEC EUROPE'90**, Queensway House, 2 Queensway, Redhill, Surrey, RH1 1QS, England. Tel.: 0737 768611. Telex: 948669 TOPJNL G. Fax: 0737-761685.

## Multiple Sectors

### Saudi Arabia Economy Stabilized, Trade Fair Participation Way to Profit

Canadian exports to Saudi Arabia to the end of August, 1989 were up 30 per cent over the same period in the previous year, says a report from the Canadian Embassy in Riyadh.

The report notes that the Saudi economy has "stabilized and adjusted" to the realities of lower world oil prices and that the Saudi private sector has "substantial amounts" of cash to invest and spend.

One of the best ways for Canadians to be recipients of some of that spending is to participate in trade shows in Saudi Arabia—where a number of sectors offer "outstanding potential for Canadian exporters."

These sectors include defence-related fields; high technology agricultural expertise and spare parts; mining operations; air conditioning and refrigeration equipment; automotive spare parts; computers (including services that cover operations and maintenance); training; and health and medical care.

"Exporters with a long-term commitment to the Saudi market will find excellent opportunities and profit potential", the report notes, adding that the International Monetary Fund predicts that Saudi Arabia's income will rise by 50 per cent in the next decade.

"Canadian exporters must position themselves now to take advantage of this lucrative market", the report advises.

Some Canadian companies—among them Bell Canada International, Cansult, Monenco—already are in position, being engaged in the development of modern infrastructure and high technology projects in some parts

of Saudi Arabia.

The Canadian Embassy in Riyadh (personal contacts in brackets) has a number of trade promotion events planned for Saudi Arabia in 1990. The events to be held in Riyadh, unless otherwise specified, include:

**Saudi Com'90 Telecommunications Show**--January 28-February 2--(Ron Bollman);

**Electrotech'90 Electrical Equipment Show** (being held in Jeddah)--February 11-15--(A. Shisko);

**Middle East Computing Show** (being held in Jeddah)--February 15-March 1--(Ron Bollman);

**Saudi Agricultural Show**--March 11-15--(Elie Salameh); and **Saudi Medicare'90/Dentistry'90**--October 14-18--(Luc Pamerlau).

To contact Canadian Embassy officers in Riyadh, tel.: (966-1) 488 2288. Telex: 404893DOMCAN SJ. Fax: (966-1) 488 0137.

Further information on these shows or on other trade opportunities in Saudi Arabia is available from the Middle East Trade Development Division (GMT), External Affairs and International Trade Canada, 125 Sussex Dr., Ottawa K1A 0G2. Tel.: (613) 993-7040.

### Participation in Trade Fairs Good Way to Explore the Turkish Market

There are "exciting business opportunities in the private sector--especially for Canadian firms interested in establishing joint venture operations both in Turkey and other regional third country markets", says a report from the Canadian Embassy in Ankara.

This favourable business environment has been created, in part, by recent government policies, including the full convertibility of the lira; an ongoing privatiza-

tion program of state-owned companies; and revamped incentives for the export sector through new trade finance products.

Private sector commerce is particularly evident in Istanbul, a dynamic "entrepot trade capital" of 7 million people and the venue for a growing number of international trade fairs. Participation in these trade fairs, says the report, provides "excellent opportunities for exporters to introduce their products to the Istanbul-based business community."

As an example only, these are among the fairs scheduled for Istanbul this year:

**Pro Pak-Turkey 90**--February 7-11--an international packaging show, including food processing and packaging;

**Instrumentation-Turkey 90**--April 18-22--a show covering instrumentation and scientific control;

**Chem-Turkey 90**--April 18-22--a chemicals and process engineering show held in conjunction with Instrumentation'90;

**Elenex-Turkey 90**--October 3-7--electrical and electronic engineering show;

**Communications-Turkey 90**--October 31-November 4--a communications electronics show; and

**Plastics-Turkey 90**--November 28-December 2--a plastics and rubber exhibition.

A Canadian Embassy information booth is likely to be set up for at least two of these fairs and it is hoped there will be a 1990 edition of the popular Canada Fair--where Canadian firms present to Turkish industry their offers for technology transfer. Canadian firms seeking more information on any of these activities may contact the Commercial Division, Canadian Embassy, Nenehatun Caddesi 75, Gaziosmanpasa, Ankara, Turkey. Telex: (Destination code 607) 42369. Answerback: 42369 DCAN TR. Fax: (011-90-4) 146 44 37.

## Forest Products, Equipment & Services

### Indiana Wood Expo

Thousands of business people--from tree farmers, loggers and sawmill operators to furniture manufacturers, cabinet makers and hobbyists--are expected to attend the second annual **Indiana Wood Expo** slated for April 20-21, 1990 in Indianapolis. This year's expo attracted 10,000 visitors involved in the hardwood industry.

**Indiana Wood Expo** is sponsored by the Indiana Hardwood Lumbermen's Association (IHLA) which consists of more than 360 members from 32 states and provinces.

For more information, contact the organizers, Trade Shows Inc., P.O. Box 796, Conover, North Carolina 28613. Tel.: (704) 459-9894. Fax: (704) 459-1312.

## Tourism Industry

### Tourism Industry in Cuba Potential Boom for Canadian Exporters

The tourism sector in Cuba is a potentially lucrative market for Canadian exporters, but as a Toronto, Ontario company found, it takes perseverance and a professional approach to reap rewards.

After intensive negotiations, frequent visits, and much discussion with Cuban officials and officials of the Canadian Embassy in Havana, Trend Food Service Design and Consulting Ltd. was rewarded with a US\$283,000 contract for the complete kitchen design and equipment supply for Havana's Triton II Hotel project. Trend now anticipates that, in the near future, it will clinch another Cuban hotel kitchen contract valued at US\$310,000.

As well, Trend, in conjunction with Garland Commercial Range

Ltd. is currently preparing a strategy for after sales service. The companies plan to open a technical/service office in Havana.

At the same time, Trend is preparing quotations for the upgrading of kitchen facilities in several major Cuban hospitals and is exploring the possibilities for Canadian investors to participate in joint venture tourism projects in Cuba.

Canadian trade officers say that Cuba is engaged in "massive" tourism development programs, ones that offer Canadians "a high potential market for present and future business negotiations in Cuba."

Officials caution, however, that, if Trend's success is any indica-

tion, would-be Canadian exporters to Cuba must be willing to work hard, adopt a professional approach to the Cuban market, and be prepared for frequent visits to potential clients.

Companies wanting more information on potential opportunities to supply the Cuban tourism market may contact George Sibley, Caribbean and Central America Trade Development Division (LCT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6129.

Companies may also wish to contact the Canadian Embassy, P.O. Box 500 (Havana), Ottawa K1N 8T7. Telex: 28-511586 (CAN CU).

## News In Brief

### Canada-Arab Business Council Gets Export Promotion Funding

External Affairs and International Trade Canada will contribute \$370,000 over four years to assist the Canada-Arab Business Council (CABC) in establishing a full-time secretariat in Ottawa.

The funds are being extended to CABC as part of the World Market Trade Development Program initiatives announced in September, 1988. One of the initiatives was to make available increased support to associations active in developing export markets.

The CABC has targetted a market to which Canada, in 1988, exported goods and services valued in excess of \$2 billion. Yet the market remains largely untapped.

The CABC provides a private-sector focus to Canada's trade and investment activities with the countries of the region.

For further information, contact Paul Dingleline, Director, Middle East Trade Development Division (GMT), EAITC. Tel.: (613) 993-7040; or Peter Egyed, Executive Director, CABC. Tel.: (613) 238-4000.

### Canadian Trade Offices in U.S.

The Canadian satellite trade commissioner office in Princeton is headed by Barbara Giacomini; and in Denver by Gib Ewen.

### Numbers to Note

Telephone and facsimile numbers for the Canadian Embassy in The Hague are, telephone: (070) 361-4111; facsimile: (070) 356-1111.

For the Immigration Annex, telephone: (070) 364-4825; facsimile: (070) 356-1110.

The facsimile number for the Canadian Consulate in Lyon, France is 78-62-09-36.



# EUROPE 1992 CONFERENCE IN MONTREAL

"Think international. Think exports. Europe 1992 will open up tremendous opportunities for Canadian businesses."

These were some of the messages a capacity crowd of over 250 business people heard at the Hotel Bonaventure, in Montreal early last month as they listened to ministers, presidents and vice-presidents, consultants and senior public servants discuss how best to deal with the emerging European single market.

It was the second of a series of cross-Canada conferences that began last April in Toronto -- future conference venues will include Toronto (automotive) on February 1, Vancouver on February 26, and Alberta and the Atlantic Provinces in March.

## OVERVIEW

The conference was opened by Quebec's International Affairs Minister John Ciaccia and closed by Canada's Minister for International Trade John C. Crosbie. Each outlined the impact Europe 1992 will have on Canadian businesses and assistance provided by their governments.

Said Ciaccia about Europe 1992: "We absolutely must be there. If we are not, others will take our place." According to Crosbie, "We would be failing ourselves collectively if we did not extend our reach and participate to the fullest extent possible in the changing European market of the 1990's."

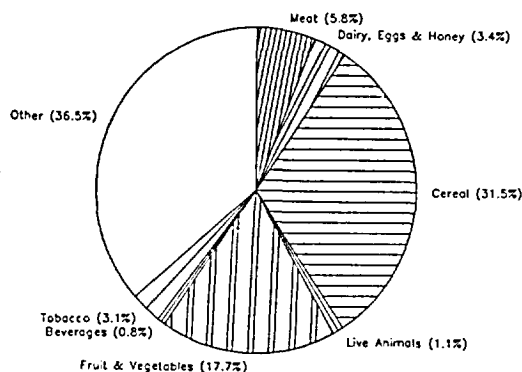
Two prominent French businessmen, Daniel Haber and Ernest-Antoine Seillière, responded from the European perspective. Four presidents and vice-presidents of Canadian companies already successful in Europe—Bombardier, Cascades, Groupe DMR and McCain—outlined their present operations and their strategic planning for 1992, after which

participants broke off into workshops to focus on one of four areas—Agriculture and Food Products, Consumer Goods and Cultural Services, Telecommunications and Computers, and Forest Products.

In these workshops, the findings of sectoral studies sponsored by EAITC were presented and discussed (for a list of the studies available, see Publications p.16).

## HIGHLIGHTS

Both Ministers spoke of dramatic changes taking place in Eastern and Western Europe and noted that the European Community (EC) will not only be an economic superpower but also the best route into the newly-liberalizing economies of Eastern Europe.



## Canadian Exports to EC - 1987: Agrifood

"The European Community could be an open door to Eastern Europe" stated Ciaccia. "We are witnessing the creation of an economic superpower that rivals the U.S." said Crosbie. "We cannot allow the mindboggling breakout of democracy in the East to distract us from Western Europe's own important reforms. They too are of historic, if less exhilarating importance. Our participation in the East may well be eventually determined by our success in gaining a foothold within the European Community."

A second theme that emerged was that of the globalization of

business. Europe 1992, like the Canada-U.S. Free Trade Agreement (FTA), is designed to make companies more competitive at home and abroad.

As pointed out by many speakers, we will be facing stronger, more competitive European firms. The question then is, how can we prepare ourselves to compete against them?

The advice given by the panelists was: know your product, be competitive in price and service, determine where the competitive advantage lies, serve a niche or specialized market and, most importantly, establish a presence in Europe.

Raymond Royer, President of Bombardier, stressed quality of product. "Our strategy," he said "is to master our technology, be a leader in niche or specialized markets, and instill in our employees the conception and manufacture of quality. Clients demand three imperatives: price, quality and service. We deliver it better than anyone else. If not, we lose the order or the bid. No customers, no jobs."

Alain Roy, Executive Vice-President of Groupe DMR, noted that you can become a major player in these world markets through one of two ways — acquisition and mergers or by becoming a specialist. "You find a niche for yourself and concentrate on innovation and positioning yourself at the leading edge in your field."

The President of Cascades, Bernard LeMaire, stressed the importance of a presence in Europe. "You must be there to know the market well and to know your competitors. Canadian companies can succeed in establishing themselves in Europe if they will adapt their methods of management and not just transfer them."

Although a presence in Europe was considered essential by many of the delegates, it was also noted —for ex. by Royer of Bombardier— that a company could not rely on a presence in just one country to cover the whole territory. Bernard Lemaire of Cascades spoke of initially employing agents in many different countries, then of expanding with well-located factories.

Others spoke of the use of the "beach-head" in one country which could open the door to others. This was done either by mergers with, or acquisitions of, European companies. For small or medium size business, this is not an option.

Daniel Haber, Vice-President and Director General of a French federation of trading houses, suggested seeking out European companies of similar size and pooling resources, or piggy-backing by using the resources of distribution of the larger companies, or contacting the European Chambers of Commerce and various associations and pooling resources.

He stressed that medium and small business should take advantage of trading houses to assure their presence and the distribution of their products in Europe.

In the workshops, issues specific to each sector yet relevant to all, were discussed. In the Agriculture

and Food workshop, it was noted that as it is the most regulated sector, it will be among those most affected by Europe 1992.

The Consumer Goods workshop participants agreed that the link between production and distribution was essential for success in Europe.

The Forestry sector recognized the importance of niche marketing for Canadian small-size lumber products and the impact of European environmental trends.

And at the Telecommunications

and Computer workshop, it was confirmed that the Europeans place a top priority on the competitiveness of their telecommunications sectors, a challenge that will perhaps be reflected in restrictive government procurement policies.

#### ASSISTANCE BEING PROVIDED BY THE FEDERAL AND PROVINCIAL GOVERNMENTS

Minister Crosbie outlined the four initiatives set out under the European Pillar of the Going Global Strategy:

—the "European Challenge" of disseminating information and creating an on-line computer information service;

—the "European Trade Strategy" of protecting Canadian interests in the Economic Community as Europe prepares for 1992;

—the "Trade and Investment Strategy" including ten technology missions and five studies of European niche technology, increased participation in trade fairs, the

develop international strategies to assure a place for Quebec in the world of tomorrow," he said.

He noted that they will be facing the opportunities and challenges by putting together a consultative committee of business leaders and experts in new technologies to develop a detailed international business strategy for Quebec.

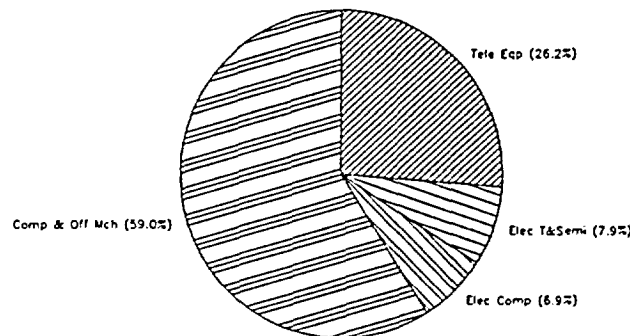
#### CONCLUSION

Guest speaker Ernest-Antoine Seillière, President of CGIP (a \$2-billion French holding company), and Vice President of CNPF (the French federation of business associations) encouraged Canadian businesses to get involved in Europe 1992. "There is nothing but great success there for you," he stated. "French companies are ready to participate with you. Come in numbers. Come join us. We are enthusiastic about the idea of 'doing' Europe together with you."

As the Conference opened, so it concluded with the overall message: "Europe 1992 will open up tremendous opportunities for Canadian businesses not only in Western Europe but possibly in Eastern Europe as well. To have a competitive advantage later, you must establish a presence now. Europe will not change instantly come January 1, 1992; it is happening now."

For more information on Europe 1992, contact External Affairs and International Trade Canada (EAITC)'s European Community Trade Policy Division (REM). Tel.: (613) 996-5665. Fax: (613) 952-3904/07.

For information on trade, investment and technology related to the EC countries, contact EAITC's Western Europe Trade and Investment Development Division (RWT). Tel.: (613) 995-9401. Fax: (613) 952-3904/07.



Canadian Exports to EC-1987: Telecom & Computer Products

expansion of the NEXOS (New Exporters to Overseas Markets) program including at least eight missions this year with 15 to 20 exporters who are new to Europe; and

—the Science and Technology Strategy for better access to European technology.

Quebec Minister Ciaccia announced that his ministry would undertake a methodical review of its foreign policy and its programs relating to Europe 1992. "We must

## WESTERN EUROPE: MEETING THE CHALLENGE

Europe is undergoing a second renaissance.

Borders are disappearing, establishments are changing and a new wave of fresh thinking has unleashed creative forces which could soon make an integrated Western Europe the most powerful economy in the world. These developments pose new challenges and opportunities for Canadian business.

The significance of Western Europe to Canada in both political and trade terms must not be underestimated by Canadian business. Some facts to keep in mind include:

\* Western Europe is the world's largest import market, with over \$1 trillion worth of products imported annually.

\* Over 30 per cent of these imports come from outside Western Europe (for the European Community as a whole, this figure is 40 per cent).

\* The GDP (Gross Domestic Product) of the European Community (EC) is nearly twice that of Japan and almost equal to that of the U.S.

\* In 1988, Canadian exports to Western Europe totalled some \$12.5 billion, up 20 per cent over 1987 (\$10.7 billion to the EC). On the import side the comparative figures are \$18.8 billion, 20 per cent and \$16 billion respectively.

\* More than 1.7 million Western European tourists visit Canada every year spending over \$1.5 billion.

\* Of the cases reviewed by Investment Canada, Western Europe generates 90 per cent of Canada's non-U.S. foreign investment related jobs, or one-quarter of all new jobs created in Canada by foreign investment.

\* More than 200,000 Canadian jobs depend on trade with Western Europe.

\* Five of Canada's top ten export markets are located in Western Europe (the U.K., West Germany, France, Italy, and the Netherlands).

The dizzying pace of change in all parts of Europe will affect Canadian companies whether they are now doing business in Europe, in other regions of the world or only in Canada.

To cope with these forces of dynamic change and to develop a coherent and effective trade strategy, Canadian companies can take advantage of the assistance available from External Affairs and International Trade Canada (EAITC) through headquarters in Ottawa, the regional International Trade Centres and Canadian Trade Offices in Europe.

The following highlights the role and activities of EAITC's Western Europe Trade, Investment and Technology Division (RWT). As its name implies, RWT is a focal point for activities relating to the development and implementation of programs dealing with Canadian trade (including tourism), investment and technology interests in Western Europe. It has operational responsibility for the activities of the 23 Commercial Divisions in Canadian Embassies and Consulates in Western Europe with a total staff of 56 Trade Commissioners and 53 locally-engaged Commercial Officers.

RWT works closely with other EAITC Divisions, other government Departments, provincial governments, International Trade Centres, private sector associations and individual Canadian companies to create and deliver an effective program of trade, investment and technology related activities geared to advancing Canada's economic interests throughout Western Europe.

Factors such as Europe 1992, the creation of the Single Market

in the European Community, the move to develop a European Economic Space (EES) which involves much closer economic relationships between the EC and the six EFTA (European Free Trade Association) countries, and the possibility of closer cooperation between Western and Eastern Europe all require careful consideration in corporate strategy development.

As is the case in North America, there is considerable industry restructuring taking place in Western Europe with production rationalization, mergers and acquisitions and a host of new joint ventures appearing on the scene. Many opportunities exist in this dynamic environment—Canadian companies should ensure that they take advantage of them. Individual country desk officers in RWT are ready to offer help and advice in this regard.

Aside from assistance in development of corporate trade strategies, RWT, through the Program for Export Market Development (PEMD), the World Market Trade Initiative Program and, most recently, the new Going Global Program, provides practical support to assist companies participate in, or undertake, various types of export promotion activities, strategic partnering initiatives and investment development and technology transfer prospecting.

The **European Trade Fairs and Missions Program** has been expanded in an attempt to significantly increase the number of Canadian companies doing business in Europe. In 1990-91, it will consist of 31 National and Core Area Stands at key European trade fairs, 27 Information Booths at other shows and 39 trade missions, either incoming or outgoing.

Reflecting their universal prestige, trade fairs in Europe have become world market centres to a

## *European Trade Fairs*

Listed below, by chronological order, are the major trade shows EAITC's Trade Fairs and Missions-Europe (RWTF) plans to participate in 1990-91.

**National Stands** are full-scale large participations with several companies usually grouped around a government of Canada information and lounge area.

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

For more information on the shows, contact RWTF, tel.: (613) 996-5554.

### National Stands

#### 1990

- April 5-8--LIBRO - Childrens Book Fair - Bologna, Italy
- April 24-27--COMMUNICATIONS - Telecom/Radio/Cable/Satellite & Info Tech - Birmingham, U.K.
- April 27-May 10--DRUPA '90 - International Printing and Paper Fair - Duesseldorf, West Germany
- May 8-11--INTERCLEAN - Professional Maintenance & Cleaning - Amsterdam, Netherlands
- June 4-9--INFORMAT - Computer and Data Processing Show - Barcelona, Spain
- June 7-13--INTERPACK - International Packaging Machinery and Packaging Materials and Confectionary - Duesseldorf, West Germany
- August 28-31--OFFSHORENORTHERNSEA EXHIBITION (OIL & GAS) - Stavanger, Norway
- September 4-7--ISPO (FALL) - Sports Equipment and Fashion - Munich, West Germany
- September 11-16--AUTOMECHANIKA - Motor Car Workshop & Service Station Equipment Auto Spare Parts & Accessories - Frankfurt, West Germany
- October 2-6--DEFENDORY '90 - Defence Industry Show - Piraeus, Greece
- October 3-8--FRANKFURT BOOK FAIR - Frankfurt, West Germany
- October 4-8--SMAU - Office Automation Systems and Supplies - Milan, Italy
- October 22-26--SIAL - International Food Products Exhibition - Paris, France
- October--CANADA FAIR '90 (Solo High Tech) - Istanbul, Turkey

- November 6-11--ELECTRONICA - Components & Assemblies in Electronics - Munich, West Germany

- November 19-23,--INTERPLAS - Plastics & Rubber Exhibition - Birmingham, U.K.

#### 1991

- February 21-24--ISPO (SPRING) - Sports Equipment & Fashion - Munich, West Germany

- March 3-6--INTERNATIONAL HARDWARE FAIR - Cologne, West Germany

- March 3-6--SIG '91 - Winter Sporting Goods - Grenoble, France

- March 13-20--CEBIT '91 - Office, Info & Telecommunications Technology - Hanover, West Germany

### Core Area Stands

#### 1990

- May 8-11--ANALYTICA - Biochemical & Instrument Analysis with International Conference - Munich, West Germany

- May 10-13--FIBO '90 - Fitness, Leisure, Sports & Body Building Fair - Cologne, West Germany

- July 2-5--ROYAL AGRICULTURAL SHOW (Animals and Agriculture) - Stoneleigh, U.K.

- October 22-26--SYSTEC '90 - Computer-integrated Manufacturing and International Congress - Munich, West Germany

- November 21-24--MEDICA '90 - Medical Equipment - Duesseldorf, West Germany

#### 1991

- January 16-22--BAU '91 - Building Materials / Building Systems / Building Renovation - Munich, West Germany

- January 19-27--BOOT '91 - International Boat Show - Duesseldorf, West Germany

- February 19-22--DOMOTECHNICA - Home Appliances, Household Tech, Kitchens and Kitchenware - Cologne, West Germany

- March--BATIBOUW '91 - International Building, Renovation & Decoration Exhibition - Brussels, Belgium

- March--SIA - International Agricultural Show (Cattle) - Paris, France

- March--FIERAGRICOLA - International Agriculture & Animal Farming Fair - Verona, Italy.

greater extent than any other geographic area and are true 'selling' fairs.

Participation in events in Europe is aimed primarily at increas-

ing sales of manufactured and high technology products, communications and electronic equipment, forestry products, automotive parts, oil and gas equipment, and

agro-industrial products including fish.

**Strategic Partnering** is a new term for old-fashioned cooperation between companies. It can

range from reciprocal distribution arrangements (in the case of complimentary products), to joint ventures to technology transfer agreements to a coordinated expansion into a third market. The variations are as numerous as the companies involved but all share the characteristic of mutual assistance based on a 'trade' of established contacts and market intelligence and understanding.

RWT's role in this area is to assist Canadian companies identify where such an approach makes sense, and to help them find an appropriate partner. In addition to drawing on its Trade Commissioners' familiarity with local conditions, RWT undertakes specific highly focused studies to identify mutually beneficial and enhancing company matches.

Another important aspect of RWT's work is to encourage investment of benefit to Canada. There are four full time investment counsellors now stationed in Western Europe and five Embassies have major investment development programs.

The focus of this program is to attract foreign firms to invest in job-creating enterprises in Canada whether via a new facility or in joint venture with an established Canadian company. Using various promotion techniques, Canadian trade officers abroad ensure that the Canadian option is considered by as many foreign firms as possible.

EAITC also offers financial support to firms in their search for technology via the Technology Inflow Program (TIP) which covers a portion of travel costs for firms visiting potential sources of technology. RWT works closely with six Technology Development Officers stationed in Canadian Embassies in Western Europe. Based on the demand being generated by the business community, RWT is expected to expand this aspect of

its services in the future.

With the implementation of the Canada-U.S. Free Trade Agreement, Canadian businesses can now achieve advantages of scale and distribution in the North American marketplace. As Europe is emerging as a continental market in its own right to rival that of North America, opportunities for trans-Atlantic cooperation and sales abound. Canadian companies seeking assistance in pursuing these opportunities should contact RWT, tel.: (613) 995-9401.

The following list gives the name and phone number of RWT officers, with country or area of re-

sponsibility in brackets: Donald T. Wismer, Director, 995-9402; Kathryn Hewlett-Jobes, Deputy Director (Italy, Malta), 995-9403; Marc Lepage (France), 996-2363; Peter Kowal (Germany), 996-3774; Jennifer Barbarie (U.K., Ireland), 995-6565; Doug Bourgon (IDP, TIP Programs), 995-9766; Gary P. Scott, Deputy Director (Turkey), 995-6439; Borys Budny (Denmark, Finland, Iceland, Norway, Sweden, Greenland), 995-4730; Cathy Patton (Belgium, Luxembourg, Netherlands, Switzerland), 995-6440; Gerry Madden (Austria, Cyprus, Greece, Spain, Portugal), 9967544.

## BUSINESS AGENDA

**Rexdale** - Humber College International Business Certificate Program--January 16-March 20: International Banking and Finance--January 23-March 27: Aspects of Trade--January 24-March 21: Canadian Customs--January 25-March 29: International Marketing--January 29-March 5: Exporting and International Business. Contact Julie Klinger, Project Coordinator, Humber College. Tel.: (416) 675 3111, ext. 4418.

**Ottawa**--February 11-13: 1990 Tourism (TIAC) Industry Association of Canada Annual Conference "A Critical Path for Tourism". Contact Deborah Burke, Director of Communications, TIAC. Tel.: (613) 238-3883. Fax: (613) 238-3878.

### Cross Canada Workshops

As part of its efforts to strengthen Canada's competitive position in the Japanese Agriculture, Food and Fish market, External Affairs and International Trade Canada is planning a series of workshops in the coming year at 5 International Trade Centres. The work-

shops, using a how-to approach, are intended to inform and advise Canadian exporters of excellent opportunities available to them in Japan. The workshop dates are as follows: **Halifax**, Feb. 13; **Montreal**, Feb. 15; **Toronto**, Feb. 20; **Edmonton**, Feb. 22; and **Vancouver**, Feb. 27. Contact: Ezio DiEmanuele, EAITC's Japan Trade Development Division. Tel.: (613) 995-8606. Fax: (613) 996-4309.

**Ottawa**--March 8-10: Performing Arts Promotion - Visitors from Mid America Arts Alliance. Contact D.Shaw, U.S. Trade and Investment Development Division (UTE), EAITC. Tel.: (613) 991-9070.

**Edmonton**--March 14-18: 1990 Edmonton Boat & Sportsmen's Show. Contact Ms Sherri Verdec, Canadian National Sportsmen's Shows, tel.: (403) 237-5808.

**Winnipeg**--March 18-20: The Canadian Outerwear Show - Incoming Buyers from USA. Contact D.E.Hodgson, Itc. Tel.: (204) 983-5942; or N. Peacock, UTE/EAITC. Tel.: (613) 991-9476.

# PUBLICATIONS

## **Commercial Prospects for Canadian Companies in the Oil and Gas Sector in Bangladesh.**

This document describes government agencies in this sector, reserves, proposed development, regulations, and a general strategy for successful participation by Canadian companies. Available from the Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7689.

## **India's Oil and Gas Market-Opportunities for Canada. India's Natural Gas Market-Opportunities for Canada.**

These two brochures summarize the oil and gas sector in India, including an overview of the industry, exploration, reserves, and government commitment to this sector in the next five-year plan. Also included is a list of the major players in the field, comprising public and private companies, information on the Indian tender system, taxes, and other practical advice for Canadian companies. Available from the Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7689.

**Export Techniques, 2nd Edition**, now offers an up-to-date Supplement to the booklet originally published 18 months ago. Among the chapters in the Supplement are: the Free Trade Agreement, Export Controls and Permits, International Travel Tips, Foreign Exchange, and

Women in Exporting. Copies of the Supplement are available, at \$12 per issue or \$10 each for five or more copies, from J.R. Arnold, Export Consultant, P.O. Box 1556, Parksville, British Columbia V0R 2S0; or tel.: (604) 248-6171, ext. 51.

## **Australian Materials Handling Equipment Market**

a report produced by the Canadian Consulate General in Sydney, Australia, indicates market opportunities exist for Canadian manufacturers and exporters of automated racking and shelving systems; narrow aisle forklifts and elevated cab turret trucks; conveyor parts; and small to medium crane ranges. Canadian manufacturers with internationally competitive products should contact the Canadian Consulate General, 8th Floor, A.M.P. Centre, 50 Bridge St., Sydney, New South Wales, Australia 2000. Telex: (Destination code 71) 20600 (CANGOVTA20600). Fax: (011-61-2) 223-4230. For more information or a copy of the report, contact Jessie Hislop, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada. Tel.: (613) 995-7652. Fax: (613) 996-4309

## **Export Opportunities Market Studies**

(mainly food) on Japan published by EAITC: Japan Trade Development Division (PNJ) -- the last four are new -- provide market information on how to export the subject products to Japan:

**The Atlantic Herring Roe Market; The Food Service**

**Market; The Retail Food and Beverage Market; The Bottled Water Market; The Processed Meat Market; The Windows and Doors Market; The British Columbia Farmed Salmon Market:** how to capitalize on the growing Japanese demand for farmed salmon; **The Bakery Mix Market:** identifies potential importers; **The Peat Moss Market:** includes a list of all major Japanese importers of peat moss; **The Processed Alfalfa and Hay Products Market:** presents a growing Japanese demand.

These publications are available through EAITCs Japan Trade Development Division, 125 Sussex Drive, Ottawa K1A 0G2, or call toll free the Info Export Hotline 1-800-267-8376.

Publications released at the Europe 1992 Montreal Conference workshops and available (see article on p.11.):

-1992 Implications of a Single European Market, Agriculture and Food Products ;

-Europe 1992 Working Group Report on Agriculture and Food Products ;

-1992 Implications of a Single European Market, Telecommunications and Computers ;

-Europe 1992 Working Group Report on Telecommunications and Informatics Sectors ;

Copies of the above four publications are available by calling Info-Export toll-free at 1-800-267-8376.

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# CANADEXPOR

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External Affairs and  
International Trade Canada

## Australian Market Offers Offsets Program

Canadian companies, particularly in the fields of resource extraction, materials handling, and communications, are increasingly becoming aware of profitable opportunities in sales to the Australian federal and states governments. An essential element of conducting this business is the provision of offsets by foreign firms.

Offsets are commercial and technological activities which are channelled to Australian industry by an overseas supplier to fulfil conditions of receiving an order for goods or services from the Commonwealth or state governments.

The prime aim of the **Australian Offsets Program** is to secure access for Australian industries to advanced technology, skills and overseas markets.

Offsets are required on all Australian government purchases and capital goods leases valued at A\$2.5 million or more, of which at least 30 per cent is imported. In these cases, overseas suppliers must undertake approved offsets for 30 per cent of the value of the imported content.

Three methods by which overseas firms may choose to discharge their offsets obligations under Australian regulation are:

- Negotiation of a "Partnership for Development Agreement". Under these agreements, the Australian government undertakes to waive all offsets obligations for overseas companies with an Australian partner which agrees to reach an acceptable level of research, development and exports from Australia over a period of seven years;

- Negotiation of a general "Pre-qualified Offsets Supplier

Scheme". Overseas suppliers enter into a long-term arrangement with the Australian government and undertake to establish ongoing high technology and export-oriented offsets activities which, over a period, will fulfil offsets requirements; and

- Negotiation of a single offsets agreement each time a government contract is won.

The Australian government recently made its offsets program more flexible by signing an agreement with a Swedish company allowing it to perform offsets work in Australia on behalf of foreign firms that incur offsets obligations. Similar proposals are expected to be approved in due course.

These agreements allow foreign firms another option of fulfilling their offsets liability by conveying them to a third party.

Bidding on any government contracts in Australia under the 1988 National Offsets Agreement has been simplified.

Under this agreement, offsets negotiations can be carried out by joint state and federal government teams, thus eliminating repetitive individual negotiations.

For more information on the **Australian Offsets Program**, contact Ray Buciak of EAITC's Asia Pacific South Trade Development Division (PST). Tel.: (613) 996-5945. Fax: (613) 996-4309.

### Workshop on U.S. Procurement

A half-day workshop on U.S. Government non-defence procurement will be held February 27, 1990 at the Constellation Hotel in Toronto.

The workshop will identify some of the more than \$2 billion in new sales opportunities that have been created for Canadian companies under the Canada-U.S. Free Trade Agreement. The basics of the U.S. Government registration and procurement processes will also be explained.

A leading consultant from Washington will be on hand to provide further information on this particular marketplace and a panel of Canadian companies that have been successful in selling to this market will also present their views, describing how they took advantage of trade promotion initiatives offered by External Affairs and International Trade Canada (EAITC).

The workshop is sponsored by the Canada-U.S. Business Association and will include participation by the federal government's International Trade Centre in Toronto.

For further information or to register, contact the Canada-U.S. Business Association, tel.: (416) 621-1507; or Ann Curran, International Trade Centre, Toronto, tel.: (416) 973-5191.

### INSIDE

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Free Trade and the Agricultural Working Groups

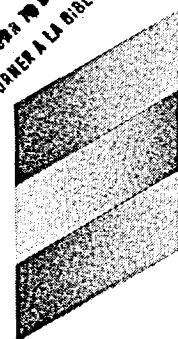
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Trade Shows/Sectoral News

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Departmental Activities and Structure: the CCC

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Canada

# Agricultural Working Groups under the FTA

Chapter Seven -- Agriculture -- of the Canada-United States Free Trade Agreement (FTA) calls for the establishing of eight Working Groups, each with equal representation from each Party.

While references to agriculture bring to mind images of grain and hogs, these Working Groups in fact cover a wide range of goods ranging from alfalfa to beer and pretzels -- that is anything, including tobacco, which is defined by the FTA as an agricultural, food, beverage or related good.

## Role

The primary role of the Working Groups is to eliminate unjustifiable technical barriers to trade in these goods. The range of issues they will address are as diverse as tests to ensure the health of animals, to claims vendors can make about their food products.

The objectives for the Groups are in many ways similar to those set out in the General Agreement on Tariffs and Trade (GATT). Technical regulations and standards are to be developed to facilitate commerce without compromising health and safety.

The major difference is that the FTA has established an active process to tackle the job while the

GATT process is passive, reacting to formal complaints. The FTA process generates momentum to solve existing problems and to head off other problems before they develop.

The FTA provides a forum for discussion of how the two countries can cooperate to eliminate the distorting effects of standards while preserving their essential health and safety role. Technical experts meet domestically and bilaterally to discuss how to meet these objectives.

The Working Groups have a complex and long-term task ahead of them. The Groups, or some form of them, will probably have an ongoing role in the Canada-U.S. trade relationship.

Among other things, the Groups are to attempt to:

- harmonize or make equivalent regulatory requirements and inspection procedures,
- establish equivalent accreditation procedures for inspection systems and inspectors,
- establish reciprocal training programs for inspectors and use each other's personnel for inspection where feasible, and
- establish common data and information needs for the approval of new goods and processes.

Both countries will retain the ability to preserve and enhance consumer health or safety standards in meeting these objectives.

## Consultative mechanisms

To facilitate the exercise, the federal government has developed consultative mechanisms for liaison with provinces and the private sector. Each province has been invited to appoint a coordinator who may contribute to the process. Private-sector representatives are consulted when issues in their area of expertise arise. In addition, the Sectoral Advisory Groups on International Trade are consulted.

All changes will go through the normal government procedures such as notification in the *Canada Gazette* -- to invite input from concerned individuals -- as the government is eager to hear of any problems Canadian exporters face in accessing the U.S. market.

Many of the government representatives and private sector client groups involved in the process are already familiar with it, having often been involved in similar informal working groups in the past. This is especially true where Canada and the U.S. have had significant trade.

## Issues-Objectives

Both countries have agreed that the process should concentrate on broad, long-term issues and should avoid being caught up in bilateral irritants which inevitably occur in a trading relationship as large as that of Canada and the U.S.

The objective is to establish principles for addressing irritants rather than trying to resolve individual irritants themselves. For example, instead of debating whether a particular load of tomatoes should be allowed to cross the

*Continued on page 3*

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border, the focus is on what would be the best principle for both countries to rely on in adopting a standard for tomato inspection, given the objectives of facilitating trade and protecting consumers.

In meeting those objectives, Canada and the U.S. obviously cannot ignore what is going on in the rest of the world if they want to trade successfully on a global basis. To that end, the process is being closely coordinated with the current Multilateral Trade Negotiations (MTN) round and the European Community (EC) 1992 initiative. No initiatives will be taken by the Working Groups without consideration being given to how such initiatives would interact with institutions such as the CODEX Alimentarius Commission and the International Plant Protection Convention.

The FTA Working Groups are off to a good start in meeting their objectives although it is clear that progress will be made more quickly in some areas than others. The nine Working Groups, which are listed at the end of this article, have met a number of times domestically and bilaterally and a detailed action plan has been agreed upon with the U.S.

Canada and the U.S. have had a close historic liaison in a number of areas such as the trade of live animals. In such areas, the issues which need to be addressed are well defined and the Working Groups have already begun discussions which should lead to regulatory changes relatively quickly.

In other areas such as the trade of dairy products, the Working Groups are exploring each other's regulatory systems in order to determine what issues to concentrate on. In areas where the Canadian and U.S. systems have developed on different tracks, progress is likely to come more slowly.

### Meetings

The Groups must meet at least once a year and report to the Joint Monitoring Committee, also established by the FTA. This Committee supervises the Working Groups and reports on their progress to the Canada-U.S. Trade Commission and relevant Ministers.

The Canadian side of the Joint Monitoring Committee -- chaired by External Affairs and International Trade Canada -- consists of Assistant Deputy Ministers from the departments concerned: Agriculture, Fisheries and Oceans, Consumer and Corporate Affairs and Health and Welfare.

The first report of the Joint Monitoring Committee was approved at the November meeting of the Trade Commission. At the request of industries in both countries, the Commission also established a new Working Group on fish and fisheries products inspection.

In 1989, the year of FTA implementation, the Agricultural Working Groups met their goal of defining issues and setting out a framework to advance the objectives of the Agreement. In 1990, they face the challenge of implementing change.

### Agricultural Working Groups

1. Animal Health
2. Plant Health, Seeds and Fertilizers
3. Meat and Poultry Inspection
4. Dairy, Fruit, Vegetable and Egg Inspection
5. Veterinary Drugs and Feeds
6. Food, Beverage and Colour Additives and Unavoidable Contaminants
7. Pesticides
8. Packaging and Labelling of Agricultural, Food, Beverage and Certain Related Goods for Human Consumption
9. Fish and Fisheries Products Inspection.

## FTA CHAPTER 19 PANEL DECISION WELCOMED

The first panel decision under Chapter 19 of the Canada-U.S. Free Trade Agreement (FTA) has been welcomed by Minister for International Trade John C. Crosbie.

The panel was asked by three Canadian exporters of red raspberries to review a decision by the U.S. International Trade Administration (ITA) to impose anti-dumping duties on their products.

In one case, the panel upheld the ITA's decision. In the other two cases, the panel unanimously held the ITA's findings to be "defective." The decision was rendered in 283 days, 32 days less than required under the FTA.

"This decision is noteworthy in that it shows that the FTA's dispute settlement procedure works quickly and that it ensures that trade laws are enforced fairly and on the basis of solid evidence," Crosbie said.

Chapter 19 replaces domestic judicial review with a review by a binational panel in anti-dumping and countervailing duty cases. Previously, a court challenge to an ITA decision could take two to three years.

Anti-dumping duties are additional duties imposed by an importing country in circumstances where imports are priced at less than the "normal" price charged in the exporter's domestic market and cause, or threaten to cause, material injury to a domestic industry in the importing country.

### NUMBERS TO NOTE

Canadian Consulate, Shanghai, tel.: 320-2822; fax: 320-3623.

Canadian Embassies: Guatemala, fax: (502) (2) 321419; Havana, fax: (53) 22-70-44.

# Latest World Bank Projects

*The Canadian Embassy in Washington has provided the latest list of new projects currently being considered for World Bank funding (\$M = \$million).*

*Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed when a loan is involved) for further details.*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.*

**ALGERIA** (Algiers)--Project to strengthen institute framework for environment management. Consultant services: to be determined. Project preparation underway. Executing Agency: Ministry of the Interior. Loan \$20 M.

**BENIN** (Lagos, Nigeria)--1) Project to improve Benin's structural adjustment program which received IDA assistance in form of first sale of SDR 33.5 M in FY 1990. Consultant services: to be determined. Executing Agency: National Adjustment Commission. 2) Power rehabilitation and extension of Cotonou, Porto-Novo and Abomey/Bohicon area distribution systems, purchase of spares and equipment, technical assistance and training at all levels to improve all aspects of power operations. Consultants required. Executing Agency: Société Beninoise d'Electricité et d'Eau (SBEE). Loan \$7 M.

**BOLIVIA** (Lima, Peru)-- Power/gas pipeline to provide partial fi-

nancing for construction of 550 KM 20-inch gas pipeline/500 MW gasturbine powerplant. Designed as enclave project. Consultants required. Executing Agencies: UNIDAD Ejecutora Proyectos Acuerdos Bolivia-Brazil; Yacimientos Petroliferos Fiscales Bolivianos; and Empresa Nacional de Electricidad. Up to 10 per cent retroactive financing being considered. Loan \$150 M.

**CAPE VERDE** (Sylvy Gariépy of EAITC's GAT Division (613) 990-8134)--Export promotion project to help government formulate and implement strategy for promotion of exports and development of industrial free zones. Proposed loan would provide term financing to private-sector entrepreneurs including free zone developers. Components to be used for institutional development. Consultants required. Executing Agency: Bank of Cape Verde. Loan \$8 M.

**COTE D'IVOIRE** (Abidjan)--Road maintenance/feeder roads project to help implement five-year feeder road program of about 10,000 KM of rehabilitated/new roads per year, with improvement of cost recovery schemes and building capacity at national and regional levels. Consultant services: to be determined. Preliminary work underway. Executing Agency: to be determined. Loan \$40 M.

**EL SALVADOR** (San Jose, Costa Rica)--Social sector rehabilitation project to support government social emergency project, may include primary school rehabilitation/reconstruction and other pilot activities. Consultant services: to be determined. Executing Agency: Ministry of Planning. Loan up to \$20 M.

**ETHIOPIA** (Addis Ababa)--Market Towns project to improve basic living conditions through infrastructure and housing investment,

to encourage small and micro-scale enterprise development, programs for women, and to strengthen urban service delivery agencies through institutional support programs. Consultants will be required. Appraisal completed. Executing Agencies: Ministry of Urban Development and Housing, After Supply and Sewerage Authority, Housing and Savings Bank, Agricultural and Industrial Savings Bank, Handicrafts and Small Industries Development Agency. Loan \$40 M.

**GABON** (Libreville)--Project to support government structural adjustment program to consolidate fiscal discipline and policy reform begun under an earlier project. Major components include: (a) reduction of Gabon's wage and cost structure; (b) continuation of private enterprise reform; (c) fund for future generations, financed through oil revenues. Consultants will be required. Executing Agency: Ministère de la planification du développement et de l'économie. Loan \$50 M.

**INDIA** (New Delhi)--1) Technical education project includes expansion of capacity of existing, and construction of some new, polytechnics; modernization of polytech equipment, expansion and training; institutional strengthening at State levels in 8 States. No expatriate consultants required. Executing Agencies: Department of Education, Ministry of Human Resources Development. Procurement: retroactive financing of approximately \$2 M anticipated. Loan \$260 M. 2) Private-sector power utilities project consists of installing 150 MW and 980 MW pump-turbine plants, associated 200 KV transmission lines; refurbishing three 60 MW pump-turbine plants, associated 200 KV transmission lines; refurbishing

three 60 MW pump-turbine plants, associated 200 KV transmission lines; refurbishing three 60 MW units at thermal power plants as combined cycle scheme and flue gas desulphurization unit. Necessary clearances being obtained. Local consultants have been retained for preparation and project design. Executing Agency: TATA Electric Companies. Loan \$113 M.

**KENYA**(Nairobi)--Project to support improvements to wildlife park management and infrastructure, and develop sustainable economic opportunities for people living in and around parks. Consultant services: to be determined. Project preparation underway. Executing Agency: Ministry of Tourism and Wildlife. Loan \$50 M.

**LAOS**(Bangkok, Thailand)--Education reform/development program to be time-sliced into several projects on basis of donors availability and local constraints. Project would improve management efficiency, quality of education and access to educational opportunities. Would include (a) technical assistance program to overhaul management of sector, objectives and content of education and related teacher training, teaching/learning materials and distance education; (b) building program for schools, teacher and manager training facilities; (c) studies on major school issues. Consultants required for (a) and (c). Executing Agency: Ministry of Education. Loan \$40 M.

**MEXICO** (Mexico City)--1) Regional/rural development to assist four poorest states of Chiapas, Guerrero, Hidalgo, Oaxaca in development effort, assist government in implementing more efficient and equitable regional/rural policy nationwide. Consultant services: to be determined. Project preparation underway. Executing Agency: Secretaria de Programacion Y Presupuesto. Loan \$350 M. 2) Rural financial sub-

sector project to improve overall efficiency of rural financial markets to better contribute to increasing country's growth rate. Consultant services: to be determined. Executing Agency: Fondo de Garantia Y Formento Para La Agricultura. Loan \$150 M.

**SENEGAL**(Dakar)--Promotion of private-sector activities, particularly as they relate to development of exports and services sectors. Consultants will be required. Project preparation underway. Executing Agency: Ministry of Industry. Loan \$30 M.

**THAILAND** (Bangkok)--Land reform and forest protection project consisting of two major components: (a) second phase support of Agriculture Land Reform Office program to provide social, infrastructure and production support to settlers on government forests suitable and alienated for agriculture; (b) demarcation and protection of priority conservation forests, including appropriate development and conservation measures for wildlife sanctuaries and national parks. Project preparation underway. Executing Agency: Agriculture Land Reform Office. Loan \$40 M.

**TOGO**(Lagos, Nigeria)--Forestry/environment omnibus program for protecting natural resources and mitigating environmental effects of growth. Consultant services: to be determined. Executing Agencies: Ministry of Environment and Tourism, Ministry of Rural Development. Loan \$13.6 M.

**TURKEY** (Ankara)--1) Environmental project will provide facilities and assist in strengthening policies and institutions to control causes of environmental degradation. Consultant services: to be determined. Executing Agency: to be determined. Loan \$150 M. 2) Highway sector investment loan to support time-slice of expenditures on state and provincial roads and establishment of motorways

corporation to manage motorways network. Would also assist in mobilizing resources for motorway program through expanded co-financing operations program. Consultant services: to be determined. Executing Agency: Ministry of Public Works and Settlement. Loan \$200 M.

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## Market Opportunities

**BRITAIN**--Representing overseas companies in the U.K. for almost a century, a company here seeks to represent Canadian suppliers to the **paper, board, chemical, pharmaceutical, petro-chemical, water, sewerage and general engineering industries.** Contact Christopher J. Guinane, Sternberg & Phillips, William House, Holmesdale Road South Darenth Nr. Dartford, Kent DA4 9JP, England. Telex: 894363 SOLIST G. Fax: (0322) 864629.

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## AGRICULTURAL SALES TO CUBA SUPPORTED BY EDC

Canadian sales of up to \$20.9 million in agricultural commodities to Cuba will be covered by up to \$25.9 million in export insurance being provided by the Canadian government working through the Export Development Corporation (EDC).

The Cuban insurance is part of EDC's Bulk Agricultural Insurance Program which, since 1986, has supported the worldwide export of \$790 million in Canadian agricultural commodities.

"Having this insurance in place will provide Canadian commodity producers with the security to maintain a growing market in Cuba for products such as New Brunswick seed potatoes, Ontario corn, and Alberta pulses", Minister for International Trade John C. Crosbie said in making the announcement.

## Advanced Technology Products & Services

### Trade Commissioners will be at Software'90

**Montreal**—Trade commissioners from Canada, the United States and the United Kingdom will be available for interviews at **Software'90**, a three-day conference on marketing software in the 1990s being held in Montreal February 14-16, 1990.

In addition to providing details to Canadian companies on programs offered by External Affairs and International Trade Canada (EAITC), the trade commissioners will also discuss overseas opportunities that exist for Canadian software firms.

Meetings with trade commissioners can be arranged at EAITC's **Software'90** booth or through **Contacts'90**--a meeting and networking system developed especially for the show.

Organized by the Canadian Advanced Technology Association (CATA) and the Canadian Association of Data, Professional Services and Software Organizations (CADAPSO), the conference will host more than 100 speakers and focus on markets, marketing, finance, and the government as a software user.

The conference is supported by four federal government departments: Supply and Services Canada; Communications Canada; External Affairs and International Trade Canada; and Industry, Science and Technology Canada.

For further information, contact Roy Woodbridge, CATA, tel.: (613) 236-6550; or Fruji Bull, CADAPSO, tel.: (613) 230-3524.

## Agricultural/Food Products & Services

### Food Show in Puerto Rico

**San Juan**—Canadian food and food service equipment companies are being recruited to participate in

the **18th Annual Food and Food Service Equipment Trade Show** being held in this capital city April 21-23, 1990.

In the 1989 event, nine Canadian participants reported anticipated sales of \$4.3 million and met potential buyers, distributors and agents throughout the Caribbean.

For further information on participating in this show, contact Jon Dundon, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 996-6921. Fax: (613) 996-0677.

## Multiple Sectors

### Participation Still Planned for Panama Fair

**Panama City**—It's still full steam ahead for Canada's participation in **EXPOCOMER 90**, this city's eighth consecutive international trade show being held March 7 to 12, 1990.

Featuring products from around the world, **EXPOCOMER** is one of the largest and most important general trade fairs in Latin America. It is the meeting place of buyers for the vast markets of the Caribbean, Central America and South America.

For further information, contact Jon Dundon, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 996-6921. Fax: (613) 996-0677.

## Forest Products, Equipment & Services

### Canada's Forestry Capital Host to Equipment Show

**Sault Ste. Marie**—Canada's premier showcase of forest technology for more than 25 years, the **Forest Industries Equipment Exhibition (FIEE)**, will be held June 21-23, 1990 in this Forestry Capital of Canada.

The three-day logging, lumber

and forestry equipment show will feature live-action demonstrations of woodlands equipment, exhibits and technical seminars. Forestry industry executives from North America and representatives of major offshore wood-producing countries are expected to attend.

For further information on **FIEE**, contact Brian Jones, Show Manager. Tel.: (416) 445-6641. Fax: (416) 442-2077.

## URUGUAY ROUND ENTERS FINAL STAGE

As the Uruguay Round of Multilateral Trade Negotiations (MTN) enters the final stretch--it is to be completed in December, 1990--the negotiating atmosphere is described as being "generally positive."

That's the consensus in a MTN situation report, following the General Agreement on Tariffs and Trade (GATT) meeting held last November in Geneva, Switzerland.

The report notes that, as the deadline nears, the concerns of individual countries are becoming more focused and negotiations more intense in an effort to bridge any gaps or unresolved issues that exist.

Prospects are "good" that agreement will be reached fairly soon in such key areas as access to markets, services, subsidies, the trade policy review mechanism, and agricultural trade policy.

Key players in the negotiations, as well as small-to-medium-size countries, are "well engaged" in the negotiating process and the majority of participants want to "ensure that the results of the final Round reflect the interests" of a broad group of developing countries.

The negotiations, essentially, have picked up momentum--all with a view to achieving the December, 1990 deadline of the Uruguay Round.

# CCC Active in International Transactions

There's more to the Canadian Commercial Corporation (CCC) than meets the eye—and that's what the Crown Corporation wants Canadian exporters to know.

Contrary to popular perception, the CCC—which reports to EAITC—does more than act as a prime contractor in sales to the United States Department of Defence—under the terms of the U.S./Canada Defence Production Sharing Arrangements.

The Corporation increasingly is helping Canadian companies in their export dealings with foreign governments and international agencies.

Indeed, CCC's involvement—with customers other than the U.S.—has consistently increased over the last few years to the point where it now represents approximately 45 per cent of its annual business.

This trend may not be well known, but that is understandable.

CCC's mandate is so specialized (concluding government-to-government export contracts) that its services traditionally have been sought by Canadian suppliers and their foreign customers only in very specific circumstances—especially overseas, where an arrangement with CCC could bring some added benefit to a transaction.

Sometimes CCC's participation results from a credibility factor, such as when an otherwise fully capable supplier is not well known in a foreign marketplace.

Example: PRO-ECO Limited, Mississauga, Ontario discovered the Iraqi Government needed coil-coating and cutting equipment.

The customer was prepared to finance the full amount of the purchase—but insisted on financial guarantees from the supplier.

At the request of the supplier, the CCC entered the picture. The Iraqi customer was reassured, recognizing that CCC's involvement

would guarantee performance of the contract. The result? A \$14 million deal for PRO-ECO!

At other times, the Corporation's participation allows buyers to deal with the suppliers of their choice, without having to go through the lengthy process of international tendering.

This occurred recently when Coal India Limited sought to expand its open-cast coal mine in the State of Bihar.

Met-Chem Canada Inc., of Montreal, which had previously completed an iron-ore mine in India, had a solid reputation in that country. When Met-Chem initiated discussions with the Indian authorities for the expansion project, the authorities requested a government-to-government arrangement—one permitting the work to be carried out faster than would have been possible through international competition.

As things turned out, this \$166 million project was awarded to Canada, and is, in fact, the largest single commercial project contracted through CCC to date.

It also exemplifies the benefits of close cooperation between the Export Development Corporation, the Canadian International Development Agency, and Canadian trade representatives in New Delhi, whose combined efforts resulted in the presentation to the Government of India of a complete and winning package.

Primarily, CCC's involvement in such transactions assures the buyer that the contract will be performed as negotiated—come what may! From the customer's point of view, this "comfort" factor is very often the clincher.

Many exporters have discovered that CCC's unique service can be a trump card—one that foreign competitors do not have.

CCC's support extends from the bidding stage through contract negotiation and execution. Even beyond that, once the back-to-back contracts (one with the supplier and another with the customer) have been signed, CCC administers them, ensuring that both parties comply with the agreed terms. The Corporation also arranges payment to suppliers and collection from customers, according to the terms of the contract.

The CCC's experience with all that is involved in achieving and managing such arrangements can be especially valuable to the smaller company.

Most suppliers who are new to the government-to-government exporting business welcome the support and knowledge of CCC personnel who help them conclude sales that otherwise might not have been possible.

The message? The Corporation wants exporters to know that it will use whatever means at its disposal (as an Agent of the Crown) to bring added credibility to their bids in sales to foreign governments and international agencies. For the customer, CCC is there to provide the assurance, with the backing of the Government of Canada, that the contract will be fulfilled as negotiated.

For a CCC information kit, call (613) 996-0034, or write: Canadian Commercial Corporation, Corporate Communications Unit, 50 O'Connor Street, 11th Floor, Ottawa, Ontario K1A 0S6.

## CCC's Overseas Contacts

O.I. Matthews, Executive Vice-President (613) 995-1572; Yvon Jolicoeur, Director (613) 995-8940; Peter W. Stevens, Manager O/S Operations (613) 992-4398; James A. Burt, Chief, U.N. Group (613) 995-5281; Renato Tavares, Senior Project Manager (613) 995-3284.

# BUSINESS AGENDA

**Toronto--February 1--Seminar:** The Automotive Sector and Europe 1992. Contact The Canadian Exporters' Association. Tel.: (613) 238-8888; Fax: (613) 563-9218.

**Banff--February 11-16--Seminar:** Financing Strategies in Globalized Financial Markets. Contact Brad Jackson, Program Manager, The Banff Centre for Management. Tel.: (403) 762-6489; Fax: (403) 762-6422.

## Anti-dumping Reform Proposals

Seeking a clearer, more widely accepted interpretation and a more uniform application of the anti-dumping provisions within the General Agreement on Tariffs and Trade (GATT) Anti-dumping Code, the Canadian government, in mid-December, submitted its detailed proposal for reforms to the international anti-dumping rules within the current round of the Multilateral Trade Negotiations.

Canada's proposal, which complements an earlier submission to reform GATT rules on subsidies and countervailing duties, is an effort to improve these international trade remedy rules, to enhance predictability of market access, to constrain unilateral trade restrictive actions, and to strengthen the multilateral trading system.

International Trade Minister John C. Crosbie emphasized that "Canada's proposal will preserve its GATT right to protect the interests of its domestic producers when they are injured by the unfair trading practices of other nations."

**Ottawa--February 14--Canadian Industrial Benefits Association Seminar on Industrial Benefits/Offsets Policy.** Contact Bob Brown. Tel.: (613) 733-0704.

**Montreal--February 14-16--Software '90.** Conference on Marketing Software in the 1990s. Contact Roy Woodbridge, Canadian Advanced Technology Association, tel.: (613) 236-6550; or Fruji Bull, Canadian Association of Data, Professional Services and Software Organizations, tel.: (613) 230-3524.

**Halifax--February 20-21--Atlantic Canada High Tech Conference.** Contact G. Laframboise (TDP), EAITC. Tel.: (613) 996-8040; or N. Ross, ITC, tel.: (902) 426-9416.

**Toronto--February 27--Workshop on U.S. Government Procurement.** Contact Canada-U.S. Business Association, tel.: (416) 621-1507; or Ann Curran, ITC, tel.: (416) 973-5191.

**Edmonton--February 28-March 4--1990 Edmonton International Auto & Truck Show.** Contact Doug Welliver, Motor Dealers Associa-

tion of Alberta. Tel.: (403) 468-5047.

**Toronto--March 6-8--Sub-Contractors III Conference and Exhibition.** Contact R. Béchamp, Defence Programs Division (TDP), EAITC. Tel.: (613) 992-0746.

**Vancouver--March 19-23--Globe '90 Trade Fair and Conference on Global Opportunities for Business and the Environment.** Contact R. Brault, Machinery & Transportation Equipment Division (TCM), EAITC. Tel.: (613) 996-1431.

**Montreal--March 22-25--Salon international de la Machine agricole (SIMA) (Farming Equipment Show).** Contact H. Schroeter, Machinery and Transportation Equipment Division (TCM), EAITC. Tel.: (613) 922-8050.

**Toronto--March 30-April 1--Business Marketplace '90.** Trade Show on Franchise and Business Opportunities, Financial Services and Real Estate Investment. Contact Henry Tse, Public Relations, Business Marketplace. Tel.: (416) 265 7566. Fax: (416) 265-9603.

## PUBLICATIONS

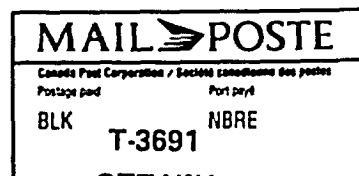
**Directory of Canadian Trade Commissioners 1990.** This revised and improved directory now includes the names and telephone numbers of all Trade Commissioners in Ottawa, at the International Trade Centres or posted abroad.

**External Affairs and International Trade Canada (EAITC) - Trade Development Programs and Services.** This new publication, in handy pocket-format, contains the basic information on the programs and services available to Canadian exporters.

For a copy of either publication, call the Info-Export hotline at 1-800-267-8376.

**Canadian Investment Opportunities in Brazil** (2nd edition) and **Background on Brazil** (new edition), both sponsored by the Canadian International Development Agency and both available in English and French, may be obtained either by writing Brazil-Canada Chamber of Commerce, Suite 910, 100 Adelaide Street West, Toronto M5H 1S3; or Fax: (416) 364-4638.

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# CANADEXPORT

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RETOUR À LA BIBLIOTHÈQUE DU PARLEMENT  
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## THE FTA ONE YEAR LATER

"The implementation of the Free Trade Agreement (FTA) is proceeding in an orderly fashion."

That's how Minister for International Trade John C. Crosbie outlined last month the Government's view on the first year of the FTA.

The Minister's assessment:

- legislation, regulations, processes and institutions are all in place;
- tariff cuts have been made on schedule;
- provisions for temporary entry of business visitors have been expanded;
- technical working groups are up and running; and
- preparations are being made for negotiations on subsidies and trade remedies which will build on current multilateral discussions.

Although isolated trade disputes continued between Canada and the U.S. in 1989, the new dispute settlement process now ensures these disputes are settled in a timely and effective manner.

"While these disputes get a lot of publicity, they only account for about one per cent of our total \$200-billion worth of bilateral trade," Crosbie said.

He also expressed satisfaction with the 1989 agreement to accelerate the elimination of tariffs on 400 items covering approximately \$6-billion worth of bilateral trade.

Crosbie noted the enthusiastic response of small and medium-size firms to the Government's expanded U.S. market development program, with more than 10,000 firms expected to participate during the 1989-90 fiscal year. He urged other potential Canadian exporters to take advantage of these programs.

Citing recent figures, Crosbie said that the Canadian economy is adjusting well to the many forces of change, including the FTA:

- 193,000 new jobs were created for Canadians in 1989;
- investment in non-residential construction, machinery and equipment is up 12 per cent for the first three quarters of 1989 over the same period in 1988; and,
- Canada's balance of trade for November was back in the black, with a surplus of \$679 million.

He admitted that these figures are not directly attributable to the FTA -- obviously there are many other factors at work when business people make decisions.

But they are indications that the federal government's strategy to improve Canadian economic competitiveness -- the FTA being one of its cornerstones -- is going in the right direction.

Other aspects of this strategy include:

- Canada's participation in the Uruguay Round of Multilateral Trade Negotiations -- its aim is to reduce the barriers to international trade; and,
- domestically, measures such as

deregulation, privatization and reduction of inter-provincial trade barriers, and improving the climate for foreign investment.

This strategy is supported by the Organization for Economic Cooperation and Development (OECD). Quoting the OECD's 1989 review of the Canadian economy, Crosbie pointed out that "Output growth in Canada has continued over the last 18 months at a rate second only to Japan among the major OECD economies, while employment growth was the most rapid of any of these countries."

In summary, one year into the the FTA, it is evident that:

- the policy rationale for the deal remains sound;
- implementation is going on track;
- it is too early to make a definitive judgement of the economic impact;
- the economy is adjusting well to the many forces of change, including trade liberalization;
- business and government are making effective use of the trade dispute settlement process;
- the tariff acceleration process is a notable success; and
- Canadian business is showing keen interest in developing U.S. market opportunities.

The Minister also released two studies, one by an independent consulting firm, Informetrica, which concludes that it is too early to make a definitive assessment of the economic impact of the FTA.

The second study is a detailed chapter-by-chapter report, entitled *Canada-United States Free Trade Agreement: Implementation*. For copies of this EAITC study, call Info Export, at 1-800-267-8376 (Ottawa area: 993-6435).

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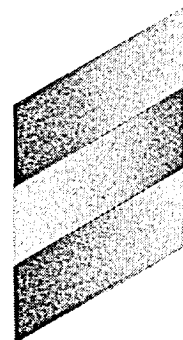
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# Impact of the FTA: Industry Review

Several studies have been published recently dealing with the impact/implementation of the Canada-US Free Trade Agreement (FTA) and coinciding with the first anniversary of its signing. Among the studies are those prepared by the C.D. Howe Institute (*Getting It Right: Policy Review and Outlook 1990*); Strategicon Inc. (*FTA Update*); and Prudential-Bache Securities (*Canadian Horizons Interim Report, Canada and the Free Trade Agreement, Vol. 4, no. 1, November, 1989*). The following excerpt from "Free Trade Agreement: One-Year Retrospective", is reprinted, with permission from the Royal Bank of Canada's *Econoscope*, Vol. 13, no. 11-12, January 18, 1990.

## PRIMARY AND GOODS-PRODUCING INDUSTRIES

For the key primary industries - agriculture, mining, fishing and logging -- the main effects of the Free Trade Agreement (FTA) derive from more secure access to the U.S. market and liberalized investment rules.

For agriculture, Canada's supply management programs remain in place under the FTA, although there is pressure for wide-spread reform of agricultural policies

centred in the multilateral General Agreement on Tariffs and Trade (GATT) talks.

In mining, most bilateral trade was duty-free prior to the FTA, but the sector now faces more favourable supply channels to the United States.

Primary fishing and logging activities are unaffected by the general provisions in the FTA, although the prospects for downstream processing segments have been enhanced.

Some bilateral disputes, such as the West Coast salmon and herring issue have been referred to the Canada-U.S. Trade Commission for resolution instead of to the GATT.

In the manufacturing sector, industries will benefit from the gradual phase-out of tariff barriers, the harmonization of many technical standards between Canada and the United States, more secure market access with the FTA's dispute settlement mechanism, and an improved climate for direct investment in both countries.

## ENERGY

**Natural gas and natural gas pipelines:** Natural gas offers the prospect of very rapid growth,

based almost entirely on increased exports to the United States. U.S. natural gas demand and prices are expected to increase significantly during the 1990s. One of the major bargaining chips used by the Canadian government to make the FTA more attractive to the United States was a relaxation of Canada's conservative energy export policies and regulations.

Had these policies not changed, Canada's present level of natural gas exports would have been the maximum allowable during the coming decade. Instead, with more assured supply under the FTA, there are excellent chances that natural gas exports could double from current volumes as early as 1994-95, if the necessary expansions to pipeline capacity are completed.

**Electric power:** Demand growth is expected to continue to outpace planned additions to power generating capacity in North America during the 1990s. The FTA, and the accompanying increased regulatory openness in Canada to electric power exports, offer good potential for Canadian exports of hydro-electricity. However, limited capacity and environmental concerns over the construction of new projects will likely limit export growth through the medium-term.

**Oil:** The key factor driving the Canadian oil industry is the level of world crude oil prices. The depletion of conventional crude oil reserves in Canada has resulted in gradually declining production, a trend which will not be reversed unless oil prices rise higher than our current long-term forecasts envisage.

In 1989, Canadian net exports of

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crude oil were slashed in half, and Canada could become a net importer within a few years. For crude oil, the FTA is likely to remain a neutral factor for the foreseeable future.

## METALS

**Primary steel:** The industry is facing a cyclical downturn in its main downstream markets, especially automobiles and consumer durables. Since 25 per cent of the steel produced in Canada is exported to the United States, continued access to that market is vital to this industry.

It is undoubtedly partly thanks to the FTA that Canada was not included in the recently extended U.S. Voluntary Restraint Agreement (VRA) program. VRAs limit imports of steel into the U.S. from most offshore producers.

**Lead and zinc smelting:** Metals face somewhat softer market conditions in the next few years, due to more sluggish growth in world demand and increased supply. The Canadian lead and zinc smelting industry is being monitored under the provisions of the Baucus-Danforth amendment, which was part of the U.S. implementation legislation for the FTA. However, a formal trade action is highly unlikely.

## MANUFACTURING

**Cars and trucks:** The Canadian motor vehicle industry is facing declining demand this year and next as a result of slower growth in consumer spending in North America. At the same time, industry capacity is rising due to the start-up of several new foreign-owned "transplant" operations.

Rationalization of vehicle production facilities is anticipated to continue, leading to the closure of the least efficient plants in the United States and Canada.

The FTA resulted in a strength-

ening of the North American value-added safeguards previously contained in the Auto Pact. On balance, no major shift in automotive trade patterns between Canada and the United States is expected to occur.

**Automotive parts:** The Canadian trade balance in automotive parts has been worsening rapidly in recent years as a result of rising global competition in the industry and the high value of the Canadian dollar.

Declining North American motor vehicle production in Canada and the United States this year and next, and the establishment of new foreign-owned parts manufacturing operations, mostly in the United States, are expected to intensify competitive pressures in the sector.

North American content rules have been strengthened under the FTA, which should encourage a rise in demand for original equipment parts. However, the progressive removal of tariffs on replacement parts is expected to increase import penetration in this segment of the market.

Replacement parts manufacturers are vulnerable since Canada's small domestic market has been protected in the past by tariff barriers.

**Wood products:** During the next few years, the outlook for the Canadian wood products industry will depend primarily on the level of North American residential construction activity, the Canada/U.S. exchange rate and the availability of timber.

The FTA will have only a limited impact on the industry since the terms of the Memorandum of Understanding on softwood lumber between Canada and the United States, signed in December 1986, override the provisions of the FTA.

Softwood lumber accounts for the bulk of bilateral trade in wood products and is not presently subject to tariffs, although there is a 15 per cent export tax applied to certain provinces under the Memorandum of Understanding.

Existing tariffs on other wood products will be phased out over a period of either five or 10 years.

The impact will be greatest on the converted wood products segment in Canada, with substantial rationalization and restructuring of capacity expected to take place as producers adapt to a more competitive environment.

Finally, the establishment of a bilateral dispute settlement mechanism (DSM) under the FTA could enhance the security of access to the U.S. market.

The DSM will ensure the more consistent application of the trade laws in the two countries, limiting the kind of political negotiations that led to the Memorandum of Understanding.

**Pulp and paper:** The main issues affecting the Canadian pulp and paper industry during the next few years will be of a global nature. The industry will be affected by the substantial additions to capacity that are slated to come on stream in many product categories during the next two years and an anticipated slowing of global demand growth.

The exchange value of the Canadian dollar will also be an important factor affecting the industry, since over three quarters of its output is exported.

The bulk of bilateral trade in paper products between Canada and the U.S. is presently free of tariffs (i.e., newsprint and market pulp). The tariffs that are levied fall on products such as fine papers, containerboard and converted paper products and will be phased out over five years under the FTA. Less efficient producers of these

products will be under pressure to restructure their operations to improve their competitiveness as competition from U.S. producers intensifies as Canadian tariffs are phased out.

**Furniture:** In the near term, the major issue affecting the Cana-

dian furniture industry will be the anticipated slowdown in new home construction, and weaker growth in consumer expenditures on durable goods.

The FTA will have a significant impact on the industry as tariffs are phased out over a five-year period.

## New Canadian Trade Offices Increase Access to U.S. Markets

Canadian exporters now have even better access to major markets in the United States, following the recent opening--in strategic U.S. cities--of three satellite trade offices.

Officially opened late last month and early this month by Minister for International Trade John C. Crosbie, the offices are located in San Diego, California; Miami, Florida; and San Juan, Puerto Rico.

"These three new trade offices," said Crosbie, "will assist Canadian exporters to take full advantage of improved market access under the Free Trade Agreement by broadening market penetration in several of the fastest growing metropolitan regions in the United States."

Crosbie said "The FTA means the door is wide open for Canadian exporters to take advantage of new market opportunities in every part of the U.S. By upgrading Canada's trade development and promotion capabilities, we have put into place a network of assistance to exporters that is second to none."

Indeed, for every government dollar spent in U.S. trade development, there is a return of some \$100. And, in 1989, more than 10,000 Canadian small and medium-size firms took advantage of External Affairs and International Trade Canada's trade promotion programs in the U.S.

On his trip to open the new satellite offices, Crosbie assisted sev-

eral delegations of Canadian business people in developing new markets. He was associated with two New Exporters to Southern States (NEXUS) missions--one, a mission of electronic components exporters in San Diego; the other, a mission of residential furniture exporters in Miami.

The Minister's trade development and promotion initiative also included consultations, in Washington, D.C., with senior Canadian trade officials from across the United States and meetings with major U.S. seafood buyers and processors to discuss fisheries management issues and export market opportunities for Canadian fish products.

The addition of the three new satellite offices brings to 27 the total number of Canadian trade offices in the U.S. and opens untold opportunities for increased trade.

The San Diego office is under the trade program of the Canadian Consulate in Los Angeles. In existing Canada/US trade, California ranks fifth in volume, with two-way trade at \$9.2 billion.

Two-way trade between Canada and Florida in 1988 reached \$2.8 billion, says the Consulate General in Atlanta, Georgia (to which the Miami office reports). And the Atlanta Consulate, to which the San Juan office also reports, says that, in the same year, two-way trade between Canada and Puerto Rico reached \$491 million.

In general, smaller Canadian furniture manufacturers have significantly lower productivity than their larger U.S. counterparts. Consequently, Canadian firms will need to modernize and rationalize production if they are to meet the competitive challenges from south of the border under Free Trade.

*Continued in next issue*

## Construction Expo and Conference—The Big'90 in The Big Apple

**New York City--**For the first time, the Canadian Consulate General here will host 10 Canadian companies at the **Third Annual Metro New York Construction Expo and Conference (The Big'90 Show)**, being held June 26-28 at the Jacob Javits Convention Center.

Canadian companies that can support their product/service business in the New York City area market; that have new and/or unique products/services; and that need distributors/sales representatives are invited--on a first come-first serve basis--to exhibit at **The Big'90 Show**. (Exhibit space is subsidized by the Consulate; all other expenses are the exhibitor's responsibility).

Organizers say the show "delivers more than 12,000 prequalified buyers and specifiers for more than 400 building materials suppliers." Attendees include architects, engineers, designers, contractors and real estate developers.

Included in the show, and sponsored by McGraw-Hill's *Architectural Record*, are **COMSTRUCT'90**, which features construction-related computer software, and **REMODCON'90**, which is devoted to commercial and multi-residential remodelling/renovation.

For further information, contact Donald Garretson, Commercial Officer, Canadian Consulate General, New York City. Tel.: (212) 768-2400. Fax: (212) 768-2440.

# ASIAN DEVELOPMENT BANK PROJECTS

*For the following projects, Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed where a loan is involved).*

*Where technical assistance is involved, information can be obtained from the Canadian Embassy in Manila, Philippines. (\$M = \$million).*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.*

**CHINA** (Beijing)—1) Ports development project involving the construction of three berths and related facilities at Dandong Port, procurement of cargo handling equipment and others for Yingkou Port and construction of six berths and related facilities at Yantai Port. Loan: \$90 M. Executing agency: Dandong Municipal Government. 2) Construction of a 75.5 km highway between Shenyang and Benxi including consulting services and highway, traffic communications equipment. Total project cost estimated at \$205M, including foreign exchange cost of about \$85 M. Consultants required. Loan: \$50 M. Executing agency: Liaoning Communications Department. 3) Proposed project involves the construction of a rayon filament plant with an annual production capacity of 6,000 tons per annum in Shaoxing, Zhejiang Province. Loan: \$40 M. Executing agency: Shaoxing

Municipal Planning Committee.

**COOK ISLANDS** (Wellington, New Zealand)—Project to assist in the implementation of priority telecommunications investments identified in the Cook Islands 1988 Master Plan, and will comprise supply and installation of satellite earth stations, digital telephone exchanges, satellite hub station, motor vehicles, interface equipment, and outside plant for subscriber connection. Consultants required. Loan: \$6.9 M. Executing agency: Cook Islands Post Office.

**FIJI** (Wellington, New Zealand)—Project to increase production from land and marine resources on and around eight outer islands. The focus is on smallholder farmers and artisanal fishermen in the islands and will assist in root crops, ginger, yagova, vanilla, pine timber and marine fish. The components would include (i) farm to market roads; (ii) jetties, ice plants and cold storage; (iii) islands-to-Suva shipping services; and (iv) consultancies in shipping, fisheries and civil engineering design. Consultants required. Loan: \$4 M. Executing agency: Ministry of Primary Industries.

**INDONESIA** (Jakarta)—Project to modernize abattoirs and markets to ensure hygienic slaughter and marketing of meat and efficient waste disposal; and ensuring equitable prices for producers, processors and consumers. These objectives will be achieved through construction/renovation of 14 abattoirs in priority cities, establishment of meat markets and improvement in the cost structure of meat industry. Consultants required. Loan: \$18 M. Executing agency: Directorate General of Livestock Services.

**LAOS** (Bangkok, Thailand)—

Southern region development project to release critical physical, economic and social infrastructural and institutional constraints in the region through a program of strategic investment and strengthening of provincial institutions/agencies. The proposed project has five components: (i) provincial feeder roads; (ii) rural electrification; (iii) provincial water supply; (iv) livestock industry rationalization; and (v) institution strengthening for trade and industry development. No consultants are to be financed. Loan: \$15 M. Executing agency: Ministry of Economy, Planning and Finance.

**MALAYSIA** (Kuala Lumpur)—Peninsular Malaysia power sector development project consisting of a number of sub-projects such as (i) 600 MW Pergau hydro-power project; (ii) 2x500 MW Pasir Gudang thermal power project; (iii) 500 kV transmission lines; and (iv) 4x125 MW gas turbine units. Consultants required. Loan: \$200 M. Executing agency: National Electricity Board.

**PAKISTAN** (Islamabad)—Telecommunications project to improve and expand telephone facilities by the provision of additional telephone lines nationwide and long distance fiber optic systems on selected routes. No consultants required. Loan: \$115 M. Executing agency: Telegraph and Telephone Department.

**PHILIPPINES** (Manila)—Construction of power generation and transmission facilities in the Visayas region. Loan: \$120 M. Executing agency: National Power Corporation.

**TONGA** (Wellington, New Zealand)—Power development project will provide expanded diesel generation facilities on four or five of the main islands of the Tonga

group. The main part of the project will provide for one or two circa 2.0 MW diesel sets for the main load center of Tongatapu island. Consultants required. Loan: \$6 M. Executing agency: Tonga Electric Power Board.

**VANUATU**(Canberra, Australia)—A second line of credit to Development Bank of Vanuatu to finance foreign and local (up to 75 per cent) cost of small and medium enterprises, agricultural and service sectors. Consultants required. Loan: \$1.5 M. Executing agency: Development Bank of Vanuatu.

#### **TECHNICAL ASSISTANCE**

**BANGLADESH**—Advisory technical assistance to provide institutional strengthening for the executing agency and to assist the Government prepare the rubber estates for divestment. Consultants required. Technical assistance: \$450,000. Executing agency: Bangladesh Forest Industries Development Corporation.

**CHINA**—1) Technical assistance for the preparation of a feasibility study for the construction of 75.5 km four-lane divided access-controlled highway. Consultants will be recruited by the Bank. Technical assistance: \$100,000. Executing agency: Liaoning Province Communications Department. 2) Advisory technical assistance to support the development and industrialization of provinces in China through an examination of provincial economies. Consultants required. Technical assistance: \$568,000. Executing agency: Research Center for Economic, Technological and Social Development of the State Council.

**COOK ISLANDS**—Advisory technical assistance to assist the Government of Cook Islands in the control of regulation and policy setting for the telecommunications sector. Consultants will be recruited by the Bank. Technical assistance: \$150,000. Executing

agency: Cook Islands Post Office.

**LAOS**—Monetary and banking system restructuring technical assistance to help restructure the financial system. Consultants required. Technical assistance: to be determined. Executing agency: State Bank of Laos.

**MALAYSIA**—Study to assist the National Electricity Board in its corporate planning function in the context of its proposed corporatization and later privatization. Consultants required. Technical assistance: \$350,000. Executing agency: National Electricity Board.

**NEPAL**—1) Advisory technical assistance which will study the relative pricing strategies in order to evolve a policy which will address the problem of deforestation. The study would examine ways of encouraging more efficient technologies and providing sufficient incentives to produce woodfuels in adequate amounts on a sustainable basis. Consultants will be recruited by the Bank. Technical assistance: \$257,000. Executing agency: Water and Energy Commission Secretariat.

2) Advisory technical assistance to provide information on forestry program performance prior to full operational performance of the nationwide forestry program monitoring system. This will serve as a practice ground and pilot scheme for adoption or modification of the final system. Consultants will be recruited by the Bank. Technical assistance: \$208,000. Executing agency: Ministry of Forests and Soil Conservation.

**PAPUA NEW GUINEA**—1) Technical assistance in preparing master plans and carrying out feasibility studies for development of water supply and sanitation facilities in about 25 small towns for consideration of a sector type loan and for detailed engineering design and construction of facilities, including provision of required institutional strengthening for op-

eration and maintenance. Consultants required. Technical assistance: \$800,000. Executing agency: The Waterboard. 2) Port Moresby hydropower study to establish the final feasibility of the selected project in the Brown-Vanapa river basin. Subject to the project being found techno-economically viable, detailed engineering design studies will be undertaken under a separate technical assistance. Consultants required. Technical assistance: \$1.25 M. Executing agency: Papua New Guinea Electricity Commission. 3) Proposed technical assistance would complement related technical assistance operations to help improve the operational and strategic aid management capability of the Foreign Aid Management Division of the Department of Finance and Planning (DOFP); and to strengthen the capability of various concerned agencies, including DOFP, in project identification and formulation. The project would improve the design and implementation of new development projects and programs. Consultants will be recruited by the Bank. Technical assistance: \$98,000. Executing agency: DOFP.

**SRI LANKA**—Preparatory technical assistance to formulate a project which would increase coconut production, assist smallholder coconut growers, increase their farm income, improve the quality standards and output of the coconut processing industry, and provide institutional strengthening. Consultants required. Technical assistance: to be determined. Executing agency: Coconut Development Authority.

**TONGA**—Technical assistance to develop the institutional capabilities of Tonga Electric Power Board (TEPB) and to identify long-term power generation and loss reduction alternatives/strategies. Consultants required. Technical as-

sistance: \$250,000. Executing agency: TEPB.

**WESTERN SAMOA**--Electric Power Corporation (EPC) financial and institutional strengthening study to make recommendations to improve EPC's position, including possible financial restructuring. Consultants required. Technical assistance: \$80,000. Executing agency: EPC.

**REGIONAL** (for all regional projects, the Asian Development Bank is the executing agency)--1) A training program for staff of development financing institutions (DFIs) to examine recent developments in international capital markets and their effects on the financial management of DFIs. Consultants will be recruited by the Bank. Technical assistance: \$180,000. 2) A three-week program to strengthen the skills of professional staff of DFIs of the South Pacific in supervision of projects assisted by their DFIs. Consultants will be recruited by the Bank. Technical assistance: \$150,000. 3) Project to upgrade the skills of accounting staff in Pacific Island Power Utilities in the areas of accounting and financial reporting systems. A seminar will cover all topics relevant to modern accountants such as financial accounting, management accounting and control systems, procedures and computers. Consultants required. Technical assistance: \$220,000. 4) Seminars to be conducted in 1990-91 in member countries for suppliers, manufacturers, contractors and consultants in order to (i) create awareness of the business opportunities provided by Bank-financed projects; and (ii) inform the participants of the steps necessary to prepare responsive bids and proposals. No consultants required. Technical assistance: \$360,000. 5) Country procurement and project implementation management seminars (1990/1991). Seminar in

selected countries geared towards the improvement of the project implementation knowledge of executing staff. Consultants required. Technical assistance: \$300,000. 6) Assessment and evaluation of benefits by borrowers' staff engaged in project implementation from training programs arranged and conducted by Central Projects Services Office. Individual consultant will be recruited by the Bank. Technical assistance \$45,000. 7) This project will include preliminary study on the accounting and financial reporting practices of ASEAN Power Utilities and the conduct of a series of workshops during which delegates from ASEAN Power Utilities will discuss treatment of accounts and standardization of financial reports. Consultants required. Technical assistance: \$220,000. 8) The proposed technical assistance would focus on selected countries to (i) synthesize and compare the countrywide performance of five to ten key manufacturing sub-sectors with focus on employment generation, export performance and market competitiveness; compare government industrial policy in terms of incentives, regulations, privatization and price control for selected sub-sectors; and (ii) identify need of Bank assistance in selected areas such as technology development, industry support and export promotion. The study should provide increased understanding of the constraints and options in industrialization. Consultants will be recruited by the Bank. Technical assistance: \$250,000. 9) Preparation of a compendium of information and data pertaining to the electric power utility systems in the Bank's developing member countries and to expand its coverage to include the electric power utilities in China. Electric utility profiles will include information such as organization and staffing;

basic characteristics of generation, transmission and distribution facilities; system operations and maintenance; financial and tariff aspects; and utility data sheets. Technical assistance: \$170,000. 10) Regional technical assistance: an extension of ongoing technical assistance (collection, characterization, conservation, and exchange of germplasm of jute, kenaf and mesta) and would comprise the financing of senior research personnel at the International Jute Organization, germplasm collection expeditions, regional workshops and training courses. Consultant required. Technical assistance: \$600,000. Executing agency for this project only: International Jute Organization, Dhaka, Bangladesh.

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## Market Opportunities

**POLAND**--A Polish foreign trade office was established here recently to accommodate a number of Polish firms seeking to purchase various Canadian goods or to enter into joint venture arrangements with Canadian companies. A number is also interested in investment by Canadian firms and in increasing trade. Among items being sought are: **machines for woodworking, agriculture, leather sewing, textile and knitting, food and fish processing, and metal working and plastics.** Contractors may also be interested in investing in municipal and privately-owned sites suitable for the construction of **recreational facilities, hotels, motels and inns.** The foreign trade office also operates a consignment depot where Canadian firms may sell such items as **cosmetics, food products, shoes and jeans.** Contact Przedsiębiorstwo Handlu Zagranicznego "APEXIM" 81-435 Gdynia, Wyspińskiego 10/6, Poland. Telex: 54400 TX/CAB/PL.

# EUROPE 1992: KEEPING ON TOP OF CHANGES

Historic changes are taking place in Europe -- both East and West.

On the Eastern European front, the political reforms sweeping that part of the world have become daily headlines. Their stories and facts are inundating the electronic and print media.

But of equal historic and critical significance, however, are the changes occurring in Western Europe -- the creation of a single European market. These changes are directly affecting Canadian exporters, and must be addressed now.

## Europe 1992 conferences.

To keep Canadians informed of these changes, conferences, co-sponsored by External Affairs and International Trade Canada (EAITC) and the provincial governments, are being held across the country.

Each conference is unique, focusing on sectors (agriculture, automotive, telecommunications, fisheries) of interest to a particular region, brings in specialists in those fields, and distributes documentation relevant to those sectors.

To date, two major conferences have been held: one in Toronto and one in Montreal (see *CanadExport* vol. 7, no. 7 of April 17, 1989, and vol. 8, no. 1 of January 15, 1990.) A sector specific, automotive conference followed on February 1, and subsequent conferences are scheduled for Vancouver on February 26, Calgary on March 26, Edmonton on March 27, and the Atlantic region in the spring.

## Toronto automotive conference highlights

Auto company executives, consultants, senior public servants and market specialists from Ca-

nadian missions in West Germany and Spain met at the Constellation Hotel in Toronto on February 1, to discuss the automotive industry.

Highlights of the conference included a keynote speech by John Rhame, Vice-President, International Export Sales, General Motors Corporation, Detroit; a panel of three presidents of automotive industries; and the release of an in-depth study on the impact of Europe 1992 on the Canadian automotive sector.

Rhame, a Canadian who has extensive experience in Europe, offered astute insights into the impact Europe 1992 will have on the automotive industry. The panel of presidents -- Germaine Giara, from Alcan Automotive Structures; Hugh Sloan, head of the Automotive Division of the Woodbridge

## Automotive industry report conclusion

The conclusion reached by the automotive report is that although it is probable transitional measures will be taken to prevent a disruptive surge in Japanese imports after 1992, a "Fortress Europe" scenario is considered unlikely for automobile imports generally, and for those from North America, in particular.

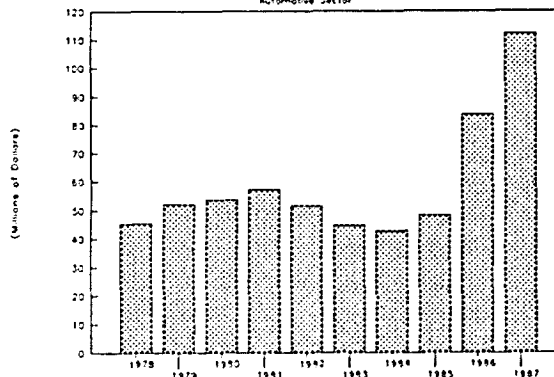
The next decade will see continued growth in the automobile market in the European Community (EC). The parts sector is expected to experience strong growth as a result of the increased technical sophistication of vehicles and the growing demand by European consumers for more equipment, comfort and power. Important opportunities will also open up for EC-based parts producers

as a result of developments in Eastern Europe, whose annual production of automobiles is projected to reach 4.5 million by the end of the century.

Major restructuring of the European automotive industry will reduce the number of suppliers. Niche opportunities will increase for firms in all industry subsectors, especially for those companies that have unique products and proprietary technologies.

The key to success for Canadian firms in the new European market will be drive and vision. Only those companies in Canada that are prepared to actively seek out opportunities and take a strategic approach to the European market are likely to be successful over the long term. A physical presence in Europe -- through joint ventures or other forms of alliances -- will increase probabilities of success.

Canadian Exports to EC, 1978-1987  
Automotive Sector



Group; and Mike Schmidt, of the ABC Group -- outlined their international operations and their strategic planning with regard to Europe 1992.

The in-depth study that was distributed at the conference was commissioned by EAITC and prepared by DesRosiers Automotive Research Inc., whose president, Dennis DesRosiers, presented its findings.

## Vancouver conference February 26, 1990

Plans are being finalized for the Vancouver conference on February 26. Judging from the impressive list of speakers and the topics to be discussed, it promises to be a valuable experience.

Key note speakers include Willy De Clercq, a prominent European parliamentarian and the former European Community Vice-President and Commissioner for External Relations and Foreign Trade; John C. Crosbie, Minister for International Trade; Daniel Molgat, Canada's Ambassador to the European Communities; and Jacques Lecomte, European Communities' Ambassador to Canada.

The workshops will focus on four sectoral areas:

- agriculture and food products,
- telecommunications and computers,
- fisheries, and
- forest products.

In each workshop, consultants will present the findings of their research; senior executives of Canadian companies who have been successful internationally will outline their operations and strategies; and questions will be fielded by the panelists and senior government officials directly involved in that sector.

Publications available for distribution at the Europe 1992 cross-Canada conferences include:

- *1992 Implications of a Single European Market, Part 1, Effects on Europe,*
- *1992 Implications of a Single European Market, Agriculture and Food Products,*
- *1992 Implications of a Single European Market, Telecommunications and Computers,*
- *1992 Implications of a Single European Market, Automotive Industry.*

Interdepartmental working group papers will also be available. These will include:

- *Europe 1992 Working Group Report on Agriculture and Food Products,*
- *Europe 1992 Working Group Report on Telecommunications and Informatics Sectors,*

a final adoption of the long-debated second banking directive (a single member-state license now gives rights to community-wide operations), and notable progress in air and road transportation, testing and certification, telecommunications and television broadcasting.

Disappointments were the inability to make substantial progress on Value Added Tax (VAT) harmonization (Council was only able to agree to freeze current member-state VAT rates until the end of 1991), on liberalization of hitherto excluded sectors in public procurement (transport, energy, telecommunications and water), and on the free movement of people.

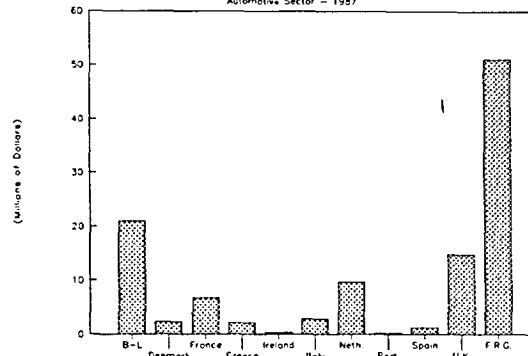
The whole question of frontier controls on people is a difficult one because of the perceived need on the part of some member states to control the movement of terrorists, drugs and illegal immigration.

With regard to third countries, the main event was EC/EFTA (European Free Trade Association: Austria, Finland, Iceland, Norway, Sweden and Switzerland) ministerial agreement December 19 to start negotiations on an ambitious European Economic Space that could provide for free movement of goods, people, capital and services throughout all the 18 EC/EFTA countries.

For more information on Europe 1992, contact External Affairs and International Trade Canada (EAITC)'s European Community Trade Policy Division (REM). Tel.: (613) 996-5665. Fax: (613) 952-3904/07.

For information on trade, investment and technology related to the EC countries, contact EAITC's Western Europe Trade and Investment Development Division (RWT). Tel.: (613) 995-9401. Fax: (613) 952-3904/07.

Canadian Exports to EC by Country  
Automotive Sector - 1987



- *Europe 1992 Working Group Report on Fisheries,* and
- *Europe 1992 Working Group Report on Minerals and Metals.*

Copies of these publications are available by calling Info Export toll-free at 1-800-267-8376 (Ottawa area 993-6435).

## Europe 1992, update on measures adopted

As of last month, of the 279 measures deemed necessary to complete a Single European market, 261 have been tabled. From these, 142 measures have been adopted, 10 partially adopted and 6 common positions have been established. The 18 proposals that have not yet been tabled pertain almost exclusively to the area of phytosanitary controls.

To sum up, the first phases of the Commission's 1992 task -- the preparation of the necessary legislative package -- is essentially complete.

The highlights of the past six months included the adoption of an EC merger control regulation,

## Education, Medical & Health Products

### Health Care Congress Seen as the Gateway to U.S. Mid-Atlantic Market

Atlantic City--Canadian companies, on a first come-first serve basis only, have an opportunity to display their health care products, services and/or literature at the 1990 Middle Atlantic Health Congress (MAHC) being held May 15-17 at the Atlantic City Convention Center.

Such participants will complement 14 Canadian companies that are being hosted at MAHC by the Canadian Consulate General in New York City.

MAHC, which in 1990, will also feature 14 educational seminars, is the largest show of its kind in the area, drawing buyers, dealers and distributors of health care products from New York, New Jersey and Delaware Valley (Philadelphia) markets.

The 1989 Congress was attended by more than 7,000 health care tradespeople, proving that MAHC is a valuable venue, not only in which to cultivate orders but to meet potential dealers and distributors.

Companies wishing to display their products, services or literature may contact Don Garretson, Commercial Officer, Canadian Consulate General, New York City. Tel.: (212) 768-2400. Fax: (212) 768-2440.

## Oil & Gas Equipment, Services

### Oil and Gas Show Set for Mexico

Mexico City--Canadian manufacturers and suppliers of equipment and services to the oil and gas industry might find it well worth their while to participate in Petro Expo'90 being held here July 10-13, 1990.

Following the 1989 exposition,

18 Canadian companies, including 15 from Alberta, reported anticipated sales of almost \$4 million over a 12-month period.

In addition to making contact with officials of PEMEX, the Mexican state-owned oil company, the participants identified numerous potential agents and distributors and explored as many as 10 potential joint ventures.

For further information on Petro Expo'90, contact Jon Dundon, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 996-6921. Fax: (613) 996-0677.

## Multiple Sectors

### Barbados the Venue for Canadian Trade Fair

Bridgetown--Canadian companies that already export to Barbados and other island countries will have an opportunity to reinforce their export efforts and make new contacts.

Canadian companies new to this market will have the chance to meet buyers, agents and distributors, and establish a base for entering this lucrative Caribbean market.

To take advantage of this opportunity, all they need do is participate in the **Second Solo Canadian Trade Fair**, being held in this island capital March 19-21, 1990.

When 25 Canadian companies participated in the first such general fair, held in March, 1987, they reported sales in excess of \$6 million.

The timing of the fair coincides with the Canada/Caribbean Heads of Government Meeting in Barbados, which should bring greater media attention to the fair and its participants.

As well, invitations are being sent to serious purchasers and decision-makers from other Caribbean islands, many of which were

severely damaged by Hurricane Hugo--creating an urgent need for products/services, particularly in the hotel, government industry and public works sectors.

For further information, contact Paul Schutte, Deputy Director, South America Trade Development Division, Fairs and Missions (LSTF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5358.

### Successful Job Shop Show Repeated on U.S. West Coast

Seattle--A previous show--and a first--held here in 1989 proved such "an outstanding success" that both the marketplace and Canadian industry asked that it be repeated.

The second All-Canadian Job Shop Show will be held March 27-28, 1990 at the Seatac Red Lion Inn, Seattle, Washington.

Would-be participants should register (US\$200.00 non-refundable, per booth, payable to Canadian Consulate) immediately. Booth space available on a first come-first serve basis.

Potential exhibitors will include machine shops; foundries; metal-working, metal-finishing, tool and die makers; plastics shops; specialty industrial fabricators; and specialty assembly shops.

Basically, any makers of custom products for Original Equipment Manufacturers (OEMs) or firms whose 'captive' shops are interested in taking on specialty contract work, are welcome to exhibit.

Staff at the Canadian Consulate say the region is a major marine/rail/air transportation hub, requiring its own industrial complex support network.

For further information, contact Albert J. Shott, Marketing Officer, Canadian Consulate General, 412 Plaza 600 Building, Sixth and Stewart Streets, Seattle, Washington, U.S.A. 98101-1286. Tel.: (206) 443-1777, ext. 213. Fax: (206) 443-1782. Information is also available from your local International Trade Centre.



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*Development Bank Seminars*

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# How to Win Contracts for Multi-Billion-Dollar Projects

**Montreal — March 6, 1990**

**Toronto — March 8, 1990**

How to win contracts for multi-billion-dollar projects in developing countries is the subject of two seminars scheduled for next month in Montreal and Toronto.

The dates and locations are: March 6, Chateau Champlain Hotel, Montreal; and March 8, Harbour Castle Westin Hotel, Toronto.

The seminars--**Winning Multilateral Development Agency Business**--are designed as practical guides to winning multilateral business. Canadian companies will receive up-to-date information on projects, future spending profiles, and how to participate more fully in multilateral-funded projects.

These projects are funded by the World Bank and the United Nations Development Programme--both of which are strongly supported by the Government of Canada, giving Canadian companies the opportunity to compete in this lucrative market.

A highlight following the seminar luncheon is the opportunity for one-on-one interviews or meetings with guest speakers and trade commissioners that will inform potential or established exporters on ways to penetrate or expand their international markets.

The keynote luncheon speaker is Denis Delisle, Vice-President, Business Cooperation Branch, Canadian International Development Agency (CIDA). He will inform Canadian companies how CIDA can assist them in winning multilateral-funded projects.

As well, successful private-sector business people

will share their corporate strategies (and the lessons they learned) in pursuing these highly competitive, multilateral business opportunities.

In Montreal, participants will include: Frank H. Sutcliffe, Vice-President, Lavalin International Inc.; Luc Benoit, President, Tescult International Limited; and John Charles, Manager, International Business Development, CAE Electronics Ltd.

Participants in the Toronto seminar include: E.L. Baum, Vice-President, Acres International Limited; R.B. Todgham, Director, Asia and Oceania, Champion Road Machinery; and John Charles, Manager, International Business Development, CAE Electronics Ltd.

Informed speakers also will be making presentations on the World Bank, the United Nations Development Programme, and the International Finance Corporation. In addition, the Canadian Commercial Corporation, working on behalf of the private sector, will offer their perspective on assisting Canadian companies to win multilateral business.

The seminars are organized by External Affairs and International Trade Canada with the Canadian Exporters' Association in association with the International Trade Centre, Montreal; the Ministry of International Affairs, Quebec; the Ministry of Industry, Trade and Technology, Ontario; and the International Trade Centre, Toronto.

To register for the seminars or for further information, contact: The Canadian Exporters' Association, 99 Bank Street, Suite 250, Ottawa, Ontario, K1P 6B9. Tel.: (613) 238-8888. Fax: (613) 563-9218.

## ***EAITC's Export Finance and Capital Projects Division***

The Canadian procurement record on projects funded by International Financing Institutions (IFIs) has been improving in recent years and Canadian exporters have enjoyed a reasonably high success rate—in terms of contracts they won versus contracts on which they bid.

However, there is considerable room for improvement—and substantial potential for greater success.

For Canadian exporters interested in pursuing multilateral business opportunities financed by the IFIs, the contact point at External Affairs and International Trade Canada is the Export Finance and Capital Projects Division (TCF).

Through TCF, Canadian exporters and trade associations may access market data, obtain a better understanding of the competition, and determine if an IFI-funded market opportunity is practical and worth pursuing.

TCF can provide information and advice on the available Canadian government-funded assistance programs. As well, it can assist companies in developing effective export marketing strategies.

TCF is also the focal point for the Canadian Offices for Liaison with International Financing Institutions (OLIFIs) which promote the commercial interests of the Canadian private sector and government.

These offices are located in the following cities:

- Washington, D.C. (covers World Bank and Inter-American Development Bank);
- Manilla, Philippines (covers Asian Development Bank);
- Abidjan, Ivory Coast (covers African Development Bank);

- Bridgetown, Barbados (covers Caribbean Development Bank);
- New York, N.Y. (covers United Nations Agencies).

IFI business, TCF follows developments in export financing, countertrade and in international markets for capital projects, and

liaises with the Export Development Corporation, the Canadian Commercial Corporation, and the Canadian International Development Agency.

The Export Finance and Capital Projects Division is here to assist Canadian exporters.

*International Financing Data: A Business Guide to Export Finance and Other Financial Assistance* may be obtained through TCF as well as

pamphlets and registration forms for the particular IFIs.

**Export Finance and Capital Projects Division (TCF)**  
**125 Sussex Drive, Ottawa K1A 0G2.**  
**Tel.: (613) 995-7251 Fax: (613) 996-9265**  
 Roger Ferland, Director  
 L.R. MacKay, Deputy Director,  
 Capital Projects (Countertrade and Technical Assistance Program)  
 V. Rusedski, Trade Commissioner  
 (International Financing Institutions)  
 G. Tognet, Trade Commissioner  
 (International Financing Institutions)  
 J.M. Mundy, Deputy Director, Export Finance  
 R. Beare, Trade Commissioner  
 (Export Finance and Investment)  
 H.J. Kunzer, Trade Commissioner  
 (Export Finance)

New IFI-funded projects, identified and submitted by the OLIFIs, are published in *CanadExport*.

In addition to services related to

### **IFI Washington Office Liaises with International Development Banks**

The Office for Liaison with International Financing Institutions (OLIFI) in Washington, D.C. was established in 1985 to represent the commercial interests of the Canadian private sector and the Canadian government with regard to the World Bank and the Inter-American Development Bank.

The prime objective of the office is to assist Canadian business in improving its procurement record by obtaining a larger share of the more than \$20 billion worth of projects funded annually by these two development banks.

For Canadian companies with little direct experience, pursuing project business funded by multilateral lending agencies can be confusing and difficult. Penetrating the banks' Washington-based staff contingent of more than 6000

people to obtain information can be a daunting task for companies unfamiliar with the banks' structure and operations.

However, over the past five years, OLIFI has developed an extensive network of contacts at both banks and an in-depth familiarity with all aspects of the banks' operations. This expertise is freely available to support Canadian companies that are well positioned and actively interested in pursuing international procurement business.

OLIFI assists Canadian firms in many different ways. For example, OLIFI researches, tracks and disseminates information on the development of new projects at the World Bank and the Inter-American Development Bank. New

*Continued on page 13*

## CANADIAN COMMERCIAL CORPORATION PROVIDES EXPERT ASSISTANCE TO EXPORTERS PURSUING IFI CONTRACTS

International Financial Institutions (IFIs) are tough nuts to crack.

For more than six years, the Canadian Commercial Corporation (CCC) has been assisting Canadian companies to bid on IFI projects with mixed results.

A number of success stories can be cited, primarily sales of oil field equipment to Hungary, Yugoslavia and Turkey.

Other IFI sales through CCC have included telecommunications equipment for Zaire, a melting furnace for Kenya, and some agricultural equipment to the People's Republic of China. All in all, about \$12 million worth of business over a six-year period. Yet, for every contract won in this area, hundreds of CCC-endorsed bids that

were submitted were unsuccessful.

In CCC's experience, the reasons why so many private-sector Canadian bids were not successful include:

- 1) Pre-feasibility study or specifications prepared by contractor from another country.
- 2) Lack of advance knowledge of the procurement.
- 3) No time or money for pre-bid visit, consultation with end user and/or executing agency.
- 4) No distribution or after-sales service network in place.
- 5) Contractor had no agent or representative in country.
- 6) Extensive competition, severe pricing.
- 7) Canada's geographic disadvantage. Most procurement on Cost, Insurance, Freight (CIF) basis.
- 8) Unorthodox procurement procedures. Bank guidelines not followed. Long bid validity periods, numerous requests for bid extensions, etc.

Despite a modest track record in IFI sales, CCC will continue to identify potential equipment bid opportunities for the private sector and shall respond to requests for participation in IFI procurement.

CCC frequently purchases bid sets and provides them to potential suppliers and, on occasion, will post necessary bid bonds, particularly on multi-item acquisitions where more than one Canadian supplier may be required. Successful bidders are, however, expected to reimburse bid bond costs and provide the necessary performance bond.

The Corporation also assists in bid preparation, contract negotiation, management and payment.

*Continued on page 14*

### **OLIFI**—Continued from page 12

project information is forwarded regularly to the Canadian Embassies in project recipient countries, to External Affairs and International Trade Canada, to provincial governments, and to Canadian firms and associations, as appropriate.

Projects which represent opportunities of particular interest to Canada are investigated in detail and the information is channelled to various Canadian organizations. OLIFI also investigates hundreds of projects annually in direct response to specific enquiries received from Canadian firms.

As well, OLIFI provides briefings for business visitors to Washington who want to learn more about successfully pursuing business funded by the World Bank and Inter-American Development Bank. It assists Canadian firms in registering for briefing seminars held by the World Bank and arranges briefings by the Inter-American Development Bank for groups of Canadian visitors. The office also assists in arranging individual appointments for visits to the Banks for those Canadian companies that have identified specific project interests and have demonstrated capability to work in the developing world.

The World Bank and the Inter-

American Development Bank regularly publish large numbers of documents relating to the banks' lending programs and development policies. OLIFI receives, screens and widely disseminates these publications throughout Canada. The office also routinely develops information packages tailored to specific enquiries.

OLIFI's activities also include providing counselling and other assistance to Canadian firms that encounter procurement problems on bank-financed projects. Where circumstances warrant, OLIFI will investigate the complaint, counsel the Canadian firm on appropriate strategies and make representations to the bank on the company's behalf.

OLIFI's staff have considerable first-hand Third World project development experience. They are therefore well positioned to counsel Canadian firms pursuing multilaterally-financed projects on international marketing strategy.

Canadian firms that have proven experience in developing countries and are prepared to make a two-to-three-year commitment to pursuing multilaterally-financed project business are encouraged to contact the office in Washington. Tel.: (202) 682-7788. Fax: (202) 682-7791.

# EDC Can Back Canadian Sales to International Financial Institutions

The Export Development Corporation (EDC) is a federal Crown corporation that provides financial services that help Canadian exporters sell competitively in world markets.

In 1988, Canadians sold more than \$5.5 billion in goods and services around the world with the support of EDC insurance, financing, and guarantees. This support can also be used by Canadians working on projects sponsored by International Financial Institutions (IFIs) such as the World Bank.

## Co-financing

Providing loans for projects and capital goods purchases that contribute to the borrowing country's economic development is one of the main functions of IFIs. Increasingly, the World Bank is turning to co-financing as a means to stretch its development resources. Here's where EDC en-

ters the picture.

With co-financing, IFIs collaborate with other lending agencies to come up with the overall financing package that the foreign borrower needs to undertake the development project. As part of EDC's mandate to support Canadian exports, it can finance up to 85 per cent of the Canadian portion of such deals.

Twice a year the World Bank notifies EDC about upcoming projects that may require co-financing. EDC in turn provides a preliminary indication of those transactions it might consider co-financing, should a Canadian exporter pursue and win the deal.

If you are exploring or have identified an export opportunity on an IFI-backed project, be sure to check with EDC. The availability of co-financing may help increase the overall competitiveness of your proposal.

## Export Insurance and Guarantees from the Export Development Corporation

Situations can arise that jeopardize payment to suppliers—even on an IFI project. With an EDC export credit insurance policy, Canadian suppliers of goods or services to such projects can protect themselves against these risks. In the event that commercial or political events keep you from being paid, EDC's policy covers 90 per cent of the insured loss.

Similarly, sometimes foreign buyers will demand that performance bonds—security—be posted in connection with IFI-backed deals. Canadian suppliers often come to EDC for Performance Security Guarantees, which cover their banks against calls on bonds issued on their behalf. This minimizes risk to your bank, and EDC's protection means the bank need not apply the amount of the bond against your operating line of credit.

As well, Canadian exporters can take out a Performance Security Insurance policy which covers them against wrongful calls—and even rightful calls due to circumstances beyond their control—on bonds issued in connection with IFI transactions.

## Early Contact Important

If you see a role for EDC's financing, insurance, or guarantee programs in your IFI export plans, it's best to contact EDC at the earliest stages of your potential transaction. EDC has offices in Vancouver, Calgary, Winnipeg, Toronto, London, Montreal and Halifax. Check the white pages for the phone number of the office nearest you. Or, if you prefer, call EDC's Head Office in Ottawa. Tel.: (613) 598-2500.

## CCC—Continued from page 13

In certain cases, CCC will pay the supplier in advance of collection from the executing agency or bank, depending on value, contract terms and conditions. CCC will endeavour, with the assistance of Canadian trade representatives and Canadian officials at the IFI concerned, to ensure that a CCC/private-sector bid receives a fair evaluation.

Canadian exporters considering pursuing the IFI market must make the decision well in advance, look into the need for agents, distributors, and after-sales service. In addition, they must be prepared to spend marketing money, accept minimal margins, and be in for the long haul. Perhaps this

opportunity should be looked on as a foot in the door to a new country market.

(CCC has also been very actively involved since the early 1980s in sales to various agencies of the United Nations which are usually the subject of vigorous international competition.

Canada's success in this area has been somewhat better than in the IFI market—but with one or two exceptions, sales are generally of low dollar value. Nevertheless, CCC provides extensive assistance to exporters interested in pursuing these UN business opportunities).

For information on the CCC, call (613) 996-0034.

## CIDA PROGRAMS ASSIST EXPORTERS IN GAINING VALUABLE EXPERIENCE WITH INTERNATIONAL FINANCIAL INSTITUTIONS

Recognizing the important business opportunities provided by multilateral organizations, the Canadian International Development Agency (CIDA) has established two groups of programs to encourage and assist Canadian firms to gain experience with International Financial Institutions (IFIs) and the types of projects they support in developing countries. The programs are sponsored by CIDA's Business Cooperation and Multilateral Branches.

Within the Business Cooperation Branch--the Agency's main point of contact with the private sector--the Industrial Cooperation (INC) program supports, on a cost-sharing basis, the efforts of Canadian firms to establish long-term business relationships with counterparts in developing countries.

One feature of the INC program, which can help Canadian business get to know the IFIs, is the Canadian Project Preparation Facility (CPPF).

Through the CPPF, Canadian consulting firms undertaking project preparation studies in developing countries can apply for financial assistance (up to Cdn\$350,000 for a preliminary study and Cdn\$500,000 for a detailed study) to help meet the costs involved.

The CPPF is designed specifically to encourage firms to prepare studies for priority development projects where there is: a strong likelihood of downstream project implementation and financing by one of the IFIs; a good developmental impact; and a potential market for competitive Canadian goods and services.

By contributing financial assistance during the initial planning stage of a potential IFI project, the CPPF enhances the chances for Canadian firms to win contracts

for downstream implementation. At the same time, the project study will often provide information about potential equipment requirements of interest to Canadian manufacturers.

**CPPF details and other features of the INC program are available from CIDA's Industrial Cooperation Division in Hull, Québec. Fax: (819) 953-5024. Tel.: (819) 997-7901.**

The INC program has also established a Cdn\$1 million Trust Fund with the International Finance Corporation (IFC), the affiliate of the World Bank that organizes investment in mainly private enterprises in developing countries.

Canadian investors and consultants seeking to prepare "bankable" investment studies for new enterprises of interest to IFC can propose the use of the Canadian funds to support their services. **Contact Alakadi Bose, International Finance Corporation, Washington. Tel.: (202) 473-0551/0552.**

If your interest is African development, you might be able to take advantage of another CIDA-INC fund with the United Nations Development Programme (UNDP). This Cdn\$1 million contribution has been made available over three years for the African Project Development Facility, a special multi-donor fund administered on UNDP's behalf by the International Finance Corporation. **Contact Alexander Keyserlingk, IFC, Washington. Tel.: (202) 473-0508.**

In addition to the INC program, CIDA has made funds available through its Multilateral Branch to the African Development Bank (AfDB) and the World Bank, to allow these institutions to call on Canadian expertise--essentially to

accelerate project preparation or other work.

The AfDB program is scheduled to expire at the end of March 1990. There is a possibility, however, that a new program or something similar could be introduced, and interested parties may wish to keep in touch with the **Office of the Executive Director for Canada at the AfDB in Abidjan, Côte D'Ivoire, which may be expected to administer a further program, if established. Fax: 011-225-33.21.72 or 22.70.04. Tel.: 011-225-32.99.08.**

With the World Bank, there are currently three programs in operation, involving a total contribution of Cdn\$4 million over three years. These programs are being administered separately by the World Bank's Co-financing Group, the Economic Development Institute and the Operations Evaluation Department.

Interested parties may wish to contact directly these units of the World Bank. **Tel.: (202) 477-1234 or, indirectly, through the Office of Liaison with International Financial Institutions (OLIFI) of the Canadian Embassy in Washington, D.C., U.S.A. Tel.: (202) 682-7719 or 682-1740.**

A fourth program, involving a Cdn\$5 million contribution over five years to support the Bank's work in the environment sector, is under preparation. This program is expected to be administered jointly by the Bank's Co-financing Group and the Environment Department.

The intent of all these programs is to facilitate international development cooperation through the multilateral system and encourage Canadian business to get involved with these organizations.

# BUSINESS AGENDA

**Montreal--March 6--Toronto--March 8--Seminar: Winning Multi-lateral Development Agency Business.** Contact the Canadian Exporters' Association, tel.: (613) 238-8888; fax: (613) 563-9218.

**Charlottetown--March 8--Seminar: Marketing That Makes Sense - A Customer Approach.** Contact E. Jordan, ITC, tel.: (902)-566-7425. **Ottawa--March 5-6; Toronto--March 7; Montreal--March 8;**

**Quebec City--March 9; St. John's and Winnipeg--March 12; Halifax and Saskatoon--March 13; Charlottetown and Fredericton--March 14; Edmonton--March 15; Vancouver--March 16--Science and Technology Counsellors Cross Canada Tour (Workshop).** Contact P. Dufour, TDS/EAITC, tel.: (613) 996-4160.

**Vancouver--March 12-13--Workshop on the basics of countertrade/offsets, including process, financing and management.** Contact Nellie Cheng, B.C. Trade Development Corporation, tel.: (604) 660-4961; fax: (604) 660-2457.

**London--March 14-16--Canada/UK Market Place.** Contact Jennifer Barbarie, RWT/EAITC, tel.: (613) 995-6565.

**Vancouver--March 21-22; Edmonton--March 24-26--Environmental Study Mission from Hong Kong.** Contact R. Catellier, PNC/EAITC, tel.: (613) 995-8705.

**Calgary--March 27-30--Canadian Products Show.** Contact D. Courchene, ITC, tel.: (403) 495-2959.

**Charlottetown--March 28--Seminar: Trade Shows Made Profitable.** Contact E. Jordan, ITC, tel.: (902) 566-7425.

**Quebec City--March 28-31--Introduction to International Business.** Course organized by the Department of International Affairs of the Province of Quebec (in French only). Contact Chambre de Commerce et d'Industrie du Québec métropolitain, tél. : (418) 692-3853.

**Calgary--March 29-30--Conference on Beef Export Opportunities in the Pacific Rim.** Contact E. DiEmanuelle, PNJ/EAITC, tel.: (613) 995-8606; or G. Milot, ITC, tel.: (403) 292-6409.

## PUBLICATIONS

**Iraq: A Guide for Canadian Exporters.** Published separately in English and French, this pocket-size, first edition booklet provides information on: the country, doing business with Iraq, customs and other regulatory information, how to plan a business visit, transportation services, federal export assistance, and useful addresses. Copies are available from External Affairs and International Trade Canada, Middle East Trade Development Division (GMT), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-7040. Telex: 053-3745/6/7. Fax: (613) 996-9103.

**Singapore Sector Analysis: Computer Industry, Construction Industry, Food Industry, Aerospace and Sports and Recreational Products. Malaysian Sector Profiles : Power Generation, Oil and Gas, Agricultural Sub-Sectors, Imported Food.** These individual guides provide sector background, competitor analysis, industry incentives and regulations, key industry and government contacts, and outline opportunities for Canadian companies. Available from the Asia Pacific South Trade Development Division (PST), External Affairs and International Trade

Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7474.

**Directory of the International Trade Centres (ITCs)** provides addresses and telecommunications numbers of ITCs across Canada, lists the Trade Commissioners at ITCs and their areas of responsibility. Available through Info-Export, tel. (toll-free) : 1-800-267-8376 or 993-6435 (Ottawa region).

**Attention:** External Affairs and International Trade Canada (EAITC) is currently producing two new separate directories of Canadian Companies Active in the Oil and Gas and the Marine Industries Sectors.

If your company is active in these sectors, please fax the name, address, telephone number, fax number and name of contact person to V. Klassen, fax (613) 238-1505. A questionnaire will then be forwarded to you, requesting precise details for insertion in the new publications.

Similar directories are produced by EAITC in various sectors. They are extensively used by the department's representatives abroad in response to inquiries from foreign buyers.

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# CANADExPO

LATEST ISSUE  
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Vol.8, No. 4

March 1, 1990

External Affairs and  
International Trade Canada

## World Markets: A Future for Traders

"Future opportunities for Canadian trade lie beyond North American shores--in the Pacific, Latin America and Europe--East and West", said Secretary of State for External Affairs Joe Clark in a recent address to the Calgary Chamber of Commerce.

Speaking on "International Trade Opportunities for Canada", Clark said the United States is and will remain, for the foreseeable future, Canada's most important trading partner. But the hope for new growth in trade opportunities lies in these other regions.

And it is business--not government--Clark said, who will develop the markets. Government's role is in: giving business the opportunity to exercise its genius; opening doors; and providing resources and building partnerships.

Among the Government initiatives--including the expansion of programs for business--are:

### In the United States:

- Trade show participation will triple what is was two years ago--to 400 events involving 72 industrial sectors and 10,000 industries (95 per cent small and medium-size). This will lead to \$2 billion in sales and generate 50,000 jobs.

- Expenditures of \$20 million, an increase of 50 per cent over last year, will be made on export promotion. These are dollars well spent, as experience has shown that every \$1 spent on promotion generates \$150 in new business.

- The New Exports to Border States Program (NEBS) will involve 55 missions and 2,000 participants, bringing businesses

together in the Northern United States.

- A follow-up with the 900 companies that recently attended cross-Canada seminars on how to take advantage of the 40,000 new U.S. Government procurement opportunities worth over \$3 billion.

### In Europe:

Western Europe is heading toward economic union and, in 1992, will become the largest single market in the world.

In Eastern Europe the emphasis will be on facilitating new business and helping fledgling new markets develop firm roots.

### In Asia/Pacific:

Trade between North America and the Pacific was \$20 billion in 1970. Now it is \$275 billion and could rise to \$1 trillion by the year 2000.

Canada's trade with the Pacific in 1983 surpassed its trade with Europe. In 1988, Pacific trade increased by 30 per cent--to \$17 billion. Canadian exports to the region are expected to grow by at least 50 per cent by the year 2000.

Obviously, it is a market to be reckoned with and a number of

Government initiatives have been and/or are being taken.

In Singapore last Fall, Prime Minister Mulroney announced the \$65-million, five-year program, Pacific 2000. Included are:

- A Pacific 2000 language program to teach Canadians the language of commerce of the future.
- A Japanese science and technology fund to strengthen Canada's technology base using joint projects and strategic partnerships.
- New large-scale trade exhibitions and tourism promotion.
- New satellite trade offices in Japan and Korea.

### In Latin America:

The economic prospects are long-term and significant. Canada will pursue the "large potential market" for its goods in those countries whose population is approaching 600 million.

Already, trade with this region is important, with Canadian exports exceeding those to Italy and France combined. As well, two-way trade between Canada and Latin America is equivalent to the combined trade with China and the Association of Southeast Asian Nations (ASEAN).

Initiatives taken in this region include:

- A recent mission to Mexico, Canada's largest trading partner in Latin America, to exploit the canola market--valued at \$100 million.

- A recent visit, organized by External Affairs and International Trade Canada (EAITC), of nine Alberta companies to Venezuela to explore opportunities in the oil and gas sector. Similar missions

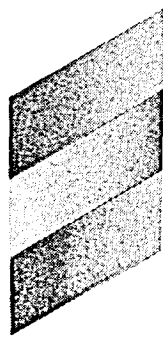
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RETURN TO DEPARTMENTAL LIBRARY  
RETOURNER A LA BIBLIOTHEQUE DU MINISTRE

Canada

**Clark**—Continued from page 1  
place later this year.

• In January, EAITC hosted the largest delegation of cabinet ministers ever to leave Mexico. The Joint Ministerial Committee examined ways to expand trade in a variety of areas.

#### For the Future:

The Government will expand its contacts with provincial governments, develop partnerships in trade promotion, and participate in important regional trade fairs.

"It is a future for traders", Clark concluded.

### Agricultural & Food Products, Services

#### Japan Hosts Second International Wine Show

**Tokyo**--When you like the taste, you go back for more--especially when it's the taste of success.

That's why a number of international companies will be participating in **Wine Japan '90**, being held May 30 to June 2 at the Sunshine City Convention Center in north Tokyo.

And Canada, under the auspices of External Affairs and International Trade Canada, will have an information booth--provided the industry's presence is strong enough in the wines, spirits, beers and bottled waters sectors.

Last year's first **Wine Japan**, in

which a few Canadian firms successfully participated, was such a success--exhibits by 17 nations; more than 7,000 qualified trade visitors; more than 1,150 seminar delegates--that the venue has been changed to Sunshine City, which has double the space and better convention facilities than the venue in 1989.

**Wine Japan '90--the 2nd International Convention & Exhibition in Japan for Wines, Spirits, Beers & Beverages**--is expected to 'out succeed' last year's event.

That's because of, among other factors, the continuing relaxation of Japan's import restrictions; the increased Japanese knowledge of foreign wines; the continuing strong yen; the wealth and sophistication of the market; and the expansion of retail distribution in this sector.

An added bonus, and one that makes **Wine Japan** "an unprecedented export and exhibition opportunity" is that it is restricted to pretty much a 'trade-only' audience.

That audience includes such professional sectors as importers and agents; restaurateurs; hoteliers; distributors/wholesalers; retailers; bar-owners; and the national and trade press.

For further information on **Wine Japan '90**, contact External Af-

fairs and International Trade Canada's Paul-Andre Gagnon (Agri-Food Division), tel.: (613) 996-3597; or Ezio DiEmanuele (Japan Trade Development Division), tel.: (613) 995-8606.

### Mine, Metal, Mineral Products & Services

#### Coal and Mining Show Slated for Ohio

**Cincinnati** -- Canadian coal and mining specialists have a chance to make some inroads into the U.S. market by participating in **Coal Prep 90** this spring.

Now in its seventh year, the **International Coal Preparation Exhibition & Conference (Coal Prep)** is the annual meeting place for the coal preparation industry -- plant operators, superintendents, plant foremen and engineers.

The May 7-10 show -- Canada is participating with a national stand -- will feature over 200 exhibiting companies displaying their equipment, products and services to some 5,000 visitors.

Discussion papers will feature such topics as coal cleaning, process and quality control, operations and maintenance, handling and storage, moisture reduction and classification.

As an added attraction, **Coal Prep 90** is being held jointly with the related **American Mining Congress Coal Convention '90** -- this year's theme is "Coal in the Environment of the '90s."

This will draw even more mining personnel to the industry-supported show.

**Convention sessions** will include underground mining, long-wall mining, open-pit mining, safety and health, the environment and a manufacturers, engineers and construction forum.

Participants to this specialized market show will be able to renew contact with customers, introduce new product lines, generate new

## CANADEXPORT

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leads, complete sales, build relations with manufacturers and dealers, recruit new dealers, test-market new ideas and products and meet key decision makers.

For more information on the show or details on how to participate, contact Joseph Cogné at External Affairs and International Trade Canada (EAITC), United States Trade and Tourism Development Division (UTW), 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 952-3904.

### Multiple Sectors

#### Show Focuses on Logistics of Materials Handling

**Atlanta**--More than 5,000 visitors and 125 exhibitors are expected to attend a technology/productivity/materials handling show to be held in this Georgia city May 16 to 18, 1990.

**LOGISTEX'90 East** will feature a Canadian pavilion organized by External Affairs and International Trade Canada, and the Ontario Government.

Theme of the event is "Materials Handling at its Best" and will demonstrate how technology can improve productivity through better materials handling.

Materials handling technologies, products and services to be displayed include materials handling equipment and systems; packaging containers and shipping equipment; inventory management and controlling technologies; dock and warehouse equipment and supplies; and automatic identification equipment and systems.

Canadian firms wishing to participate should contact Gordon Ritchie, Ontario Ministry of Industry, Trade and Technology, tel.: (416) 965-2634; or Jessie Inman, United States Trade and Tourism Development Division (UTW), External Affairs and International Trade Canada, 125 Sussex Drive,

Ottawa K1A 0G2. Tel.: (613) 991-9478. Fax: (613) 990-9119.

#### Air, Waste Management Show in Pennsylvania

**Pittsburgh**--Canada will have an information booth and its first national stand to accommodate about a dozen firms at the **Air & Waste Management Association 83rd Annual Meeting and Exhibition**, being held in this Pennsylvania city June 26-28.

Formerly the Air Pollution Control Association, the name was changed when a study found that 60 per cent of air emission agency people are also involved in waste treatment.

The exhibition furthers the scientific, technical and educational advancement of the science and art of air pollution control, waste management, indoor air quality and toxic air issues, and waste treatment and disposal issues.

At last year's exhibition in Los Angeles, four Canadian companies reported excellent results, with sales over a one-year period projected in excess of \$8 million.

For further information, contact Jessie Inman, United States Trade and Tourism Development Division, EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 991-9478. Fax: (613) 990-9119.

#### Machine Tools, Accessories Spotlighted at Illinois Show

**Chicago**--All types of machine tools and accessories--from sophisticated computer and numerical-controlled systems to standard products--will be exhibited at the **International Machine Tool Show (IMTS)**, to be held here September 5-13, 1990.

The premier tool show in North America with over 890,000 square feet of exhibit space, **IMTS** attracts about 1,400 exhibitors and more than 100,000 visitors.

A Canadian pavilion, organized by External Affairs and International Trade Canada will accommodate potential Canadian participants who are urged to display functional equipment.

For further information on **IMTS**, contact Jessie Inman, United States Trade and Tourism Development Division (UTW), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 991-9478. Fax: (613) 990-9119.

#### Water Works Association Sets Conference in Ohio

**Cincinnati**--Products from virtually every phase of water supply operation will be displayed at an upcoming show--one in which Canada will participate for the fourth consecutive year--to be held in this Ohio city June 17-21, 1990.

At the **American Water Works Association Conference & Exposition (AWWA'90)**, Canada will have a national stand that expects to attract 15 companies in the fields of water treatment, waste water treatment and equipment (pumps, fans/blowers, compressors, valves and fluid meters).

Canada's stature as an excellent supplier to the water supply industry is evident in the results it has attained through participation in this show, which was held last year in Los Angeles.

Over the past three years of participation, Canada's 12-month sales forecasts were: 1987--\$4 million; 1988--\$11.7 million; and 1989--\$9.7 million. Some 20 to 25 agents/distributors were appointed.

For further information on **AWWA'90**, contact Jessie Inman, United States Trade and Tourism Development Division (UTW), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 991-9478. Fax: (613) 990-9119.

# Impact of the FTA: Industry Review

*The following excerpt from "Free Trade Agreement: One-Year Retrospective", is reprinted, with permission from the Royal Bank of Canada's Econoscope, Vol. 13, no. 11-12, January 18, 1990. The first part of this excerpt was published in CanadExport, Vol. 8, No. 3, February 15, 1990.*

**Food processing:** Food processing is Canada's second largest manufacturing industry.

Trade is a key issue facing this large and diverse sector, particularly those segments dependent upon restrictive supply management policies for raw materials.

The FTA essentially preserves Canada's current agricultural policy instruments, i.e., supply management. The pressure for change, however, is coming primarily from the need to adjust to a new multilateral trading environment.

In this context, the crucial issue is the clarification and strengthening of GATT's Article XI, which allows import controls. Article XI is being negotiated in the Uruguay Round of GATT trade talks.

**Beef and veal processing:** A stagnant domestic market is the main issue facing this industry but it stands to benefit from the FTA.

The removal of non-tariff barriers (the so-called meat import laws) creates a more predictable trading environment for Canadian producers while the phased elimination of relatively high U.S. tariffs on beef products greatly enhances the export prospects of higher value-added, high-quality meat products.

**Pork processing:** The main issues facing this industry are overcapacity and strong protectionist sentiment in the United States--

as evidenced by the recent countervailing duty applied on Canadian pork products.

The pork industry and the Canadian government have announced their intention to challenge the ruling under the Dispute Settlement Mechanism.

**Fish processing:** For the Atlantic fish-processing industry, the United States is already, by far, the most important market.

Currently, most fish exports are semi-processed products which enter the U.S. either duty-free or at low rates. The industry will benefit from the phased elimination of high (in the 10 per cent to 25 per cent range) U.S. tariffs on higher value-added products such as fish sticks and prepared meals.

However, these potential FTA benefits are overshadowed by the serious slump in which the industry currently finds itself--due to low prices, the high value of the Canadian dollar and reduced fish quotas. For the B.C. industry, the Canada-U.S. dispute over salmon and herring remains a contentious issue.

**Dairy and poultry:** This industry is highly regulated under the framework of a national supply management structure at the farm level.

The system is characterized by production quotas, mandated pricing and import controls. Interprovincial trade is also severely restricted.

The FTA preserves this basic structure and is, therefore, not likely to have significant repercussions for processors or farmers as long as import controls remain in place.

However, for those products not on the import control list, such as frozen chicken entrées and frozen

pizzas, the impact of the FTA will be unambiguously negative due to the much higher raw materials prices prevailing in Canada.

Trade liberalization is being pursued multilaterally in the context of the Uruguay Round of GATT trade talks. In the longer term, pressure will likely increase to substantially re-work Canada's supply management system.

**Primary textiles and textile products:** The Canadian textile industry, which has been protected by very high tariff barriers, is threatened by increased import competition from low-cost countries as well as from the United States, due to multilateral liberalization efforts, textile duty remission programs and the FTA.

The gradual 10-year removal of textile and clothing tariffs under the FTA will likely be followed by increased imports of U.S.-made yarns, fabrics and textile products into Canada, with a continued deterioration of the Canadian balance of trade in primary textiles and textile products.

As a result, and following the trend apparent in most industrialized countries' textile industries, the Canadian industry is expected to undergo further rationalization and structuring.

**Clothing:** Sluggish growth in demand and increasing competitive pressures arising from high levels of import penetration from low-cost countries will continue to restrain growth in all domestic production of clothing products.

The 10-year gradual elimination of tariffs under the FTA will reduce Canadian producers' costs of textile imports from the U.S. and is expected to create new market opportunities for producers of high value-added products in the me-

dium-to-long-term.

However, producers of high-volume standardized products, such as T-shirts and underwear, are expected to face rising competition from their American counterparts.

**Machinery and equipment:** The drive to improve competitiveness in Canada flowing from the FTA has already shown up clearly in spending by Canadian business.

As U.S. tariffs on machinery and equipment fall in the coming years, Canadian firms are expected to be in a better position to exploit greater economies of scale and possibly expand the size of the domestic capital goods industry as a portion of Gross Domestic Product.

Currently, however, Canadian manufacturers of machinery and equipment suffer from small scale and the industry produces a relatively narrow range of products.

As a result, machinery and equipment producers have had difficulty meeting the surge in domestic demand, and imports have risen sharply.

**Aerospace:** Canadian aerospace production is largely competitive on a global basis. The industry in Canada is dominated by the subsidiaries of large U.S. aerospace companies, and produces specialized components.

The FTA further enhances the security of access of Canadian firms to the U.S. market. However, non-tariff barriers still limit access of Canadian companies to foreign markets' defense procurement programs.

**Electronics:** The Canadian electronics industry faces solid demand growth from business investment spending during the next few years, but demand from consumers is expected to be soft.

The FTA should accelerate the

rationalization and globalization of the electronic products industry in Canada.

High research and development costs, the small Canadian market, and increasingly shorter product life cycles have required that Canadian firms adopt global strategies to be internationally competitive.

While the adaptation to the global environment largely favours the subsidiaries of large foreign multinationals, smaller Canadian firms may still find success in specialized product niches.

**Pharmaceuticals:** The pharmaceuticals industry is expected to continue to experience steady demand growth for the next several years.

The key issues facing the industry are the rapidly rising costs of biomedical research and marketing, which are stimulating a trend toward increased globalization, mergers among the world's largest manufacturers, and strategic alliances between multinationals and smaller biotechnology companies.

Exports to the United States from Canada are small. Imports from the United States consist largely of active ingredients which are formulated in Canada.

The FTA is expected to have a minimal impact on the industry since massive non-tariff barriers, such as safety standards and labelling requirements, will remain in place.

## SERVICES-PRODUCING INDUSTRIES

Little evidence is available so far on the impact of the FTA on trade in services between Canada and the United States.

The key measures that will affect Canadian services-producing industries include the principle of national treatment in future legislation (i.e., Canada and the

United States will treat each others' services industries as if they were their own), and the facilitation of temporary entry for business purposes.

**Non-automotive retail trade:** The retail industry in Canada and the United States will likely experience sluggish demand growth and rising competition in the next few years, tied to sluggish growth in consumer spending.

The FTA will expand the available sources of supply to retailers in both countries. As well, the investment provisions of the FTA will likely stimulate cross-border direct investment and acquisitions.

**Motor vehicle dealers:** The profitability of Canadian motor vehicle dealers is expected to come under additional downward pressure as declining sales, costly incentive programs, and rising operating costs take their toll. As a result, the number of dealerships is expected to decline in the coming years as the trend toward consolidation into larger, multi-brand dealerships accelerates.

Compounding the difficulties in the sector, the FTA's phase-out of the embargo on used vehicle imports from the United States will provide Canadian dealers with heightened competition.

**Transportation:** Growth in the transportation sector is expected to ease during the next two years, for both freight and passenger traffic.

The transportation services sector is exempt from the FTA. However, the recent deregulation of trucking services in Canada has significantly heightened competition from U.S. truckers.

As well, there is increasing pressure to renegotiate bilateral agreements between Canada and the United States to introduce additional competition in airlines.

**Communications:** The FTA brings potential challenges in the areas of computer services and enhanced telecommunications services, such as electronic mail, telex, and telephone-transmitted electronic data. However, basic telecommunications facilities and services remain the exclusive domain of the monopoly carriers.

The Canadian Radio-television and Telecommunications Commission has recently rendered a series of decisions to articulate the rules for the introduction of competitive computer and enhanced services accessing the basic services of the monopolies.

It remains to be seen whether the United States will view these measures as sufficient to respect the spirit of the FTA.

The Canadian Copyright Board (CCB) is involved in a Canada-U.S. trade dispute concerning cable re-transmissions, i.e., remuneration to copyright holders of distant re-transmissions.

In a first step toward resolving the dispute, the CCB has received the first filings for royalty tariffs for re-transmissions of distant television and radio signals.

**Financial services:** U.S. institutions generally have more power in Canada than Canadian institutions have in the United States.

For example, U.S. banks in Canada can branch coast-to-coast without first obtaining ministerial approval, while Canadian banks south of the border remain hobbled by the U.S. interstate branch banking restrictions.

As well, U.S. banks can participate fully in Canada's market deregulation that, for instance, already allows commercial banks to own investment dealers and which, in time, will also permit commingling of banking, insurance and trust activities through ownership.

In the United States, however, all major Canadian dealers had to

scale back their activities once they were acquired by banks, because of the outdated Glass-Steagall Act, even as the Canadian market was opened up to U.S. dealers.

The FTA, however, was successful in limiting the extent of the scaling back that would have been required. A small change to the Glass-Steagall Act gave Canadian banks, and their dealer subsidiaries, and all other banks in the United States the power to underwrite bonds issued or guaranteed by Canadian governments.

In recognition of the inherent inadequacy of the treatment of each others' financial institutions under a national treatment approach, both countries have made commitments to liberalize further their markets and extend the benefits of this liberalization to each others' institutions.

Clearly, the commitment to liberalize markets further and extend the benefits of this liberalization to each others' institutions is an important element to offset the inequities that Canadian banks face in the U.S.

However, it is still not clear how quickly the United States will fulfil its commitment to liberalize its markets further, particularly with respect to Glass-Steagall and in-

terstate banking.

The FTA by itself does not seem to have had much of an impact so far on the structure and shape of the North American financial services industry.

The most important impact of the FTA upon Canadian banks' operations in the U.S. has been upon their investment dealer subsidiaries. These Canadian bank-related dealers have been permitted to continue underwriting Canadian government-guaranteed debt which, without the FTA, would have had to be abandoned.

With respect to Canada's financial markets, the major impact has been in response to the 1987 "Little Bang" and other deregulation initiatives, and not as a result of the FTA.

The FTA's release of U.S. banks from growth limitations so far does not seem to have had any major impact, perhaps because the limitation had not been restrictive in the past.

The removal of the prior approval requirement for branching also does not seem to have been of much significance--given no branching request by a foreign bank subsidiary in Canada has ever been denied.

### ***Lobster Trade Dispute Panelists Named***

Canada and the United States have agreed on the composition of a five-member Panel that will make recommendations to resolve the dispute over U.S. restrictions on Canadian live lobster exports.

The Panel, the second to be formed under Chapter 18 of the Canada-U.S. Free Trade Agreement (FTA), will examine a U.S. law prohibiting the import of Canadian live lobsters that do not meet the U.S. federal size limit. It will consider if the law is compatible with U.S. obligations under the FTA.

Canadian panelists are: Robert Latimer, a former senior trade

official with External Affairs and International Trade Canada; and Simon Potter, a Montreal lawyer. American-appointed panelists are: Mary Beth West, a University of New Mexico professor and a former lawyer; and Thomas Clinagan, a University of Miami professor. The Chairman, chosen by lot, is Bernard Norwood, an economic consultant and former senior advisor to the U.S. Trade Representative.

Canada and the U.S. soon will make submissions to the Panel, which will provide its recommendations by May 15, 1990.

# World Bank Projects

*The Canadian Embassy in Washington has provided the latest list of new projects currently being considered for World Bank funding (\$M = \$million).*

*Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed when a loan is involved) for further details.*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.*

**BANGLADESH** (Dhaka)--Rehabilitation or reconstruction of about 204 km of roads in the northwest; periodic maintenance work on about 400 km of other major roads in the northwest and southwest; continued implementation of action plan for improved road maintenance; and implementation of an action plan to strengthen the construction industry. Total project cost US\$126 M. Consulting Services: to be determined. Loan: \$105 M. Executing Agency: External Resources Division.

**BENIN** (Lagos, Nigeria)--1) Rehabilitation of rural savings and loan institutions to improve their financial viability, accounting and internal control procedures. Pilot rural credit program with changes in credit practices and procedures. Consultants required for monitoring, evaluating and auditing the project. Loan: \$2.4 M. Executing

Agency: Ministère de la Justice Chargé de l'Inspection des Entreprises Publique et Semi-Publique. 2) Project to enhance the food security of the more vulnerable population groups through simple pilot agricultural commercial land tenure improvement, fisheries and peri-urban activities and working with non-governmental organizations in these activities. Consulting Services: to be determined. Loan: \$10 M. Executing Agency: Ministère du Développement Rural et de l'Action Cooperative.

**BRAZIL** (Brasilia)--Pollution control project consisting of: (a) a policy/technical assistance component to support efforts to design pollution control regulations and strategies and build up the capabilities of the State Environmental Protection Agencies; and (b) to provide credit to polluting firms to undertake pollution abatement investments. Consulting Services: to be determined. Loan: up to \$150 M. Executing Agency: Instituto Brasileiro de Meio Ambiente e Recursos Naturais Renovar.

**CHINA** (Beijing)--Project to support a 24-month emergency reconstruction program of housing, economic assets, social services and physical infrastructure in the affected area. A consultant is currently in the field for project preparation. Further need for consulting services to be determined. Loan: \$25 M. Executing Agencies: Shanxi Province; Hebei Province.

**COSTA RICA** (San Jose)--1) Project to improve the quality of basic, primary and secondary education; rationalize technical/vocational education and training; improve sector management capacity. Consulting Services: to be determined. Loan: \$15 M.

Executing Agency: Ministry of Education. 2) Agricultural project to: (a) strengthen sector formulation, implementation, and monitoring of agricultural policies and programs; and (b) modernize and decentralize planning, budgeting, and administrative functions of key sector institutions to support increasing productivity, agricultural exports, and cultivation of crops in which Costa Rica has a comparative advantage. Consultants will be required. Executing Agencies: Ministry of Agriculture; Agricultural Development Institute (IDA); National Production Council (CNP). Loan: up to \$40 M.

**ECUADOR** (Bogota, Colombia)--1) Project to support government efforts for promoting rural development in twelve selected areas in the country. Consulting Services: to be determined. Loan: \$50 M. Executing Agency: Ministerio de Bienestar Social. 2) Oil production and field development project to enhance and improve secondary recovery, exploration promotion, Trans-ecuadorian crude pipeline expansion, technical assistance and environmental studies. Consultants will be required. Loan: \$100 M. Executing Agency: Petroleos del Ecuador (PDE).

**EQUATORIAL GUINEA** (Libreville, Gabon)--Technical assistance project will include an energy component, and will be designed as a flexible support mechanism for the structural adjustment program. Consultants will be required for implementation. Loan: \$5 M. Executing Agency: Ministry of Economy, Commerce and Plan.

**INDIA** (New Delhi)--1) Project to initiate a comprehensive approach to forestry resource management

in an environmentally sound way in the Maharashtra State. The project would not be subject to an environmental assessment. Consulting Services: to be determined. Preparation was scheduled for February 1990. Loan: \$150 M. Executing Agency: Department of Forestry of Maharashtra State Government. 2) Rehabilitation of 900 tanks, each with a command area of 6-40 hectares, and development of groundwater facilities for irrigation. Consulting Services: to be determined. Loan: \$45 M (IDA); \$30 M (Bank). Executing Agencies: Public Works Department and Agricultural Engineering Department. 3) Project to assist further development of agricultural research by improving management systems, increased devolution and extensive laboratory re-equipping. Consulting Services: to be determined. Loan: \$200 M. Executing Agency: Indian Council for Agricultural Research.

**INDONESIA** (Jakarta)--Project in support of BRI'S nation-wide sub-branch network to provide credit on nonsubsidized basis to credit-worthy rural and urban small borrowers for productive activities. Assistance for continued development to BRI's institutional capability as related to its sub-branch network will also be provided. Consulting Services: to be determined. Loan: \$130 M. Executing Agencies: Ministry of Finance; Bank Rakyat Indonesia.

**KOREA** (Seoul)--Project to improve vocational training through provision of equipment to upgrade and modernize workshops. Consultants not required. Loan: \$43 M. Executing Agency: Ministry of Education.

**MEXICO** (Mexico City)--1) Project to upgrade basic education through teacher training and improved equipment and facili-

ties. Consulting Services: to be determined. Loan: \$200 M. Executing Agency: Secretaria de Educacion Publica (SEP). 2) Project to finance rehabilitation of the power sector, improvement of operation and maintenance practices, improvement in utility management practices, and new investment in generation and distribution. Consulting Services: to be determined. Loan: \$400 M. Executing Agency: Comision Federal de Electricidad (CFE).

**POLAND** (Warsaw)--1) Project to support reform and restructuring of the financial system. Project scope to be determined. Consultants may be required. Loan: \$50 M. Executing Agency: to be determined. 2) Project to increase energy efficiency and efficient usage of electric power capacity, reduce coal-related pollution and promote institutional reform through rehabilitation/modernization of existing coal-fired power plants and of power transmission, distribution and loan management system, technical assistance and training. Consultants may be required. Loan: \$250 M. Executing Agency: to be determined. 3) Project to support the government's medium-term economic reform program in such areas as fiscal and trade policy, financial sector development, enterprise management and ownership, debt management and implementation of a social safety net. Consultants may be required. Executing Agency: Ministry of Finance. Loan: \$300 M. 4) Project to improve efficiency and productivity of Polish enterprises and promote sustainable growth. Project scope to be determined. Consulting Services: to be determined. Loan: \$100 M. Executing Agency: to be determined.

**YEMEN, Democratic Republic of** (Riyadh, Saudi Arabia)--Manpower development and training for agricultural planning and tech-

nical operations. Raising agricultural productivity by improving/consolidating irrigation works and agricultural research and extension services. Consultant Services likely to be required. Loan: \$12 M. Executing Agencies: Ministry of Agriculture and Agrarian Reform.

**ZAIRE** (Kinshasa)--1) Rehabilitation and maintenance of agricultural roads in selected areas. Strengthening of sector institutions. No new road construction anticipated. Positive environmental effect from repairs on road drainage. Intensive utilization of labour anticipated. Consulting Services will be required. Loan: \$1.3 M. Executing Agencies: Service National des Routes de Desserte Agricole; Ministry of Rural Development. 2) Project to: (i) improve financial sector policies to encourage better mobilization and allocation of financial resources; (ii) to strengthen Central Bank regulation and supervision; (iii) and restructure key financial intermediaries. Consultants will be required. Executing Agencies: Central Bank and Ministry of Finance. Loan: \$150 M.

**ZIMBABWE** (Harare)--1) Project for the improvement of urban transport services through assistance to bus companies. Consulting services will be required. (Co-financing of at least \$20.0 million will be required). Loan: \$20 M. Executing Agency: to be determined. 2) Project for the improvement of current facilities for fertility control, mortality reduction and health care, improvement of institutional capacity and financing of health care. Consulting services will be required. (Co-financing of at least \$35.0 million, preferably in grant/concessional form, will be sought). Loan: \$30 M. Executing Agency: Ministry of Health, Zimbabwe, National Family Planning Council.

**BRITAIN**--Acting as a manufacturer's representative and with distribution points in Greece, Italy, Portugal, Scandinavia and Spain, a company here seeks Canadian suppliers of **printing industry equipment, printing machinery and allied products**. Contact Robert A. H. Thompson, Director, C.C.I. (System +), Chapel House, Maldon Road, Witham, Essex CM8 2AB, England. Telex: 98888ICC. Tel.: (376) 51-7134.

**BRITAIN**--An import/export agency dealing in **recording studio and sound processing equipment** seeks Canadian manufacturers of same. Specific equipment, which should be of good quality and affordable to the home recording artist, includes **digital revert, digital delay, compressor, limiter, enhancer, and four 8-track recorder and mixing discs**.

Canadian suppliers may contact Kevin T. Price, Ambient Import/Export Agency, 59 Kingsland, Wellington, Telford, Shropshire TF1 2LE, United Kingdom. Tel.: (0952) 53350.

**BRITAIN**--A company here that is rapidly expanding into the garden centre industry throughout the UK and under the trade name Cornucopia seeks Canadian suppliers and manufacturers of **garden furniture, dried flowers, pots and unusual garden products**. The company, through its garden centres, can offer suppliers a distribution service throughout the UK. Contact Simon Berry, Project Co-ordinator, Outside Design Company, 1-2 Oakleigh Mews, High Road, Whetstone N20 9HQ, England.

**BRITAIN**--A manufacturer's representative here seeks the names and addresses of Canadian suppliers of **quality kitchenware and accessories**, with a view to importing them into the United Kingdom. Contact G. T. Pritchard, Import &

Export Agency, 22 Keysbrook, Tattenhall, Near Chester, England CH3 9QR. Tel.: 0829-70001.

**BRITAIN**--A manufacturer of **clothing for ladies, men and children** that is also an importer, exporter and commission agent seeks the names and addresses of Canadian manufacturers of the same. Among the specific items being sought are **job lots of dress, shirting, night-wear and fancy fabrics; job lots and clearance lines of ready-made garments for ladies, men and boys, including skirts, blouses, shirts and underwear**. Other items of interest are **polyester/cotton transfer printing paper; all sorts of stationery; toys; padlocks, inches and hardware products (for re-export to central Africa); and cosmetics**

cial Officer, Canadian Embassy, Mickiewiczova 6, 125 33 Prague 6, Czechoslovakia. Telex: (Destination code 66) 121061 (DMCN C).

**SINGAPORE**--A company, established here since 1955, wishes to import from Canada: **fertilizers, chemicals and plastic raw materials**. Contact V. Greiling, General Manager, Behn Meyer & Co (Pte) Ltd., Robinson Road, P.O. Box 2000, Singapore 9039. Tel.: 470-0402. Fax: 472-1535.

**SINGAPORE**--A company in the silicon wafer foundry business, including integrated circuit design and wafer fabrication technology, seeks to enter **joint venture, licensing, transfer of technology arrangements** with interested Canadian firms. Contact John Hambidge, President, Chartered Semiconductor Pte Ltd., No. 2 Science Park Drive, Singapore 0511. Tel.: 777-

2566. Fax: 777-1933.

**SINGAPORE**--Being sought here by an established 17-year-old company are Canadian manufacturers of **oilfield equipment**. Contact Harold Ng, Managing Director, Chuan Huat International, 164 Race Course Road, Singapore 0821. Tel.: 294-0011. Fax: 295-1177.

**SINGAPORE**--A nine-year-old company seeks Canadian suppliers/manufacturers of **industrial instrumentation/automation and process control equipment**. Interested parties should contact Thong Foo Kong, General Manager, Bond Instrumentation (S) Pte Ltd., 19 Benoi Place, Singapore 2262. Tel.: 861-4279. Fax: 862-4062.

**SINGAPORE**--Established in 1975, a company here wishes to import **gold, jewellery and precious stones**. Suppliers may contact Sim Thye Siang, Director, Chap Mai Jewellery Manufacturer (S) Pte Ltd., 40 MacTaggart Road, Singapore 1336. Tel.: 286-8517. Fax: 284-6856.

## Business Opportunities

(also for re-export). Contact Highcross Fashions, 134-A Highcross Street, Leicester, England. Tel.: 0533-682332.

**CZECHOSLOVAKIA**--Plynoprojekt (Gas Industry Design Engineering Company) is sourcing worldwide for **technologies, equipment and services used in building and operating underground facilities for storing natural gas**. The project involves the substitution of man-made gas by natural gas; the construction, in gravel rock, of a cavern-type gas storage facility; the transformation of an old mining shaft into a gas storage facility and expanding the capacities of existing ones; and desulphurization of gas. Companies interested in this business opportunity should send technical literature, films or videos directly to Ing. Ivo Halacka, Plynoprojekt, Tkalcovska 14, 663 06, Brno, Czechoslovakia. For information and follow up, copy correspondence to Ing. M. Hudec, Commer-

## CONTRACTS AWARDED: CANADIAN EXPORT SUCCESSES

Listed alphabetically are contracts awarded to Canadian companies for projects and services rendered in/to foreign countries. Periodically *CanadExport* will publish such Canadian successes.

The list represents only some of the larger export contracts awarded in recent months.

**Aldrovandi Equipment Ltd.**, Woodbridge, will manufacture and supply 13000-pound adverse terrain forklift trucks to the U.S. Air Force under a US \$1.1 million contract.

**Almax International Inc.**, Montreal, has been awarded a contract for the supply of transmission lines and transformer stations to the Republic of Rwanda. EDC is providing up to US \$4.5 million in export credits.

**Arva Crane Limited**, London, has won a US \$1.6 million contract for the manufacture and supply of 7 1/2 ton hydraulic cranes to the U.S. Defense Construction Supply Center.

**Bell Helicopter Textron**, a division of Textron Canada Limited, has sold two helicopters to the Republic of Cameroon. EDC is providing financing of up to US \$2.13 million.

**Bristol Aerospace Limited**, Winnipeg, has obtained a US \$4.6 million contract for the manufacture and supply of horizontal stabilizers to the U.S. Air Force, for use on its F5 aircraft.

**British American Bank Note Inc.**, Ottawa Division, has been awarded a \$6.5 million contract by Bank Megara, Malaysia's Central Bank, for the printing of Malaysian \$50 bank notes.

**Canadian Airlines International Ltd.**, Calgary, and **Bradley Air Services Limited**, Carp, have been awarded contracts valued at, respectively, \$2.6 million and \$5.91 million, for the supply to the U.S. Department of Defense of air transportation services in support of the DEW Line

System. Both companies have been supporting the DEW Line for decades.

**Canadian Astronautics Ltd.**, Ottawa, will supply a satellite-based search and rescue system to the Republic of Indonesia under an EDC loan to the buyer of up to US \$8.6 million. The equipment will be part of the international SRSAT/COSPAS rescue program.

**Canadian Marconi Company**, Kanata, has been awarded a US \$1.4 million contract for the manufacture and supply of spare parts to be used in the CMA882-5 Navigational Control Unit of the U.S. Air Force.

**Devron-Hercules Inc.**, Vancouver, will supply process control equipment to the Brazilian newspaper manufacturer Papele de Imprensa S.A. EDC is providing financing of up to US \$614,307.

**Diemaster Tool Inc.**, Mississauga, will supply turbine shafts for T53 Aero Engines, valued at US \$1.6 million, to the U.S. Army Aviation Systems Command.

**Dreco Energy Services Ltd.**, Edmonton, has been awarded a contract for the supply of a mobile well service rig to Nabors Alaska Drilling Inc. EDC is supporting the transaction with a US \$7,820,000 loan to the buyer.

**Emery International Developments Ltd.**, Markham, will supply a pulp molding plant to the Mexican cooperative of egg producers Celulosa Avicolade Tepetitlan S.A. de C.V. EDC is providing a US \$3,432,000 loan to the buyer.

**Fluor Daniel Canada Inc.**, Calgary, will provide know-how, design, equipment and technical services for the construction of an ethylene oxide plant in Jilin, Northeast China. EDC is financing the deal with up to \$28.3 million allocated from the \$2 billion line of credit created in 1986 between EDC and the Bank of China.

**General Electric Canada Inc.**, Lachine, has sold a motor and Silpac drive to the Colombian company Distral S.A. EDC is providing a loan of up to \$751,366. The same company has also been awarded a contract for the supply of C3 TM series conventional consoles to Jordan. EDC is providing a loan of up to \$844,847 to the buyer.

**General Electric Rail Car Services Canada Ltd.** will supply 139 hopper cars to Endasa S.A., Mexico. EDC is providing financing of up to \$1.04 million to the buyer.

**H.A. Simons Ltd.**, Vancouver, will provide engineering and procurement assistance for the construction of a pulp mill in Malleco, Chile. EDC will lend up to US \$92 million to the buyer, Celulosa del Pacifico S.A., Santiago.

**Hawker Siddeley Canada Inc.**, Mississauga, will manufacture and supply jet engine turbine wheels, valued at US \$3.3 million, to the U.S. Air Force, Texas, to be used in the overhaul of engines for F-5 aircraft.

**Howden Group Canada**, Scarborough, has been awarded a US\$ 5 million contract for the supply of mining equipment to RO Majdanpek Copper Mine of RTB Bor, Yugoslavia.

**Intelcan Technosystems Inc.**, Ottawa, has been awarded a contract valued at more than \$2 million for the remodelling of terminal 1 at José Martí Airport in Havana, Cuba.

**Intera Technologies Ltd.**, Calgary, will provide specialized imagery data collection and processing services to the U.S. Defense Mapping Agency Systems Center under a contract valued at US \$8 million. Intera has also entered a two-year, \$4.5 million contract with Hellenic Agricultural Insurance Institute for the provision of hail-protection services in Northern Greece.



# Library Services Could Help Exporters

External Affairs and International Trade Canada's Library serves a broad clientele not only from the Department but also from other federal government departments, provincial governments, private industry, and financial and academic institutions. It reciprocates in the sharing of its resources with other government, university, industrial and large public libraries under the interlibrary loan agreement.

In 1988, the Library answered some 94,000 research queries, an increase of 16,000 searches over the previous year, and a 67 per cent increase since the beginning of the decade.

The Library published the fifth edition of *Canada-United States Free Trade: A Bibliography*, and a new publication: *Single European Market - 1992: A Bibliography*.

The Library has a large collection of trade statistics including those from Canadian and foreign national statistical agencies and those compiled by international organizations such as the United Nations, the Food and Agriculture Organization, the International Monetary Fund, the Organization for Economic Co-operation and Development, and the European Community. Since the implementation of the Free Trade Agreement, the Library, while still collecting extensively in the area of free trade, is putting more emphasis on acquiring publications that concern adjustment to free trade, dispute settlement, and studies on specific regions and industrial sectors.

For more information on the Library Services in general, call the Reference Desk at (613) 992-6150; Fax: (613) 952-1013 between 9:00 and 17:00.

## Export Data Available at Your Fingertips

Answers to vital export marketing questions are just a few keystrokes away for Canadian exporters—thanks to the International Trade Data Bank (ITDB) maintained by External Affairs and International Trade Canada.

For all Canadian exporters—and particularly for smaller businesses that may lack the means to obtain relevant export data on more than 2600 commodities in 67 trading nations—the ITDB is an invaluable export marketing tool.

On request, say ITDB personnel, the data bank can identify import and export trade data flow from the world's major trading nations as well as from groups such as the European Economic Community (EEC) and the Organization for Economic Co-operation and Development (OECD).

In fact, the data bank, a virtual marketing research tool, can provide clients with information on potential customers, their size and location, the competition and the characteristics of the market.

ITDB's data base are computer tapes from the Statistical Office of the United Nations. This raw data is enhanced by sophisticated ITDB "number crunching programs" that produce even more detailed information of specific dollars and cents interest to Canadian exporters.

For example, ITDB spokesmen say printouts may be obtained on current and historical listings of Canada's share of the total imports by selected countries of any of the 2600 commodities tracked by the UN Statistical Office. They may also include comparisons of total Canadian exports to the trading partner with those of competitor countries.

The different national systems

of gathering and classifying statistics, say ITDB personnel, are accounted for in the reports by converting them to the United Nations Standard International Commodity Classification System. As well, national currency values are converted and reported in current U.S. dollars.

Originally, the data bank's clients were almost exclusively government agencies and departments and universities. Now, a growing percentage of clients consists of private-sector providers of commodities and services who are anxious to identify the most promising export markets for their products while at the same time eliminating as many "surprises" as possible.

ITDB's reports are in standard computer printout forms, on magnetic tape or floppy disks and are in English, French or both.

Considered the logical and indispensable first step in a cost-effective market research program and for use by the seasoned or novice exporter, the ITDB service provides the user with the first clear "stop or go" signal—indicating if the conditions and potential in any foreign market justify the costs of further, more detailed exploration and exploitation.

ITDB staff will provide an initial cost estimate for any report requested. The final billing will reflect the computer processing used to compile the information, based on the number of products and countries, report years involved, and other options that may have been ordered.

More detailed information on this service and how to order reports is available from either John Flood, tel.: (613) 992-6941; or Marie Swarts, tel.: (613) 995-3711, EAITC Library, 125 Sussex Drive, Ottawa K1A 0G2.

# PUBLICATIONS

**BRAZIL: A Guide for Canadian Exporters**--For experienced traders and those interested in technology transfer agreements and joint ventures. Published separately in English and in French, the guide provides a general background on the country; lists business opportunities for Canadian exporters and describes the mechanisms and regulations governing the Brazilian market.

Available through South Amer-

ica Trade Development Division (LST), Latin America and Caribbean Branch, EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-4199.

**Export Guide: A Practical Approach.** Published by External Affairs and International Trade Canada, with a major contribution from the Canadian Exporters' Association, the booklet covers such subjects as developing a corporate strategy; export financing; trade terms; export support facilities; countertrade; and trading houses. For copies, call Info Export 1-800-267-8376 (Ottawa area 993-6435).

**Studies in Canadian Export Opportunities in the U.S. Market,** published by External Affairs and International Trade Canada, individually cover 36 sectors, from agricultural machine parts, footwear, and furniture, to musical instruments, telecommunications equipment, and writing materials. Copies are available by calling Info Export at 1-800-267-8376 (Ottawa area 993-6435).

## BUSINESS AGENDA

**Ottawa**--March 1--"International Trade Shows Made Profitable". Workshop. Contact Debbie Millingen, ITC, Toronto. Tel.: (416) 973-5061; Fax: (416) 973-8161.

**Montreal**--March 6--**Toronto**--March 8--Seminar: Winning Multilateral Development Agency Business. Contact: I. Friedman, ITC, Montreal. Tel.: (514) 283-8795. D. Clendenning, CCI, Toronto. Tel.: (416) 973-6154.

**Edmonton**--April 4-8--Edmonton Home and Garden Show. Contact Bonnie Noyce, Southex Exhibitions. Tel.: (403) 244-6111.

**Edmonton**--April 20-22--Automotive Showcase '90 (Automotive accessories). Contact R. Young. Tel.: (403) 482-3828.

**Hamilton**--April 26-27--Environmental Technology Symposium. Contact Audette Corbu, ISTC. Tel.: (416) 973-5056.

**London**--April 29-May 18--13th Annual International Management Course. Contact (application deadline March 9) Office of Executive Education, School of Business Administration, University of Western Ontario. Tel.: (519) 661-3272; Fax: (519) 661-3838; Tlx: 064-7134.

### Distribution of CanadExport

Newfoundland	568
Nova Scotia	1,623
Prince Edward Island	325
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Manitoba	2,094
Saskatchewan	1,021
Alberta	4,279
British Columbia	5,516
North West Territories	204
Yukon Territories	103
Government/internal/posts	6,137

**TOTAL : 57,782**

## Submissions Invited to Speed Elimination of Tariffs under the Free Trade Agreement

Canadian companies are being invited to submit proposals for lowering tariff rates faster than what was called for by the Canada-U.S. Free Trade Agreement (FTA), Minister for International Trade John C. Crosbie and Finance Minister Michael Wilson have announced.

This second invitation follows last year's, when requests from scores of Canadian and U.S. companies called for accelerated tariff cuts on more than 400 items covering approximately \$6 billion in bilateral trade. The agreement reached in the first round is expected to be implemented April 1, 1990.

Requests made in the 1989 round and that met with opposition from Canadian producers will not be reconsidered--unless it is demonstrated that circumstances have changed. All applicants requesting accelerated tariff elimination must provide evidence of support in the Canadian industry sector concerned.

Once again, the government will consult extensively with domestic industry, meeting with individual companies, major industry associations, labour, provincial governments, the International Trade Advisory Committee and the Sectoral Advisory Groups on International Trade.

The FTA provides for the elimination, by January 1, 1998, of all tariffs on Canadian and U.S. goods traded between the two countries. Under the Agreement, tariffs were removed either at the time of the FTA's implementation or were to be phased out in five or ten equal annual stages.

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# CANADEXPORT

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Dept. of Foreign Affairs  
Min. des Affaires extérieures  
OTTAWA March 15, 1990

## Canada's Place in International Trade

# World Markets for Construction Products

by Paul Desbiens

In the 1989 edition of its statistical report of world construction industry trade (*Commerce mondial des industries de la construction - Diagnostic statistique 1986-1987*), the French Centre for International Trade (CFCE) has made an interesting compilation, based on United Nations statistics and expressed in US dollars.

The study focuses on imports of some 150 products in five main categories:

- Materials from open-pit mining--30 products
- Wood--21 products
- Metals and metalwork--37 products
- Textiles, parachemistry--40 products
- Electrical equipment--22 products

World imports of construction products totalled \$150 billion in 1986 and \$176 billion in 1987. Each year, the United States was the main importer (\$17 billion in 1986; \$19 billion in 1987), followed by the Federal Republic of Germany (FRG) with \$14 billion and \$18 billion, respectively.

Canada had the major share of the U.S. market with 28.2 per cent in 1986 and 28 per cent in 1987. Canada, however, did not rank among the first four suppliers to the FRG, France, the United Kingdom, the Netherlands, Italy or the Belgium-Luxembourg Economic Union (BLEU), whose total im-

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Products Division

ports were \$54.8 billion in 1986 and \$68.8 billion in 1987.

On the other hand, Canada ranked third among the suppliers to Japan in 1986 (10.1 per cent of a \$5.7 billion market) and 1987 (11.1 per cent of a \$8.9 billion market).

There is reason to believe that Canada could improve its performance on the European market, where it does not rank among the

first four positions for any country.

The table below provides distributions of world imports by major category of construction materials.

As regards materials from open-pit mining, Canada is more or less absent because it appears only as the second supplier to the United States after Italy (17.6 per cent of a \$1.3 billion market in 1986 and 16.5 per cent of a \$1.5 billion market in 1987).

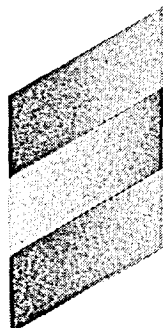
Canada performs better on the market for wood, capturing the biggest share of world trade, with 19.1 per cent of a \$23.6 billion market in 1986 and 17.7 per cent of a \$30.3 billion market in 1987. The U.S. follows Canada, with shares of 11.8 per cent and 13 per cent.

Despite Canada's strength on the world wood markets--it is the first supplier of the U.S. and the third of Japan and the UK--it does not rank among the first four suppliers of the other European countries. The U.S., by contrast, is first in Japan and fourth in the FRG, Italy and the BLEU. On the Japanese market, which was the world's largest in 1987 with imports of \$6.8 billion, Canada's share was only 14.3 per cent, while that of Malaysia and the U.S. was 30.9 per cent and 29.1 per cent respectively.

In metals and metalwork, Canada's status is far from outstanding,

1987	(\$ billions)	Market Share	
1--Materials from open-pit mining	13.7	Italy	25.6%
		FRG	14.2%
		BLEU	10.7%
2--Wood	30.3	Canada	17.7%
		USA	13.0%
		Malaysia	11.3%
3--Metals and metalwork	55.2	FRG	20.8%
		Japan	14.1%
		Italy	9.9%
4--Textiles, parachemistry	30.7	FRG	26.2%
		BLEU	12.3%
		Netherlands	10.3%
5--Electrical equipment	46.4	FRG	22.5%
		Japan	15.6%
		USA	13.4%
<b>TOTAL</b>		<b>176.3</b>	

External Affairs and  
International Trade Canada



Canada

*Continued from page 1*

since it is a very distant second to Japan among suppliers to the United States. Canada doesn't fare much better in electrical equipment, ranking only third among suppliers to the United States in 1986, and fourth in 1987.

In conclusion, Canada--as expected--has considerable strength in the wood sector, but in other sectors its strength diminishes as the amount of processing involved increases. Although geographical proximity plays an important role with some products, Canada could improve its share of the market in sectors where the U.S. is performing well.

One might also expect Canada to be the major supplier to the U.S. in more areas. But that is not the case. Of the 150 materials analyzed by the CFCE, the U.S. is among the ten major importers in 116 cases. Yet for these 116 materials, Canada ranks first among suppliers to the U.S. market for only 27 products.

As the study shows, there is certainly no lack of outlets for Canadian products either in the U.S., Europe or Japan. What Canada requires is a more vigorous approach to them.

*Paul Desbiens is Director of External Affairs and International Trade Canada (EAITC)'s Trade Communications-Canada Division.*

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Company requirements could vary from as little as an 8-week assignment up to an 18-month contract.

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will match as closely as possible -- in terms of knowledge, country and language -- the company's requirements with the skills of the student.

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For every match in one country, another job is created in another country -- every time a foreign student is hired by a company in Canada, a Canadian student can go overseas to gain invaluable managerial skills and understanding of international business practices in a new environment.

The 69 AIESEC member countries cover all five continents -- a special Canadian International Development Agency (CIDA) programme helps fund exchanges with developing countries, while External Affairs and International Trade Canada is supporting professional and student exchanges with France.

As an example, with the Single European Market just around the corner, a commerce or marketing student from one of the 12 Community countries could help companies get a foothold in that multi-billion dollar market.

Each year, foreign AIESEC students are hired by some 250 Canadian firms and organizations that participate in the international exchange programme. Participants include large and small corporations as well as federal, provincial and municipal governments and institutions.

AIESEC is committed to providing international management skills to tomorrow's business leaders -- today.

For more information on what this programme has to offer, contact AIESEC Canada Inc., 1450 City Councillors, Suite 540, Montreal H3A 2E5. Tel.: (514) 987-1325. Fax: (514) 987-1329.

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## Advanced Technology Products & Services

### Singapore Events Attract Buyers from Asia-Pacific

Singapore--Canada's producers of telecommunications technology and equipment will not want to miss **CommunicAsia/Infotech-Asia90**. And for firms involved in the broadcasting, film and video industries, **BroadcastAsia90** is the must-attend.

These events, organized by Singapore Exhibition Services, will take place May 29 to June 1, at the Singapore World Trade Centre.

**CommunicAsia/InfotechAsia90** was last held in 1988, when 10,583 trade visitors from 64 countries attended.

High level buyers come from every country in the Asia Pacific region and since it was first held in 1979, the event has consistently attracted the world's leading telecommunications manufacturers.

This year a new show for the broadcast, film and video industries, will be held --in a separate hall of the Centre-- in conjunction with **CommunicAsia/Infotech-Asia 90**.

**BroadcastAsia90** -- which features a gamut of technologies from studio equipment to satellite links -- will undoubtedly benefit from the close relationship between the broadcasting and electronic communications fields.

The show attracts users of professional sound systems, audio-visual systems, film production companies, video production houses, lighting specialists, and professional recording studios.

Another vital element of **BroadcastAsia90** is the accompanying international conference on the future of the industry. The organizers work closely with the Asia Pacific Broadcasting Union (ABU) and the Asia Pacific Institute for Broadcasting Development for technical conference advice.

External Affairs and International Trade Canada (EAITC) will be present with information booths at both shows and interested Canadian companies are invited to participate.

For further information on participation in these events, contact Robert Grison, Project Manager, Asia/Pacific Branch, EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8619. Fax: (613) 996-4309.

## Agricultural & Food Products, Services

### Canadian Dairy Cattle Find Market in Mexico

Canada's exports of dairy cattle to Mexico exceeded 5,000 head in 1989 and expectations are that this--one of the highest levels in several years--will reach 12,000 to 15,000 head per year over the next few years.

Such optimism was evident at the Annual Queretaro Holstein Show, held in mid-December, when Canadian exhibitors had "no difficulty" in selling 30 of their stock, some of which won prizes for their new Mexican owners.

For further information on market opportunities for Canadian dairy cattle in Mexico, contact Don Butler (613) 995-0460 or Rick Winter (613) 995-8192, both of External Affairs and International Trade Canada, Ottawa.

### Puerto Rico the Venue for Food Service Show

**San Juan**--Canadian food and food service companies interested in expanding into the Caribbean market might find it well worth their while to participate in the **18th Annual Food and Food Service Equipment Trade Show** being held in this capital city April 21-23, 1990.

For further information on the show, contact Jon Dundon, Latin America and Caribbean Branch, EAITC. Fax: (613) 996-0677.

## Oil & Gas Equipment & Services

### Iran Sets Up Procurement Office in Canada's Oil Patch

Canadian oil and gas companies have a unique opportunity to penetrate a market that, annually, has a procurement budget of more than US\$1 billion.

And they can do it in their own backyard.

The National Iranian Oil Company (NIOC) has opened a branch of its procurement arm, Kala Naft, in Calgary. There are only two such offices outside Iran.

Under Iran's five-year-plan, priority has been given to the reconstruction of oil and gas production facilities and to the development of new offshore oil and gas fields. Total hard currency allocation to this priority sector exceeds US\$16 billion.

Now with an office in the heart of the Canadian oil patch, Kala Naft has already started identifying potential Canadian suppliers particularly Canadian companies active in exploration, drilling, oil-field production equipment, H<sub>2</sub>S removal equipment, and scada systems.

The office was officially opened in December during the visit of Deputy Minister for Commercial Affairs Mr. Karbassian, accompanied by senior officials from exploration, production, drilling, petrochemical and commercial divisions of the Ministry of Petroleum.

The visit, sponsored by the Alberta Ministry of Economic Development and Trade, included meetings and visits with more than 60 Alberta companies interested in participating in NIOC's expansion plans.

For further information on this new procurement office, contact Kala Naft, Suite 3200, 350-7th Avenue S.W., Calgary T2P 3N9. Tel.: (403) 266-4222. Fax: (403) 266-4454.

# Asian Development Bank Projects

For the following projects, Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed where a loan is involved; \$M=\$million).

Where technical assistance is involved, information can be obtained from the Canadian Embassy in Manila, Philippines.

The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).

Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.

**BANGLADESH** (Dhaka)--Small and Cottage Industry(SCI)-The project is to enhance term funds supply for SCI investments by channelling long-term resources through qualified financial institutions, particularly, private commercial banks. The project also aims at the improvement of policies for SCI development and financing. Executing Agency: Ministry of Sports, Dhaka. Loan: \$20 US M. Consultants required.

**MALAYSIA** (Kuala Lumpur)--Coastal villages environmental improvement sector - Project to improve the environmental condition in about 50 coastal villages in Malaysia through the provision of critical environmental infrastructure needs which for each village could be water supply or sanitation, refuse disposal, control of tidal or other inundation, access roads or a combination thereof. Executing Agency: Ministry of National and Rural Development, Kuala Lumpur. Loan:

\$12 US M. Consultants required. **PHILIPPINES** (Manila)--1) Irrigation systems improvement-Project will provide appropriate remedial and rehabilitation works to improve the operating performance of five existing irrigation systems so as to optimize the benefits through increased cropped area, equitable distribution of irrigation supplies over individual service areas and economy in system operation and maintenance. Executing Agency: National Power Corp, Metro Manila. Loan: \$200 US M. Consultants: none decision. 2) Palawan Integrated Area Development (Phase II) - Project would comprise: (i) infrastructure development including roads and bridges, ports, mini-hydropower, irrigation and rural water supply, (ii) agricultural development including fisheries, plantation and field crops, livestock, credit and extension services, (iii) protection of environmentally critical areas and upland stabilization, and (iv) health services including Malaria eradication and rural health clinics. Executing Agency: Palawan Provincial Government, Metro Manila. Loan: \$40 US M. Consultants required.

## TECHNICAL ASSISTANCE PROJECT PREPARATION

**INDIA**--Vadodara-Bombay Expressway - Technical assistance to undertake feasibility study for the development of a 360 km expressway between Vadodara-Bombay.

**MALAYSIA**--Technical, Vocational, Educational and Industrial Training Study - Will review developments in the labour market and the present public and private systems of technical, vocational, education and industrial training at the secondary, post secondary and tertiary levels, and

in the light of government plans and the country's manpower needs, recommend strategies for their improvement and rationalization. Executing Agency: Ministry of Surface Transport. Assistance: \$600 US M. Consultants recruited by the Bank.

**PHILIPPINES**--1) Visayas Power System Control - Study will establish the power system control and communication systems to be developed in the Visayas region. Executing Agency: National Power Corp, Metro Manila. Assistance: \$550 US M. Consultants required. 2) Ambuklao Rehab - The Ambuklao Hydropower Plant can operate at less than 30 per cent capacity and massive siltation has occurred in the reservoir. The study will examine the technical, economic and financial viability of rehabilitating the reservoir and intake structures to control future siltation. Executing Agency: National Power Corp. Assistance: \$100 US M. Consultants required. 3) Manbucut Geothermal - Study will establish the power potential of Mambucut geothermal and unit size and develop the design/engineering documents. Executing Agency: National Power Corp. Assistance: \$400 US M. Consultants required.

**SRI LANKA**--Low-income housing development to assist in formulating a project both for institutional strengthening of the Housing Development Finance Corp. and the State Mortgage and Investment Bank and Low-Income Group Housing Finance. Executing Agency: to be determined. Assistance: \$100 US M. Consultants required.

**TECHNICAL ASSISTANCE ADVISORY AND OPERATIONAL BANGLADESH**--Small and Cottage Industry(SCI) - Project to (i) strengthen SCI term-lending ca-

pability of participating financial institutions, (ii) improve extension service of Bangladesh Small and Cottage Industries Corp. (BSCIC), and (iii) ensure successful implementation of the SCI credit through project implementation technical assistance. Executing Agency: BSCIC. Assistance: \$700 US M. Consultants required.

**NEPAL**--Integrated Regional Economic and Environmental Development Planning for the Bagmati zone. Assistance to strengthen the efforts of the National Planning Commission of the Government, to develop and implement integrated regional economic and environmental development plans. The project will aim to (i) prepare an action plan which gives due attention to integrating development for meeting basic needs, economic growth and management of environmental quality, (ii) develop an economic-cum-environment planning framework which can be applied to other zones throughout the country as well as similar planning efforts. Executing Agency: National Planning Commission. Assistance: \$600 US M. Consultants recruited by Bank.

**PAKISTAN**--1) Management Information System for Water and Power Development Authority (WAPDA)- Advisory to (i) review existing MIS system, (ii) analyze existing system and make recommendations, (iii) identify hardware and software requirements, and (iv) provide cost estimates and identify benefits. Executing Agency: WAPDA. Assistance: \$200 US M. Consultants required. 2) Urban Infrastructure Needs Assessment to (i) prepare assessment of institutional capabilities and infrastructure conditions, and (ii) prepare structure plans and recommendations for investment programs, institutional and financial strengthening. Executing Agency: Department of Local Government, Elections and Rural

Development, and Provincial Urban Development Board, Provincial Government. Assistance: \$600 US M. Consultants required.

**PHILIPPINES**--Study on participatory approach in irrigation development and management-Advisory to (i) assess National Irrigation Administration's (NIA) participatory program initiated since 1976, (ii) develop a simple methodology for assessing system performance, and (iii) review and examine ways of operationalizing recommendations of bank's post evaluation studies in irrigation systems planning and management. Executing Agency: NIA. Assistance: \$580 US M. Consultants required.

**SRI LANKA**--Institution Building for Sri Lanka Telecom Corporation - Advisory technical assistance to strengthen institutional capacity of the new telecommunications corporation in the areas of info systems, systems planning and stores and workshops management. Executing Agency: Sri Lanka Telecommunication Department. Assistance: tentative \$500 US M. Consultant required.

**TECHNICAL ASSISTANCE REGIONAL** (Executing Agency for following projects is ADB)--1) Effect of electricity tariff increase on costs and prices - To assess the effects of electricity tariff increases on the economy in general and the manufacturing sector in particular. The quantitative impact of electricity tariff increase would be evaluated based on the inter-industry input-output analysis, not only for the economy as a whole but also for the manufacturing sector at disaggregate level (such as light industry goods, capital goods, export goods). The assistance would provide increased understanding of the impact of power tariff increases and provide valuable input to formulation of improved tariff policies. Assistance: \$150 US M. Consultants

recruited by the Bank. 2) Review of Technology Development, Industry Support and Export Promotion to review the facilities, policies, and funding arrangements now emerging for (i) technology development (emerging comparative advantages, appropriate technology and facilities for applied research and technology and transfer), (ii) industry support (policies, standard institutes, laboratories for safety and materials testing, mineral assays, quality assurance, productivity promotion activities, pilot industry projects and financing small-medium industry promotion, regional priorities), (iii) export promotion (policies, export certification facilities). A regional seminar would follow. Assistance: \$200 US M. Consultants recruited by the Bank. 3) Technical assistance to assess the prospects for increased utilization of natural gas resources, and search for meaningful ways of bank assistance to promote gas utilization. Various constraints in natural gas utilization would be reviewed in terms of (i) technical aspects such as choice of appropriate technology of gas processing given site characteristics, as well as for use as transport fuel, (ii) policy constraints such as pricing and incentive schemes for producers and consumers, and (iii) institutional limitations to handle natural gas development and domestic distribution. Assistance: \$250 US M. Consultants recruited by the Bank. 4) Capital Markets Conference - A 3-day conference to acquaint participants with the techniques of privatization, convertible bonds and development in regulation of securities markets. Assistance: \$75 US M. Consultants: no decision. 5) Seminars on Management of Industrial Adjustment and Restructuring to strengthen the understanding of policy reforms needed for restructuring of the industry sector in

the DMCS. Purpose: (i) focus on specific topics and issues encountered in the process of industry sector restructuring through undertaking appropriate research and analysis, (ii) obtain relevant experience of implementation of

similar reforms among DMCS as well as from outside the region, (iii) present these to senior policy makers, civil servants and private investors in seminar format to facilitate understanding, and (iv) prepare documentation that would

be practical relevant to various participations concerned with the formulation and implementation of programs of restructuring and adjustments in the industry sector. Assistance: \$600 US M. Consultants recruited by the Bank.

**BRITAIN**--The sole proprietor of a video advertising company wishes to purchase

**100,000 video cassettes** a month. Suppliers may contact L.J. Pullinger, Anstee & Son Conservatories, Broomer Park Industrial Estate, Broomer Hill Lane, Pulborough, West Sussex, England RH20 2HY. Tel.: Pulborough (07982) 2633.

**SINGAPORE**--A company here seeks **ground equipment, tactical communications and navigational systems for a military airport**. Suppliers should contact Robin Cheah, Manager, Bentras Engineering Pte Ltd., 5001 Beach Road #03-97D, Golden Mile Complex, Singapore 0719. Tel.: 298-2147. Fax: 292-3466.

**SINGAPORE**--Also seeking **avionics, aviation-related equipment** is K.H. Chiang, Executive Director, Chan Boon Teck Pte Ltd., 8 Joo Koon Road, Singapore 2262. Tel.: 861-1166. Fax: 861-8075.

**SINGAPORE**--A company involved in public transport, paper products and packaging, and in the food and medical industry wishes to enter **franchising, licensing, joint venture or transfer of technology** arrangements with Canadian companies. Contact Tan Hup Foi, General Manager, Trans-Island Bus Services Ltd., 6 Ang Mo Kio Street 62, Singapore 2056. Tel.: 459-9888. Fax: 456-0842.

**SINGAPORE**--An application software packages firm seeks a **joint venture, licensing arrangement** with a Canadian

## Business Opportunities

company. Contact S. K. Wong, General Manager, Straits-TTG Systems Automation Pte Ltd., 73 Science Park Drive #02-14/24, Cintech Building, Singapore Science Park, Singapore 0511. Tel.: 777-9052. Fax: 777-5454.

**SINGAPORE**--**Airport ground support equipment** is being sought by Philip Chong, Far East Manager, Auto Diesels Edghill, TCB Building, Singapore 2158. Tel.: 467-8541. Fax: 469-0453.

**SINGAPORE**--A company established here in 1984 seeks Canadian suppliers of **furniture, furnishings and interior products**. Contact Lincoln Cheng, Managing Director, Businessworld Services Pte Ltd., 4 Shenton Way #01-01, Shing Kwan House, Singapore 0106. Tel.: 225-6866. Fax: 224-0416.

**SINGAPORE**--A communications equipment company wishes to enter into a **licensing, joint venture, franchising or transfer of technology arrangement** with a Canadian firm. Contact Pang Ee Ang, President, Colosseum Corporation Pte Ltd., 35 Tannery Row #11-06 Tannery Block, Ruby Industrial Complex, Singapore 1334. Tel.: 747-4561. Fax: 747-7151.

**SINGAPORE**--A 21-year-old company seeks Canadian suppliers of **rapeseed oil, sunflower oil and general food items**. Contact Dr. H.E. Ong, Managing Director, Hwa Hong Edible Oil

265-9711. Fax: 265-8876.

**SINGAPORE**--A manufacturer of electronics equipment, including subscriber terminal products, wishes to enter a **joint venture, technology transfer arrangement** with a Canadian company. Contact Teo Lai Seng, General Manager, Folec Communications Pte Ltd., 66 Tannery Lane #01-01, Sindo Building, Singapore 1334. Tel.: 748-7011. Fax: 747-7968.

**SINGAPORE**--A company here seeks Canadian suppliers of **novelties, gifts, paper designs, decorative stickers and wrappers**. Contact James Chan, Managing Partner, CTH Novelties & Gifts, 66 East Coast Road #06-07, GRTH Building, Singapore 1542. Tel.: 271-8959. Fax: 274-7177.

**SINGAPORE**--A manufacturer of doors, mouldings and furniture wishes to enter into a **joint venture or transfer of technology arrangement** with a Canadian firm. Contact Heng Chye Yam, Managing Director, Kea Timber Products Pte Ltd., 10 Anson Road #09-12/13, International Plaza, Singapore 0207. Tel.: 223-7733. Fax: 222-5775.

**SINGAPORE**--**Computers, computer parts/peripherals, software products** are being sought by Dr. K.H. Ng, Technical Director, CAD-CAM Systems Pte Ltd., Maritime Square 311-06, World Trade Centre, Singapore 0409. Tel.: 273-8377. Fax: 278-6792.

Industries Pte Ltd., 29 Jurong Port Road, Jurong Town, Singapore 2261. Tel.:



# FINANCIAL SERVICES AND THE FTA

## BACKGROUND

The international financial system has evolved radically in recent years.

The growth of international financial transactions has been phenomenal: a survey conducted by the Bank of Canada in 1986 revealed that transactions recorded by chartered banks in Canada in all foreign currencies totalled some \$9.5 billion (U.S.) per day—nearly twice as much as was recorded just three years earlier.

The simple fact is that national systems of supervision and regulation were not designed for a market in which firms compete with one another around the globe and around the clock. As a consequence of prudential concerns arising from these developments, regulators and policy makers are now cooperating to achieve a greater degree of harmonization of rules governing financial institutions.

The provisions in the Free Trade Agreement (FTA) covering financial services simply recognize the fact that virtually all major financial institutions now have subsidiaries operating around the world. It can be said, without exaggeration, that the financial system is truly a global market.

For consumers of financial services, increased competition and easier access to foreign financial institutions offers increased choice among a broader spectrum of instruments at more attractive rates.

The result has been an improvement in the efficiency of the market to the benefit of the economy. At the same time, governments must ensure that the proper framework exists with which to control entry and effect prudential regulation. The FTA responds to this challenge.

Moreover, the post-World War

II increase in the trade of goods has been accompanied by an immense increase in the volume of financial transactions. This reflects the fact that trade in goods and financial services are complementary: the flow of goods could not be conducted without corresponding financial flows.

## FINANCIAL SERVICES AND THE FTA

When negotiating the FTA, it was decided to deal with insurance as part of the general section on services, covered in Chapter 14 of the FTA. Other financial services sectors -- discussed below -- were dealt with separately, in Chapter 17.

Among the most important concepts involving international discussions of agreements in financial services are the following three: progressive liberalization, national treatment and transparency.

### Progressive Liberalization

Canada has long recognized the importance of trade in generating employment opportunities and increased prosperity. Successive Canadian governments have therefore adopted a policy of progressive liberalization of trade flows.

Rising protectionist sentiments made it essential that something be done to advance the cause of progressive liberalization. Because Canada and the U.S. are each other's largest trading partners, it was logical to start in our own backyard.

Both Canada and the U.S. agreed to "liberalize further the rules governing (their financial) markets and to extend the benefits of such liberalization to Canadian/U.S.-controlled financial institutions established under the laws of the U.S./Canada" (Chapter 17 of the FTA).

In other words, whenever the

United States liberalizes its rules governing financial markets, that liberalization will also be extended to financial institutions controlled by Canadians and operating in the U.S., and vice versa.

### National Treatment

The concept of national treatment implies equivalent treatment of domestic and foreign financial institutions which are operating in a country, the so-called "level playing field".

The United States has, at least since 1978, followed a policy of national treatment. In recent years, however, that policy has come under increased scrutiny amid perceptions that U.S. firms are not always treated evenhandedly in other countries. Consequently, discussion around the principle of national treatment played an important role leading to the development of the FTA.

Because the negotiators couldn't come to a mutually acceptable definition of how to apply the concept to financial services, there is no explicit reference to national treatment in Chapter 17.

The Agreement does, however, address certain specific issues. The following undertakings were made by the Canadian side:

-- First, the federal 10/25 rules on foreign ownership would not be applied to U.S. institutions. However, U.S. residents will continue to be subject to the 10 per cent ownership ceiling for Schedule I banks since that limit also applies to Canadians.

-- Second, U.S. foreign bank subsidiaries would be granted an exemption from the ceiling on the total assets of all foreign bank subsidiaries in Canada.

-- Third, Canada agreed that the review of U.S. institutions seeking entry into its financial mar-

kets would be carried out in a manner which is consistent with the Agreement. Of course, U.S. applications still go through the normal channels and are reviewed on a case-by-case basis to ensure the suitability of the applicant.

At the same time, the U.S. agreed to the following commitments:

-- First, that the Glass-Steagall Act be amended to permit Canadian and other banks, either directly or through affiliated firms, to underwrite and market securities in the U.S. that are issued by Canadian governments, including the federal government, the provinces and municipalities, and their agencies.

-- Second, that Canadian institutions be granted the same powers and privileges as those granted to U.S. banks arising from any future changes to the Glass-Steagall Act.

-- Third, to protect the privileges that were granted to Canadian banks to engage in inter-state banking when the International Banking Act (IBA) was enacted in 1978. This commitment ensures that our banks will be able to continue to provide services across state lines through the branch networks they now have.

In addition, both countries made a commitment that the other's financial institutions would be able to obtain the same benefits as domestic firms from future reforms of their financial markets. Because of the nature of reforms contemplated by both countries in this respect, this is a particularly important provision. It indicates a willingness of both sides to promote the process of progressive liberalization on an ongoing basis. To some extent, therefore, what is particularly important about the agreement in financial services is the market access it will provide in the future.

### Transparency

A third concept of significant

importance to trade in financial services is transparency.

In this area there are a host of considerations ranging from language and customs to relationships with bureaucrats (regulators and supervisors) which can be effective barriers to participation in foreign markets. While nothing can be done about difference in language and customs, limits can be placed on the discretionary power exercised by regulators.

Transparency rules allow all participants to know in advance the rules of the road. They are important to ensure that the benefits of the concessions obtained in a trade agreement are not eroded by unclear laws and regulations preventing financial institutions to compete effectively.

Article 2101 of the FTA covers the principle of transparency as applied to underwriting and the distribution of insurance, while Article 1704 applies to most other areas of financial services. In both cases, it was agreed that, "to the extent possible", there should be "prior publication of rules, regulations etc., regarding any measure

covered by this part (of the Agreement)".

In developing a transparency rule, an important consideration is that, in some situations, supervisors and regulators of financial services have to use judgement rather than predetermined rules. At the same time, too much discretion implies no transparency, so it is sometimes envisaged that limitations must be put on the discretion of regulators. The provisions in the FTA strike an appropriate balance.

### CONCLUSION

A key objective of the Canadian negotiators was to secure access to the U.S. through the FTA. A second, but no less important, objective was to avoid the disruption of business that might have occurred as a result of the different pace of regulatory change taking place in the financial markets of the two countries; both objectives were achieved.

In addition, both sides gave an undertaking to ensure transparency. This will ensure that the benefits obtained at the bargaining table will not be lost through discretionary actions.

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## NEW U.S. IMPORTER IDENTIFICATION SYSTEM

Canadian exporters to the United States are advised that a new Customs-assigned Importer Identification Numbering System has been adopted by the U.S. Customs Service.

The new automated numbering system--designed for the standardization of data and the uniformity of input--replaces and updates one which required the importer's name, address and file number.

Canadian exporters making U.S. Customs transactions under the old procedures must update their files by providing a Social Security number or an Employer Identification number, if available.

If not available, all importers (i.e.

Canadian exporters may become importers, once the goods cross the border) must apply for a new Customs-assigned number (Customs Form 5106) and have the old numbers deactivated.

Information on the proper filing procedures for Customs Form 5106 is available from any U.S. Customs District Office or from your U.S. Custom House broker.

For copies of the notice on the adoption of the new system, contact U.S. Tariffs and Market Access Division, U.S. Trade Policy Bureau, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-5048.

## U.S. Agricultural Subsidies Examined

The level of government assistance extended to farmers and food processors in the United States and its effects on Canada-U.S. bilateral trade are the subjects of a study undertaken by Agriculture Canada.

The study, to be completed by mid-September, will help Canada's negotiations with the U.S. on the development of more effective rules and disciplines covering unfair pricing and government subsidization as called for under the Free Trade Agreement (FTA).

The study will examine all the policies and programs of the federal, state and selected local governments, and will cover the states of Iowa, Kansas, California, North Dakota, New York, Texas and Wisconsin.

Commodities to be studied include: wheat, corn, barley, soybeans, slaughter cattle, beef, slaughter hogs, pork, fluid milk, butter, skim milk powder, cheese, eggs, chicken, turkey, apples, potatoes; as well as food processing.

The Toronto-based consulting firm Hill and Knowlton (Canada) Ltd., which has extensive experience with the FTA, has been chosen to carry out the study.

Honey is the topic of a second study undertaken by Agriculture Canada. This study, to be conducted by Dr Barry E. Prentice of the University of Manitoba, will examine the impact of U.S. honey support programs on Canadian honey exports to the U.S. and on the prices received by the Canadian honey producers.

It will also examine the effect of U.S. policies on Canadian honey exports to third markets, such as West Germany. The study will be completed by the end of March.

For more information on these upcoming studies, contact Chantal Sicotte, Agriculture Canada, tel.: (613) 995-9554.

## Agreement on Salmon and Herring Dispute

Canada and the U.S. have reached an agreement on a long-standing trade dispute over Pacific salmon and herring.

The agreement, negotiated under the Canada-U.S. Free Trade Agreement (FTA), will fully protect Canada's ability to conserve and manage its stocks of these fish.

An FTA Panel reported on this issue last fall. The Panel ruled that, to be consistent with Canada's international trade obligations under Article XX of the General Agreement on Tariffs and Trade, Canada's landing requirement should be modified.

Under the settlement, Canada will require that all salmon and herring be brought to a registered landing station with up to 20 per cent of the allowable catch being made available for export by sea in 1990. In 1991 through 1993, up to 25 per cent of the catch will be accessible through at-sea landing

stations, after inspection. The agreement will be reviewed in the fourth year.

The agreement also contains provisions with respect to roe herring. The settlement constitutes a bi-national agreement as required under Canada's Export and Import Permits Act. Under this Act, Canada will control the export of roe herring to all destinations. However, exports will be permitted to the United States if processing or consumption is certified to take place there.

## Canada, U.S. Architectural Services Move Towards Freer Trade

The national architectural associations of Canada and the U. S. have agreed on a work plan to achieve freer trade in architectural services under the Canada-U.S. Free Trade Agreement.

In a report from the Royal Architectural Institute of Canada (RAIC) and the American Institute of Architects (AIA)--professional associations representing architects in Canada and the U.S.--a work plan is recommended to achieve two goals necessary for the free trade of architectural services:

"The identification and modification or elimination of any provision of provincial or state legislation, regulations, or practices considered to be discriminatory or protective rather than based upon protection of public health, safety and welfare;

"The establishment of 'highest common denominator' national standards which can be mutually recognized in each country for education/accreditation, internship, examination/registration, ethics/discipline, and professional development/continuing education."

## Free Trade Help

In view of the new challenges facing many Canadian industries under the Free Trade Agreement (FTA), External Affairs and International Trade Canada (EAITC) wishes to assist the private sector to maximize the benefits of the FTA implementation.

In order to do this, EAITC has created the **Federal-Provincial and Private Sector Liaison Division**, which is part of the Free Trade Management Bureau.

If you have any concerns or questions about the FTA, write to the Federal-Provincial and Private Sector Liaison Division, Free Trade Management Bureau, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 990-9174. To obtain publications on the FTA, call Info-Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435).

## U.S. Customs Going Electronic

CONTACTS UPDATED

Electronically-transmitted documents will soon be the way to do business south of the border.

The U.S. Customs Service and a number of private companies are in the final stages of testing an electronically-transmitted customs declaration developed by a group of international experts.

Called CUSDEC, it will include data required by U.S. Customs, such as product description, invoice number, consignee, etc. A response message, called CUSRES, is being tested so Customs can advise a broker or importer of the acceptance or rejection of a declaration.

The use of electronic data interchange (EDI) to transmit customs and other commercial and administrative information is being adopted by more and more companies.

EDI -- it replaces the traditional paper forms with computer-to-computer transmission of information -- applies to a wide range of day-to-day business transactions including price quotes, purchase orders, invoicing and transportation routing advice.

Companies using EDI all report substantial savings in several key areas, particularly inventory levels. This in turn allows companies to dramatically compress the order-replenishment cycle.

In addition, companies save ordering costs as mailing is eliminated and clerical time is reduced. Accuracy is also improved as information is entered into the system only once.

With trade burgeoning under the Canada-U.S. Free Trade Agreement, it is very important for exporters to explore EDI for their transborder sales -- American importers may even insist on it. In any case, applying the instantaneous communication of EDI to

customs information will assist exporters to speed up the clearance of cargo by customs authorities.

Both CUSDEC and CUSRES are being developed by an international group of EDI experts organized under the umbrella of the UN Economic Commission for Europe -- the entire set of EDI messages is known as EDIFACT (EDI for Administration, Commerce and Transport).

In addition to CUSDEC and CUSRES, five other EDIFACT messages have either been finalized and approved or are in advanced stages of development: INVOIC, commercial invoice; ORDERS, purchase order message; IFTMR, international forwarding and transport message framework (six messages); CONTRL, acknowledgement/rejection advice; and QALITY, quality data message. Initial work has begun on 40 other messages.

Canada is well-represented in the development of EDIFACT, both through the Canadian Joint Technical Committee on EDI (a subgroup of the Canadian Standards Association and the Canadian General Standards Board) and the North American Edifact Board (NAEB) -- a Canada-U.S. group of businessmen who ensure that all EDIFACT messages reflect Canadian and U.S. business requirements.

As future sales will increasingly become contingent on Canadians using EDIFACT, companies are strongly urged to start adopting EDI now.

For further information, contact D.J. White at External Affairs and International Trade Canada (EAITC)'s Export and Transportation Services Division (TPS). Tel.: (613) 996-0688.

### New Addresses

New address of the Programme of Cooperation with **Poland and Hungary (RGZ)**: 5th and 10th floors of Place du Centre, 200 Promenade du Portage, Hull, Quebec K1A 0G4. Tel.: (819) 953-5424/5426. Fax: (819) 953-5469.

Postal address for the Canadian Embassy in **Jakarta**: P.O. Box 1052, Jakarta 10010, Indonesia.

Honorary Consul, Canadian Consulate, Rua Dom Gerardo, 46-11 Andar Centro, 20090, **Rio de Janeiro-RJ-Brazil**. Tel.: (55) (21) 233-9286.

### Numbers to Note

Telephone/fax numbers for the Commission for Canada in **Hong Kong** are: Chancery (001) 852/810-4321; Head of Mission, Chancery 852/847-7420; Trade (reception) 852/847-7414; Immigration (manager) 852/847-7424; Centre, Fax: 852/810-6736.

The fax number for the Canadian High Commission in **Nairobi, Kenya** is 254-2-33-40-90; for the Canadian Embassy in **Bangkok, Thailand** is 66-2-236-7119; and for the Canadian Embassy in **Algiers, Algeria** is (2) 60-59-20.

### Consulate in Santo Domingo

A Canadian Consulate has been opened in Santo Domingo.

The Consul, Mr. Russell Stubbart, will be assisted in his functions by a commercial officer -- however, the responsibility for Canadian trade will still rest with the Canadian Embassy in Caracas, Venezuela.

Consulate address: Maximo Gomez Nbr 50, 1st Floor, Santo Domingo, Dominican Republic.

Mailing address: Mr. Russell Stubbart, Consul of Canada, Apartado 2054, Santo Domingo, Dominican Republic. Tel.: (809) 698-0002. Fax: (809) 682-2691.

# EAITC'S CONSUMER PRODUCTS DIVISION

One-third of all Canadian exporters manufacture consumer products.

And with Canada's foreign sales of such goods reaching close to \$4 billion in 1988, there was a clear need at External Affairs and International Trade Canada (EAITC) for experts in this field.

In response to this need EAITC's Consumer Products Division (TCC) was created in September 1988.

Consumer products comprise such a broad range of goods that TCC is split into two sections.

One section is responsible for clothing, textiles and footwear while the other takes care of all other consumer products--including sporting goods, furniture and appliances, jewellery and giftware, cultural industries products, houseware and hardware.

In addition, the division is responsible for education, health and medical equipment (excluding pharmaceuticals).

What exactly is the role of TCC with regard to these products?

As its mandate states, "The role of the Consumer Products Division is to facilitate access by industry to departmental services; to assist in the formulation of export development activities and their implementation; to advise on export strategies and marketing plans; to provide information to Canadian trade representatives abroad on Canadian export interests and sources; and to inform Canadian exporters of market opportunities abroad."

TCC actively involves itself in a program of corporate visits and

meetings with key exporters, industry associations and experts.

It reviews and evaluates existing and planned market development programs to focus EAITC's resources and to foster a more rational export market development program. For example, in 1989, it began a review of the export strategy for sporting goods in Western Europe--a traditional market for such products.

Similarly, it began studies of

on current world demand for consumer products. The information it receives from Canada's posts around the world assures TCC of an exclusive intelligence network for economic climates and market opportunities in their sector.

TCC can let exporters know where to go and who to see regarding the international demand for their goods.

TCC is also there to make sure exporters contacting the Division

have taken the time to develop a marketing plan that makes sense and to see that the use of a company's often limited marketing resources is maximized.

While EAITC's geographic trade development divisions employ some officers with sectoral specialization,

it is primarily TCC that represents EAITC's expertise on consumer products.

Through its wide range of consultations--with industry associations, key exporters, Canada's posts abroad, the International Trade Centres (ITC) in the provinces, EAITC's geographic divisions, and Industry, Science and Technology Canada (ISTC)--TCC can fully assess the developments and best opportunities in the consumer products sector and facilitate the dissemination of this data.

For more information on the services provided by TCC or for information on its specific sectors, contact: Consumer Products Division (TCC), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-1831. Fax: (613) 996-9265.

## TCC and WIN Exports

TCC benefits from the day-to-day use of the WIN Exports system--a microcomputer-based information system that matches Canadian products and services with those being sought by importers around the world. The WIN data base consists of export-oriented information on over 30,000 Canadian exporters or companies who have expressed an interest in exporting a product or service. The system has resulted in hundreds of export opportunities being presented to Canadian exporters, some of which have led to substantial contracts. Approximately 9,000 of some 30,000 companies in the WIN inventory are manufacturers of consumer products falling within the responsibility of TCC. To register with WIN Exports, contact the nearest International Trade Centre (ITC) or Peter McLachlan, WIN Exports (TPP), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7183.

federal government support for export market development in other sectors--namely cultural industries--and held discussions with the industry association to develop an export promotion strategy for the apparel and fashion industries.

In these regular discussions with key industry associations, TCC strives to develop an enhanced export promotion strategy for consumer products. In this way, TCC--and EAITC in general--can get a better grasp of the specific needs of and the conditions affecting the various consumer products industries.

What does all this add up to for the Canadian exporter?

As a first contact point, TCC ensures that exporters or export-ready companies get answers to their queries. To this end, TCC possesses the latest information

## BUSINESS AGENDA

**Toronto--March 15; Montreal--March 16; Ottawa--March 19--Seminar: "How to Sell High Tech Products to Eastern Europe."** Contact Sandy Baillieul, Canadian Exporters' Association. Tel.: (613) 238-8888. Fax: (613) 563-9218.

**Calgary--March 26; Edmonton--March 27--Europe 1992 Conference and Workshop.** Contact Bill Roberts, ITC Edmonton. Tel.: (403) 495-4415; or Gerald Milot, ITC Calgary. Tel.: (403) 292-4575.

**Taipei (Taiwan)--April 1--Canada-Taiwan Business Association - 4th Joint Meeting.** Contact Mrs. Elsie Lee, Canadian Chamber of Commerce. Tel.: (613) 238-4000. Fax: (613) 238-7643.

**Vancouver--April 3; Kelowna--April 4--Workshop: "Are You Getting the Most Out of Your Investment in Trade Shows?"** Contact Rick Stephenson, ITC Vancouver. Tel.: (604) 666-1443. Fax: (604) 666-8330.

**St. John's--April 25-26--Seafood Outlook '90 Conference.** Contact Paul Rose, ITC. Tel.: (709) 772-5511. Fax: (709) 772-2373.

## PUBLICATIONS

In the series of Europe 1992 publications, *Forest Products (final report)*, the fourth in-depth study on the *Implications of a Single European Market*, is now available. The preceding three covered, respectively, *Agriculture and Food Products*, *Telecommunications and Computers*, and *Automotive Industry*. For a copy of either study, call Info-Export, (toll-free): 1-800-267-8376; (Ottawa region: 993-6435).

## Tourism Industry Part of Export Development Programs in the United States

Tourism could be the world's number one industry by the turn of the century. It is already ranked as Canada's second largest source of foreign revenue, next to the automotive/automotive parts sector. In 1988, \$6.8 billion were spent by foreign visitors in Canada, generating over 630,000 jobs for Canadians.

Recognizing the tourism industry as an important component of Canada's international trade efforts, International Trade Minister John C. Crosbie and Minister of State (Small Businesses and Tourism), Tom Hockin, announced last month that resources would be made available to the tourism industry under two of the government's export development programs aimed at the U.S. market, NEBS (New Exporters to Border States) and NEXUS (New Exporters to U.S. South).

Said Crosbie: "While the tourism industry is not an exporter in the traditional sense, revenues generated by international tourism are important to the health of our economy. If we can help the industry attract more tourists from the U.S., we are helping to build a stronger economic base across all of Canada."

NEBS is designed to provide small to medium-sized companies with initial information on how to develop market strategies and sales in the U.S. border states, while NEXUS is aimed at helping successful exporters to border states expand their market penetration into the southern American states. In the U.S., tourism officials at Canadian trade offices will work with tourism associations and companies to promote Canada as a tourism destination and facilitate the companies' access to these

new markets.

For more information, contact Louis Poisson, EAITC's U.S. Trade and Tourism Development Division (UTW). Tel.: (613) 993-7344. Fax: (613) 990-9119.

## NETWORKING FOR THE FUTURE AWARDS

Interested in upgrading your skills and internationalizing your knowledge of developing countries?

Then the Professional Awards Program could be the answer.

Set up by the Canadian International Development Agency (CIDA), the new program is designed to fund proposals for original work/study projects, or short-term work assignments related to existing overseas projects in developing countries.

Candidates -- mid-career professionals -- must be Canadian citizens with a university degree or diploma; have seven years' work experience, two of which are in their chosen technical or professional field; be presently employed; and have the written endorsement of the employer or institution.

Awards are valued at up to \$25,000 for a six-month project -- including a minimum of two months working and living in a developing country.

Long-term benefits to participants in this program include increased overseas contacts and linkages, and more effective cross-cultural skills.

Official application forms must be submitted to the Canadian Bureau for International Education (CBIE) before May 31, 1990.

For more information on the Program, contact Kate Dickson, CBIE, 85 Albert, Suite 1400, Ottawa K1P 6A4. Tel.: (613) 237-4820. Fax: (613) 237: 1073.

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# CANADExport

Vol.8, No. 6

April 1, 1990

External Affairs and  
International Trade Canada

## Proposed Goods and Services Tax Would Enhance Canada's Export Competitiveness

The Goods and Services Tax (GST)--which the government proposes to implement on January 1, 1991--will make Canadian exporters more competitive in an increasingly competitive export market.

In fact, with the implementation of the 7 per cent GST, the competitive margin for Canadian exports will be increased by as much as 10 per cent--enabling Canadian exporters to compete more effectively in foreign markets, opening opportunities for new investment, growth and job creation!

That's because the current federal sales tax--generally 13.5 per cent--is not levied directly on Canadian exports. It is, however, hidden in the price of many items that exporters buy to manufacture and sell their products.

These range from semi-finished goods and components, telephone/facsimile equipment and services, computers and office equipment to vehicles and fuel, and construction materials.

Under the proposed system, businesses will pay GST on goods and services they buy. These businesses will have this GST fully refunded--for the products and services they export.

Since businesses will recover from the government all the sales tax they pay on their purchases or to run their businesses, the hidden tax on exports is automatically eliminated. Under GST, that

makes goods and services destined for export "zero-rated"--totally tax-free.

Indeed, businesses that sell goods both in Canada and abroad will simply subtract the GST they've paid on business purchases from

the GST they charge on domestic sales.

If such businesses have paid more than they've collected, the government will refund the difference. The

result? Export sales that are truly tax-free.

This information and more--including claiming a refund, filing your returns, minimizing paperwork, freight transport and the GST, travel and entertainment expenses--is summarized in "Goods and Services Tax: Information for Exporters", available from the Department of Finance Canada.

For further information or material--including the "Information for Small Business" booklet that

**Businesses will have the GST fully refunded on goods and services bought to manufacture products for export.**

describes the proposed GST and how it will operate, call: 1-800-267-6620 (English); 1-800-267-6640 (French); 1-800-267-6650 (device for the hearing impaired).

### GNARLY SURFER DUDES FIND CANADA HOT

by Bas Bouma

Let's test your U.S. market-shooting ability.

- What is the sixth-largest city in the United States?
- Name the unique city that hosts an unparalleled combination of world-class research facilities and private companies in sectors as diverse as biotechnology, ocean sciences, healthcare, electronics and defence.

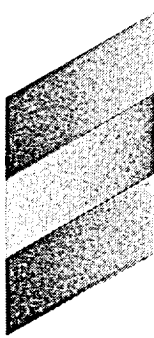
• If it were a country, what U.S. city would rank 35th in Gross National Product?

• Where is the world's busiest border point, handling over 52 million crossings a year?

If you answered San Diego to these questions, score two points. If you are a Canadian exporter with world-class products or services, head to Southern California and sink a three-point shot in the big leagues for the Free Trade Team.

Sporting metaphors aside, the Free Trade Agreement (FTA) has a real impact on public perceptions of Canadian supply capability in the United States. Though the Agreement was front-page news only briefly, since its appearance American interest in Canadian suppliers has been in-  
*Continued on p. 2--SAN DIEGO*

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**SAN DIEGO***Continued from page 1*

creasing steadily.

The new satellite office here (and others in Denver, Princeton, Miami and San Juan) has been working to sensitize local firms even more about what Canada has to offer.

These new offices are lean and mean. Think of them as advance bases on the front lines providing market intelligence and path-finding services in a efficient, non-bureaucratic way to Canadian business.

Resources are limited--usually one person backed by contracted support staff. But these operations are completely plugged in by computer, fax and telephone to the global network set up by External Affairs and International Trade Canada (EAITC) to serve your interests.

Typical services include analysis of market opportunities, identification of agents and distributors, assistance with market development visits and special initiatives tailored to your company's needs.

San Diego is an excellent example of the kind of market the satellite offices were established to serve. The area was previously handled through the Canadian Consulate General in Los Angeles (through which the Trade Office still reports).

San Diego's spectacular growth over the last decade has elevated it to the front ranks. A combination of climate, proximity to markets and military spending set the stage for prosperity. A diversified local economy now boasts large Marine and Navy bases, major universities and private research organizations, a large and vigorous high technology sector (over 70 firms in biotechnology alone), a very substantial tourist industry, a multi-billion dollar real estate development sector and steady in-migration (over 84,000 new residents in 1988 alone, which has raised the county's population to over 2.3 million). Though it may be paus-

ing to catch its breath, San Diego fairly can still be characterized as a boom town--wide open to new market entrants.

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*"Canadians can take advantage of local perceptions of us as trustworthy, quality-oriented business people"*

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What can you expect on a visit to San Diego?

I confess that occasionally I suffer from a credibility problem when trying to describe the rigours of California. Is it really possible that a Canadian Trade Commissioner has been assigned to the land of "buffgnarly dudes cutting lettuce" (translation: fit, young men in neon beachwear, surfing through kelp beds).

This is one of the few places where being "hot" means you're "cool" (or is it the other way around?); where major expense items include bathing suits and sun block; where validated parking is informally enshrined in the Bill of Rights; and where a state-funded commission recently completed its study on the value of self esteem. It can be wild and wacky.

However, if you're in business, be ready for a tough, if potentially rewarding, market challenge. Things move at a fast pace and people want to deal. Style is appreciated, sometimes overly so, and prudence should not be cast aside in the face of "promise the moon" promoters in leased, six-figure autobahn starships.

In this intensely competitive environment, tremendous rewards can be earned by suppliers who have, or develop, reputations for quality, reliability and fair dealing.

No secrets there, and in my experience, Canadians can take advantage of local perceptions of us as trustworthy, quality-oriented business people.

In many ways, we are already a big part of San Diego. The city is home to many Canadian migrants,

there are significant Canadian investments here and the "snowbirds" have an impact each winter. A reflection of our influence is the large membership of the Canada-San Diego Business Forum, a group aimed at improving awareness of bilateral trade and economic issues.

"America's Finest City", as its motto goes, has a few blemishes, mostly caused by rapid growth. Real estate prices have soared, public services are strained, traffic congestion grows, and water shortages threaten (the area is classified as a desert)--but for aggressive and capable exporters, these sound more like opportunities than problems.

To return to the round ball court--it's tip off time! The Team Canada squad needs nimble players and good outside shooters. Though you don't need to be 7 feet in this league, you do have to know how to play with and against big centres.

We're here to help you scout the game. For information on Canada's trade promotion offices in the United States, contact your local International Trade Centre or phone 1-800-267-8376.

*Bas Bouma is Consul and Trade Commissioner, Canadian Consulate Trade Office, San Diego.*

## **B.C. OPENS MUNICH TRADE OFFICE**

A trade office, designed to capitalize on the new opportunities resulting from the Europe 1992 initiative has been opened in Munich, West Germany by the province of British Columbia.

Part of a network of eight B.C. overseas offices, the Munich location will promote trade and investment opportunities in Germany, Italy, Switzerland, Austria, Spain, Portugal, and Greece.

The B.C. trade office is at Steinsdorfstrasse 3, 8000 Munich 22, Federal Republic of Germany. Tel.: 011-49-89-29-68-82. Fax: 011-49-89-29-83-27.



## Plastics Products

### FRANCE: DOORWAY TO THE EUROPEAN PLASTICS MARKET

Canadian companies looking for a foothold in the European plastics market should set their sights on France.

The Canadian Consulate in Lyon is now responsible for all commercial affairs related to plastics and composite materials industries in France.

Lyon was the obvious choice: it is France's second largest city and lies in the heart of its second economic region--Rhone-Alps, the leader in all sectors of the plastics industry, from raw materials and machinery to molds and transformed products.

Some Canadian companies--including Plastique Moderne/Frigo-Seal-- have already set up shop in this rich hi-tech "Plastics Valley" as the base for their European expansion on the eve of the 1992 Single European Market.

In recent years, Canadian delegations have also been attending specialized trade shows catering to major customers of this industry: packaging, eye-glass frames, combs and fashion accessories.

In 1988, a mission of Canadian experts visited French companies to survey the potential for Franco-Canadian partnership and technology transfer in this industry.

With sales exceeding \$13.2 billion in 1989, the French plastics transformation industry is ranked fourth in the world and first in Western Europe.

For more information on trade opportunities in plastics in France--including technology transfer, sales promotion, joint venture--contact Michel Montet, Canadian Consulate, 74 Bonnel St., 69428 Lyon Cedex 03-France. Tel.: (33) 72 61 15 25. Fax: (33) 78 62 09 36. Telex: 380003 F.

# Business Opportunities

**SINGAPORE--**A vegetable fat and oil products company that is also engaged in the soft drinks and food products industries is interested in a **joint venture, franchising or contract manufacturing** opportunity with a Canadian firm. Contact Wong Mong Hong, Works Director, Lam Soon Oil & Soap Mfg (S) Pte Ltd., 15 Scotts Road #05-01 Thong Teck Building, Singapore 0922. Tel.: 737-1311. Fax: 737-6388.

**SINGAPORE--**A ship-repairing company that is also active in marine, oil and gas engineering would like to pursue a **joint venture/strategic alliance** arrangement with a Canadian counterpart. Contact Chan Moon Kong, Business Development Manager, Sembawang Holdings Pte Ltd., 456 Alexandra Road # 07-00, NOL Building, Singapore 0511. Tel.: 272-2211. Fax: 278-5755.

**SINGAPORE--**A company with a 16-year history in the aviation field would like to import **aviation ground support equipment, airport equipment and aeronautical industrial products**. Contact Charles Oliver, Sales Manager, Asia Technical Services Pte Ltd., 20 Kramat Lane #02-01, United House, Singapore 0922. Tel.: 235-1679. Fax: 732-4576.

**SINGAPORE--**Office **automation and telecommunications products** are being sought by Tan See Tee, Managing Director, Data Dynamics Pte Ltd., 60 Albert Street, 10th Storey, Albert Complex, Singapore 0718. Tel.: 336-5577. Fax: 336-1338.

**SINGAPORE--**A medical/pharmaceuticals firm seeks a **joint venture/transfer of technology partner** for a computer/high technology project. Contact Andy Ang, Deputy General Manager, Haw Par Trading Pte Ltd., 180 Clemenceau Avenue #04-01, Haw Par Glass Tower, Singapore 0923. Tel.: 339-1655. Fax: 339-1851.

**SINGAPORE--**A boat-building and hydraulic cylinder manufacturer seeks a **joint venture, transfer of technology or licensing arrangement** with a Canadian partner. Contact L.H. Lee, Manager, Hku Machinery Pte Ltd., Blk 9, 142 Pandan Loop, Singapore 0512. Tel.: 779-5159. Fax: 779-1897.

**SINGAPORE--**A variety of **medical products** is being sought by Rodney Goon, General Manager, Dynavest Pte Ltd., 23 Gul Avenue, Jurong, Singapore 2262. Tel.: 861-1881. Fax: 861-7070.

**SINGAPORE--**A company here seeks to import **valves, pipes and fittings**. Contact K.K. Koh, Managing Director, Federal Hardware Engineering Co. Pte Ltd., 47/49 Genting Road, Singapore 1334. Tel.: 747-8118. Fax: 743-0690.

## Argentina Calls Oil, Gas Bids for Production Areas

The Argentine Federal Energy Secretariat has called an international competition--proposal submission deadline is May 8, 1990--for the awarding to private enterprise of the rights for production, complementary exploration and processing of several oil and gas-bearing areas.

General documentation, costing US\$10,000, is available from Secretaria de Energia, Av. Julio A Roca 651, Piso 8, Sector 9, Buenos Aires, Argentina.

Technical documentation, costing from US\$20,000 to US\$30,000--depending on individual area--is available from YPF, Av. R.S. Pena 777, Piso 8, Oficina 832, Buenos Aires, Argentina.

## Telecommunications Products & Services

### DEREGULATION CREATES EXCELLENT TELECOMMUNICATIONS MARKETS

#### New Zealand

When it comes to the communications industry, New Zealand considers Canada a good prospective source of supply.

However, Canadian exporters need to raise the general awareness of their products in New Zealand.

Canada held only about 2 per cent of New Zealand's import market in telecommunications in 1988 (\$NZ10.36 million). That market share could be increased—for a number of reasons.

Since taking power in 1984, the New Zealand Government has progressively dismantled controls on the economy. The result is that New Zealand today has the most deregulated communications industry in the world.

Unlike most countries, New Zealand does not have a regulatory body governing communications industry practices. Indeed, the latest government proposal, yet to be finalized, is to auction the airwaves. Such a move would open the radio spectrum to private enterprise.

Combined with these developments, is the fact that the growth in the rate of the New Zealand communications industry is projected to be between 20 per cent and 30 per cent per year in the next three years.

There are excellent market prospects for corporate advisory services, broadcast and satellite equipment, fibre optics and microwave equipment, data communications, mobile communications, network carrier services and computer software and peripherals. The likelihood is that imports will account for a larger share of the total New Zealand market. Canadian exporters contemplating this market are reminded that:

- Active promotion is extremely important. Appropriate marketing techniques in New Zealand are similar to those successfully used in Canada for such products.

- Support is a key issue in the New Zealand market and a visible local presence is imperative—either through a subsidiary company or local agents.

- Both quality and especially prices are important in the New Zealand market and paramount in securing government contracts.

#### Australia

The Australian telecommunications industry is continuing its remarkable growth—generated by innovation, deregulation and the promise of an ever greater competitive environment.

Over the last year, this solid growth has included a 50 per cent increase in AUSTPAC connections, a 30 per cent increase in connections to the Data Service Network and a 204 per cent increase in Telecom Australia's cellular mobile telephone network. As well, major growth is forecast in the '90s in the cellular and ISDN networks.

To date, only a partial deregulation is underway; nevertheless, the Australian market is more open to the sharing of technology between Australian and foreign companies. In this vein, Northern Telecom has recently joined the Australian "Partnerships for Development Program" which is focused on research and development in Australia.

A number of deregulation enquiries are in progress, the most prominent of which will report on whether to licence a second mobile telephone network and whether it should be a telecom reserved service or one open to

competition. Both these enquiries are due for completion in the first quarter of 1990.

The Canadian Consulate in Melbourne has commissioned a paper on *Australian Communications Deregulation*.

Copies of the *New Zealand Communications Industry Market Summary* and/or the paper on *Australian Communications Deregulation* are available by calling Info-Export toll-free at 1-800-267-8376.

## Medical & Health Products

### Australian Market

A study commissioned by the Canadian Consulate in Melbourne concludes that excellent market opportunities exist in Australia for Canadian manufacturers of certain medical/hospital products and equipment.

The Australian market is mature, sophisticated and demands state-of-the-art technology. It consists of many multi-national competitive companies and relies heavily on imports. There is only one major Australian manufacturer currently supplying the domestic demand for products.

Many similarities between the countries should make Australia an attractive market for Canadian exporters. There are no significant barriers to market entry and the country consumes one per cent of total world production of medical and hospital supplies and equipment.

The product lines deemed to have the greatest potential for Canadian exporters are:

- non-invasive diagnostic equipment;
- lasers;
- IV administration equipment;
- computerized intensive care and patient monitoring systems; and
- home health care products.

Copies of the *Medical and Hospital Products and Equipment Market Study* are available by calling Info-Export toll-free at 1-800-267-8376.

## AGRO-EXPORT SEMINAR ON U.S. MARKETS

Canadian agri-food exporters will get a chance to meet some of the United States' most important food chain buyers at an event taking place in Quebec later this month.

The event is a seminar called **Agro-Export**, being held in St-Hyacinthe April 24 and 25.

On the first day participants will be visiting the Montreal Place Bonaventure food show **Super Salon de l'Alimentation** which last year drew 500 exhibitors and over 15,000 visitors.

The following day--given over to **Agro-Export** at St-Hyacinthe--eight American buyers will each give a morning presentation on their respective markets.

The afternoon will be open to one-on-one meetings between U.S. buyers and Canadian participants.

The U.S. delegation will be made up of key buyers from major American food chains, such as Crogar, and will also include food agents, importers and distributors from such large metropolises as New York, Boston, St. Louis, Chicago, Atlanta, Denver and Los Angeles.

Over 100 Quebec agri-food sector representatives are expected to participate in this joint federal-provincial organized event.

For more information on **Agro-Export**, contact Paul Delaney at the International Trade Centre (ITC) in Montreal. Tel.: (514) 283-3249. Fax: (514) 283-8794.

## Oil and Gas Show in Texas

**Houston**--Now entering its 22nd year, the **Offshore Technology Conference and Exhibition (OTC)** is to be held May 7 to 10, 1990 in this city's Astrodomain Complex.

Canada will have a national exhibit at this international event which features the world's state-of-the-art equipment and methods for offshore operations.

Already a strong contingent of 45 Canadian companies and five provincial governments will be represented--a solid indication of the confidence the Canadian oil and gas industry has in itself, in the show and in the future of this market.

The world's leading forum on offshore technology, **OTC'90** will reflect the industry-wide shift toward perfecting more efficient techniques and technologies that will safely cut costs while protecting the environment.

The Canadian contingent at the Exhibition will be among the more than 1,200 manufacturers and suppliers of offshore equipment and services that will be exhibiting new non-corrosive metal alloys, subsea technical advances, recently-developed spill clean-up technologies, and a host of other offshore innovations.

The Conference, which is expected to attract more than 25,000

delegates from around the world, will feature more than 285 technical papers by authors from 18 countries.

Papers will be presented on such diverse elements as subsea completion technology, design reliability, sea-floor surveying and mapping, Arctic development and technology, and safety considerations in design and operation.

For further information on **OTC'90** and other trade promotion events--especially for the oil and gas industry--contact Ken Tyrrell, United States Trade and Tourism Development Division (UTW), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

## Turkey to Host Packaging Fair

**Istanbul**--The 5th International Packaging Industry Fair (**IPACK'90**) will be held from September 19 to 23, 1990. The show focuses on the latest technology in package design.

Companies seeking further information may contact Akin Kosetorunu, Commercial Officer, Canadian Embassy, Nenehatun Caddesi 75, Gaziosmanpasa, Ankara, Turkey. Telex: (Destination code 607) 42369. Answerback: (42369 DCANTR). Fax: (011-90-4) 146-4437.

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### CORRECTION

An article on the Canadian Commercial Corporation (CCC), published in **CanadExport** Vol. 8, No. 2, Feb. 1, 1990, stated that the CCC reports to External Affairs and International Trade Canada. The CCC reports to Parliament through Minister for International Trade John C. Crosbie.

**CAE Electronics Ltd.**, Montreal, has sold two flight simulators for Boeing 737 aircraft to the Norwegian domestic air carrier Braathens S.A.F.E. EDC is lending up to US \$11 million to the buyer.

**Canada Wire & Cable Ltd.**, Don Mills, has been awarded a contract for the supply and installation of high voltage transmission lines to the Egyptian Electricity Authority. EDC is lending up to \$22.4 million to the buyer. CIDA is also financing the project with a \$4.3 million grant.

**Connaught Laboratories Ltd.**, Willowdale, has entered

a long-term arrangement with the United Nations Children's Fund for the supply of vaccines worth up to \$7.5 million.

**Global Thermoelectric Power Systems Ltd.**, Bassano, will supply 40 thermoelectric generators and spare parts to the Algerian Ministry of Post and Telecommunications. EDC is financing the transaction with up to \$1,076,000.

**Klockner Stadler Hurter Ltd.**, Montreal, will provide equipment and services for the construction of a pulp mill in Thailand. EDC is financing the buyer, Panjapol Pulp Industry Co. Ltd., with up to US \$78 million.

**Komdresco Canada Inc.**, Cambridge, has sold six Haulpak trucks to Compania Colombiana de Clinker S.A., Cartagena under an EDC loan to the buyer of up to US \$1.21 million.

**Lab-Volt Limited**, Quebec, has obtained a contract for the supply of electrical/electronic laboratory equipment to the Oran University of Sciences and Technology, Algeria. EDC is providing the buyer with a loan of up to \$1.7 million.

**Lavalin International Inc.**, Montreal, has been awarded several contracts in Venezuela; one for the provision of management and construction services for a water diversion project in the Yacambu-Quibor region, financed

with up to US \$31.9 million by EDC; another to design and provide technical assistance for the first phase of a rural water supply project, including equipment and services for the construction of the El Diluvio dam on the Palmar River, under EDC financing of up to \$45.4 million; and a third to supply pumping and computer equipment to be used by the National Disaster Relief Centre to gather information on flood control. EDC is providing financing

been awarded a contract for the supply of telecommunications equipment to the Mexican National oil company Petroleos Mexicanos S.A. (PEMEX). EDC is providing financing of up to \$2.2 million.

**Mr. Crispy's Limited**, Concord, has been awarded a US \$45 million contract for the supply of 4600 French fry vending machines to Tokai Bokei Company Limited, Tokyo, Japan.

**MTI Marine Technology Inc.**, Smiths Falls, will manufacture and

supply 26-foot MK7 personnel boats, valued at \$2,063,096, to the U.S. Navy.

## Contracts Awarded

of up to \$3.4 million.

**Lavalin International Inc.**, **SNC Inc.**, and **Met-Chem Canada Inc.**, the Montreal-based consortium, has been rehired by Entreprise Nationale de Sidérurgie of Algeria to provide additional engineering services for the expansion of its Jijel steel mill. The consortium worked on the steel mill development project in 1987. EDC will finance the transaction with up to \$963,047.

**Leigh Instruments Limited**, Kanata, has been awarded a contract valued at US \$2.176 million by McDonnell Aircraft Company for the development of a deployable flight incident recorder set to be installed on the F/A-18 aircraft of the U.S. Navy.

**LNS Systems Inc.**, Pointe-Claire, has obtained a US \$414,250 contract for the supply of a portable air traffic control tower, for use by the U.S. Navy in Antarctica.

**Lovat Tunnel Equipment Inc.**, Rexdale, has sold two of its tunnel-boring machines to two British companies. The deal is worth US \$3.5 million.

**Marsland Industries Limited.**, Waterloo, has been awarded a \$1.1 million contract by Aim Aviation Inc., of Seattle, for the supply of a motor drive assembly used in the forward crew rest area of the McDonnell Douglas MD-11.

**Microtel Ltd.**, Vancouver, has

**Northern Telecom Canada Ltd.**, Mississauga, has been awarded a contract by the Mexican company Industrias Unidas S.A. for the supply and installation of a cellular telephone system in Mexico City. EDC is providing a US \$6.9 million financing package.

**Omatech Service Ltd.**, Mississauga, has been awarded a US \$904,366 contract for the manufacture and supply of sliding gap bed lathes for the U.S. Air Force. **Petro-Therm Enterprises Limited**, Calgary, is selling fireflood ignition equipment and services to the Indian Oil and Natural Gas Commission under parallel EDC and Canadian International Development Agency financing of up to, respectively, \$377,276 and \$231,233.

**Pratt & Whitney Canada Inc.**, Longueuil, is supplying PW125 aircraft engines to the Dutch manufacturer Fokker Aircraft B.V. Total EDC financing amounts to US \$68 million. The same company has also sold PW120 engines to Meridien International Bank Ltd., Nassau, Bahamas, which will lease the engines to Zambia Airways Corp. Ltd. EDC is providing financing of up to US \$1,139,716. **Schultz International Limited**, Vancouver, has been awarded a \$1.2 million contract for the provision of specialized environmental

services to the Electricity Generating Authority of Thailand.

**Senstar Corporation**, Kanata, will manufacture and supply above-ground, mobile field sensors and related equipment, valued at US \$481,635, to the U.S. Department of Justice.

**SNC Services Ltd.**, Montreal, has been awarded a contract by the China National Chemical Construction Corp. to build a chemical plant in eastern China. The original EDC financing of US \$13.8 million has been increased with a supplementary loan to the buyer of US \$820,000.

**Stothert Enterprises Private Ltd.**, Vancouver, will provide operations management and training services to Southern Paper Mills Ltd., Tanzania under the terms of a five-year contract valued at \$11 million.

**Sweeprite Mfg. Inc.**, Regina, will manufacture and supply rotary street sweepers to the U.S. Department of Defense under a contract which could reach US \$18.5 million.

**Tecmotiv Inc.**, Toronto, is supplying vehicle transmissions, final drives and miscellaneous equipment valued at over US \$18 million to the Venezuelan company Industrias Metalurgicas Van Dam C.A. of Caracas. EDC is financing up to US \$15.35 million.

**Theratronics International Ltd.**, Kanata, has sold high-tech medical equipment to be used in the treatment of cancer to the Ministry of Health of Brazil. EDC is lending up to \$10.2 million to the buyer.

**Top Grade Machining Ltd.**, Mississauga, is selling injection molding machines for plastics and steel to the Mexican company Cuvac S.A. de C.V. EDC is providing a US \$242,845 loan to the buyer.

**Walbar Canada Inc.**, Mississauga, has been awarded a US \$2.4 million contract for the supply to the U.S. Navy of nozzle segments for the maintenance of jet engines.

# World Bank Projects

*The Canadian Embassy in Washington has provided the latest list of new projects currently being considered for World Bank funding (\$M = \$million).*

*Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed when a loan is involved) for further details.*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.***

**ALGERIA** (Algiers)--Forestry pilot project to (a) design environmentally-sound and technically-appropriate forest management and exploitation techniques to be used in subsequent larger-scale operations; (b) reduce operating costs and strengthen forestry institutions; and (c) prepare erosion control/land management program. Consultant services: to be determined. Project preparation underway. Executing Agency: Ministry of Agriculture. Loan: \$50 M.

**CHINA** (Beijing)--1) Guandong provincial transport project will focus on highways (new construction, upgrading and rehabilitation) plus studies of port strategies and integrated intermodal transport. Consultant services: to be determined. Identification underway. Executing Agency: Guandong Province Planning Commission. Loan: \$150 M. 2) Lianoning environmental support project to improve water management and water pollution control in the HUN/Taizi River basin; consists of physical and institutional development

wastewater and hazardous waste management works for the cities of Shenyang, Fushun and Anshan. Consultants required for project preparation. Identification underway. Executing Agency: Lianoning Environmental Protection Bureau. Loan: \$120 M.

**ECUADOR** (Bogota, Colombia)--1) A program to support reform in the public sector, including tax reform, reduction of earmarking, reform in budgetary planning and control. May include funds to support a debt reduction operation. Consultant services: to be determined. Preparation mission was scheduled for February. Executing Agency: Ministry of Finance and Public Credit. Loan: \$100 M. 2) Social sector development program to strengthen delivery of social services to low-income groups. Consultant services: to be determined. Social sector report under preparation. Executing Agency: Frente Social.

**ETHIOPIA** (Addis Ababa)--Institutional development project includes technical assistance, studies, consultancy services, training, and computerization support to core economic management agencies. Consultant services: required. Project preparation underway. Executing Agency: Ministry of Finance. Loan: \$15 M.

**INDONESIA** (Jakarta)--1) Forestry II natural resource conservation and management project to strengthen institutional capacity and manage forest production and conservation areas. Consultant services: to be determined. Project identification underway. Executing Agency: Ministry of Forestry. Loan: \$12 M. 2) Industrial efficiency and the abatement of industrial pollution project to provide a package of credit and services to existing industrial enterprises to enable them to comply with environmental standards. Project would also develop or strengthen the capability of

Ministry of Industry staff, local authorities and consultants in environmental analysis and monitoring. Project targets the abatement of industrial pollution. Consultant services: to be determined. Identification mission was scheduled for late February or early March. Executing Agency: Ministry of Industry. Loan: \$150 M.

**KOREA (Seoul)--1** Health development project to support the government's national medical insurance plan by providing equitable access to quality medical care for the whole population by assisting the Ministry of Health and Social Affairs (MOHSA)--particularly with purchase, installation and maintenance of bio-medical equipment. Consultant services: to be determined. Project preparation underway. Executing Agency: MOHSA. Loan: \$60 M. **2**) Technical Advancement III project to improve research and development capacity of the Korea Advanced Institute of Science and Technology (KAIST); to strengthen Korea Electro-Technology of Research Institute (KERI's) capacity to provide technical services to industry; and to develop Korea Science and Engineering Foundations (KOSEF's) capacity to undertake basic research. No consultants required. Initial preparation underway. Executing Agencies: Ministry of Science and Technology; Ministry of Trade and Industry. Loan: \$60 M (Bank).

**PARAGUAY (Santiago, Chile)--**Agricultural Development I - Regional Program of rural development. Environmental studies to be determined after identification. Consultant services: to be determined. Preparation mission was scheduled for March/April. Executing Agency: to be determined. Loan: \$50 M.

**PHILIPPINES (Manila)--1** Casecan Transbasin project to meet the power demand in medium-term and to improve agricultural productivity. Project will include: (a) 197 M high rockfill dam; (b) a 25.7km-long transbasin tunnel; (c) a 156 MW power sta-

tion; (d) increments of 100 MW and 12 MW to two existing power plants; and (e) development of irrigation capacity for 92,300 HA of agricultural land. Consultant services: to be determined. Project preparation underway. Executing Agencies: National Power Corporation; National Irrigation Administration. Loan: \$180 M. **2**) Science and Technology manpower project to improve science and technical education at graduate, undergraduate and secondary education levels on selective basis. Consultant services: required for project preparation and implementation. Project preparation underway. Executing Agency: Department of Science and Technology. Loan: \$70 M. **3**) Cottage enterprise finance project would establish financial channels and investments to provide term and working capital finance to cottage enterprises. Consultants financed by Japan Technical Assistance grant facility preparing project. Further consultant services will be required during project implementation to monitor, assist and establish mutual guarantee associations. Project preparation underway. Executing Agency: Department of Trade and Industry (handling bank to be determined). Loan: \$40 M.

**THAILAND (Bangkok)--**Project to meet the demand for domestic coal at the lowest cost by combining public and private-sector expertise and resources. The project would include all major coal development investments during 1991-95. Consultant services: to be determined. Project preparation underway. Executing Agency: Electricity Generating Authority of Thailand. Loan: \$80 M.

**TANZANIA (Dar-es-Salaam)--**Forestry/Woodfuels project would include sectoral policy and institutional reforms, land tenure, land titling, land use, and pilot woodland management, agroforestry and charcoal production components. Consultant services: to be determined. Project preparation underway. Executing Agency:

Ministry of Land, Tourism and Natural Resources. Loan: \$25 M (co-financing being explored).

**TRINIDAD AND TOBAGO (Port-of-Spain)--**Industrial restructuring project to support physical/financial restructuring of private-sector industries to increase competitiveness in view of increased import competition for trade reforms and to support expansion of non-additional exports. Consultant services: to be determined. Project preparation underway. Executing Agency: to be determined. Loan: \$15 M.

**YEMEN (Riyadh, Saudi Arabia)--**Multi-mode transport project consisting of: (a) construction of Harad-Huth (175 km) road; (b) supervision of construction; (c) technical assistance and training to the Ports and Marine Affairs Corporation (PMAC); and (d) operational equipment for PMAC. An environmental review and archaeological survey will be conducted for Harad-Huth road alignment. No major environmental issues are envisioned. Consultant services: required for project preparation. Preparation mission was scheduled for February. Executing Agency: Ministry of Transport and Public Works. Loan: approx. \$15 M.

## Contracts Update

### Hamburg Consulate Closed

The Canadian Consulate in the Federal Republic of Germany has closed. Enquiries should be directed to the Consulate General, Immermann Hof, Immermannstrasse 65D, 4000 Dusseldorf 1, Federal Republic of Germany. Tel: (011-49-211) 35 34 71. Telex: (Destination code 41) 8587144 (DMCN D). Fax: (011-49-211) 35 91 65. Enquiries may also be directed to the Canadian Embassy, Friedrich Wilhelmstrasse 18, D-5300, Bonn 1, Federal Republic of Germany. Tel.: (011-49-228) 23 10 61. Telex: (Destination code 41) 886421 (DOMCA D). Fax: (011-49-228) 23 08 57.

# EUROPE 1992, AN EXPANDING MARKET FOR FOREST PRODUCTS

What does 325 million, plus 30 million, plus 110 million add up to? 465 million consumers.

That was the figure that Minister for International Trade John C. Crosbie came up with when calculating the potential market that is expanding across Europe.

It starts with the 12 European Community (EC) countries; adds the six European Free Trade Association (EFTA) countries (Switzerland, Austria, Norway, Sweden, Finland and Iceland) that are completing an intricately linked European Economic Space with the European Community; then considers the eight Eastern European countries which are already knocking at the doors of the Community.

The market is enormous and growing. The potential for Canadian businesses is enormous. What is needed is a commitment and action, NOW.

## Canadian forest products

That was one theme underlying the Vancouver Europe 1992 Conference on February 26; and a topic which was discussed at length in Calgary and Edmonton on March 26 and 27 when a panel of experts analyzed the recent developments in East European nations. The EC can not be seen in isolation. It opens doors to a potential market of 465 million consumers.

The Vancouver Conference saw the release of an in-depth study on Forest Products. This is the

fourth in a series of studies entitled *1992 Implications of the Single European Market*, that analyzes the effects of Europe 1992 on specific Canadian sectors. Other publications available in this series, to date, are Agriculture and Food Products, Telecommunications and Computers, and the Automotive Industry.

Based on the conclusions of the Forest Products study and the experience of leading Canadian exporters, Europe 1992 is expected to have a positive overall impact on Canada's exports of forest products to the EC, although it may

necessity for quality and service in production. "Competitors are lined up at the borders," he stated, "so we need to find our niche, and rationalize to become fewer and stronger so quality can rise while costs lower. What companies need are a capital infusion to stay in the technological forefront and competitive."

Forest products are Canada's leading export category to the EC, with annual sales in excess of \$3 billion. The Single Market program will accelerate growth of the EC economy, and lead to increased demand for all categories of forest

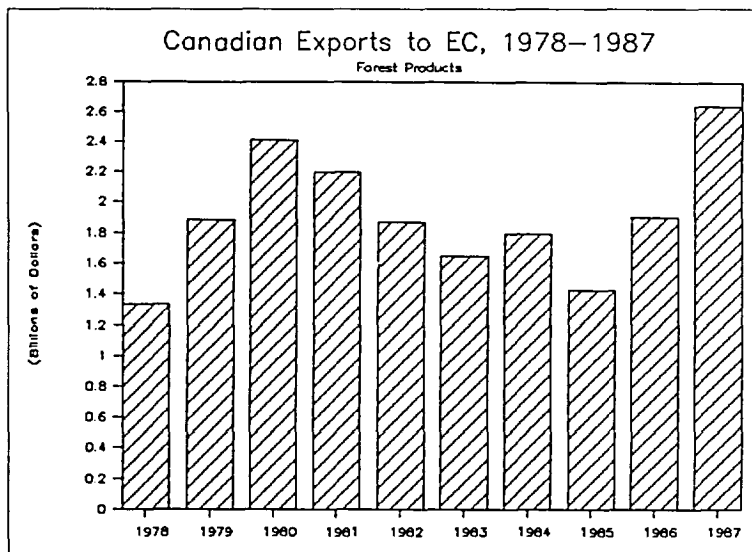
products.

The EC will continue to be a net importer of forest products in the long term, and the volume of traditional Canadian forest product exports is expected to remain steady or to increase. Moreover, there is scope for market development and diversification.

## Concerns raised

The primary concern related specifically to EC 1992

measures centres around the Construction Products Directive. The aim of this is to establish essential requirements for construction projects and products and provide authority for developments and implementation of European standards for construction products. Eurocode 5, "Common Unified Rules for Timber Structures," will represent building codes and are currently under development. Canadian exporters are concerned that the resulting new European



trigger some adjustment of production and marketing strategies.

## A highly competitive market

At the Vancouver Conference the future of the European market was portrayed as bright but extremely competitive, with an emphasis on service, quality and price.

President of Macmillan Bloedel, Ray Smith, in a morning panel addressing Canadian Business Opportunities, reiterated the

standards and grading rules could incorporate European-focused requirements that Canadian shippers might find difficult or uneconomical to meet. Testing and certification procedures are not yet in place.

CEN (European Committee for Standards) has responsibility for the Eurocodes. It is comprised of EFTA as well as EC members. EFTA -- but mainly the Nordic part of EFTA -- is our major competitor in the EC.

So with Canadian government support, our major industry association, which has offices throughout Europe, has been taking a leading role in monitoring developments and arguing the Canadian position. Although we are still 12 to 15 months away from the standards, indications are that the industry can live with them. Moreover, there will be advantages to harmonized EC standards.

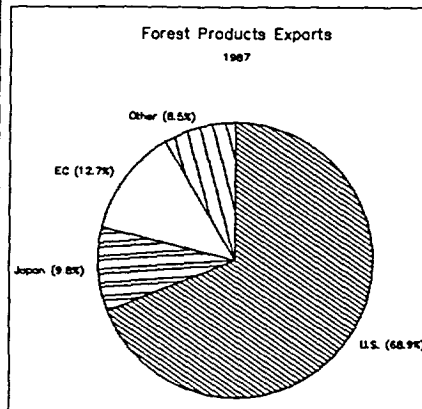
**Increased demand for wood products**

More important for the industry as a whole is the indirect impact of EC 1992, namely, the economic growth generated by the EC's drive to a single market. This growth across all sectors of the Community's economy is adding demand for paper and packaging materials which in turn is boding well for sales of pulp and newsprint.

Restructuring of the industry in the form of mergers and takeovers has been supplemented by huge direct investments in new mills and plants. These developments are forcing our own companies to be more competitive. Major Canadian companies such as MacMillan Bloedel and Cascades have

made substantial investments throughout the EC (although not to the extent of the Swedes and Finns).

Additional growth can be expected from the economies of



**Canadian Exports**

Eastern Europe over this decade. One company representative foresaw shipments of Canadian solid wood products into that region as the need for housing materials emerged.

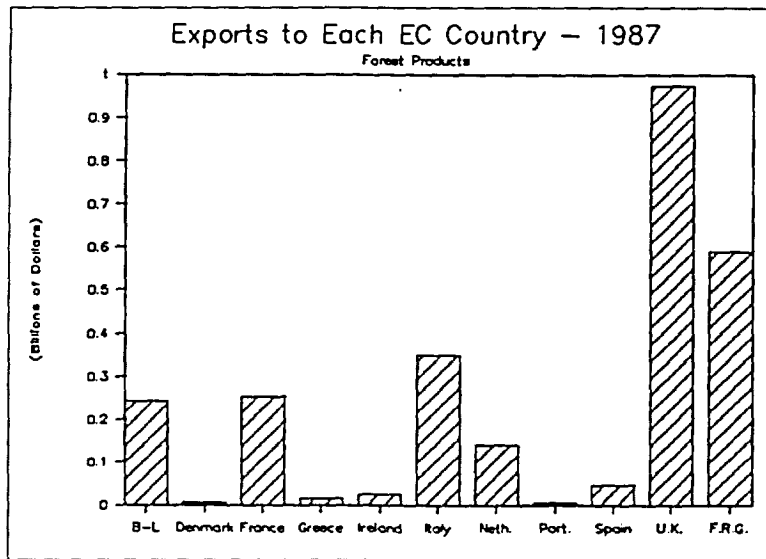
of certain Canadian paper exports. A priority for Canadian industry will be the continuous modernization and rationalization of the industrial base, as well as the promotion of new and alternative technologies/products and markets.

An investment strategy must clearly be considered. The ongoing changes will establish companies' market positions not only in the European Community but also in the much broader Europe. Other ongoing developments include phytosanitary and environmental regulations and the EC's forestation support program.

**Canadian response**

In response to these pressures, the industry in British Columbia is budgeting an annual capital investment of \$700 million. From \$1.5 billion to \$3 billion will be needed for environmental equipment upgrades alone over the next five years. "Environmental market positioning" will determine how well Canadian companies compete in the EC in the years ahead. Witness the sanctions on tropical timber.

Unless we can scientifically prove effective forest conservation practices, minimization of toxins, and so forth here at home, EC buyers will begin to source elsewhere. A move towards uniformity of environmental standards and regulations around



**Canadian Exports**

**Restructuring**

Restructuring in the EC pulp and paper industry will continue. This is likely to produce increasing pressure from Europe for ownership of, or affiliation with, Canadian pulp mills and may impact on the long-term potential

the world is underway.

The prospects for the Canadian forest industry in the EC are very good. Continued success will depend largely on how the Canadian industry deals with these issues.

For more information contact Mitch Vlad, European Community Trade Policy Division, (REM), EAITC. Tel. : (613) 992-8763.



# EAITC's U.S. TRADE BUREAU

Two-way trade between Canada and the United States--the largest trading partnership in the world -- is close to Cdn \$200 billion annually.

Approximately \$100 billion--or 73 per cent--of Canada's exports are destined to the U.S. market. (These are 1988 figures, therefore prior to the Free Trade Agreement (FTA)).

Because of the size and diverse nature of Canada's trade with the U.S., responsibility for trade promotion within the United States Branch at External Affairs and International Trade Canada (EAITC), is shared between two Divisions within the U.S. Trade, Tourism and Investment Development Bureau (UTD). Both divisions have parallel responsibilities but are divided along sectoral lines of concentration. This means that specific officers will handle the marketing responsibilities of a given number of industry sectors.

## Two-way trade

Although the automotive industry (completed vehicles and parts) accounts for about a quarter of Canadian exports to the U.S., the remainder of Canada's exports to the U.S. ranges from computers (\$5.7 billion), to apparel and accessories (\$3.2 billion), and telecommunications and related equipment (\$3.1 billion) plus a wide variety of other goods and services.

Canadians also import substantial quantities of American goods. It often surprises people, Canadians and Americans alike, to learn that Ontario alone imports more from the U.S. than does Japan.

The trade ties between both nations has a long history that has been greatly influenced by geographic proximity, similarities of culture, and the relatively open border that permits the free flow of our citizens with relatively minimal formalities. These historic bonds are taken for granted by

both sides and create a unique business relationship.

## Prime export market

For many Canadian companies, the first venture into exporting will likely be to a U.S. client. For many more Canadian businesspeople, the U.S. market is seen as an extension of the Canadian market, with some added paperwork that becomes routine. In time, with full implementation of the FTA, this perception will likely spread as border formalities become simplified and tariffs are reduced and eventually disappear.

To cope with this unique trade partnership, UTD is staffed by 27 officers who may each have as many as seven sectors within their responsibility. It means that Marketing Officers can concentrate on specific segments of Canadian industry and, together with our Consulates in the U.S., develop an annual package of trade promotion activities for their assigned sectors.

## Network of contacts

Marketing Officers have a network of regular contacts with whom they work:

- the Canadian Consulates in the U.S. --they constitute an essential link;
- industry sector specialists at Industry, Science and Technology Canada (ISTC) --ongoing consultations;
- the International Trade Centres (ITCs) across Canada, and through them, their provincial government counterparts; and
- trade associations in Canada --they provide a very important link with their members.

## Trade activities

Trade shows, offering a long established proven marketing tool in the U.S., feature heavily in UTD's annual programme. But in addition, UTD has developed some innovative new initiatives that

have achieved considerable success.

During 1989, UTD organized groups of Canadian companies to participate in close to 400 trade promotion events: some 10,000 companies have benefited from this exercise. The programme included 39 "New Exporters to Border States" (NEBS) trade missions.

These NEBS projects have been so successful in introducing new exporters to the U.S. market, that a companion programme, "New Exporters to the Southern States" (NEXUS) was introduced in mid 1989. By December of that year, 13 NEXUS missions had been organized--all as successful as the NEBS missions.

## Trade promotional projects

The core component of UTD's trade promotional projects programme has been the well established "Programme for Export Market Development" (PEMD). This has been supplemented very substantially over the past four years by additional funding associated with the National Trade Strategy (NTS) and the FTA. In total, the Department commits 40 per cent of its financial resources for trade promotional projects to the U.S. market; in 1989, this amounted to \$20 million.

This substantial increase and thrust has been greatly facilitated by the extension of the Canadian Consulates and Trade Offices in the U.S. Five new satellite Trade Offices were opened during 1989; plans for an additional two are being formulated.

(The second part of this article, to be published in the next issue, will focus on Tourism and Investment programmes, as well as list all the key contacts in UTD.)

For more information, contact the U.S. Trade, Tourism and Investment Development Bureau (UTD). Fax: (613) 990-9119.

# BUSINESS AGENDA

**Winnipeg**--April 4--Export Forum : Strategies for Successful Operation in Other Cultures. Contact Carole Babiak, Centre for International Business Studies, University of Manitoba, tel.: (204) 474-8851; fax: (204) 275-5807.

**Fredericton**--April 5-6--Partnership '90--Joint Conference. Sponsored by the New Brunswick Chamber of Commerce and the Maine Chamber of Commerce and Industry. Contact Barb Mills, tel.: (506)453-1707; fax: (506)459-0797.

**Toronto**--April 16-18--Course on the Fundamentals of Export Documentation and Foreign Collections. Contact The Canadian Manufacturers' Association, tel.: (416) 363-7261, ext.213; fax: (416) 363-3779.

**Winnipeg**--April 17-19--Winnipeg Business Show - Small business in the '90s. Contact Carole Reimer or Charlie Beck, HR Marketing, tel.: (204) 944-1464.

**Hamilton**--April 19--Automotive Parts Manufacturers Association (APMA) of Canada Annual Conference and Exhibition. Contact John Dierckx, TCM, EAITC, tel.:

(613)992-7882; or APMA, tel.: (416) 366-9673; fax: (416) 366-9685.

**Toronto**--April 22-25--Hostess Food and Accommodation Services Show. Contact Exposition Department, Canadian Restaurant and Food Services Association, tel.: (toll-free) 1-800-387-5649 or (416)

## Trade Minister's Agenda

*During the next few weeks, International Trade Minister John C. Crosbie will participate in the following events:*

**Fredericton**--April 6--Partnership '90 : Joint Conference Maine - New Brunswick.

**Bonn, FRG**--April 9-11--CSCE (Conference on Security and Cooperation in Europe): Conference on Economic Cooperation

**Puerto Vallarta, Mexico**--April 18-20-- MTN : Informal Trade Ministers' Meeting. MTN are Multilateral Trade Negotiations conducted under the General Agreement of Tariffs and Trade.

923-8416.

**Winnipeg**--April 23--Export Forum: Distributing Your Products to Foreign Markets. Contact Carole Babiak, Centre for International Business Studies, University of Manitoba, tel.: (204) 474-8851; fax: (204) 275-5807.

**Ottawa**--April 23-25--Advanced Issues in the FAR (Federal Acquisition Regulation). Seminar on US Government procurement. Contact TTC Seminars, tel.: (213) 534-3922; fax: (213) 534-0743. For information on the program, call Martha Evans, tel.: (415) 770-9720.

**Montreal**--April 23-24--Seminar : Winning Asian Development Bank Contracts. Contact: Claude Blais, ITC Montreal, tel.: (514) 283-7856; fax: (514) 283-3302. This seminar will also be held in

**Toronto**--April 26-27, contact: David Clendenning, ITC Toronto, tel.: (416) 973-6154; fax: (416) 973-8161 and **Vancouver**--May 2-3, contact: Zen Buriannyk, ITC Vancouver, tel.: (604) 666-1438; fax: (604) 666-8330.

**Montreal**--April 23-25--Agro-Export Seminar. Contact P. Delaney, ITC Montreal, tel.: (514) 283-3249; fax: (514) 283-8794.

**Toronto**--April 25--The Conference Board of Canada's 2nd Annual Conference: Managing Innovation and Technology-Strategies to Meet New Competition. Contact Jacek Warda or Christiane Mann, tel: (613) 526-3280, ext. 240; fax: (613) 526-4857.

**St. John's**--April 25-26--Seafood Outlook '90 Conference. Contact Paul Rose, ISTC, tel.: (709) 772-5511; fax: (709) 772-2373.

**Moncton**--April 25-27--Course on the Fundamentals of Export Documentation and Foreign Collections. Contact The Canadian Manufacturers' Association, tel.: (506) 857-3056.

## PUBLICATIONS

**Television/Broadcasting and Telecommunications in Malaysia; Philippine Market Study for Hospitals/Medical Equipment and Supplies.** These new market studies, published by EAITC, include sector background; competitor analysis; opportunities for Canadian companies; incentives and regulations of the industry; and list key government and industry contacts.

EAITC's Agri-Food, Fish and Resource Products Bureau has prepared two reports on one of the world's largest food shows, ANUGA '89, held in Cologne, West Germany. The first, entitled **Canadian Participation in Anuga '89**, describes the German food market and indicates potential opportunities for Canadian exporters to the European Economic Community. The second report, **Anuga '89**, focuses on fish and seafood and includes an overview of the German market for fish products and of the major trends in consumption habits in Europe.

For a copy of any of the above publications, call Info-Export (toll-free) at 1-800-267-8376 (Ottawa region: 993-8435).

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# CANADEXPORT

Vol.8, No. 7

LATEST ISSUE  
DERNIER  
NUMERO

April 17, 1990

## Businesses Need New 'Mindsets' To Compete Successfully in 21st Century

*Virtually no stone is left unturned in New Visions for Canadian Business: Strategies for Competing in the Global Economy.*

From the policies of Canadian federal and provincial governments, to the public and private-sector, to the manufacturing and service industries, to those engaged in high technology and research and development (R and D), to the public at large, and even to Canada's educators--all must adopt new attitudes and new "mindsets" if Canada is to compete successfully in the international marketplace of the 21st century.

These are among the findings of this independent research study commissioned by Kodak Canada Inc. and prepared by Alan M. Rugman, Professor of International Business at the University of Toronto, and Joseph R. D'Cruz, Professor of Strategic Management at the University of Toronto.

The study, indeed, is food for thought--and action!

Based on the fact that Canadian business is now faced with domestic markets that are turning into global markets, the study, among other findings, concludes that:

- Canada's manufacturing and service sectors need to improve their ability to operate at international standards.
- The nature of international competitiveness demands "knowledge-intensive" skills.
- An appropriate role of government is to work with business and labour in generating a more innovative and effective educational system.
- Workers and managers need to have an "international outlook"

plus the knowledge, managerial expertise and entrepreneurial skills to help all sectors of Canada's business become globally competitive.

• Responsible government policies and successful corporate strategies are possible in Canada--"once the nature of 'global competition' is fully realized."

*"Manufacturers have to... adopt an aggressive customer-satisfaction approach."*

• The Canada-U.S. Free Trade Agreement (FTA) was a step in the right direction but much more needs to be done to build upon this foundation.

• All sectors in Canada, both in goods and services, need to "think internationally" and give up the protectionist mindset which was only appropriate in the past.

While the Kodak Canada Inc. study points the finger and turns over many stones--perhaps ruf-

fling some feathers in the process, it also offers suggestions and recommendations, some of which are based on its own findings over the past five years.

Indeed, the study was commissioned both to help others and because Kodak found that "the changing competitive environment, domestically and internationally, forced us to come to terms with some tough decisions--in order to maintain our position in the marketplace."

The 47-page study is comprehensive, replete with graphs, charts and reference materials. Chapters, each with sub-sections, are headed: "Canada's Business Scoreboard", "Doing Business in the Global Economy", "Manufacturing and Services in a Global Economy", "Strategies for Canada's International Competitiveness", and "Recommendations for a Competitive Future".

The study, in Chapter 5, identifies five problems--to which solutions are offered--facing large and small Canadian businesses as the 21st century approaches.

They are:

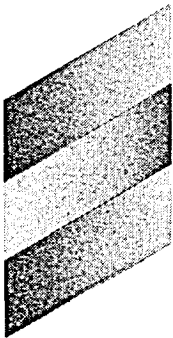
- Reduce Fiscal Deficits: "Government policies should be costed using comparative international data rather than domestic data. If Canadian business needs to operate on a global basis, so does government."
- Change the Protectionist Mindset: "We need to broaden the scope of the FTA and to resolve its unfinished business....Business leaders must come to terms with the fact that the era when they could look to governments for effective protection against the forces of

*Continued on p. 2--MINDSETS*

### INSIDE

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- 4- U.S. Construction Market
- 5- S. Arabia Open to 'Women
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- 10- Departmental Activities and Structure: U.S. Trade, Tourism and Investment

External Affairs and  
International Trade Canada



Canada

**MINDSETS***Continued from page 1*

the international marketplace has come to an end."

- **Balance Manufacturing and Service Industries:** "The software of the service sector is just as important in business as is the hardware of manufacturing. Canadian business cannot be successful internationally without both competitive goods and service sectors."

"Manufacturing businesses have to shed their 'production' orientation and adopt an aggressive customer-satisfaction approach. Service businesses also need to adopt methods that seek to enhance their customers prosperity in an internationally competitive manner."

- **A New Role for Government:** "Restrict the role of the state to developing the infrastructure for businesses in Canada to operate on a competitive basis with foreign companies....Policies must be designed for the long-term, not for the next election."

"A continued focus on multilateral negotiations in the GATT, the implementation of the FTA and other outward looking initiatives will help develop an international mindset."

- **Better Education and Training:** The solution to a poorly educated and inadequately trained workforce is to "rethink school education to include realistic lessons dealing with the economics

of international competition and the nature of Canadian business....What every Canadian firm needs is a long-term strategy to develop its management systems and competencies to become internationally competitive in knowledge-intensive businesses."

Developing these competitive strategies, which involves changing the mindset of Canadians, will put Canadian businesses in a position to face: a single European market in 1992; the challenge of a vital Pacific Rim; a more open North American market; the many opportunities ahead in a rapidly

transforming Eastern Europe.

"The age of globalization has arrived. We need to spread the news."

For more information or free copies of *New Visions for Canadian Business: Strategies for Competing in the Global Economy* (available separately in English and French), contact Janet Bendon or Nancy Baker, Corporate Communications & Public Affairs, Kodak Canada Inc., 3500 Eglinton Avenue West, Toronto M6M 1V3. Tel.: (416) 766-8233 Ext. 33994. Fax: (416) 766-5814. Telex: 06-969507.

## "Canada—A Partner Challenging the World"

The Japanese Investment Study Mission that toured all ten provinces last fall has just released its report praising "Canada—A Partner Challenging the World."

In fact, this is the title of the report prepared by the leaders of the 46 senior Japanese executives—from manufacturing, trade and banking sectors—who spent two weeks assessing Canada's investment climate in light of the Canada-U.S. Free Trade Agreement (FTA).

Commenting favorably on Canada's policy of welcoming foreign

investment, the Mission forecasted increased Japanese investment in Canada.

The Mission also noted positively Canada's "Going Global" trade strategy that will lead to the expansion of mutually beneficial investment and technological ties and exchanges between Canada and Japan and Asia-Pacific in general.

This strategy promotes industrial cooperation and linkages through such initiatives as investment in Canada, technological cooperation, the cooperative cultivation of markets in third countries and human resource development.

Other highlights from the Mission report include:

- Canada is challenging the world and considers it of strategic importance to strengthen its ties with other nations;

- Implementation of the FTA will accelerate the flow of goods and services from Canada to the U.S.;

- European and U.S. firms had set up operations in anticipation of the FTA --an indication of the positive influence of the FTA;

- Japanese companies have suc-

*Continued on p. 3—JAPAN*

### CANADEXPORT

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**JAPAN***Continued from page 2*

cessfully invested in Canada with the goal of targeting the North American market;

- Canadian industry is becoming more diversified, is producing higher value-added products and is entering into new cooperative arrangements with foreign companies; and

- Canadian government, industry and academia are co-ordinating their efforts to develop high technology in such areas as new materials, biotechnology and information and communications.

Japan is the largest source of world investment and the fastest growing -- Japanese direct investment in Canada is estimated to be in excess of \$3.6 billion.

Japanese investment is important in Canada because:

- it creates jobs and economic growth;

- it is an important source of new technology and management skills that contribute to overall Canadian economic competitiveness; and

- it provides strategic linkages to the Pacific Rim -- Japanese investors can help Canadian companies expand their economic opportunities in Asia-Pacific.

According to Minister for International Trade John C. Crosbie, the two-week October-November mission "recognizes Canada as an attractive place to invest... and focuses Japanese attention on the tremendous opportunities available in Canada."

Minister of Industry, Science and Technology Canada Benoit Bouchard, welcomed the report which, he said "will focus even greater Japanese attention on Canada as a profitable place to invest and will be a significant influence on the development of greater linkages between Canada and Japan."

For more information on the report *Canada: A Partner Challenging the World* or to obtain a copy, contact EAITC's Info Export. Tel. (toll-free): 1-800-267-8376 (Ottawa area: 993-6435).

## Agricultural & Food Products, Services

### New Zealand Lifts Restrictions on Certain Canadian Produce

Restrictions have been lifted on the import into New Zealand of certain Canadian produce.

An in-depth "risk assessment study" on the import from Canada of such produce was recently completed by the New Zealand Ministry of Agriculture and Fisheries--based, in large measure, on extensive data provided by Agriculture Canada.

As a result of the study, New Zealand can now import from Canada fresh mushrooms, asparagus, cucumbers, peppers and tomatoes--with the usual certification for these produce exports being obtained from the regional offices of Agriculture Canada.

For more information on this market opportunity, contact R. Buciak, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada. Tel.: (613) 996-5945. Fax: (613) 996-4309.

### Canada's International Food Show Offers Industry a Taste of the Future

**Vancouver**--Buyers from around the world will be brought face to face with the future of the food industry between August 16 and 18, 1990.

That's when **Food Pacific'90**, being held in the B.C. Place Stadium, showcases new products to international food chain retailers, wholesalers, distributors, hotels, restaurant and institutional buyers.

Providing participants with excellent opportunities to develop new contacts, joint ventures and licensing agreements, **Food Pacific'90** also focuses on beverages, seafood, specialty foods and allied services. This year, there will be special seminars on the Canada-U.S. Free Trade Agree-

ment as well as on other topics.

Endorsed by the governments of Canada and British Columbia as well as by private industry and key trade associations, **Food Pacific** was introduced in 1986 as Canada's biennial international food trade show.

In 1988, **Food Pacific** attracted 500 exhibitors from 26 countries. What's more, more than 10,000 trade visitors from 56 nations brought more than \$500 million in buying power to the exhibition floor.

**Food Pacific'90** is building on that success, with an estimated 650 exhibitors from 30 countries expected to register.

For further information or to register, contact show organizers Valerie Green (Show Manager), Bruce Guerin (Director of Sales), or Heri Baum (Sales Manager), Food Pacific'90, B.C. Food Exhibitions Ltd. Tel.: (604) 684-3663. Fax: (604) 661-3412. Telefax: (VCR) 04-357817.

## Advanced Technology Products & Services

### Cross-Canada Tech Acquisition Workshops

A series of EAITC-sponsored workshops on foreign technology acquisition will be held across Canada May 1-10.

Called **InvesTech '90**, the workshops and one-on-one interviews are aimed at dynamic Canadian firms that have the potential to participate in joint ventures, acquire new foreign capital or explore new sources of technology in order to meet the competitive challenges of the nineties in world markets.

**InvesTech '90** can help give a company the edge it needs in today's dynamic and increasingly competitive global economy.

Canadian companies will have an opportunity to discuss their international technology and investment needs with Investment and Technology officers from 35

*Continued on p. 4—WORKSHOPS*

**WORKSHOPS***Continued from page 3*

Canadian posts abroad.

The interviews are the first step in an on-going process designed to match the needs of Canadian companies with appropriate sources of foreign technology or investment.

This process is facilitated by two EAITC-run programs:

The Investment Development Program (IDP) helps Canadian companies find the investment they need and actively promotes investments that take the form of new plants and equipment, joint ventures or strategic partnerships.

The Technology Inflow Program (TIP) provides advisory services and funding to Canadian companies to help them acquire the foreign technology they need to remain internationally competitive.

In addition to being sponsored by EAITC, **InvesTech '90** is being organized with the assistance of the National Research Council (NRC)'s Industrial Research Assistance Program (IRAP) and by Industry, Science and Technology Canada (ISTC).

Participants can book up to five interviews --they last 20 minutes each-- and possibly more, depending on demand. They are scheduled on a first-come, first-served basis.

Registration deadline for interviews is April 20. As demand in the past has been strong, interested participants are advised to book now. Workshops on a variety of topics will also be held.

For more information or to obtain registration kits, telephone the local registrars listed below:

**Halifax, N.S.**, May 1, (902) 426-6264.

**Charlottetown, P.E.I.**, May 1, (902) 566-7640.

**St. John's, Nfld.**, May 2, (709) 772-5387.

**Moncton, N.B.**, May 2, (506) 857-6147.

**Montreal, Que.**, May 3 and 4, (514) 283-6779.

**Toronto, Ont.**, May 7, (416) 973-5151.

**Winnipeg, Man.**, May 8, (204) 983-6182.

**Saskatoon, Sask.**, May 8, (306) 975-4353.

**Edmonton, Alb.**, May 9, (403) 495-2944.

**Calgary, Alb.**, May 9, (403) 292-6660.

**Vancouver, B.C.**, May 10 (604) 666-7034.

## Construction Products

### Canadian Contractor Opportunities in U.S. Construction Market

A study on the opportunities that exist for Canadian contractors in the United States construction industry has just been released.

*Penetrating the United States Construction Market* examines the economic and demographic characteristics of this market as well as labour issues and tax considerations.

The study was launched because few Canadian firms have ventured south of the border to capitalize on this sector--despite the fact that the U.S. market allows for higher profitability and is relatively open to foreign competition.

The report identifies several segments of the U.S. construction market that offer the greatest opportunities: maintenance and renovation work; mass transit; highways and bridges; water supply systems; health care facilities; manufacturing facilities; environmental construction projects; schools and commercial facilities.

Canadian contractors are advised to choose their market segment carefully to ensure that it is compatible with their financial, organizational and technological capabilities.

The report also suggests that contractors align themselves with U.S. developers, engineers and manufacturers. They should acquire a strong "local" partner and ensure tight control of overheads.

Canadian firms will need to put substantial resources into mar-

keting their services and be aware that success seldom comes overnight. Also, they should be prepared for American "set-asides" that require certain work positions for disadvantaged groups.

Twenty-eight Canadian Consulates are equipped to assist Canadian firms that want to do business in the U.S.

Copies of the study--commissioned by the Canadian Construction Association (CCA) and the U.S. Trade, Tourism and Investment Division of External Affairs and International Trade Canada--are available from the CCA in Ottawa. Contact Sheryl MacMillan at (613) 236-9455.

## Forest Products, Equipment & Services

### Australia Pulp and Paper Industry Eyes Canadian Technology

A package of measures designed to promote the future environmental and economic sustainability of Australia's pulp and paper industry has been announced by the Australian Government.

The package includes a comprehensive set of environmental guidelines that enforce stringent limits on pollution levels for new bleached eucalypti kraft pulp mills.

Australian scientists examined the latest technology and procedures employed in Canada as well as other countries in order to establish these guidelines--which apply to all new mills and which will be revised every five years.

The package also contains a background paper entitled "Wood Pulp and Paper: The Australian Scene".

Exporters wishing more information on potential market opportunities in Australia's pulp and paper industry should contact Jessie Hislop, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7652. Fax: (613) 996-4309.

## Medical & Health Products

### Dentistry Show to Open in Saudi Arabia

Riyadh--A new show, **Saudi Dentistry'90**, has been added to Saudi Arabia's exhibition calendar. It will be held October 14 to 18--alongside the highly successful **Saudi Medicare'90**.

In past years, the dental sector was incorporated into **Saudi Medicare**, but because of the tremendous increase in dental healthcare in the Kingdom, show organizers decided to give dentistry separate status--enabling companies to display their products and services in this rapidly expanding market.

The Saudi Government wants to increase the number of dentists in the Kingdom to one dentist per 2,500 population within the next decade. To that end, the Government is expanding and improving schooling and training.

The private sector, too, has been quick to seize these growing opportunities, setting up private dental clinics. One entrepreneur aims to establish a closely knit network of dental clinics across the entire Kingdom.

Given this continuing growth, opportunities for exporters of all dental products to Saudi Arabia have never been better. One of the best ways to tap this rich and potentially profitable market is through participation in **Saudi Dentistry'90**.

Further details and a show brochure on **Saudi Dentistry'90** are available from the show organizer's representative in Canada, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

The contact at the Canadian Embassy in Riyadh for **Saudi Medicare'90** is Luc Pamerleau, First Secretary (Commercial), P.O. Box 94321, Riyadh 11693, Saudi Arabia. Telex: (Destination code 495) 404893 (DOMCAN SJ). Fax: (011-966-1) 488-0137.

## Multiple Sectors

### Saudi Arabia More Than A 'Men's Only' Market

It may still have the reputation of being a "men's only" marketplace--But, in Saudi Arabia, Canadian female entrepreneurs are succeeding where others feared to tread.

The proof:

- President Jean Tepperman exhibits products from her Toronto-headquartered Skyline Manufacturing Ltd. at the recent Saudi Electrotech'90 Show. The President and the company--a manufacturer of a comprehensive range of lighting fixtures--are an instant success.

- Sandra Leblanc, of Calgary-based Burgess Duke Leblanc Consultants, is actively pursuing business in the petroleum and waste management sectors; and

- Lise Watier, of Montreal-based Lise Watier Inc.--manufacturer of cosmetics and perfumes--also is active in the Saudi market.

The fact is there exist in Saudi Arabia "significant and profitable" opportunities for Canadian entrepreneurs--female or male.

There is one caveat: These business persons must be persistent, develop a sound understanding of the market and of Saudi business practices if they are to succeed.

The Saudi economy is showing a moderate and steady growth. This growth is expected to accelerate through the mid-1990s as world dependence on OPEC (Organization of Petroleum Exporting Countries) oil increases.

"In the search for new markets," the post reports, "Canadian business persons, male and female alike, should look to the considerable potential of the Saudi market."

For further advice and information on this dynamic and expanding market, contact the Canadian Embassy, P.O. Box 94321, Riyadh

11693, Saudi Arabia. Telex: (Destination code 495) 404893 (DOMCAN SJ). Fax: (011-966-1) 488-0137.

### Canadian Participation Planned for International Fair in Romania

Bucharest--Canadian firms interested in exploring or establishing a market in Romania can have that opportunity October 13 to 21, 1990 through participation in the **16th Bucharest International Fair**.

A Canadian national stand is being organized by External Affairs and International Trade Canada which now is soliciting potential participants--who should indicate their interests, preferably by April 15.

Trade information indicates that business opportunities in Romania are promising in a number of sectors. These include: frozen fish; food processing; agriculture (dairy, genetics, animal feed); veterinary products; and telecommunications and informatics.

Also high on the list are: electricity (thermal stations, gas turbines, nuclear plants); petroleum and gas; medical equipment; wood pulp and paper; environmental protection equipment; management consultants; industrial machinery; consumer products; countertrade or trading house business arrangements.

To register your interest in participating in the **Bucharest International Fair** or to obtain more information, contact Patrice Veilleux, USSR and Eastern Europe Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-8590. Fax: (613) 995-1277.

# New Asian Bank Projects

For the following projects, Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed where a loan—\$M=\$million—is involved).

Where technical assistance is involved, information can be obtained from the Canadian Embassy in Manila, Philippines.

The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).

Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.

**BANGLADESH (Dhaka)--1) Open University-** The project will enhance the teaching and learning system in the area of distance education. Consultants will be required. Executing Agency: Ministry of Education, Dhaka. Loan: US \$15 M. **2) Program Loan (Railways)-** The project will finance operation and maintenance costs (mainly materials) for improvement to Bangladesh Railways. Consultants will be required. Executing Agency: Railway Division, Ministry of Communications, Dhaka. Loan: US \$50 M.

**NEPAL (New Delhi, India)--Rajapur Irrigation Rehabilitation-** The project will include: (i) remedial and rehabilitation works required to permit effective and efficient operation and maintenance of the irrigation systems; (ii) provision of additional irrigation, drainage, erosion control and/or flood protection works in under-developed command areas; and (iii) improvement of operation and system management. Executing Agency: Department of Irrigation, Kathmandu. Loan: US \$30 M.

**PHILIPPINES (Manila)--1) Non-Formal Education-** The proposed project aims to strengthen institutions for the delivery and man-

agement of non-formal education. Executing Agency: Department of Education, Culture and Sports, Manila. Consultants will be required. Loan: US \$30 M (tentative). **2) Cebu Water Supply (Phase I)-** The project will consist of a diversion weir on the Managa River, a sedimentation and infiltration basin and several wells in Maghaway Valley, a transmission main from Maghaway to the Tisa reservoir site, a 5,000 cu.m. service reservoir in Tisa and about 40 km of distribution main. Executing Agency: Local Water Utilities Administration, Metro Manila. Consultants will be required. Loan: US \$14 M (tentative). **3) Telecommunications-** The project concept is expected to emerge out of the advisory technical assistance for the telecommunications sector currently being undertaken, which focuses on the policy and regulatory framework to guide long-term development strategies and investment programs. Executing Agency: Department of Transportation and Communications, Metro Manila. Loan: US \$ 130 M (tentative).

## TECHNICAL ASSISTANCE PROJECT PREPARATION

**BANGLADESH--1) Railway Sector Analysis-** The technical assistance will finance an analysis of the Bangladesh Railway, focusing on organization, management, operational, economic and financial aspects. Executing Agency: Railway Division, Ministry of Communications, Dhaka. Consultants will be recruited by the Bank. Loan: US \$100 M. **2) Industrial Investment Credit-** The objective of the technical assistance is to strengthen term lending capability of private banks. Consultants will be required. Loan: To be determined. **3) Housing Sector Study-** Technical assistance to examine the prospects of establishing viable housing finance institutions. Consultants will be required. Executing Agency:

Ministry of Finance, Royal Government of Bhutan, Thimphu. Loan: US \$100 M.

**INDONESIA--1) Tanjung Priok Container Terminal--** Technical assistance to finance a review of the Tanjung Priok Port Master Plan and a feasibility study for the expansion of the Tanjung Priok Container Terminal. Consultants will be required. Executing Agency: Perum Pelabuhan II, Jakarta. Loan: US \$600 M. **2) STM IV--** Project preparation aimed at improving the quality and increasing the supply of skilled workers by increasing the facilities for technical assistance. Consultants will be required. Executing Agency: To be determined. Loan: US \$350 M. **3) Education Program--** The proposed program would support policy reforms in the education sector in general and technical vocational education in particular. Consultants will be required. Executing Agency: Ministry of Education and Culture, Jakarta Pusat. **4) Tree Crop Processing--** Project feasibility study to determine construction of new factories and rehabilitation of existing factories. Consultants required. Executing Agency: Directorate General of Estates, Jakarta. Loan: US \$500 M. **5) Tree Crop Development in Critical Watershed Areas--** Preparation for a project aimed at soil conservation through the cultivation of estate crops in hilly areas. Consultants required. Executing Agency: Directorate General of Estates, Jakarta. Loan: US \$500 M. **6) Study on Poverty Alleviation of Small Marginal Farmers--** The objective of the technical assistance is to formulate development policies and strategies that address the problems of small farmers and shifting cultivators on marginal soils and sloping lands, the productivity of which is low and vulnerable to environmental degradation. Consultants will be recruited by the Bank. Executing Agency: National



Development Planning Agency, Jakarta. Loan: US \$400 M. 7) Tenth Port--Technical assistance to undertake a feasibility study for provision of navy aid vessels and berths, back-up areas, and cargo-handling equipment for foreign and inter-island vessels in selected ports. Consultants will be recruited by the Bank. Executing Agency: Directorate General of Sea Communications, Jakarta. Loan: US \$150 M.

**NEPAL--1)** Leasing Study--Technical assistance to examine prospects of establishing a viable leasing industry in Nepal. Consultants will be required. Executing Agency: Ministry of Finance, Kathmandu. Loan: US \$100 M. 2) Secondary Education II--Technical assistance to improve the quality and efficiency of the secondary education with particular emphasis on the teaching of science, mathematics, and English. Consultants will be recruited by the Bank. Executing Agency: Ministry of Education and Culture, Kathmandu. Loan: US \$300 M. **PAPUA NEW GUINEA--Third Urban Water Supply--**Technical assistance will prepare master plans and carry out feasibility studies as required for development of water supply/sanitation facilities in about 25 small towns. Consultants required. Executing Agency: The Waterboard, Boroko. Loan: To be determined.

**PHILIPPINES--1)** Feasibility study to prepare a project which would assist in the development of the small-scale agri-business and handicrafts sectors. Consultants will be required. Executing Agencies: Department of Trade and Industry, Metro Manila, Department of Agriculture, Quezon City. Loan: US\$ 350 M. 2) Montalban-Sans Mateo Water Supply--The project will prepare a technical and feasibility study for the water supply systems in the municipalities of Montalban and San Mateo. Executing Agency: Metropolitan Waterworks and Sewerage System, Metro Manila. Loan: To be determined. Consultants will be required.

**TECHNICAL ASSISTANCE ADVISORY/OPERATIONAL BANGLADESH--**Institutional Strengthening of Royal Bhutan Polytechnics(RBP)--Advisory technical assistance to improve and upgrade the quality and supply of technical and vocational manpower of RBP. Consultants will be recruited by the Bank. Executing Agency: Royal Bhutan Polytechnics, Thimphu. Loan: US \$400 M. **INDIA--**Institution Building for Second Railways--Technical assistance in setting up a Transport Development Institute, which is expected to undertake research and training in the fields of intermodal transport, economic transport analysis, and computerization of transport planning. Consultants will be recruited by the Bank. Executing Agency: Ministry of Railways, New Delhi. Loan: US \$500 M.

**INDONESIA--1)** Study on Policies for Development of Agri-business--The objective of the study is to formulate recommendations for development of a policy environment that is conducive to agribusiness. Areas that will be looked into particularly include commodity pricing, licensing, role of public enterprises and export restrictions. Consultants will be recruited

by the Bank. Executing Agency: National Development Planning Agency, Jakarta Pusat. Loan: US \$400 M. 2) Technical assistance will assist in developing the capability to monitor and analyze the impact of policy changes on agricultural production, employment, rural income and poverty alleviation. Consultants will be recruited by the Bank. Executing Agency: National Development Planning Agency, Jakarta Pusat. Loan: US \$600 M.

**NEPAL--Training and Evaluation--**Advisory technical assistance which would include: (i) training of farmers (in crop production and livestock rearing) as well as of farmer-leaders, artisans, women and extension and other personnel of line agencies; and (ii) mid-term and post-project evaluation. Consultants will be recruited by the Bank. Executing Agency: Ministry of Panchayat, Kathmandu. Loan: US \$252 M.

**THAILAND--**Advisory technical assistance to undertake a study on the possibility of private-sector participation and commercialization of Electricity Generating Authority of Thailand. Consultants will be required. Executing Agency: Ministry of Finance, Bangkok. Loan: To be determined.

## Workshops Scheduled On How To Prepare Winning Bids For ADB Projects

External Affairs and International Trade Canada, in cooperation with the Asian Development Bank (ADB), provincial governments, and leading Canadian trade associations, is offering a series of workshops on **How to Prepare Effective Bids for Asian Development Bank Financed Projects and Technical Assistance Assignments.**

The workshops will be held in Montreal on April 23-24; in Toronto, April 26-27; and in Vancouver, May 2-3, 1990. A breakfast seminar, followed by individual appointments, is planned for Calgary on April 30, 1990.

The workshops are to assist internationally active consultants, contractors and manufacturers in preparing fully responsive and price competitive bids so that they can be more successful in winning Asian Development Bank-financed contracts.

The ADB has lending commitments of over US\$3 billion annually to promote economic and social development in the Asia Pacific Region. The Bank also operates an extensive technical assistance program which is both lucrative to consultants and an excellent means to establish cre-

*Continued on p. 8--ADB*

**ADB—Continued from page 7**

dentials with important organizations in the region. Over \$2 billion per year is spent on ADB-funded procurement of goods and services for which Canadian industry is eligible to compete.

Past experience has shown that participation of Canadian bidders in ADB-financed procurement has been rather low. In many situations, Canadian contenders are competitive but, through inexperience or misunderstanding, fail to respond fully to the requirements of the tender invitations.

On the first day of each program, Dr. Jean Pierre Vu, Manager of the ADB Consulting Services Division, and Mr. Willem Den Room, Senior Procurement Specialist, Central Projects Division, will conduct separate, simultaneous workshops for consultants and equipment suppliers on the preparation of proposals for ADB-funded contracts.

On the second day, participants will have an opportunity to discuss specific requirements with the ADB officials during one-on-one meetings.

For further information, contact:

**Montreal:** Claude Blais  
International Trade Centre  
800 Victoria Square  
Suite 3800  
P.O. Box 247  
Montreal, Quebec  
H4Z 1E8  
Phone: (514) 283-7856  
Fax: (514) 283-3302

**Toronto:** Doreen Ruso  
Canadian Manufacturers' Association  
One Young Street  
14th Floor  
Toronto, Ontario  
M5E 1J9  
Phone: (416) 363-7261  
Fax: (416) 363-3779

**Calgary:** Gerald Milot  
International Trade Centre  
11th Floor  
510-5th Street S.W.  
Calgary, Alberta

T5P 3S2  
Phone: (403) 292-6409  
Fax: (403) 292-4578

**Vancouver:** Zen Burianyk  
International Trade Centre  
Scotia Tower

900-650 West Georgia Street  
P.O. Box 11610  
Vancouver, B.C.  
V6B 5H8  
Phone: (604) 666-1438  
Fax: (604) 666-8330

## Karachi Opens Exporting Zone

Canadian exporters wishing to set up an industrial unit or an international distribution centre for warehousing, importing or re-exporting can do so through the first Karachi Export Processing Zone (KEPZ) recently established in this Pakistan city.

Among amenities which the Zone provides investors are exemption from federal, provincial and local taxes; tax holiday to the year 2000; exemption from customs duties and taxes on imports and exports; the availability of inexpensive and abundant labour; and access to international telephone and telex service to all parts of the world by satellite communication.

Numerous industries can be set up in the Zone, ranging from electronics, measuring and electrical engineering products to durable consumer goods, chemicals and pharmaceuticals, and the processing of fruit and vegetables.

The 500-acre Zone, situated near major highway networks, airports, and seaports offers close proximity to markets in the Gulf States, the Middle East, Africa and Europe.

For further information or a brochure, contact the Investment Division, Export Processing Zones Authority, Landhi Industrial Area Extension, Mehran Highway, P.O. Box 17011, Karachi 75150, Pakistan. Telex: 25692 EPZAPK, 25762 KEPZ PK. Cable: EXPOZONE.

Information may also be provided by Ejaz A. Qureshi, Consul General, Consulate General of Pakistan, 3421 Peel St., Montreal H3A 1W7. Tel.: (514) 845-2297. Telex: 055-62154.

## Quality Counts in Successful Exporting

When it comes to exporting successfully, it's often quality that counts.

And what better guarantee of quality than having the stamp of approval of the Canadian Standards Association (CSA)?

The CSA and its quality division, the Quality Management Institute (QMI), are offering a combined "certification and quality management registration option" that will help Canadian companies--depending on their product and client country-- demonstrate that they can meet their customers' quality demands.

Companies can register with International Standards Organization (ISO) 9000, CSA Z299, or both. Registration will increase client confidence and, equally important, ensure continued access to European markets after 1992--when quality registration will become a requirement.

To help your products succeed in an increasingly competitive marketplace, an option is to take advantage of the quality options available from the CSA, the QMI and its worldwide network.

For further information, contact the CSA location nearest you: Moncton, tel.: (506) 858-9300; Montreal, tel.: (514) 694-8110; Toronto, tel.: (416) 747-4000; Winnipeg, tel.: (204) 632-6633; Edmonton, tel.: (403) 450-2111; and Vancouver, tel.: (604) 273-4581.

*Combaetis Ujokante*

The Canadian Embassy in Port-au-Prince, Haiti has a new telephone number: 3-2358.

**ETHIOPIA**--The Ethiopian government has received a loan from the African Development Bank to partially finance the supply of **trailers, cultivation equipment, vehicles and light construction equipment** for the Finchaa sugar project. Tender documents, costing US\$100 for each item and with a bid closing date of May 10, are available from Finchaa Sugar Project Office, P.O. Box 5334, Addis Ababa, Ethiopia. Tel.: 51-25-56. Fax: 51-29-11. Telex: 21857 FINSPO ET. Interested Canadian suppliers wishing to obtain assistance in obtaining the documents may contact the Canadian Embassy, Addis Ababa. Telex: 21053 (DOMCAN ET).

Fax: (011-251-1) 51.28.18.

**GREECE**--A \$1-billion project to introduce natural gas into Greece may be undertaken by the Greek government-owned Public Gas Corporation. Included in the project are the construction of a 500 km pipeline and a liquefied natural gas receiving terminal. All phases offer opportunities, from **construction of the trunk and distribution lines, valves and metering stations, to the supply of communications equipment, training and management services.** Contacts are: The Public Petroleum Corporation SA, 357-359 Messoghion Ave., 152 31 Halandri, Athens. Tel.: 301-650-1342. Telex: 210897 DEPGR. Fax: 301-650-1383. President: Mr. El Skandalis. (Government-owned parent company.). The Public Gas Corporation SA, 203-207 Messoghion Ave., N. Psychiko, 115 27 Athens. Tel.: 301-647-9505. Telex: 222792 DEPAGR. Fax: 301-647-9504. President: Mrs. V. Douka. (Government-owned operating company; owner of the project.). Asprofos Engineer SA, 50 Venizelou Ave., 176 71 Kallithea, Athens. Tel.: 301-958-0303. Telex: 223388 ASFOGR. Fax: 301-958-6271. Managing Director: Kleanthis Mavropoulos. (Consulting engineering company.)

**NETHERLANDS**--Canadian companies in the field of metal machining and treatment, and interested in forming a **joint venture in Western Europe**, are invited to discuss opportunities with HHJ Kleinrouweler of Ressenaar en Parners BV, Management Consultants, Jan Van Nassastraat 91, 2596 BR, The Hague, Netherlands. Tel.: 70-3264461. Fax: 70-3240159. .

**SINGAPORE**--A telecommunications equipment company specializing in electronics, CAD-CAM software, computer graphics and

**SINGAPORE**--A company with interests in turnkey plant engineering and construction in Asian countries; industrial engineering products and services; infrastructure development projects; port cranes and materials handling; the production of oil tools used in drilling, servicing and wireline operations; and equipment used on oil rigs and ships seeks a **joint venture, licensing or transfer of technology arrangement.** Contact Kevin Koh, Assistant General Manager, Corporate Development, Far East Levingston Shipbuilding Ltd., 31 Shipyard Road, Singapore 2262. Tel.: 265-2144. Fax: 265-1927.

**SINGAPORE**--A computer-associated company wishes to

import **high resolution graphics cards, high resolution graphics monitors (386 system).** Contact Dr. Ang Thian Hin, Managing Director, ATSC Computer Centre Pte Ltd., 10 Anson Road #03-05/07, International Plaza, Singapore 0207. Tel. 225-8311. Fax: 225-9315.

**SINGAPORE**--A well-established company wishes to import from Canada a variety of goods, including **health food and equipment, pharmaceutical/medical kits, leisure/sports equipment, confectionery and canned foods/fruits.** Contact K.K. Tang, Director of Marketing, Bousteadco Singapore Ltd., 15 Hoe Chiang Road #12-00, Sanford Building, Singapore 0208. Tel.: 225-5177. Fax: 224-8920.

**TURKEY**--A company representing 116 agricultural cooperatives specializing in dried figs, sultana raisins, olive oil, cotton and cotton yarn, their derivatives and by-products, seeks to form a **joint venture** with a Canadian partner to improve its distribution, especially to the USSR. Contact Ahmet Cetinbudaklar, General Manager, TARIS, 1492 Sokak Nr. 14, Alsancak, Izmir, Turkey. Tel.: 51 21 0052. Fax: 51 21 0066. Telex: 53599 TARP TR.

## Business Opportunities

image processing seeks a **joint venture or transfer of technology arrangement.** Contact K.Y. Leong, Acting Manager, Chartered Electronics Industries, 73 Ayer Rajah Crescent #02-18, Singapore 0513. Tel.: 779-7621. Fax: 778-3608.

**SINGAPORE**--A company engaged in industrial instrumentation, automation, process control, system design and application seeks a partner for **franchising, licensing or transfer of technology.** Contact Thong Foo Kong, General Manager, Bond Instrumentation (S) Pte Ltd., 19 Benoi Place, Singapore 2262. Tel.: 861-4279. Fax: 862-4062.

**SINGAPORE**--A variety of items, including **electronics products, timber, chemicals, produce and other commodities** are being sought by Oei Khie, Director, Long Luen Trading Pte Ltd., 116 Middle Road #05-01, ICB Enterprise House, Singapore 0718. Tel.: 337-2880. Fax: 337-3572.

**SINGAPORE**--A company here is seeking **building industry products, especially of prefabricated concrete construction.** Contact James Fung, Managing Director, Lightweight Concrete Pte Ltd., 11 Kwong Min Road, Jurong Industrial Estate, Singapore 2262. Tel.: 261-5522. Fax: 264-4141.

# EAITC's U.S. TRADE BUREAU

*(This is the second and final part of the article on EAITC's U.S. Trade, Tourism and Investment Development Bureau—UTD—that was published in the last issue of CanadExport.)*

## Tourism

Although the term 'exports' is more frequently associated with the production and shipment of manufactured goods, Tourism is a major industry that earns Canada in excess of \$22 billion annually.

In fact, in terms of sector export revenue, Tourism is second only to autos and auto parts.

The delivery of the tourism programme is a shared responsibility between Tourism Canada and External Affairs and International Trade Canada (EAITC). More specifically, Tourism Canada is responsible for establishing the strategy, providing the direction and funding the delivery of the federal tourism programme.

Within EAITC a group of officers in UTD manage the delivery of the Tourism Programme, not only in the United States, but also throughout the world.

Tourism Canada's programme funding to Canadian posts in the U.S. totalled \$950,000 in fiscal year 1988-89 --managing more than 800 projects-- and was supplemented by EAITC with \$3 million in operational resources. On top of this, the posts' \$950,000 tourism budget was matched 4 to 1 by public and private-sector partners which served to leverage an additional \$4 million in marketing funds.

In 1988-89, the U.S. posts directly generated \$235 million in incremental tourism revenue for Canada, representing a return of U.S. \$248 for every \$1 of federal money spent. Of this amount, the Meetings and Conventions segment alone contributed \$137 million.

## Investment Development

An additional responsibility of UTD is the management, within the framework of the Investment Development Programme (IDP), of promotional activities by Canadian posts to encourage direct industrial investment in Canada.

Two UTD Officers concentrate on this Programme, in collaboration with Investment Canada, as well as sector specialists at Industry, Science & Technology Canada.

The U.S. is Canada's largest external source of capital and is therefore a major target for investment promotion through the IDP. Officers at all Canadian posts in the U.S. actively engage in the IDP, including specially appointed Investment Counsellors at the Consulates General in Los Angeles and New York.

The budget for IDP projects in the U.S. in 1989-90 stands at over \$600,000--including \$425,000 from funds authorized by Treasury Board specifically for fostering foreign investment in Canada, and \$175,000 from Free Trade Agreement promotional resources.

Initially in 1985, the IDP's thrust was to convey a general message: "Canada is open for business". This theme is still relevant but the IDP in the U.S. has become more specific regarding priority sectors for investment (e.g. electronics, biotechnology and advanced industrial materials) which bear high levels of technology and have good potential for Canadian job creation, skills enhancement and export development. Strategic alliances, joint ventures and licensing arrangements between Canadian and U.S. businesses are particularly desirable.

Highlighting the IDP is a series of promotional events (almost 90 for 1989-90) that include:

- seminars for U.S. business

people on the Canadian investment climate and industrial capabilities;

- investment information booths at key U.S. trade fairs; and
- sectoral advertising, mail and telemarketing campaigns.

The Programme's immediate effectiveness is measured by the number of serious investment leads it identifies (now running at a rate of 5,000 annually), which posts subsequently pursue individually. These post activities should increase greatly as possibilities for bilateral corporate linkages multiply and diversify as a result of the FTA and the related heightened U.S. awareness of Canada as a profitable economic partner.

## Summary

In summary, UTD has three primary tasks:

- to develop a comprehensive programme of trade promotion projects that will provide Canadian companies--particularly small and medium-size-- a means of maximizing the opportunities that exist for Canadian goods and services in the United States;

- responsibility for delivery in the field of the Tourism Programme; and

- delivery of the Investment Development Programme.

With respect to the last two programmes, policy direction comes from Tourism Canada and Investment Canada.

Canadian companies that are not currently exporting to the United States or are taking their first step, should realize that they already have a considerable network of allies:

The Canadian Consulates and Trade Offices in 28 major U.S. trade centres; UTD on the home front; and the International Trade Centres (ITCs) throughout Canada. For more information, contact the officer responsible for each sector (see list attached).

**USA TRADE, TOURISM AND INVESTMENT DEVELOPMENT BUREAU (UTD)**

Bill Clarke - Director General - tel.: 993-5725

**USA TRADE AND INVESTMENT DEVELOPMENT DIVISION (UTE)**

Brian Northgrave  
- Director - tel.: 993-5912  
**Posts/territory:** Buffalo, Boston, New York, Washington, Atlanta, Dallas

David Brown - Deputy Director - tel.: 991-9471

**MARKETING OFFICERS & INDUSTRY SECTORS**

Robert McNally - tel.: 993-7486  
- construction eqpt.  
- manufactured wood prods. (excl. furniture)  
- heating/plumbing/air conditioning  
- building prods. incl. bldg. materials  
- lumber  
- paper and pulp products

Keith Munro - tel.: 993-6576

- computer software/hardware  
- informatics  
- office automation/data processing  
- telecommunications

Neil Peacock - tel.: 991-9476  
- consumer & household products  
- apparel and fur  
- toys, games  
- textiles  
- footwear and leather

Pierre Morin - tel.: 991-9483  
- rail equipment  
- urban transportation  
- avionics, services and equipment  
- transportation services  
- automotive incl. recreational vehicles  
- washing and degreasing

Belkis Possamai - tel.: 993-5849  
- processed food & beverage prods.  
- fish products  
- agricultural products/crops  
- horticulture  
- livestock

George Willows - tel.: 993-5149  
- agricultural equipment/machinery  
- fishing eqpt.  
- hotel, restaurant, supermarket equipment and services

- visual merchandising  
- franchising  
- trading houses  
- industrial scientific instruments  
- electrical/electronics

David Shaw - tel.: 991-9474  
- cultural industries: including music, musical instruments, publishing, arts, film, radio and tv productions  
- emerging high technologies: advanced industrial materials, robotics high density tv, superconductivity, etc. (Excluding biotechnology).  
- Third-country marketing: via major U.S. construction, engineering, and manufacturing companies with projects overseas  
- NASA procurement  
- NEBS coordinator

David McJanet - Deputy Director - tel.: 993-7348  
(Investment development and technology inflow programs)

Bernard Lemay - tel.: 993-6577  
(Investment development and technology inflow programs)  
- focal point for investment development, technology inflow and corporate liaison.

**USA TRADE AND TOURISM DEVELOPMENT DIVISION (UTW)**

Terry Colfer - Director - tel.: 991-9477

**Posts/territory:** Detroit, Cleveland, Chicago, Minneapolis, Seattle, San Francisco, Los Angeles

Greg Goldhawk - A/Deputy Director - tel.: 991-9480

**MARKETING OFFICERS & INDUSTRY SECTORS**

Ken Tyrrell - tel.: 991-9479  
- energy products & services  
- oceanic products & services  
- marine equipment-commercial (excl. on-board fishing eqpt.)  
- chemicals & petrochemicals  
- rubber & plastics

Joseph Cogné - tel.: 993-6134  
- pulp and paper machinery and eqpt.  
- forestry equipment  
- woodworking machinery  
- mining equipment  
- sporting goods

Hubert Rechnitzer - tel.: 991-9481  
- defence products & services

Jessie Inman - tel.: 991-9478  
- environmental equipment and services  
- production machinery and industrial equipment  
- materials handling  
- minerals and metals

Ben Gailor - tel.: 991-9482  
- bio-tech products and services  
- healthcare products and hospital equipment  
- pleasure boats  
- hardware  
- housewares

Ted Weinstein - tel.: 991-9475  
- furniture and furnishings  
- office and educational supplies  
- giftware  
- jewellery  
- printing  
- NEXUS coordinator

Doreen Conrad - tel.: 998-9441  
- procurement (U.S. Govt. non-defence)

- services industries program development (focal point for service sectors not dealt with specifically by other marketing officers)  
- agriculture, forestry and architectural consulting and services

Pierre-André Rolland - tel.: 990-6919  
- security equipment  
- event follow-up  
- special projects  
- packaging machinery and supplies

**Tourism**

Louis Poisson - Deputy Director (tourism) - tel.: 998-8823

John Pert - tel.: 998-8821  
- tourism: meetings, conventions and incentive travel

Donald Marsan - tel.: 998-8822  
- tourism: wholesale and retail travel trade

George Rassam - tel.: 998-9440  
- tourism: overseas posts-liaison

# BUSINESS AGENDA

**Ottawa--May 1-3--High Tech Show.** Contact Marketing Department, Connelly Exhibitions Inc. Tel.: (613) 731-9850. Fax: (613) 731-2407.

**Toronto--May 2--American Customs Procedures Seminar (half-day).** Contact Carrie Andrews, Development Division, Humber College. Tel.: (416) 675-3111, ext. 4271.

**Winnipeg--May 2--Export Forum: Researching and Preparing for a Foreign Market (half-day).** Contact Carole Babiak, Centre for International Business, University of Manitoba. Tel.: (204) 474-8851. Fax: (204) 275-5807.

**Montreal--May 2-5--Canadian International Fur Fair.** Contact Paul Dubé, The EKSP0 Group. Tel.: (514) 871-9214. Fax: (514) 871-9369.

**Vancouver--May 4--Credit and Collections II: Insurance and Receivables.** (Breakfast meeting on exporting). To register, contact B.C. Trade Development Corporation. Tel.: (604) 844-1908. For more information, call (604) 844-1917.

**Toronto--Humber College International Business Program--May 8-June 26, Aspects of Trade; May 8-June 26, International Banking and Finance; May 10-June 28, International Marketing; May 14-June 25, Exporting and International Business; May 16-June 27, Canadian Customs.** Contact Julie Klinger, Project Co-ordinator, Development Division, Humber College. Tel.: (416) 675-3111, ext. 4418. Fax: (416) 675-1483.

**Ottawa--May 8-9--Ottawa Business Show & Sale.** Contact Connelly Exhibitions Inc. Tel.: (613) 731-9850. Fax: (613) 731-2407.

**Winnipeg--May 9--Export Forum: Managing the Income Flow.** Contact Carole Babiak, Centre for International Business, Univer-

sity of Manitoba. Tel.: (204) 474-8851. Fax: (204) 275-5807.

**Vancouver--May 10--Let's Talk Risk Workshop.** Contact Jim Siddon, EDC, Vancouver. Tel.: (604) 688-8658.

**Toronto--May 13-15--Canadian International Automotive Show.** Contact John Dierckx, TCM,

## Trade Minister's Agenda

*International Trade Minister John C. Crosbie will participate in the following upcoming events:*

**Mexico (Puerto Vallarta)--April 18-20--Multilateral Trade Negotiations: Informal Meeting of Trade Ministers.**  
**April 23-24: Trade missions in Mexico.**

EAITC. Tel.: (613) 992-7882.

**Saskatoon--May 13-16--1990 International Privatization Congress.** Contact Wally Blaisdell, Institute for Saskatchewan Enterprise. Tel.: (306) 721-2368. Fax: (306) 721-2833.

**Montreal--May 14-17--Canadian Plant Engineering & Machine Tool Show.** Contact Len W. Goode-nough, Show Manager, Industrial Trade & Consumer Shows Inc., Toronto. Tel.: (416) 252-7791 or 1-800-268-0387. Fax: (416) 252-9848.

**Winnipeg, May 15; Saskatoon, May 17--Eptech 90--High Tech Electronics Show.** Contact Ann-Marie Schinkel, Lakeview Publications Inc. Tel.: (416) 624-8100. Fax: (416) 624-1760.

**Toronto--May 15-16--National Business Show.** Contact John Houghton, Sales Manager, National Business Show. Tel.: (416) 599-8658. Fax: (416) 599-8876.

## PUBLICATIONS

***New Visions for Canadian Business: Strategies for Competing in the Global Economy*** is a comprehensive independent research study commissioned by Kodak Canada Inc. and prepared by Alan M. Rugman and Joseph R. D'Cruz, professors at the University of Toronto. (See related article on page 1 of this issue of *CanadExport*).

Copies of the study, published separately in English and French, are freely available by contacting Janet Bendon or Nancy Baker, Corporate Communications & Public Affairs, Kodak Canada Inc., 3500 Eglinton Avenue West, Toronto M6M 1V3. Tel.: (416) 766-8233 Ext. 33994. Fax: (416) 766-5814. Telex: 06-969507.

***Penetrating the United States***

***Construction Market***, a research study commissioned by EAITC's U.S. Trade, Tourism and Investment Division and the Canadian Construction Association, examines the opportunities in this sector for Canadian contractors. (See article p.4). For a copy, contact Sheryl MacMillan, Canadian Construction Association, Ottawa. Tel.: (613) 236-9455.

***Canada-USA Free Trade Agreement: Implementation and Impact*** is an analysis prepared by Strategicon Inc. to mark the first anniversary of the agreement. To order, write Strategicon Inc., 310-50 O'Connor St., Ottawa K1P 6L2 (enclosing \$2 to cover postage and handling), or phone (613) 235-0260.

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# CANADEXPORT

Vol. 8, No. 8

23 1990  
May 1990

## Joint Ventures Explored in Venezuelan Oil Industry

by *Nicolas Mesly*

Petroleos de Venezuela (PDVSA), the world's fourth-largest oil company, purchases more than US\$500 million worth of equipment and parts on the international market every year. PDVSA recently became involved in an import substitution program designed to save some of this money and to create domestic employment.

"We believe that Canadian manufacturers can participate in this exercise and do well. In our opinion, joint ventures would be an effective way to penetrate this market," said Cynthia Hartman, Director, South America Trade Development Division, External Affairs and International Trade Canada (EAITC) -- following a recent mission by Canadian companies to Venezuela.

Sales by Canadian companies to PDVSA have wavered in recent years, and remain minimal in a market traditionally dominated by the United States. Canadian sales were US\$7.6 million in 1987; \$14.3 million in 1988; and \$5.7 million during the first half of 1989. They represent barely three per cent of PDVSA's total purchases on the international market.

Most of these sales are made by companies in Ontario, Quebec and British Columbia—leaving Alberta, the country's oil-producing province, last. This is because Canada's sales to Venezuela consist of equipment and technologies related to the oil industry—rather than parts actually used in the refineries, which are manufactured primarily in Alberta.

Eduardo Santamaria, Director of Bariven, an affiliate of PDVSA that does all the company's inter-

national buying, says the greatest task facing Canadian companies lies in challenging the U.S. dominance of this market. To do so, Canadian companies must be more aggressive and must make their products known to Venezuelan users.

Santamaria stated: "PDVSA purchases equipment on the international market at the request of engineers and workers who use these products daily in our refineries. Make your products and technologies known to these people. It is they who determine the type of equipment needed...In addition to direct purchasing, we are involved in an import substitution program. We would be very pleased to have Canadian companies work with us producing goods here. Our purchasing policy is and will be to give more and more preference to local production companies."

Some 40 joint ventures are presently being studied. These projects encompass the production of valves, tubing, electrical equipment, and boilers. But undoubtedly the petrochemical sector holds the greatest potential, because petroleum products are in

great demand both locally and internationally.

Johannes S. Larsen entered a joint venture last year with Venezuela's United Chemical Packaging. The new consortium is owned 60 per cent by Venezuelans and 40 per cent by Canadians. Larsen said, however, that "these percentages are not written in stone. With the new decree, you can invest up to 100 per cent in a company, with the exception of a few areas where the government wishes to retain some control."

This was the first visit to Venezuela for most of the Canadian companies participating in the recent exploratory mission. Some plan to sell their products on the local market first. Then, depending on how well they do, they will consider the possibility of joint ventures.

Such is the case with Bachaquero Resources of Calgary, which holds the patent on an advanced technology in the manufacture of polymers.

PDVSA intends to inject about US\$20 billion into modernizing, maintaining and increasing the capacity of its refineries over the next five years. This alone makes it an attractive customer for locally-manufactured products.

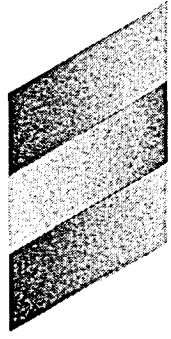
But there is another attraction. Venezuela is a springboard to the countries of the Andean Pact.

For example, PDVSA recently signed an agreement with Equipetrol, the national oil company of Ecuador. Under this agreement, Venezuela will help this small country to begin building its oil industry—following the example of PDVSA. This will provide an

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Continued on p. 2—VENEZUELA

External Affairs and  
International Trade Canada



Canada

## Applications Invited for Export Award Program

Canadian companies engaged in exporting products and services are invited to submit applications for the Canada Export Awards.

Sponsored by External Affairs and International Trade Canada, the awards are presented annually to a select number of companies that have demonstrated significant achievements in exports.

The deadline for receipt of applications for this year's awards is May 31, 1990.

The 1990 winners will be an-

### VENEZUELA

*Continued from page 1*

outlet for Venezuelan products in Ecuador. The exporting of products manufactured in Venezuela will not, however, be confined to South America. A demand is already expected in the countries of the East, in addition to the markets in the United States and the European Economic Community.

For further information on the mission or on opportunities for Canadian companies in Venezuela's oil and gas industry markets, contact Nicolas Mesly, South America Trade Development Division (LST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8804.

nounced by Minister for International Trade John C. Crosbie, at a ceremony in Halifax on October 1. The awards event will be held in conjunction with the Annual Meeting of the Canadian Exporters' Association and is a major part of Canada International Trade Month.

"Since the beginning of the awards program in 1983, the number of applications has increased every year," said Bev Hexter, Secretariat of the Canada Export Award Program. "To date, 95 Canadian companies out of some 1,100 entrants have received the symbol of exporting excellence."

With over a quarter of Canada's GDP generated by exports, the contribution made by Canadian exporters has a very real impact on the well-being of all Canadians.

The winners of the award are selected annually by a panel of prominent Canadian business executives, representing all sectors of the exporting community. The selection committee is guided in its deliberations by a number of factors, including:

- success in introducing new export products in world markets or in breaking into new markets;
- significant increases in export sales;

- a substantial level of Canadian content;

- a high ratio of export sales to total sales.

Award-winning companies are presented with a plaque bearing the Canada Export Award logo and can use the logo in their promotional efforts for a period of three years after the presentation. They are also featured in a nationwide government advertising campaign.

Canadian companies can enter the competition on their own behalf or may be nominated by a third party. Applications and information regarding the Canada Export Award Program can be obtained by calling External Affairs and International Trade Canada's toll-free Info Exportline, 1-800-267-8376 (Ottawa area: 993-6435), or by contacting the regional International Trade Centres.

### China to Continue Import of Technology

China spent \$27 billion in the past decade importing advanced technology and equipment that has promoted the national economy. The central government alone spent \$15 billion importing 7,000 advanced technology items.

China will continue to import updated foreign technology in 1990, with the major areas being:

- High-tech that will help establish a batch of scientific research centres in such sophisticated fields as high-energy physics, micro-electronics, computers, bio-engineering, space, oceanic engineering and new materials;

- New, key technology for energy, communications, posts and telecommunications, raw materials and agriculture;

- New techniques, materials and equipment that will help boost the quality of export products.

Top priority will be placed on the  
*Continued on p. 3—CHINA*

### CANADEXPORT

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## **EDC \$20M Insurance Facility Established with Poland**

The government, working through the Export Development Corporation (EDC), will establish a \$20 million short term export credit insurance facility for Poland to cover sales of Canadian products to that country.

"The EDC insurance will support sales of products urgently needed in Poland to improve production and aid the further development of local industries," said International Trade Minister John C. Crosbie. "This means Canadian exporters who provide the goods needed to improve the Polish economy will be protected against 90 per cent of losses by EDC."

Because the \$20 million package is structured as a revolving credit facility, actual sales supported in any one year may exceed this amount, i.e. after the maximum \$20 million exposure is reached, additional credits will be extended as previous sales are paid.

The facility will support transactions involving short payment terms generally of 180 days or less. The insurance or guarantee cover will be limited to transactions with payments to be made by irrevocable documentary credits issued by Polish banks acceptable to EDC (currently only Bank Handlowy w Warszawie SA). The agreement is in line with Canada's announcement last October of an economic assistance package to support reform in Poland.

### **CHINA: Continued from p. 2**

import of design and manufacturing-related technologies and the development of new techniques, products and facilities.

The preceding text is an excerpt from "Trade Promotion", Vol.42, No.3, the newsletter of the China Council for the Promotion of International Trade and the China Chamber of International Commerce.

## **Sports Equipment, Fashion Fair Premieres in Middle East**

Dubai—Acclaimed worldwide, the **International Trade Fair for Sports Equipment and Fashion (ISPO)**, normally associated with Munich and Singapore venues, is exploring a new market locale this year—the highly profitable Middle East!

Being held November 13 to 15 at the Dubai International Trade Centre, **ISPO Middle East'90** is expected to attract as many as 250 exhibitors. Like **ISPO** in Munich and Singapore, the Middle East fair is addressed exclusively to trade buyers.

Those buyers—of sports equipment and fashion that is geared to the prevailing demand in the Middle East—will come primarily from the United Arab Emirates, Saudi Arabia, Bahrain, Qatar, Kuwait, Jordan, Lebanon, Syria, Iraq and Egypt, as well as from India, Pakistan, Turkey and other countries in Africa.

The product range will include

sports shoes, summer and non-seasonal sports articles, and fashion and equipment for such sports as tennis, squash, badminton, equestrian, trekking, golf, surfing, diving and other water activities

The Middle East sports market is steadily growing. In 1987, it was estimated that the region imported sports fashion (US\$200 million); sports shoes (US\$150 million); sports articles such as tennis rackets (US\$25 million); light athletics and fitness equipment (US\$25 million); and other sports articles (US\$100 million).

A Canadian group participation is being co-ordinated through the show organizer's representative in Canada. Contact UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

## **France to Host Plastics Show**

Paris—In conjunction with the International Rubber Exhibition and the International Rubber Conference, **EUROPLAST'90** will be held June 11 to 16 in this city's Parc de Villepinte.

**EUROPLAST**, the premiere showcase in the large European plastics materials market, is geared toward processors; equipment, mold and machinery manufacturers; as well as producers of raw materials.

For further information on **EUROPLAST'90**, at which Ontario will have an information booth, contact Jean-Francois Denorus, Commercial Counsellor, Ontario Delegation to Paris. Tel.: (33) 45 63 16 34. Fax: (33) 42 25 38 39.

## **Molding Expo Set for France**

Oyonnax—Between September 25 and 28, this French city's Parc Valexpo will be the venue for the only international event devoted exclusively to the molding industry.

**MOLDEXPO'90**—at which there will be a Canadian information booth—attracts the most diversified mold producers from France, Europe and around the world, allowing them to work together in meetings and technical symposiums in which Canadian molders have an opportunity to display their know-how.

For further information on **MOLDEXPO'90**, contact Michel Montet, Commercial Officer, Canadian Consulate, Lyon, France. Fax: (33) 78 62 09 36.

**BRITAIN**—With a spinning mill being set up this summer in India (Woolworth India Limited) for the production of worsted spun yarns, the British parent company is seeking Canadian agents with connections in the weaving industry—particularly agents who do not already represent spinners of wool in counts range of 24/1 to 80/2Nm. Contact Cynthia Macauley, Manager, Merino Yarns Limited, Textile House, St. Andrew's Road, Huddersfield, West Yorkshire, England HD1 6RJ. Tel.: (0484) 513387. Telex: 61744 SPINK G. Fax: (0484) 851138.

**BRITAIN**—A Chatham, Kent company seeks to represent Canadian firms in Britain, the Single Europe Market of 1992, and other points in Europe and Asia. The company repre-

sents a number of manufacturing disciplines, including steel, cement, automotive, brewing, and paper and packaging industries. Contact Paul D.H. Clayton, Rocco International, 5 Revenge Road, Lordswood Industrial Estate, Chatham, Kent, England ME5 8UD. Tel.: (0634) 660767/8. Fax: (0634) 867915.

**BRITAIN**—A Peterborough-based company seeks to establish a working relationship, including the manufacture under license, with Canadian firms interested in the United Kingdom market. The firm currently designs, manufactures and installs process plant equipment for the brewing and beverage, chemical, pharmaceutical, cosmetic, distilling, and fruit and vegetable processing industries. Contact C.J. Steward, Project Manager, ABC (Stainless) Limited, Empson Road, Eastern Industry, Peterborough PE1 5UP. Tel.: Peterborough (0733) 314515. Telex: 32647. Fax: (0733) 315273.

**BRITAIN**—A vending machine company wishes to communicate with Canadian manufacturers/suppliers of stamp roll, stamp

booklet, and telephone card-issuing machines. Contact Murray Taylor & Company, Old Priory Works, St. Margarets Lane, Titchfield, Hampshire PO14 4BQ. Tel.: (0329) 844355.

**CZECHOSLOVAKIA**—Western manufacturers of new, non-military products that are interested in negotiating joint venture and/or technology transfer agreements are being sought by Martimex Foreign Trade Corporation, an organization that, because of its established contacts in the USSR and Poland, could help Canadian companies expand in these markets. Products in particular demand include auto and truck components; construc-

For more information, contact the Canadian Embassy, Havana, Cuba. Telex: (Destination code 28) 511586 (CAN CU). Fax: (011-53-7) 22-70-44.

**SINGAPORE**—A telecommunications equipment company specializing in electronics, CAD-CAM software, computer graphics and image processing seeks a joint venture or transfer of technology arrangement. Contact K.Y. Leong, Acting Manager, Chartered Electronics Industries, 73 Ayer Rajah Crescent #02-18, Singapore 0513. Tel.: 779-7621. Fax: 778-3608.

**SINGAPORE**—Various items are being sought by a company here. They include billiard cues, maple wood, ash wood, used printing machines. Contact Allen Lee, Director, Centrum (Pte) Ltd., 101 Cecil Street

## Business Opportunities

tion machinery (backhoe/loaders); environmental protection equipment, particularly for flue gas treatment; fork lifts and mechanized systems for warehousing; and basic robotics. Interested Canadian companies should contact the Canadian Embassy, Prague, Czechoslovakia. Telex: (Destination code 66) 121061 (DMCN C). Tel.: (011-42-2) 326941.

**CUBA**—Canadian companies are invited to submit proposals for the enlargement of a car battery factory. The project will include increasing production from 450,000 batteries (102 plates/each) to 650,000 in the next five years; augmenting the present production of starting batteries for cars, trucks and buses, to include handling/traction batteries for lift trucks; installing rotary furnaces and necessary equipment, including 15 to 20-ton melting pots; and constructing a lead recovery shop. Among other requirements are: a system to produce 2,750 tons of lead oxide per year; a grid manufacturing shop; an assembly shop; and a facility to produce 200,000 polypropylene battery boxes/caps.

# 11-07, Tong Eng Building, Singapore 0106. Tel.: 224-5888. Fax: 225-4123.

**SINGAPORE**—A food processing manufacturing firm is interested in a joint venture, licensing or transfer of technology arrangement with a Canadian partner. Contact K.K. Tang, Director of Marketing, Bousteadco Singapore Ltd., 15 Hoe Chiang Road #12-00, Sanford Building, Singapore 0208. Tel.: 225-5177. Fax: 224-8920.

**SINGAPORE**—A 25-year-old firm wishes to import paper and board. Contact Lau Sum Wing, Executive Director, Khai Wah Litho Pte Ltd., Block 16 #07-02 Kallang Place, Singapore 1233. Tel.: 296-8644. Fax: 297-1540.

**SINGAPORE**—A firm engaged in designing management information systems and in personal computer training and teaching materials seeks a transfer of technology or franchising arrangement. Contact Zhuang Jun-Bin, Senior Consultant, Acc-Com Consultants, 5001 Beach Road #06-16, Golden Mile Complex, Singapore 0719. Tel.: 291-7040. Fax: 293-4471.

# African Development Bank Projects

*The Canadian Embassy in Abidjan has provided the latest list of new projects being considered for African Development Bank (AfDB) funding (\$M=\$million).*

*Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed when a loan is involved) for further details.*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.*

**BOTSWANA** (Harare, Zimbabwe)—1) Sekoma-Ghanzi-Mamuno road feasibility studies and detailed designs for 630 kms of road. Loan: \$6.3 M. Consultants required. Project appraisal scheduled for first quarter 1990. Executing Agency: Ministry of Works, Transport and Communications. 2) Road Maintenance Study to examine ways to upgrade road maintenance operators. Loan: \$0.9 M. Consultants required. Project evaluation of terms of reference was scheduled for March, 1990. Executing Agency: Ministry of Works, Transport and Communications.

**BURKINA FASO** (Abidjan, Ivory Coast)—Bilanga Fada Ngourma Road project to open this agricultural enclave includes the construction of a modern dirt road (72 km) and consulting engineering services. Loan: \$13 M. Consultants required for engineering and supervisory work. Evaluation of project was planned for March, 1990. Executing Agency: Ministry of Equipment, Box 7011, Ouagadougou. Telex: 5555 BF.

**BURUNDI** (Kinshasa, Zaire)—1) A study to complement the Polyvaleni energy project in Kagunuzi will be prepared for consideration by interested lenders. It is expected that new production

units will be created using electricity, that fuel will be replaced by electrical energy, and that the distribution network will be extended. Loan: \$1.2 M. Consultants required. Terms of reference are now being prepared. Executing Agency: Ministry of Energy and Mines, Bujumbura. Telex: 5182 EM BDI. 2) Preliminary study for Education Project II. The ADB wishes to update the data required to correctly implement the planned Education II project, which will have a number of components, including upgrading of professional technical education, training of technical trainers, and the establishment of a national centre for maintenance/production of teaching material. Loan: \$1.4 M. Consultants required for execution study. Terms of reference program for January, 1990 have been prepared. Executing Agency: Ministry of National Education, Bujumbura. Telex: 5070 BPE BDI.

**CHAD** (Yaounde, Cameroon)—1) Cement plant study. Pre-feasibility studies are available; it is now time to conduct a feasibility study and detailed preliminary work. Loan: \$1.4 million. Consultants required. Terms of reference being prepared during first quarter 1990. Executing Agency: Ministry of Planning, Ndajema. Telex: 5329 KD. 2) Three-phase (refinery, pipeline and energy production) oil project. Loan: \$25 M (of an estimated total of \$85 M). Consultants required for control and supervision of work. Executing Agency: Ministry of Planning, Ndajema. Telex: 5329 KD

**EGYPT** (Cairo)—Technical and Economic Feasibility of Supplying Electrical Power to Egypt from Zaire study will involve data collection and analysis of long-term plans, demand projections, evaluation of capital and operating cost estimates, comparison of alternatives. Loan: \$6.3 M. Consultants will be required. Detailed terms of reference are being finalized. Executing Agency: Egyptian Electricity Authority, Abbassia, Cairo. Telex: 92907 Power UN.

**GABON** (Libreville)—Salt and salt by-products project to develop saltworks in Port Gentil and cre-

ate a chemical complex to process salt. Loan: \$22.5 M (of a total estimated cost of \$54 M). Consultants required. Executing Agency: Sonadig, BP 479, Libreville. 2) Hevea Phase II project to continue hevea-growing program that will increase latex production and expand plantations. Loan: \$38 M. Consultant services to be determined. Executing Agency: Department of Agriculture, Box 199 Libreville. Telex: 5587 GO.

**GAMBIA** (Dakar, Senegal)—Women in Development project involves institutional strengthening, agriculture, women's access to credit, skills development for women. Loan: \$3.5 M (out of \$18 M estimated total cost). Consultants required for technical assistance. Project appraisal completed. AfDB board approval could be given during first half of 1990.

**GUINEA BISSAU** (Dakar, Senegal)—Institutional support for Ministry of Planning includes technical assistance amounting to 192 man-months of permanent experts, local and outside training of planning managers and technical assistance counterparts, construction of new building for Ministry of Planning and rehabilitation of current buildings, construction of six living quarters for experts, equipping of Ministry. Loan: \$8.7 M. Consultants required for technical assistance and architectural studies. Executing Agency: Ministry of Planning, Box 6, Bissau. Telex: 240 Publico BI.

**IVORY COAST** (Abidjan)—1) Development of Health Services project that involves the equipping of regional hospital centres, support in the elimination of AIDS, institutional support for women, reinforcement of regional and secondary health infrastructures. Loan: \$55 M. Consultants required. Project evaluation to begin in the second quarter of 1990. Executing Agency: Ministry of Health and Population, Abidjan. 2) Line of credit to AfDB. The project contains a technical assistance phase for reinforcing the technical capability of AfDB in addition to the line of credit itself, which is to finance agricultural and agro-industrial sub-projects. Loan: \$45

million. Consultants required for technical assistance. Executing Agency: National Bank for Agricultural Development, BP 2508, Abidjan 01. Tel.: 32-07-57. Telex: 22298 BNDA.

**MOZAMBIQUE** (Harare, Zimbabwe)—1) Institutional Support to TIM (Mozambique Telecommunications Agency) project to improve management skills, increase quality of services and operating revenues of TIM to be achieved through technical assistance and training of personnel. Loan: \$3.5 M. Consultants required for technical assistance and training. Detailed terms of reference have to be prepared. Executing Agency: TIM, P.O. Box 25, Maputo. Telex: 6-250 MO. 2) Institutional Support to BPD (Mozambique Development Bank) project to improve performance of BPD, the leading development bank of this country. Will involve the supply of technical assistance, training and office equipment. 3) Rehabilitation of Basic Health Services study to establish requirements and priorities needed to re-establish essential health services in rural and urban areas. Will involve defining a project package, including cost estimates, tender documents and preparation of designs. Loan: \$0.7 M. Consultants required. Detailed terms of reference are being prepared. Executing Agency: BPD, P.O. Box 757, Maputo. Telex: 6-250 MO.

**MULTINATIONAL**—Institutional Support the International Red Locust Control Organization for Central and Southern Africa (IRLCO/CSA) in the form of research, training and technical assistance. Loan: \$2.8 M. Consultants required for training and technical assistance (environment specialist, ornithologist, entomologist). Executing Agency: International Red Locust Control Organization for Central and Southern Africa, NDOLA, Zambia.

**NIGER** (Abidjan, Ivory Coast)—Agricultural development of Dosso. Main project components are soil enhancement, promotion of socio-economic infrastructures, institutional project management support and a number of small rural development operations (fattening of livestock, enhancement of irrigated land, enhance-

ment of crops and livestock). Project value: \$17 M. Consultants required. Executing Agency: Ministry of Agriculture, P.O. Box 12031, Niamey. Telex: MIHEN-VIB 5509 NI.

**SENEGAL** (Dakar)—1) Institutional support for Ministry of Planning and Cooperation and for Committee following up Economic Policy Programs. This project is closely associated with the structural adjustment loan, which will be approved shortly. It includes the operating expenses for the committee, organization of training and seminars, technical assistance, and rehabilitation of a building. Loan: \$7.4 M. Consultant services to be determined. Project status will closely follow structural adjustment loan I in the first half of 1990. Executing Agency: Ministry of Cooperation, Dakar. Telex: 3133 SG.

**SEYCHELLES** (Nairobi, Kenya)—Mahe Integrated Water Supply project consisting of dam construction, water treatment plant, reservoirs, pumping scheme, technical assistance. Loan: \$22.5 M (out of \$75 M total for entire project). Consultants will be required. Executing Agency: Public Utilities Corporation, P.O. Box 34, Victoria. Tel: 22321. Telex: 2350.

**SUDAN** (Cairo, Egypt)—1) Technical Education project will involve constructing, equipping and furnishing technical schools. Loan: \$11.4 M. Consultant services to be determined. Project appraisal mission scheduled to go to Sudan in first quarter 1990. Executing Agency: Ministry of Education, P.O. Box 2005, Khartoum. Tel: 73623 or 81838. Telex: 22518 IDA.

2) Rehabilitation of 50 hospitals project will involve upgrading existing equipment, renovating existing health centres, training medical health personnel, providing essential health facilities. Loan: \$11.4 M. Consultant services to be determined. Executing Agency: Ministry of Health, Khartoum. Telex: 22942. 3) Kenana Sugar project involving the extension of approximately 10,000 fed-dams, installation of heavy fuel diesel plant, and a charcoal production program. Loan: \$49.1 M. Consultant services to be determined. Project appraisal pro-

grammed for first quarter of 1990. Executing Agency: Ministry of Finance and Economic Planning, P.O. Box 290, Khartoum. Telex: 22324 EIMAR.

**UGANDA** (Nairobi, Kenya)—Railways Rehabilitation study will establish Uganda Rail Commission requirements for wagon maintenance, machine tools and staff training. Loan: \$0.45 M. Consultants will be required. Executing Agency: Ministry of Works, P.O. Box 10, Entebbe. Telex: 61313. 2) Education I project to rehabilitate/complete three educational institutions in Kampala and Jinja. Loan: \$22.2 M. Consultant services to be determined. Executing Agency: Ministry of Education, P.O. Box 7063, Kampala. Telex: 61298 EDUCAE.

**ZAMBIA** (Lusaka)—Financing for the Rehabilitation of Copper Mining Industry II project to increase production and reduce maintenance costs. Will involve introduction of new smelting technology, rehabilitation of gas collection and acid plant, as well as modernization of fluorization circuit. Loan: \$80.0 M. Consultant services to be determined. Executing Agency: Zambia Consolidated Copper Mines Limited, 5309 Dedan Kijomati Road, P.O. Box 30048. Telex: 44540 ZA.

**ZIMBABWE** (Harare)—Electricity II project will involve two major components. A) Rural electrification will consist of building overhead lines of 132kv (100kms), 33kv (275kms) and 11kv (200kms); construction of six 33kv/11kv and 11kv/0, 4kv distribution transformer stations; supply of 1,415 service lines and meters. B) Network reinforcement and extension will consist of building 33kv (82kms), 11kv (171kms) and low voltage (131kms) overhead lines; increasing sub-station capacities at 14 major load centres; and constructing 207 transformer stations (33kv/0,4kv and 11kv/0,4kv). Also required is the supply of 18,300 service lines and meters (as vehicles for street lighting). Loan: \$40.5 M (out of \$52 M estimated total cost). Consultants will be required. Executing Agency: Zimbabwe Electricity Supply Authority, P.O. Box 37725 Samora Machel Avenue, Harare. Tel: 73908, Telex: 4323 ZW.

# Tourism Officers Tops in Field

Experts in their field, they have been hired to promote Canada's number two earner of foreign revenue—\$6.8 billion in 1988.

Being on-the-spot, they are the first points of contact when it comes to offering assistance.

They're tourism officers at External Affairs and International Trade Canada's posts around the world.

While all of these officers are more than knowledgeable of Canada's tourism industry—and its importance to the country—those in the United States, if only by location, might be a little more so.

Minister for International Trade John C. Crosbie, in announcing the eligibility of Canada's tourism industry for two of the government's export development programs\* aimed at the U.S. market, said:

"If we can help the (tourism) industry attract more tourists from the U.S., we are helping to build a stronger economic base all across Canada."

So it's natural Canada's U.S. tourism officers keep on their toes. Not only is the United States this country's number one source of tourism revenue—contributing billions of dollars to Canada's foreign earnings—it's also a revenue source that has immense growth potential.

Being locally-engaged professionals—many with backgrounds in tourism, either in private enterprise or in government—these tourism officers have established numerous contacts. With their noses to the ground, they are keenly aware of what the United States tourist, meetings and conventions trade, tour operator, business person or the traveller in general is seeking in a foreign destination.

Proximity to their client—their neighbour to the north—also adds to their efficiency, enabling these U.S.-based tourism officers to more

readily take the pulse of Canada's tourism industry, and to more aggressively promote the healthiness of that pulse in the territories they cover in the United States.

Canada's locally-engaged tourism officers in the United States (often escorting U.S. travel industry people) regularly come to Canada on familiarization/fact-finding tours that are supported by Tourism Canada and the United States Trade and Tourism Development Division (UTW) of External Affairs and International Trade Canada. They obviously get a good pulse:

In 1988/89, as a highlight example, tourism activities by the 15 Canadian tourism posts in the U.S. included the participation of "travel influencers" in 350 promotions and the organization of 92 familiarization tours for 2,600 travel industry contacts at vari-

ous locations in Canada.

In the same fiscal year, the U.S. tourism posts directly generated \$235 million in incremental tourism revenue for Canada, representing a return of US\$248 for every \$1 of federal money spent.

The bottom line is: Canada's locally-engaged tourism officers at posts in the United States are promoters of Canada engaged in a business which can be exacting.

For further information, or for the contacts and addresses of Canada's tourism posts in the United States, contact the United States Trade and Tourism Development Division (UTW), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 998-8821.

\* NEBS—New Exporters to Border States; and NEXUS—New Exporters to U.S. South

## NEW SERIES ! SELLING NON-DEFENCE PRODUCTS TO THE U.S. GOVERNMENT

Opportunities for selling to the U.S. Government are immense and should not be overlooked in any market strategy.

The Canada-U.S. Free Trade Agreement has created approximately \$3 billion worth of new contracting opportunities for Canadian companies with the U.S. Government.

The United States Trade and Tourism Development Division (UTW), in conjunction with the Commercial Division of the Canadian Embassy in Washington, DC has prepared a series of articles to assist Canadian exporters in marketing their non-defence products to the U.S. Government.

*CanadExport* will include excerpts from these articles over the

course of several issues. Topics include "How to Register as a Supplier to the U.S. Government"; "Strategic Partnering... Why and How to"; "Common Questions and Answers" and other key subjects of interest to potential and existing Canadian exporters.

Watch for these informative articles... coming soon !



### Numbers to Note

The facsimile number for the Canadian Embassy in Tunis, Republic of Tunisia, is 792-371.

New telephone numbers for the Canadian Embassy in Kinshasa, Zaire are: (011-243-12)-21801/21907/21965/21767/21768.

# PUBLICATIONS

The latest in the *Guide for Canadian Exporters* series covers *Venezuela*. In addition to general data on the country, the Guide provides helpful information on how to do business in Venezuela - covering such topics as customs regulations, import controls, conditions of payment, foreign investment, joint ventures and technology transfers. The publication also outlines the export promotion programs available to Canadian exporters.

In the *Export Opportunities in Japan* series, three new bilingual reports are now available: *The Fruit Juice Market*, *The Pet Food Market* and *The Sea Urchin Market*. These studies, produced by EAITC's Japan Trade Development Division in consultation with the Japanese Export Trade Organization, are designed to assist Canadian exporters in seizing the new opportunities that have emerged in the Japanese market. They describe the domestic market, its consumption and production trends, specific technical characteristics, quality considerations, pricing and imports. Lists of the major Japanese importers and the main Canadian contacts for exporting to Japan are also provided.

*Studies in Canadian Export Opportunities in the U.S. Market - A Summary Report on Selected Manufacturing Sectors* is part of a series covering some 80 manufacturing sectors. Commissioned by EAITC's U.S. Trade, Tourism and Investment Development Bureau, the Summary provides brief statistical data on 36 selected sectors, indicating, for each of them, the size of the U.S. market, the imports (by country of supply) into the U.S. in 1988, the impact of Free Trade on current U.S. tariffs on Canadian goods, as well as the main U.S. trade shows and trade associations.

A brief description of trade promotion programs available to Canadian exporters and a list of Canadian government contacts are also included.

All the above publications are available through InfoExport. Tel.: (toll-free) 1-800-267-8376 (Ottawa

region: 993-6435).

*Government Business Opportunities* is a daily bulletin published by Supply and Services Canada. The bilingual publication provides timely information on potential government contracts and recent contract awards, listed by sector or activity. The bulletin also includes a listing of international trade opportunities and a selection of procurement notices reproduced from "Government Business Daily", the official U.S. government publication for business opportunities.

Subscription fee is \$295 (third class delivery) or \$450 (first class mail). Available from Canadian Government Publishing Centre, Ottawa K1A 0S9. Tel.: (819) 956-4802. Fax: (819) 956-1498.

## Trade Minister's Agenda

International Trade Minister John C. Crosbie will participate in the Quadrilateral Trade Ministers' Meeting being held in San Francisco from May 2-4. Other participants include representatives from the European Economic Community (EEC), the United States and Japan.

## BUSINESS AGENDA

**Montreal**—May 15-17—Packaging Forum'90. Contact the Packaging Association of Canada, Toronto. Tel.: (416) 485-7812 or 1-800-387-8875. Fax: (416) 487-2217.

**Toronto**—May 15-17—4th Annual Haztech Canada (Eastern) Toronto'90. Environmental Control/Hazardous Materials Management Exhibition and Conference. Contact Tom McCaffrey, Canadian Exhibition Management Inc. Tel.: (403) 469-2400. Fax: (403) 469-1398.

**Ottawa**—May 16—Economic Impact Models Conference: Applications for the Tourism Industry. Contact Christine Mann, The Conference Board of Canada. Tel.: (613) 526-3280, ext. 240. Fax: (613) 526-4857.

**Montreal**—May 17—Let's Talk Risk Workshop. Contact Bruno Landry, EDC, Montreal. Tel.: (514) 878-1881.

**Vancouver**—May 18—Moving Your Goods. (Breakfast meeting on exporting). Contact B.C. Trade

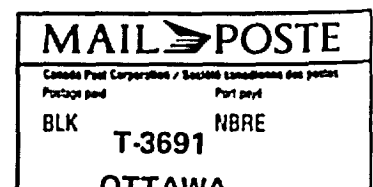
Development Corporation. Tel.: (604) 844-1908 (to register); or (604) 844-1917 (for information).

**Toronto**—May 22—How To Import From Hong Kong (Morning workshop). Contact Hong Kong Canada Business Association. Tel.: (416) 366-2642. Fax: (416) 366-1569.

**Toronto**—May 23-June 27—Humber College International Business Course on The U.S. Canada Free Trade Agreement and Global Integration Trends; May 24-June 28—Course on The Pacific Rim: Area of Growth and Opportunity in the Next Century. Contact Julie Klinger, Program Coordinator, Development, Humber College. Tel.: (416) 675-3111, ext. 4418.

**Toronto**—May 28-30—Course on the Fundamentals of Export Documentation and Foreign Collections. Contact The Canadian Manufacturers' Association. Tel.: (416) 363-7261. Fax: (416) 363-3779.

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# CANADEXPORT

Vol.8, No. 9

May 15, 1990

## KEEPING TRACK OF FOREIGN STANDARDS

The task of setting up new foreign markets for Canadian raw materials, manufactured goods and services, remains one of the toughest acts in business.

To better the success rate of Canadian exporters, the Standards Council of Canada (SCC) has solved one basic problem: that of keeping informed of the requirements of foreign markets.

### Standards Council's Information Service

The first challenge in preparing for an export venture is to meet the technical requirements of customers from other countries.

The Standards Council's Information Service provides potential exporters with immediate technical information on standards, technical regulations and certification programs used all over the world.

As a national member of the Information Network of the International Organization for Standardization (ISONET), the Standards Council's Information Service can obtain information on the national standards and related technical documents of 61 other ISONET member countries.

The Standards Council's Information Service also acts as the Canadian General Agreement on Tariffs and Trade (GATT) Enquiry Point, established a decade ago as a provision of the Agreement on Technical Barriers to Trade.

As a member of an international network of resource centres, the Canadian Enquiry Point exchanges information with other countries' enquiry points and receives advance notification of any changes in the areas of standards, technical regulations and certification systems.

The Enquiry Point, however, offers more than information. It

also plays an active role in helping companies influence the conditions under which they do business in other countries.

"Part of our job is to channel the views and recommendations of Canadian exporters to the decision-makers in other countries," says Diane Thompson, Manager of Information at the Standards Council of Canada.

"It's important for Canadians to speak up when they feel a new foreign standard is unfair, or is simply not conducive to healthy trading relations."

A free monthly newsletter called *Informatech* outlines new GATT notifications. These notices can also be accessed 24 hours a day by anyone using the DATAPAC packet switched network, the iNET 2000 network of Telecom Canada and the CAN/OLE network of the Canadian Institute for Scientific and Technical Information (CISTI).

The Standards Council's Information Service can be reached by mail, fax, telex or by toll-free dialing. (Numbers at the end of this article.)

### The Standards Information System of Canada

The Standards Information

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System of Canada (CANSIS) is a growing information network comprised of libraries that hold Canadian, foreign and international standards collections—which may be made available to the public for reference and review.

In most provinces, CANSIS has at least one member that opens its standards information to the public.

Up-to-date information on the standards collections held by CANSIS members is published in a directory available from the Council.

### Standards Council's Sales Service

Exporters and manufacturers that need to own the latest hard books of the International Organization for Standardization (ISO) or a code from other countries can purchase them from the Standards Council's Sales Service.

These and other specialty publications, as well as translations of foreign codes and standards, can assist exporters requiring information that is vital to successfully entering new markets.

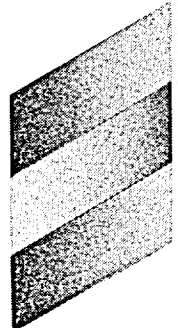
The business of exporting is increasingly one of attitude rather than of product. Before marketing products or services, the particular demands of each market must be identified.

One of the surest routes to exploring these new opportunities and to obtaining the tools to successful marketing is plugging into the Standards Council's information network.

For more information, contact the Standards Council of Canada, Information Division, 350 Sparks Street, Suite 1200, Ottawa K1P 6N7. Call toll-free 1-800-267-8220 (Ottawa area 238-3222). Fax: (613) 995-4564. Telex: 053-4403.

External Affairs and  
International Trade Canada

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STANDARDS COUNCIL OF CANADA



Canada

## Canadian Exporters Bite into U.S. Pizza Industry

New Orleans—Lots of forethought—and only the best ingredients—go into a really good pizza.

That's why recipes are being prepared now for Canadian companies that might wish to participate in **Pizza Expo'91** to be held in this Louisiana city in January.

Great taste aside, there's more to pizza than the filling—even though our U.S. neighbours spent \$28 billion on pizza in 1988. That's \$4 billion more than what they spent on hamburgers, making pizza the number one fast-food in the United States.

From an exporter's point of view, however, the pizza industry rep-

resents a market that ranges from sauces to software, cheeses to ovens, anchovies to uniforms, and cutlery to delivery bags. It's a big market. And it's growing.

That's what seven Canadian exporters discovered when they participated at Canada's first National Stand at the **National Pizza Expo'90**, held in late January in Las Vegas, Nevada.

The contingent at the Canadian National Stand also discovered it has what it takes to satisfy the industry's needs. From their micro-wave breweries, drive-through windows, ovens and delivery bags to their baking and serving uten-

sils, preparation tables and dishwashers, the Canadians are projecting sales in excess of \$3 million over the ensuing 12 months.

One more discovery: **Pizza Expo** attracts the top buyers in the pizza industry—not only from Canada and the United States, but from as far afield as Australia, Japan, France, the United Kingdom, Germany and Finland.

For more information on getting a taste of this industry or on **Pizza Expo'91**, contact the United States Trade and Investment Development Division (UTE), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

## Health, Laboratory, Dental Show in Africa

Nairobi—It's three international trade exhibitions. It's three international conferences—and the event, being held November 27-30, 1990 at the Kenyatta International Conference Centre, is expected to be the largest ever gathering in Africa of health care specialists and equipment producers.

In conjunction with their respective conferences (which are affiliated with the World Health Organization), the simultaneous trade events are the:

**African Health Exhibition**, held biennially since 1982 and featuring hospital and medical equipment and services;

**African Laboratory Exhibition**, celebrating its third year and featuring laboratory technology, instrumentation and services; and

**African Dentistry Exhibition**, being introduced this year and featuring dental and oral health equipment and materials.

Further information is available from the organizer: International Conference and Exhibitions Ltd., Cromwell House, 51-53 High Street, Kings Langley, Hertfordshire, WD4 9HU, United Kingdom. Tel.: 09277-61988. Fax: 09277-61669. Telex: 21591 Confex G.

## Australia, New Zealand Market Access Workshops

Provided sufficient interest is shown, market access workshops on Australia and New Zealand may be arranged in various Canadian cities by the Asia Pacific South Trade Development Division of External Affairs and International Trade Canada.

The last such workshop, held in Vancouver in March, attracted representatives—individuals requiring "practical knowledge" on the subject—from 37 companies.

Among the topics covered were preferential tariffs, sales tax, shipping requirements, customs regulations, valuation, classification, tariff concessions, and import restrictions. The publication **Shipping Documents and Customs Regulations** was distributed to workshop participants.

To indicate your interest in attending a future market access workshop on Australia and New Zealand or to obtain a copy of the above-mentioned publication, contact Ray Buciak, Asia Pacific South Trade Development Division, External Affairs and International Trade Canada. Tel.: (613) 996-5945. Fax: (613) 996-4309.

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

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## Conference Papers on Resource Industries Available Through EAITC

At the recent Australian national resource conference, **Outlook '90**, held in Canberra, papers addressing mineral, energy and general resource issues were presented. The following are now available through the Asia Pacific South Trade Development Division of External Affairs and International Trade Canada:

- International Outlook for Minerals: An Australian Perspective;
- Outlook and Issues for Non-Ferrous Minerals: A Five-Year Outlook;
- International Outlook for Minerals and Metals: Life After the Boom;
- International Outlook for Minerals (BHP-UTAH FAR EAST INC);
- Aluminum and Steel Industries in the 1990s;
- Iron Ore Exports: The Major Issue;
- The Outlook for Aluminum;
- Prospects for Base Metals and Mineral Sands;
- The Outlook for Base Metals;
- The Mineral Sands Industry in the 1990s;
- Australian Petroleum Exploration and Development: Achievement and Challenge;
- Developments in Petroleum Exploration Technology;
- The Outlook for the Gold and Diamond Industry;
- Challenges for the Australian Gold Mining Industry: 1990 and Beyond;
- Outlook for Australian Petroleum Trade;
- Petroleum Outlook from the Perspective of a Diversified Australian Producer;
- Toward Efficient Use of Australian Natural Resources;
- Mineral and Petroleum Resource Supply for Sustainable Development;
- Improving the Efficiency of Rail Services to the Farm & Mining Sectors;
- Road Services for the Farm and

Mining Sectors;

- Outlook for World Coal Trade and Australian Coal Exports; and
- Coal Consumption for Power Generation in the European Community and CO<sub>2</sub> Emissions.

Persons interested in specific papers may contact Jessie Hislop, Asia Pacific South Trade Development Division. Tel.: (613) 995-7652. Fax: (613) 996-4309.

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## Dairy Congress and Expo in Montreal

**Montreal**—It will be another first for this city come October 7 to 12, 1990.

That's when Montreal hosts the **23rd International Dairy Congress**—the first time that this "meeting place for the international dairy industry" will have convened in North America!

In conjunction with the Congress, and running October 8 to 12, is "Canada's worldwide showcase for the dairy industry"—**Exposition 1990**—which is expected to attract more than 150 international exhibitors of the latest dairy industry products and services.

The Congress, which has "Dairying in a Changing World" as its theme, will focus—through more than 200 international expert presentations by delegates from more than 50 countries—on the evolving needs of the industry, how it can be more competitive and innovative, and how it can meet the challenges and changing demands of the world marketplace.

A point the Congress and the Exposition would like to stress: The papers and exhibits are not just scientific presentations. They are of interest to the prime producers, or dairy farmers, and discuss and/or feature elements of the entire production line—up to and including the end-user, or consumer.

The Exposition is considered the ideal showcase for all kinds of products required by the dairy farmer, the processor, the packager and the distributor of dairy and related food products.

And it does not cater solely to the needs of the biggest companies—those with worldwide distribution networks and extensive resources.

The Exposition is for those who may be old hands at the export business, for those just getting started in the export world, and for those interested exclusively in the domestic market. In any event, it opens doors to new and growing markets.

For further information on the **23rd International Dairy Congress and Exposition 1990**, contact Richard Stern, Executive Director, Congress Secretariat, 23rd International Dairy Congress, P.O. Box 2143, Station D, Ottawa K1P 5W3. Tel.: (613) 238-4116. Fax: (613) 238-6247. Telex: 053-3952.

## Foreign Investment Increases in China

At year-end 1989, foreign-funded enterprises in China increased by 37.4 per cent over the previous year, bringing the total to some 20,000, according to an article in the March 20 issue of *Trade Promotion*, a newsletter published by the China Council for the Promotion of International Trade & China Chamber of International Commerce, Beijing.

Of the companies registered, 11,449 were Sino-foreign joint ventures, an increase of 42.4 per cent. There were 6,250 cooperative enterprises, up 17.8 per cent, and exclusively foreign-financed companies increased by 150.9 per cent for a total of 1,410. Furthermore, representative offices of foreign firms in China totalled 3,367 in 1989, an increase of 29.3 per cent over 1988.

## EUROPE: POTENTIAL FOR OIL AND GAS EQUIPMENT



In the past year, External Affairs and International Trade Canada has pursued a 'European Challenge' program to sensitize the business community to the trade opportunities that can be reaped from the unified European market.

'Europe 1992' conferences have been conducted in Montréal, Toronto, Vancouver, Calgary and Edmonton.

Former Finance Minister and current Canadian High Commissioner to London, Donald MacDonald, addressed the participants with the message that Europe 1992 offers better opportunities, reduced complexities to trade, and improved access for Canadian firms. However, the Canadian government should remain vigilant in its dealings with the EC to ensure that the Europeans pursue the free market principles to which they claim to adhere.

The Alberta conferences introduced a new sectoral workshop focusing specifically on the oil and gas equipment and services industry; a study paper was produced as a companion piece.

At first sight, it would appear that the European oil market has matured to the point that there is little potential for Canadian industry to make any inroads. But this apparent decrease in oil demand is being met by an increase in the demand for natural gas products.

As demand for natural gas increases in the European Community, so too does the potential for those firms that possess the products and/or technology to exploit this market.

Pipeline technology and natural

gas utilities were cited as examples of where Canadian firms could gain a foothold in the European market.

Despite the slowing demand in the oil sector, the new 'green movement' can offer potential for specialized companies. The ongoing need, at least in the short term, has produced a potential niche market in the field of environmental technology. Fossil fuel emissions have been the primary atmospheric concern, creating the need to develop technology that reduces toxic emissions to a rate more acceptable to the public.

has been very successful in a highly competitive British market.

Before entering the market, Stream-Flo did its homework—conducting a proper market analysis which included plans for the method of distribution, determining what would be required of the product and understanding what would be expected of the company in support of the product. Through attendance at industry trade shows in the United Kingdom, Stream-Flo managed to obtain a better 'feel' for the market it planned to tap.

However, as McNeill explained, the Community's desire for 50 per cent EC content forced an alteration of Stream-Flo's operation in the UK—from a European agent scenario to a complete manufacturing facility in Britain by 1987. The result has proven highly profitable for Stream-Flo which today is recognized as a UK manufacturer.

This point underlines the most prevalent theme of the two workshops for the oil and gas sector—establishing a presence in the European Community.

As McNeill illustrated, a manufacturing base in the Community ensures that your product will achieve the EC content requirement, thereby opening the markets of twelve nations to ply your trade. However, there is another, perhaps more significant reason for being present in the Community.

Dale Richards of NovaCorp International pointed out that the European Community, as such, had little to offer NovaCorp as a marketplace. Richards reasoned that the primary benefit of being located there was the vastly improved access to lucrative third markets that a European presence could provide.

*Continued on p. 5—EUROPE*

### 'EUROPE 1992' Program of Coming Events:

1. Advanced Technology Seminar - Halifax - June 6, 1990  
Contact: Intertask, Conference Secretariat. Tel.: (613) 238-1070
2. Minerals and Metals Seminar - Toronto - June 12, 1990  
Contact: George Rogerson, Canadian Exporters' Association. Tel.: (613) 238-8888
3. Telecommunications and Information Technology Seminar - Toronto, Montreal and Vancouver - mid-June (tentative)  
Contact: Roy Woodbridge, Canadian Advanced Technology Association. Tel.: (613) 236-6550
4. Health Care and Medical Devices Seminar - Toronto - June 20, 1990  
Contact: Alf Dolan, Business Resource International. Tel.: (416) 629-8788

A probable impact on the demand for oil as a direct result of the single European market might be the harmonization of national value-added taxes amongst the twelve members. Currently, the VAT on gasoline ranges from a rate of only 8 per cent in Portugal to 36 per cent in Greece. Consequently, it's feasible to suggest that a unified VAT rate might have a significant impact on the demand for oil products in a given member-state.

Yet, over and above a changing consumer attitude or tax rate, potential will always exist for a competitively-priced product or a unique product.

Doug McNeill of Stream-Flo Industries of Alberta explained to the Edmonton audience how his firm developed a product for application in offshore drilling which

**EUROPE***Continued from p. 4*

The Community has close ties with Eastern Europe and the USSR as well as with much of the Third World and has managed to maintain and develop preferential trading arrangements with these nations. NovaCorp has established joint ventures with a number of European firms as a means of selling their services in these markets.

McNeill supported this assertion of third market access as a distinct benefit of an EC presence by pointing out his firm's success since becoming recognized as a UK manufacturer. Since that time, Stream-Flo has participated in a number of Third World international projects to which he is certain they would not have been a part had they been based solely in Calgary.

Richards illustrated an additional incentive for Canadian industry to establish a strategic alliance with a European firm—research and development.

Over the next few years, the EEC plans to commit several billion dollars to R&D in the hope of narrowing the technological gap between themselves and the Americans and Japanese. Canadian business—in Canada—cannot possibly match such a commitment. Consequently, a joint venture arrangement would serve two vital purposes for the Canadian firm—third market access, and technology acquisition.

Though nothing can beat a unique product or specialized technology in any sector, Canadian oil and gas companies should also see Europe 1992 as a gateway to far more lucrative markets. The recent dismantlement of state-controlled economies in Eastern Europe obviously accentuates this point with the EC on the doorstep of this vast untapped region.

The bottom line is to make the move now. The Canadian firm must establish that all-important alliance before, as MacDonald said, "there are no partners left to dance with".

## UK SECTOR PROFILES: INVESTMENT DEVELOPMENT PROGRAM

*A series of sector profiles on the United Kingdom has been prepared by the Canadian High Commission in London. CanadExport will be reprinting the profiles. The first in the series appears here.*

### INVESTMENT DEVELOPMENT PROGRAM

#### Market Facts

The UK is Canada's second-largest source of foreign direct investment (FDI), with holdings estimated at C\$13.7 billion at year-end 1988.

Investment flows from the UK accelerated sharply over the past four years due, principally, to major acquisitions: 343 cases, recorded by Investment Canada, represented C\$7.65 billion in assets acquired.

The majority of the UK's largest companies have Canadian holdings; in all, there are more than 1,100 UK subsidiaries in Canada. Collectively, they reinvested C\$1.7 billion in Canada in 1988—after reporting in excess of C\$1 billion in net earnings in 1987.

The UK is Canada's third-largest source of portfolio investment. Net flows surged to C\$3.6 billion in 1986 and declined to C\$1.9 billion in 1987—more typical of levels in recent years. A significant proportion of EC portfolio investment in Canada is channelled through London financial intermediaries.

#### Trends

Britain's interest in North America is at record levels. In 1988, Britain spent the equivalent of 4.5 per cent of Gross Domestic Product (GDP) on U.S. acquisitions alone: U.S. \$31.7 billion to buy 385 U.S. companies. "Outward-bound" acquisition investment by UK companies (public and private-sector) exceeded £20 billion in 1988.

Britain's sizeable investment base in Canada gives significant impetus to further investment expansion. The rapid growth of UK exports to North America has generated considerable new investment and technology transfer interest. This momentum has been accelerated by the prospect of unrestricted access to the American market under the Canada-U.S. Free Trade Agreement.

#### Investment Development Services

The Investment Development Program of the Canadian High Commission concentrates on identifying and working with UK firms interested in establishing operations in Canada. Nevertheless, services are also available to Canadian companies that are seeking strategic partners, technology transfer and joint venture opportunities and sources of investment capital.

In addition to UK corporate contacts, the High Commission can provide entrees to the specialized advice available from Canadian and British chartered banks, investment houses, legal, accounting and management consulting firms.

#### Sources of Information:

Commercial/Economic Division  
Canadian High Commission  
1 Grosvenor Square  
London, England W1X 0AB  
Tel.: 01-629 9492  
Fax: 01-491 3968  
Telex: 261592 CDALDN G  
Canadian firms wishing to establish operations in the UK should contact:  
Mr. Ray Burleigh  
North America Section  
Invest in Britain Bureau  
Kingsgate House  
66-74 Victoria Street  
London, England SW1 6SN  
Tel.: 215 2541  
Fax: 215 8451

# Contracts Awarded

**Atlas Copco Canada Inc.**, Quebec, has been awarded a contract for the supply of six drilling rigs and technical assistance to Industrial Minera Mexico S.A. EDC is providing up to \$1.5 million in financing.

**Ballard Battery Systems Corporation**, North Vancouver, has been awarded three multi-year contracts for the production and supply of US \$25,294,680 worth of lithium sulfur dioxide batteries to the U.S. Department of Defense.

**Canadian Marconi Company**, Montreal, has been awarded a US \$1.5 million contract for the supply to the U.S. Army of spare parts for the AN/GRC-103(V) Radio Set.

**Eimco Jarvis Clark Co. Ltd.**, Burlington, has sold six Scooptrams (load-haul-dump mining vehicles) to the Mexican mining company Minerales Metalicos del Norte S.A. EDC is lending up to US \$578,000 to the buyer.

**Glenayre Electronics Ltd.**, Vancouver, will supply a complete radio paging system, valued in excess of US \$10 million, to the Kingdom of Saudi Arabia. The same company has also sold mobile radiotelephone equipment, parts and related services to the Mexican company Industria Unides S.A. EDC is providing the latter buyer with financing of up to US\$ 8.5 million.

**Global Thermoelectric Power Systems Ltd.**, Calgary, has entered into a \$1,230,358 contract with the Oil, Gas and Mineral Corporation of Bangladesh, for the supply of thermoelectric generating systems for cathodic protection of the North-South Gas Pipeline in Bangladesh.

**Hawker Siddeley Canada Inc.**, Mississauga, has obtained two contracts totalling US \$2.7 million for the manufacture and supply to the U.S. Air Force of jet engine compressor stators.

**Hermes Electronics Limited**, Dartmouth, has been awarded a

contract, valued at \$ 21.3 million, for the supply of Sonobuoys to the U.S. Department of Defense.

**Heroux Inc.**, Longueuil, has been awarded three separate contracts with a combined value of US \$5.1 million, two for the repair and overhaul of US Air Force landing gear equipment and the third for the manufacture and supply of C-130 aircraft landing gear components to the U.S. Air Force.

**Intelcan Technosystems Inc.**, Ottawa, has been awarded a \$2.1 million contract by the Popular Republic of Benin for the turnkey construction of telecommunication facilities.

**Lovat Tunnel Equipment**, Rexdale, has signed contracts totalling US \$10 million for the sale of four tunnel boring machines. Two machines have been purchased by Cairo Wastewater Consortium for the rehabilitation and expansion of Cairo's sewer system; another by Melbourne and Metropolitan Board of Works, Australia; and the fourth by Campenon Bernard of Paris, France to be used for sewage drainage in Paris.

**Spar Aerospace**, Ste-Anne-de-Bellevue, has sold a satellite earth receiving station, valued at \$9 million, to Sierra Leone External Telecommunications Limited. The same company has also sold an internal telecommunications sat-

ellite earth receiving station to China. EDC is providing a \$1.9 million loan to the buyer.

**Spectrocan Engineering Inc.**, Ottawa, has been awarded a \$5 million sub-contract for the supply of an Automated Frequency Management System to Indonesia. The contract is part of Indonesia's National Radio Frequency Monitoring Network project awarded to Sumitomo Corporation, Japan.

**Sunoco Inc.**, North York, has been awarded a US \$7.1 million contract for the supply of JP-4 turbine fuel to the U.S. Department of Defense Fuel Center.

**Tycor International Inc.**, Calgary, has been awarded a multi-million dollar contract for the supply of power conditioning units to the U.S. military.

**Willowglen Systems Ltd.**, Calgary, has been awarded a \$4 million contract by the Oil and Natural Gas Commission of India to design, manufacture, supply, install and commission a Data Acquisition, Processing, Display and Management Information System for the 2nd Bombay High Offshore development project.

**Unisys Canada Inc.**, Halifax, has been awarded a \$ 1.2 million contract for the sale of an Integrated Hydrographic Information System to the Singapore Port Authority.

## Asian Management Skills MBA

Recognizing the vital role the Asia-Pacific region will play in international economic affairs and the need for future Canadian entrepreneurs to be well skilled in the language, management and business practices of the region, Montreal's McGill University's Faculty of Management is offering a joint venture program that is considered the first of its kind in Canada: "The MBA/Diploma in Management-Asian Studies."

Among other elements, the integrated program will provide students with advanced international management skills, intensive language training, and area studies in Asia. Graduates will be fully versed in the nuances of the Asian business world. Registration deadline is June 1.

Information is available from MBA/Asian Studies Program, McGill University, 1001 Sherbrooke St. W., Montreal H3A 1G5. Tel.: (514) 398-4066. Telex: 052685 10 McGillUniv Mtl. Fax: (514) 398-3876.

# New World Bank and IDB Projects

*The Canadian Embassy in Washington has provided the latest list of new projects currently being considered for World Bank and Inter-American Development Bank funding (\$M = \$million).*

*Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed when a loan is involved) for further details.*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.*

## INTER-AMERICAN

### DEVELOPMENT BANK

**ECUADOR** (Bogota, Colombia)—Urban Development Sector II Program—Credit provision to eligible municipalities for financing water supply, sewerage system and urban infrastructure projects. The program includes technical assistance and training for institutional strengthening of the municipalities. Application summary being prepared. Possible approval expected by July 1990. Executing agency: Banco Ecuatoriano de Desarrollo Economico. Loan: \$100 M.

**EL SALVADOR** (San Jose, Costa Rica)—Rehabilitation and maintenance of rural roads III—Includes construction, rehabilitation and maintenance of approximately 35 roads with a length of 400 km and located in the central, coastal and agrarian reform zones. Possible approval expected this month. Executing agency: Ministerio de Obras Publicas. Total cost: \$55 M. Loan: \$31.5 M.

**PARAGUAY** (Santiago, Chile)—Industrial Global Credit Pro-

gram—Credit to the agricultural and industrial sectors. Consultants will be hired during 1990 for the strengthening of the bank's administrative office and for preparation of financial sector studies. Project report in preparation. Executing agency: Banco Nacional de Fomento. Total cost: \$38 M. Loan: \$30 M.

**REGIONAL** (Washington)—Program in aquaculture for Latin America and the Caribbean. Project under consideration. Executing agency: Sistema Economico Latino Americano (SELA). Loan: \$1,695,585. (Loan is for technical assistance).

and major towns along the Bramaputra and the Amghna rivers. Work would include river bank and embankment slope protection. Consultant services: to be determined. Project preparation underway. Executing agency: Bangladesh Water Development Board. Loan: \$80 M. 2) Cyclone Protection—The project would ensure the security of persons living in the protected area, reduce damage to houses and other private and public buildings, and minimize the loss of livestock. It would introduce appropriate technology in the design and construction of protection works and col-

## IDB Funding Increased by \$Billions

Over the past several years, the Inter-American Development Bank (IDB) has been lending close to \$2 billion annually. With its coffers recently replenished, that figure will jump to approximately \$5 billion annually over the next five years.

The IDB is set to become a more important source of project and adjustment lending in Latin America, Central America, South America and the Caribbean—offering increased commercial opportunities to Canadian firms that have a good track record in this region.

Presently, the bank pipeline is not full; it may, therefore, be some time before these new targeted loan amounts are reached.

The Office for Liaison with International Financial Institutions (OLIFI) in Washington is Canada's main commercial interaction point—with both the World Bank and the Inter-American Development Bank.

In cooperation with OLIFI and EAITC's Export Finance and Capital Projects Division, *CanadExport* will publish updated information on IDB-financed projects as it becomes available.

## WORLD BANK PROJECTS

**ARGENTINA** (Buenos Aires)—Public Sector Reform—Support measures to improve public sector revenues, reduce public sector expenditures, and central bank reform. Consultant services: to be determined. Identification mission in the field. Project preparation underway. Executing agency: Ministry of Economy. Loan: \$200 M.

**BANGLADESH** (Dhaka)—1) Flood Protection I—The project would provide protection to over 200,000 HA of agricultural land

lect data for the preparation of a plan to protect the newly accredited lands. Consultant services: to be determined. Project preparation underway. Executing agency: Bangladesh Water Development Board. Loan: \$80 M. 3) Agriculture Support Services—The project would support government's efforts to promote economic growth and farmers' income by: A) facilitating the development and dissemination of relevant agricultural techniques; B) improving supply of other production factors; and C) strengthening the incen-

tive framework and creating an environment conducive to the emergence of private agriculture export activities. Consultant services: to be determined. Project preparation underway. Executing agency: Department of Agricultural Extension. Loan: \$40 M.

**4) Forestry III**—The project would support extension of mangrove plantations, industrial/energy plantations and preparation and implementation of forest management plans for all established plantations and natural forests. Consultant services: to be determined. Project preparation underway. Executing agency: Ministry of Environment and Forestry. Loan: \$30 M.

**BOLIVIA** (Lima, Peru)—Banking Sector Credit—Further support of institutional and policy reforms in financial sector, including bank restructuring, development credit, regulation and supervision. Consultant services: to be determined. Project preparation underway. Executing agency: Central Bank of Bolivia. Loan: \$55 M.

**BRAZIL** (Brasilia)—Rural Water-Project is part of a national program for the provision of water and sanitation programs in rural communities with less than 5,000 inhabitants. Consultant services: to be determined. Project preparation underway. Executing agency: to be determined. Loan: up to \$250 M.

**CENTRAL AFRICAN REPUBLIC** (Yaounde, Cameroon)—Municipal Development—Project would improve urban institutions, administration and technical services in four main towns, including Bangui, the capital. In addition, it would support community development activities, address environmental aspects of urban living, and improve urban infrastructure, including roads and water supply. Consultant services: required for project preparation. Project preparation underway. Executing agencies: 1) Ministère des travaux publics et de l'aménagement du territoire; 2) Ministère de l'intérieur et de l'administration

du territoire. Loan: \$25 M.

**CHILE** (Santiago)—Agricultural services and infrastructure—Development of rural infrastructure, agricultural services and credit with emphasis on small farmers. Consultant services: to be determined. Project objectives to be clarified with new government. Executing agency: to be determined. Loan: \$100M.

**COLOMBIA** (Bogota)—Public Sector Reform—Improve public sector efficiency and fiscal performance through the establishment of a monitoring system for public entities, nationalizing public sector finances and promoting private sector development. Consultant services: to be determined. Project preparation underway. Executing agency: Ministry of Finance. Loan: \$200 M.

**EGYPT** (Cairo)—Industrial Restructuring II (Cement)—Debottlenecking and modernizing four cement plants. Housing component and environmental protection component. Consultant services: already involved in project preparation activities. Consultant assistance: required for project implementation and further policy studies. Technical audits to identify investment options at plants now underway. Market study to be started soon and preparation of training and environment components to begin within a couple of months. Executing agency: Building Materials Organization. Total project costs about \$200 M of which foreign exchange would be about \$140 M. Loan: \$125 M.

**INDONESIA** (Jakarta)—Outer Islands Power—To support expansion of generation and transmission facilities in outer islands. Project scope is not yet defined. Consultant services: to be determined. Project being identified. Executing agency: Perusahaan Umum Listrik Negara Pusat. Loan: \$200 M.

**JORDAN** (Amman)—Industrial Exports—Project likely to include expansion of Arab Potash Company's (APC) production capacity

and assistance in forthcoming growth in other traditional and non-traditional industrial exports. Consultant services: to be determined. Feasibility studies are underway. Executing agency: APC. Loan: \$25 M.

**MALI** (Abidjan, Cote d'Ivoire)—Agricultural Research Project—To strengthen crop, livestock, forestry, and natural resource management research nationwide. Consultant services: required (estimated at 200 staff-weeks). Project preparation underway. Executing agency: to be determined. Total project cost estimated at \$22 M. Loan: \$10 M.

**PARAGUAY** (Santiago, Chile)—1) Housing Sector—To assist government in reforming its sector policies and reducing its current housing deficit through provision of several types of housing solutions. Environmental assessment to be carried out as part of project preparation. Consultant services: to be determined. Preparation mission was scheduled for early May. Executing agency: to be determined. Loan: \$40 M. (cofinancing with IDB envisaged). 2) Financial Sector Adjustment Loan—To liberalize the financial sector through reform of monetary policy tools and establishment of freely determined interest rates. Environmental assessment will be required only if it is decided, after identification, to include credit line. Consultant services: to be determined. Identification mission launched in mid-March. Executing agency: Banco Central Del Paraguay. Loan: \$60 M.

**PHILIPPINES** (Manila)—1) Industrial Technology Development—The project would stimulate more rapid technology development in industry through building links between key technology institutions and industry, and through creation and restructuring of key institutions in the technology infrastructure. No adverse environmental effects. Consultant services: needed for i) identification and analysis of appropriate development approaches regard-

ing technology transfer, and ii) training, including training arrangements. Project identification mission in the field. Executing agency: Department of Science and Technology. Loan: \$30 M. 2) Industrial Restructuring—Project would provide credit line to industrial sector, including special support to selected subsectors (cement, pulp and paper, textiles and shipping/ship repair). Investment in pollution abatement facilities encouraged. Consultant services: needed for training and technical assistance in selected sub-sectors and in environmental protection against industrial pollution. Project preparation mission in the field. Executing agency: Development Bank of the Philippines. Loan: \$200 M. 3) Rural Financial Sector—To support program of actions designed to increase flow of private commercial

credit to the agricultural sector. Consultant services: to be determined. Executing agency: Department of Finance. Loan \$80 M. **SRI LANKA**—Industrial Development IV—To ensure a stable and competitive flow of term finance to private industry; assist government in implementing the next phase of tariff reform and export development measures; assist government in strengthening industrial technology development; and continue financial institutional building with particular emphasis on national commercial banks restructuring/privatizing and development of capital and money market. Consultant services: to be determined. Project in early stages of preparation. Executing agencies: Ministry of Finance and Planning; Ministry of Industry, 48 Sri Jinartana Road, Colombo 2. Sri

Lanka. Loan: \$60 M. **YUGOSLAVIA** (Belgrade)—Montenegro Coast Water Supply and Pollution Control—Would provide water supply for tourism development and pollution control facilities for protection of environment. To include water and waste treatment facilities, water distribution and sewage collection networks and institutional development. Positive environmental impact since project would reduce maritime pollution and provide mechanism for improved management of area's solid wastes and coastal zones. Consultant services: to be determined. Project preparation underway. Executing agency: Montenegro Coast Organization for Water Supply and Sewerage. Procurement: Request is under consideration for retroactive financing of \$5 M to cover civil work. Loan: \$59 M.

## ANNUAL CIDA-PRIVATE SECTOR CONSULTATIONS

The seventh Annual Consultations with the Canadian International Development Agency (CIDA) will be held in Ottawa June 5 and 6.

Organized by the Canadian Exporters' Association (CEA), the Consultations are designed to provide an opportunity for frank and open dialogue on aid issues with CIDA officials.

Private sector representatives will be able to meet individually with CIDA's Business Cooperation Branch and Professional Services Branch officers as well as CIDA's Bilateral Program Managers and Decentralized Office Managers returning to Ottawa to participate in the geographic workshops.

Workshops will focus on Africa, Asia, the Americas and on Multilateral and Industrial Cooperation.

Export Development Corporation (EDC) regional managers will also be on hand to provide their perspective on export financing.

Keynote speakers at the event

—its theme is "Sharing Our Future: The Role of the Private Sector as Partners in Development"—will be the Minister for External Relations and International Development Monique Landry, and CIDA's new President Marcel Massé, who will speak on the role of the private sector as partners in development.

The two-day session—last year's event attracted close to 300 participants—is of critical importance because it will feature some of the practical implications resulting from changes in CIDA's new orientation, changes which could affect the future success in winning projects.

Key features of this year's program include:

- budget perspectives and decentralization;

- professional services update: the presentation will include information on consultants, environment and infrastructure projects; and

- CIDA procurement: the panel will deal with CIDA direct pro-

curement, Department of Supply and Services (DSS) procurement and private sector procurement.

For more information on the Consultations, to be held in Ottawa's Chateau Laurier Hotel, contact the Canadian Exporters' Association in Ottawa. Tel.: (613) 238-8888. Fax: (613) 563-9218.

### Canadian Pork to USSR

A first-of-its-kind sale, concluded recently between Canadian and Soviet officials, calls for 10,000 tonnes of frozen pork to be shipped to the USSR by the end of June. The provincial marketing boards in Quebec, Ontario, Manitoba, Saskatchewan and Alberta have been contracted to supply the approximately 145,000 hogs needed for the sale.

Reports that Belgium and England, two of the USSR's traditional suppliers of pork, are experiencing hog disease problems could pave the way for further Canadian sales.

## South America in Perspective

# EAITC's South America Trade Development Division

by *Nicolas Mesly*

During the 1970s, petro-dollars flowed freely in South America. The countries' governments had no difficulty borrowing money to finance development—based mainly on import substitution. Numerous tariff and non-tariff barriers were erected to protect the emerging industries. Governments nationalized and took control of vital industries. The number of foreign investors diminished.

Ten years later, higher interest rates had greatly increased the debts of borrowing countries. The situation was critical. Debt payments had to be rescheduled. Yet, at the same time, these countries were undergoing tremendous social changes.

With the beginning of this new decade, all these countries are democratically governed, having preceded Eastern Europe in this respect.

The new democracies are more pragmatic than their predecessors: Protectionism, often a cause of inefficiency, is recognized as a failure; An attempt now is being made to include foreign investors in development; New trade and economic policies are being established; Most seriously indebted countries have succeeded in renegotiating their loans to the benefit of all.

The countries are taking a new approach that Canada and their other trading partners welcome.

### Protectionism Abolished

The benefits of export-oriented economies and open markets are being recognized by governments throughout the region. Protectionist policies, aimed at substituting imports of industrial goods, have been abolished. Intervention by the state has declined, and the private sector is seen as the essential ingredient in economic recovery and growth. Different meas-

ures have been adopted to encourage the development of competitive industries.

Venezuela, for example, recently sanctioned a new decree on foreign investment, doing away with all restrictions on the repatriation of profits.

This country wishes to attract investors to develop its promising petrochemical sector. At the same time, it is negotiating its entrance to the General Agreement on Tariffs and Trade (GATT).

The adoption of these new meas-

ures and Japan.

### New Opportunities

Canada's exports traditionally have consisted of wheat, potash, sulphur, coal and forestry products (pulp and paper, for example).

With the advent of new trade and economic policies and the effectiveness of the negotiations undertaken to reduce the international debt of certain countries, a whole new trade vista—encompassing a population of 290 million people—has opened to Canadian exporters.

The new opportunities include oil exploration and development, telecommunications, hydro-electric generators and transmission equipment, agro-industrial products, livestock and livestock management services, biotechnology, urban transport, and health and medical equipment.

### New Approaches

Strategic partnerships will form the basis of an increasing number of projects. These

may include reciprocal distribution agreements, joint ventures, technology transfer agreements and even joint expansion programs in third markets.

Latin America stands third among recipients of Canadian foreign investment, after the United States and Europe. It is estimated that over \$2 billion in Canadian capital is invested in various Brazilian projects alone.

Now, new projects are underway or are about to be started in the area by Canadian companies. Canadian expertise is in great demand, be it for satellites and cellular telephones in Brazil, telephone systems in Mexico, the manufacture of polyethylene in Venezuela, or the construction of pulp and paper mills in Chile.

### LST on Hand to Help

Officers at External Affairs and International Trade Canada

#### LST Contacts, Areas of Responsibility

C. Hartman, Director, tel.: 996-4198  
 G. Rishchynski, Deputy Director, tel.: 996-5548  
 N. Mesly (Venezuela), tel.: 995-8804  
 R. Hruba (Brazil), tel.: 996-4199  
 T. Leblanc (Peru, Bolivia, Colombia, Ecuador), tel.: 996-6547  
 M. Virr (Argentina, Uruguay, Paraguay, Chile), tel.: 996-5549

#### Fairs & Missions (LSTF) Contacts

P. Schutte, Deputy Director, tel.: 996-5358  
 E. Kelso, tel.: 996-5359  
 C. Munante, tel.: 996-2268  
 J. Dundon, tel.: 996-6921

ures have had revealing results. In two years, a small country like Bolivia has seen its annual rate of inflation drop from 12,000 percent to 13 per cent in 1989. Exports have risen steadily over four years; the Gross National Product (GNP) has risen 3.1 per cent, one of the region's highest growth rates. Simultaneously, Bolivia has been able to reduce its international debt.

### Import Status

Although the region experienced difficulty, with a 24 per cent decline in imports in the early parts of the past decade, it nevertheless managed to import \$48 billion worth of goods.

Canada retained its share of the market. In 1989, bilateral trade totalled \$3.6 billion, of which \$1.1 billion was in exports from Canada. The region is one of Canada's most important export markets—after the United States, the EEC

*Continued on p. 11—SOUTH*



**SOUTH—Continued from p. 10**

(EAITC), at the 11 International Trade Centres (ITC) across the country, and at Canadian embassies and consulates in the region are well informed of developments in this market and can offer Canadian exporters assistance.

Relevant trade information is channeled to the South America Trade Development Division (LST) of EAITC, Ottawa, from the 29 trade commissioners at the six Canadian embassies and one consulate in the region. These trade commissioners enable Ottawa-based staff to keep abreast of the market conditions and of new opportunities that arise.

The officers at LST liaise closely with the overseas staff. They are very knowledgeable about the territories for which they are responsible, and can help exporters and would-be exporters prepare a trade strategy.

LST personnel—whose names, phone numbers and areas of responsibility are listed on the previous page—also work closely with other EAITC divisions, with other government departments such as Agriculture Canada, with the Canadian International Development Agency—especially its IDA (Industrial Cooperation Program), with the International Trade Centres, and with associations and businesses engaged in the promotion of Canadian exports.

In addition to administering the well-known Program for Export Market Development (PEMD), LST works with another unit, LSTF, which administers the Trade Fairs and Missions Program.

During 1990 and 1991, the Fairs and Missions Program will include 19 information stands and booths at various trade shows. LSTF also plans to conduct 21 missions.

**New Perception of Canada**

Changes in Latin America have been accompanied by a new perception of Canada. Over the past five years, more than 37,000 immigrants have chosen Canada as their new home. At the same

time, Canadians have become more interested in South America. In five years, the number of tourists from Canada has risen from 32,402 to 166,500—up 414 per cent.

Canada's interest in Latin America is also manifested by its recently becoming a member of the Organization of American States. In trade, economic and cultural

realms, the two communities increasingly are being called on to work more closely now and into the 21st century.

As Mexican President Carlos Salinas de Gortari commented during Prime Minister Brian Mulroney's recent visit to Mexico: "Canada's vision obviously does not stop at the Rio Grande; it extends all the way to Tierra del Fuego."

**Canada-USSR: Technology Roundtables**

A series of Canada-USSR technology roundtables will be held in Montreal, Toronto and Edmonton in June.

The Soviet delegation of a dozen technology and business experts—in areas ranging from arctic and marine transportation to advanced materials—will be led by the Deputy President of the USSR State Committee for Science and Technology Kirill M. Dumaev.

The two-day roundtables in each city will provide Canadian firms with an opportunity to learn more about what technology is available in the USSR, how to go about acquiring such technology and how, generally, to conduct business with the USSR.

These events will also provide Canadian businesses and research organizations with up-to-date information on technology-based opportunities with Soviet organizations—the emphasis being placed on acquisition leading to the promotion of joint ventures, licenses and other strategic alliances in both countries.

The roundtables were developed following the September 1989 meetings of the Canada-USSR Mixed Economic Commission when both countries renewed the Canada-USSR Agreement to facilitate economic, industrial, scientific and technical cooperation.

This co-operation was highlighted by last November's visit—led by Prime Minister Brian Mulroney—of over 200 Canadian business leaders to the Soviet Union.

In addition to the three-city roundtables—see dates and contacts below—the Soviet delegation will hold special meetings with government departments and agencies in Ottawa.

This series of roundtables is being organized by External Affairs and International Trade Canada (EAITC), in conjunction with Industry, Science and Technology Canada (ISTC), and with the cooperation of the Canada-USSR Business Council.

For more information, contact:  
**Montreal**, June 19-20: Francois Archambault, ISTC. Tel.: (514) 283-4262;

**Toronto**, June 21-22: Peter Melnichuk, ISTC. Tel.: (416) 973-5059;

**Edmonton**, June 25-26: Neil Van Bostelen, ISTC. Tel.: (403) 495-4414; and

**Ottawa**, June 28-29: Paul Dufour, EAITC. Tel.: (613) 996-4160.

Comitax's Update

The new telephone number of the Canadian Embassy in Pretoria, Republic of South Africa, is (011-27-12) 324-3970.

**INFO-EXPORT  
HOTLINE  
1-800-267-8376  
Ottawa area:  
993-6435**

# BUSINESS AGENDA

**London**—May 30—Equity Financing for Small Business - Seminar on How to Obtain Venture Capital. Contact P. Melnichuk, ISTC. Tel.: (416) 973-5059 or Bonnie Spencer-Ber, London Chamber of Commerce. Tel.: (519) 432-7661. Fax: (519) 432-8063.

**Vancouver**—May 31-June 1—Fisheries Council of British Columbia (FCBC) Annual Convention. Contact Barbara Silk, FCBC. Tel.: (604) 684-6454. Fax: (604) 684-5109.

**Sudbury**—June 1-3—Canadian Mining Industrial Exhibition - Mining Mission from Yugoslavia. Contact Y. Baldachin, ITC. Tel.: (416) 973-5054. Fax: (416) 973-8161.

**Saskatoon**—June 3-6—Canadian Institute of Food and Science Technology (CIFST) Annual Convention. To register, contact Paul Fedec, POS Pilot Plant. Tel.: (306) 975-7006. Fax: (306) 975-3766. For exhibit information, contact Mark Pickard. Tel.: (306) 934-3258. Fax: (306) 244-2878.

## Trade Minister's Agenda

International Trade Minister John C. Crosbie will participate in the **U.S.-Canada Trade Commission Meeting** being held in **Toronto** on May 18, 1990.

**St. John's**—June 4-7—NOIA Conference '90: 6th International Offshore Petroleum Conference and Exhibition. Theme: Offshore Newfoundland in the 1990s - An Assessment of the Economic Environment. Contact Ruth Graham, Executive Director, NOIA. Tel.: (709) 753-8123.

**Ottawa**—June 5-6—Seventh Annual Consultations between the Canadian Exporters' Association (CEA) and the Canadian International Development Agency (CIDA). Theme: "Sharing Our Future - The Role of the Private Sector as Partners in Development". Contact CEA, tel.: (613) 238-8888. Fax: (613) 563-9218.

**Halifax**—June 6—Europe 1992 Conference. Workshops on fish and food products, forestry products and advanced technology. Contact Intertask, Conference Secretariat. Tel.: (613) 238-1070.

**Vancouver**—June 6-7—ELECTROTECH WEST - Professional High Tech Electronics Exhibition. Contact R. Luton, Lakeview Publications Inc. Tel.: (416) 624-8100. Fax: (416) 624-1760.

**Winnipeg**—June 6-8—Packaging Association of Canada (PAC) Convention. Contact PAC. Tel.: (416) 485-7812.

**Saskatoon**—June 7-9—Global Agriculture Technology Exposition. Contact Tom Rogers, ITC. Tel.: (306) 975-4365.

**Toronto**—June 12—Minerals and Metals Seminar. Contact George Rogerson, Canadian Exporters' Association. Tel.: (613) 238-8888.

**Calgary**—June 12-14—National Petroleum Show - Incoming Visitor Program. Contact R.J. Railer, TCM/EAITC. Tel.: (613) 996-2298 or D. Courchene, ITC Edmonton. Tel.: (403) 495-2959. Fax: (403) 495-4507.

## PUBLICATIONS

**Sri Lanka - A Guide for Canadian Exporters**, provides general market information, details the commercial regulations, the foreign investment policy as well as potential business opportunities for Canadian exporters.

The guide is available through Info-Export. Tel.: (toll-free) 1-800-267-8376 (Ottawa area: 993-6435).

**Canada Facts 1990 - An International Business Comparison** is published annually by Prospectus Publications Ltd. In convenient pocket-size format, this publication provides statistical data on a wide array of topics, using international comparisons to pinpoint Canada's position in the global economy. Available, at a cost of \$8.95 (plus shipping and handling), from Prospectus Publications Ltd., 55 Murray Street, Suite 315, Ottawa K1N 5M3. Tel.:

(613) 236-8504. Fax: (613) 237-7666.

The 1990 edition of the **Program for Export Market Development (PEMD) Handbook** is now available by contacting Info Export or the International Trade Centre nearest you. The handbook incorporates changes made to the program in October 1989 and can be obtained in French and English.

**USSR Business**, published by Stamm Publishing Ltd., Vancouver, in cooperation with Hansa Press News Service, Tallinn, Estonia, is a monthly newsletter focusing on the rapidly changing Soviet commercial scene. Subscription fee is \$120.00 per year. To order, contact **USSR Business**, 389-810 W. Broadway, Vancouver, B.C. V5Z 4C9. Tel.: (604) 873-4347. Fax: (604) 876-4861.

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# CANADEXPORT

vol.8, No. 10

June 1, 1990

## Canada Is Expanding Its Trade Relations With Mexico

When Minister for International Trade John C. Crosbie visited Mexico last April, exploring trade opportunities was at the top of the agenda.

To underscore the areas of significant trade opportunities being pursued, Crosbie led a delegation of senior executives from 19 Canadian companies—specialists in Mexico's priority sectors such as environmental technologies, telecommunications, power generation, agri-food, mining and transportation.

Concrete results from the Canadian visit included:

- the signing of a letter of intent by Mexico's Canasupo, the State Procurement Agency, to purchase 200,000 tonnes of Canadian wheat valued at some \$30 million; and
- the re-establishment and reorganization of the Canada-Mexico Chamber of Commerce in Mexico City.

In addition, Crosbie announced the commissioning by External

Affairs and International Trade Canada (EAITC) of 14 sector/product market studies (see list at end of article) to help the Canadian private sector identify Mexican investment, technological innovation or expansion opportunities.

Discussions could also lead to the conclusion of bilateral double taxation and investment protection agreements that would give Canadians more confidence in doing business with Mexico.

Already this year, the Canadian Export Development Corporation (EDC) has arranged lines of credit totalling \$100 million with Mexican banks and government agencies to provide support for Mexican buyers of Canadian goods and services.

### Deregulation of the economy

Since joining the General Agreement on Tariffs and Trade (GATT) in 1986, Mexico has liberalized its markets significantly and removed a wide range of tariff and non-tariff barriers.

This, plus the privatization of a number of state-owned enterprises, and the strengthening of the Mexican private sector, should result in significant new opportunities for bilateral trade and investment.

Specifically, transport regulations have been eased to allow free movement of containers and trucks within Mexico—according to one Mexican businessman, the transportation system is now 25 per cent more efficient than at the beginning of President Salinas' administration.

The import regime has been further liberalized—the trade weighted duty is now about six per

cent, one of the lowest in the world.

Many previously controlled imports have been deregulated, including food products, automotive products and, within the last few months, computers.

The investment regulations have been relaxed, with foreign investment now being actively encouraged.

In mining, investment regulations are in the process of being reviewed, and a more liberalized regime is expected within the next few months.

### Opportunities

Mexico is Canada's largest trading partner in Latin America—two-way trade reached \$2.28 billion last year, up 25 per cent over 1988—but more remains to be done to take advantage of extensive opportunities in this growing, dynamic market.

In Mexico City alone—the world's largest and most polluted city—major investments are to be made in water, sewerage, waste handling, non-polluting transport and transit connections with other

### When in Rome...

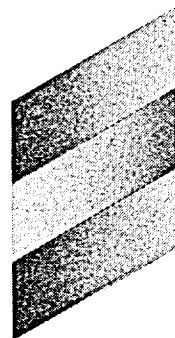
*Soyour bags are packed and you're set to go. Airline tickets, passport in hand. Hotel reservations, business appointments—all confirmed. Nothing has been overlooked—except, perhaps, the most important factor, one that could determine the success or failure of your business venture: a general appreciation of the customs and cultural nuances of the foreigners with whom you will be conducting business. It may seem a trivial matter, in light of all the other 'urgent' items on your agenda—but consideration of customs, both business and social, can make or break an export endeavour. That's why CanadExport is running a supplement (pages 7-10) on cultural characteristics in Japan.*

### INSIDE

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LATEST ISSUE

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cities. These include:

- **water supply:** the repair of old mains and the laying of new ones are major budget items—the City is concentrating less on tapping new sources and more on economizing on water (low-water-use toilets) and recycling water;

- **emission reduction** from transport vehicles—close consideration is being given to expanding the subway system and increasing the size of the trolley-bus fleet.

Other sector opportunities in Mexico include:

**Communications:** \$5 billion to \$10 billion will be spent on the development of telecommunications over the next five years—a new telecommunications satellite should be in orbit by 1993.

**Transport:** railroads: the country will require new rolling stock, new locomotives and assistance and technology in renovating existing ones; radial rail connections are being planned from Mexico City and the other two metropolitan areas to the surrounding centres; air: new aircraft are being procured by the two Mexican airlines.

**Energy:** thermal and hydro-electric generating plants will be needed to increase power generation by 10,000 MW during the next three years.

A major renovation and expansion of the electricity distribution

system is being planned, with a World Bank loan of over US \$400 million being negotiated.

**Mining:** Mexicans are impressed by Canadian mining expertise and are drawing lessons from it. Restrictions on foreign investment in mining are being reviewed and will be relaxed within the next few months. Taxes on mining are being reduced. There is a need for Canadian mining machinery and expertise.

**Petrochemicals:** this industry will grow by some 14 million tonnes in capacity over the next five years—creating opportunities to sell Canadian technology for the production of certain products new to Mexico, and to supply requirements for petrochemicals that Mexico will not be producing.

**Agri-food:** priorities include the production of more food and the improvement of the conditions of food producers—both offer opportunities for the sale of Canadian expertise, stock and equipment; initiatives to increase the production of milk, swine, fowl and beef will offer opportunities to Canadian suppliers of livestock, feed components, herd management techniques and equipment and expertise in finished food products processing and distribution.

Although Canada still imports far more (\$1.68 billion in 1989) than it exports (\$600 million in 1989) to Mexico, there has been a

substantive change in the composition of Canadian exports since the 1970s.

Over these years, agricultural products have grown from 13 per cent to 32 per cent of total exports, while end-products have decreased marginally. Major Canadian exports to Mexico now include grains and oilseeds, automotive and telecommunications equipment.

Crosbie's visit to Mexico follows on the heels of the Joint Canada-Mexico Ministerial Meetings held in Ottawa last January and Prime Minister Mulroney's visit to Mexico last March.

In addition to the understandings on trade signed at that time and designed to forge stronger bilateral ties, a protocol for cooperation was concluded between the Mexican Business Council for International Affairs and the Canadian Council for the Americas.

The agreement, which marks the first formal relationship between business associations in Canada and Mexico since 1983, will provide the means to expand private-sector-to-private-sector contacts between individuals and firms.

The following is the list of **market studies on Mexico** commissioned by EAITC (they should be available this summer):

telecommunications equipment and electronic components; tourism, hotel and restaurant equipment; pollution and environment control equipment; mining; sporting goods and leisure products; oil and petroleum; Mexican in-bond industry (Maquiladoras); shipping documents and customs regulations for selling to Mexico; educational systems; automotive industry and auto parts; agricultural equipment, grains and related chemicals; iron and steel; forestry harvesting equipment; and computer software.

For more information on trade opportunities in Mexico, contact Don Butler at EAITC's Caribbean and Central America Trade Development Division (LCT). Tel.: (613) 995-0460. Fax: (613) 996-0677.

## CANADEXPORT

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# SINGAPORE ENCOURAGES JOINT VENTURES

Over the last two years, the Government of Singapore has adopted a policy of encouraging Singaporean companies to invest abroad and enter into joint ventures and licensing agreements.

Called "Going Global", this Singaporean strategy is aimed at acquiring foreign technology which, in turn, has led to the creation of Sheng-Li Holdings, a government holding company that owns and controls 48 companies grouped under a corporate umbrella called Singapore Technologies (ST).

With over 10,000 employees, ST—its activities range from armaments and shipbuilding to computers and aerospace—is organized into four sub-groups dealing respectively with 1) ordnance (STO), 2) industry (STI), 3) aerospace (STA) and 4) marine (STM).

*Correspondence sent directly to the contacts below should be copied to the Canadian High Commission in Singapore. Fax: (011-65) 225-2450.*

1) **STO** and its 16 companies are involved in the development, manufacture and sale of military equipment and ordnance.

The range of products and activities include ammunition, testing facilities, precision machinery, and a R & D centre equipped with prototyping workshops and labs, advanced instrumentation and special computers.

On-going technical programs include processing and application of new plastics, fibre-reinforced composites and precision-moulded metals.

These programs and activities are supported by an on-going program to develop computer software for engineering analysis, ballistics and simulation.

**OPPORTUNITIES:** STO offers investment, technology transfer and licensing opportunities in:

- shape charge technology;
- millimeter wave sensing;
- explosive and pyrotechnics technology; and
- tank fire control systems.

Canadian companies interested in pursuing strategic partnering with STO should contact Chan Choong, Senior Vice President, Chartered Industries of Singapore, 249 Jalan Boon Lay, Singapore 2261. Tel.: 265-1066. Fax: 261-6932.

2) **STI** is a technology-based engineering, manufacturing and services group of 24 subsidiary companies grouped into three main areas:

- electronics and information technology, including electronic system integration, microelectronics and semiconductor manufacture, computer hardware and software;

- systems engineering such as fine-tolerance machinery, tool manufacture, minting and manufacture of special purpose machinery;

- industrial services, including industrial leasing and financing, turnkey construction and project development.

**OPPORTUNITIES:** STI would like to expand and diversify the group's financial services to tap the region's markets via joint ventures and bilateral business linkages.

Industrial technology and systems engineering opportunities:

- acquisition of new and/or better technologies via joint ventures and strategic partnerships.

Precision engineering technology opportunities:

- investment casing;
- precision forging;
- plastics injection moulding;
- tools and die making;
- precision stamping; and
- new materials.

Interested Canadian companies can contact Michael Chay, Manager, Business Development, Singapore Technologies Industrial, 3 Lim Teck Kim Road, Singapore 0208. Tel.: 320-7235. Fax: 222-4451.

3) **STA** is comprised of five subsidiaries covering aircraft maintenance and modification, engine

overhaul, aero-components overhaul and manufacturing and supply warehousing.

STA contracts already include maintenance work on the U.S. Navy's C130 Transport Aircraft, and Aerospatiale's Super Puma, as well as the manufacture of P & W 400 and GE F404 engine parts, F15, Boeing 767 and 747 parts.

**OPPORTUNITIES:** in technology transfer, licensing and investment to maintain Singapore's role as the region's most important airspace centre, specifically in:

- engineering and design in aircraft modification (interior, landing gears, wheels and brakes);

- leading (aircraft, aircraft equipment and engines);

- proprietary manufacturing processes; and

- repair and overhaul.

Contact Lucus Low, Manager, Business Development, Singapore Technologies Aerospace, 3 Lim Teck Kim Road, Singapore 0208. Tel.: 225-7977. Fax: 225-7661.

4) **STM**, with one subsidiary, has become one of South East Asia's leading shipbuilders and specialist ship repairers.

It specializes in the design, building, refurbishing, reconstruction and modernization of military and commercial craft, and in the engineering and fabrication of military engineering equipment and technical management services.

**OPPORTUNITIES:** investment, joint venture, technology transfer and licensing in:

- non-conventional materials;
- design and building of luxury motor yachts over 30 metres in length;

- engineering and design of unconventional hull forms;

- bridging systems; and

- reduction of radar/optical/infrared signatures of ships.

Contact Wong Kim Hoong, Manager, Business Development, Singapore Shipbuilding and Engineering, No. 16 Benoi Road, Singapore 2261. Tel.: 861-2244. Fax: 861-3028.

## Advanced Technology Products and Services

### *Excellent Markets Exist in the United States for Canadian Geomatics Companies*

There is a new and potentially lucrative market—the United States—for Canadian companies in the field of advanced technology, remote sensing systems (geomatics).

That's what Canadian geomatics companies discovered when they participated in two workshops held recently in Ottawa and Vancouver.

The workshops, held to interpret and discuss the contents of a new study, *The U.S. Market—Prospects and Entry for the Canadian Geomatics Industry*, indicated that this market has a high regard for Canadian capabilities and is becoming increasingly aware of Canada's strengths in the remote sensing field.

Until recently, Canadian geomatics companies have been exporting their services primarily to developing countries—a market worth some \$92 million, or 22 per cent of domestic sales.

At the same time, less than 20 per cent of Canadian export contracts have been with the United States.

The workshops revealed, however, that the U.S. geomatics market is at the threshold of major developments—led by its widespread adoption of geographic information system (GIS) technology—a field in which Canada is well advanced.

In fact, it is estimated that GIS service-related expenditures in the U.S. will grow from the 1989 figure of US\$1.2 billion to US\$2.49 billion by 1993. That represents a growth rate of 20 per cent per year—a solid indication that a market definitely exists.

The workshops were sponsored jointly by the Geomatics Industry Association of Canada (GIAC), the Canadian Institute of Surveying

and Mapping, the Canadian Council of Land Surveyors, and the U.S. Trade and Tourism Development Division of External Affairs and International Trade Canada.

For further information on the U.S. geomatics market, or for a

copy of the study (\$50.00 for non-members), contact the Geomatics Industry Association of Canada, 66 Queen Street, Suite 400, Ottawa, Ontario K1P 5C6. Tel.: (613) 232-8770. Fax: (613) 235-9694.

## Agricultural and Food Products & Services

### *Saskatchewan Invites the World to International Farm Equipment Show*

**Regina**—The world's largest—and best—dryland farming exposition is set to roll at this city's Exhibition Park, June 20 to 23, 1990.

The **Western Canada Farm Progress Show**, with more than 500 exhibitors from across North America and buyers from around the world, has gained the reputation as “a one-stop shopping centre” for leading edge technology, equipment and dryland farming techniques.

Virtually every kind of equipment imaginable is on display—from rock pickers, rod weeders, augers and chisel plows, to grain bins, computerized remote sensing devices, monster tractors, and combines. There is also a “Progress in Agriculture” exhibit, featuring the latest innovations in farming technology—some of which is still on the drawing board.

Being held in conjunction (June 19-21) with the **Western Canada Farm Progress Show is Air Seeding'90**, the first major international conference devoted specifically to this field. Sponsored by the University of Saskatchewan, the program will feature papers, seminars, and field demonstrations of interest to farmers,

researchers, industry and government personnel.

Foreign guests, trade delegates and manufacturers at the **Western Canada Farm Progress Show** will be well looked after at the International Business Centre, set up in the very heart of the action. The Centre is designed to enhance export opportunities, providing such services as ‘dating sessions’—for information exchanges between trade delegates and North American manufacturers; and computerized listings of manufacturers and their products.

For further information, contact the **Western Canada Farm Progress Show**, P.O. Box 167, Exhibition Park, Regina, Saskatchewan S4P 2Z6. Tel.: (306) 781-9200. Fax: (306) 565-3443.

Further information may also be obtained from Tom Rogers, International Trade Centre, 105 21st Street East, Saskatoon, Saskatchewan S7K 0B3. Tel.: (306) 975-4365. Fax: (306) 975-5334.

### **Food Ingredients Show Set for West Germany**

**Düsseldorf**—Interested Canadian suppliers may wish to note the dates November 14 to 16 on

their business calendars.

That's when the **5th International Exhibition and Conference on Ingredients, Additives and Laboratory Equipment for the Food Industry—Food Ingredients Europe'90**—is being held in this West German city.

At the show held last year in Paris, 270 exhibitors presented their products and services to an international trade audience of more than 10,000 people. This year, more than 300 exhibitors from around the world are anticipated.

## Minerals/Oil & Gas Equipment, Services

### Australia's Healthy Minerals, Energy Industries Offer Good Potential for Canada

The general outlook for the Australian minerals and energy industries is good—a finding that could bode well for Canadian exporters.

As of February 1, 1990, exploration permits were to be issued to explore Australia's continental shelf. A seabed that is largely unexplored, the continental shelf is believed to contain diamonds, tin, and heavy mineral sands.

The Australian Federal Government will have the final say in the granting of seabed titles, while the states and the Northern Territory will administer relevant legislation on a daily basis.

Other positive factors concerning these industries are:

- Mining has recorded, and is expected to continue, strong growth—one based largely on expanding the capacity of existing long-established mines through capital investment and improved mining practices.
- Australian oil exploration companies are projected to spend up to \$700 million this year in the search for new oil reserves.
- The Australian Petroleum Exploration Association predicts that spending by companies developing new oil and gas finds could reach \$1 billion in the next 12 months.

The show, despite Canada's not having a national stand this year, is considered a good way to explore this growing market. The conference, too, brings suppliers up to date on what is happening in this particular food industry sector.

For further information, contact show organizing personnel, Judith Markus, Betty Croll or Marilyn Pereira of Expoconsult, P.O. Box 200, NL-3600 AE Maarssen, Holland. Tel.: (03465) 73777. Telex: 47945 EXPO NL. Telefax: (03465) 73811.

To obtain additional information on these industries or on the potential in Australia for Canadian exporters in these fields, contact Jessie Hislop, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7652. Fax: (613) 996-4309.

### Participants Are Being Sought for Mexico Petroleum Expo

**Mexico City**—A limited amount of space is still available for Canadian suppliers of equipment and services to the oil and gas industry who wish to participate in **Petro Expo'90**, being held here July 10 to 13.

Canadian participants in the 1989 Expo anticipated sales of \$4 million over a 12-month period. They also identified potential agents and distributors and explored several joint venture possibilities.

For further information on **Petro Expo'90**, contact Jon Dundon, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 996-6921. Fax: (613) 996-0677.

## Multiple Sectors

### Canada to Participate in Soviet Aerospace and Related Products Trade Fair

**Moscow**—External Affairs and International Trade Canada will, for the first time, coordinate a national stand at **Moscow Aerospace'90**.

Recruitment of Canadian participants has begun for this international specialized aerospace and airport equipment trade fair which is being held September 21 to 26 at Moscow's WDNF Fair Grounds.

The fair covers virtually all aspects of the aerospace/airport spectrum, with international exhibits ranging from communications, navigation and air traffic control systems, to airfreight and baggage-handling units, airport catering equipment, and special ground service vehicles and equipment.

Participation in **Moscow Aerospace'90** is considered one of the better ways for capable companies to break into the rapidly expanding USSR and Eastern European market.

For further information on the fair, contact Wes Rathwell of External Affairs and International Trade Canada's Trade Development Division Europe (RWTF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5554.

**INFO-EXPORT  
HOTLINE  
1-800-267-8376  
Ottawa area:  
993-6435**

# Selling Non-Defence Products to the U.S. Government

*This is the first in a series of articles designed to assist Canadian companies interested in pursuing opportunities in the U.S. federal government procurement market.*

The United States federal government offers diverse export opportunities for Canadian firms, many of which are now supplying everything from wheelbarrows, to water bottles, to information technology and medical equipment.

Formerly, the U.S. federal government could discriminate against Canadian-sourced federal procurement products valued at less than US\$171,000. But last year, under the terms of the Canada-U.S. Free Trade Agreement (FTA), this discrimination was lifted.

## The Canada-U.S. Free Trade Agreement

The FTA offers Canadians a competitive advantage over other countries that deal in U.S. federal procurement. On contracts worth more than US\$25,000, Canadian products now compete on an equal basis with U.S. domestically-produced goods. The FTA opened nearly \$3 billion in opportunities for Canada in the U.S. federal government market.

The Agreement, however, did not remove all barriers. Many U.S. federal contracts still are set aside for U.S. small businesses, and some departments and agencies are not covered by the Agreement: USAID in the United States, and CIDA in Canada, for example. In addition, in some instances, the Buy America Act or other laws grant preference to U.S. products.

Furthermore, while some agencies—NASA, for example—are covered by the FTA, access to them can be difficult. It should be noted also that selling services in this market is not covered by the government procurement chapter in the Free Trade Agreement.

More information on the FTA is contained in *The Canada-U.S. Free Trade Agreement and Government Procurement: An*

*Assessment*, a publication which is available from External Affairs and International Trade Canada's Info Export. Call toll-free 1-800-267-8376 (Ottawa area 993-6435).

In addition, tender notices are gleaned from *Commerce Business Daily*, the official publication of business opportunities with the U.S. government, and are selected—according to criteria from the Free Trade Agreement—for publication in *Government Business Opportunities (GBO)*, the daily bulletin published by Supply and Services Canada. *GBO* is available from the Canadian Government Publishing Centre, Ottawa K1A 0S9. Tel.: (819) 956-4802. Fax: (819) 956-1498. Subscription fee is \$295 (third class) or \$450 (first class).

## The Opportunity is Yours

It's a complex market, though potentially lucrative. Successful Canadian companies tend to be those that offer a unique technology. They also have targeted their prospects carefully. Most are already doing business in the United States private sector and many have experience in contracting with the Canadian government.

EAITC can assist you in pursuing U.S. government contracts. It

can help you overcome barriers and advise you of products (such as construction materials) that may be difficult to sell or that cannot be sold to this market.

The U.S. Trade and Tourism Development Division in Ottawa, the International Trade Centres across Canada, the Canadian Embassy in Washington, and EAITC's 27 consulates and trade offices throughout the United States are at your service.

For further information, contact Doreen Conrad, United States Trade and Tourism Development Division (UTW), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 998-9441.

## Contacts Update

### European Community Customs Information

The 1990 *Directory of the Canadian Trade Commissioner Service* erroneously stated that European Community (EC) Customs Information could be obtained from the European Community Trade Policy Division of External Affairs and International Trade Canada.

The fact is such information (EC tariff schedules, value-added tax, etc.) is available from the Canadian offices of at least four Europe-based freight forwarders/handlers.

They are: Schenker of Canada (Ottawa, Toronto, Montreal); Danzas Canada Limited (Toronto); Kuehne & Nagel (Toronto); and Panalpina (Toronto).

Other freight forwarders/handlers that provide such information include: Profreight International Inc. and Boyd International Freight Forwarding Ltd., both of Ottawa; Harbour International, Marine Trade Overseas and Inter-Route Transit Inc., all of Montreal; and Inter-Traffic, Toronto.

## SNAPBACK DUTY ON ASPARAGUS

The Canadian government announced last month an immediate "snapback" duty on imports of asparagus from the U.S.

This is the first time the provisions—under Article 702 of the FTA—have been invoked since the FTA went into effect. The duty increases the tariff from the previous 12 per cent to the MFN rate of 15 per cent.

The duty will remain in place for a maximum of eight weeks corresponding to the traditional asparagus production and marketing period. Imports into the Atlantic Provinces are not affected.



# CULTURAL BARRIERS TO TRADE

## ARE YOU THE TYPE TO ENTER THE JAPANESE MARKET?

By James Cuthbert

Culture. The word suggests a soft, somehow untouchable, concept. It represents the ultimate grey area in a business world we prefer to see as either black or white. After all, product sales and profits result from overcoming tangible obstacles, not from dealing in esoteric terms.

Yet, it is because of cultural influences that are manifest in the Japanese corporate structure and consumer market that we encounter real challenges—ones that, as other Canadian companies have experienced, will cost considerable investment in manpower and finances.

The reward for our efforts? Entry into Asia's most affluent consuming society of over 120 million people. Is yours the type of firm to successfully enter this dynamic market?

You be the judge in the examination of three areas: the pervasive influence of culture in the Japanese business world; translating these effects into tangible challenges that you will likely face as a Canadian exporter; and in evaluating your own corporate policies and culture regarding reasonable return on investment periods for opening new export markets.

To bind theory to reality, we will illustrate numerous examples of how Canadian firms have blazed their own export paths into Japan.

### Influence of Culture in the Japanese Business World

It is critical at the outset to grasp two concepts: how culture is expressed within a society through particular characteristics; and to what degree those cultural forces influence the operation of people within that society.

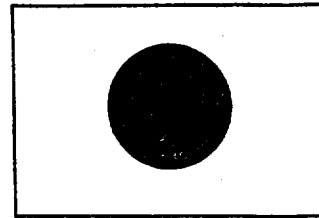
Japan is a particularly fascinating case because there are numerous fundamental cultural characteristics in dynamic existence and because Japanese social interaction depends so highly on implied—versus explicit—communication.

#### 1) KEY CULTURAL CHARACTERISTICS

Three fundamental characteristics help form the basis of Japanese cultural and social behaviour.

The first is *wa*, or harmony. That is, to preserve harmony within a group by avoiding stating directly one's personal views which may insult or cause loss of face to the other party. Preservation of relationship longevity is paramount in most all business transactions.

The second and third are *giri* and *on*, translated as accepting obligations and fulfilling your duty to the other party in all relation-



ships. In combination, these characteristics mesh to form a culture very different from our own.

It is very difficult for a person to say no directly to his Japanese peers while having to preserve harmony and respect for other's opinions. Instead, the person wanting to say no will mention that he will consider the proposal or direct it to his superior for a decision. He has implied that he would prefer to reject the proposal. This saves face for all parties.

This inability to state frankly one's views causes particular problems when dealing with foreigners. At the outset, the foreigner is their guest and should be made to feel comfortable and welcome. Questions rarely yield precise answers and rejection or confrontation is avoided. Opening discussions rarely leave you with a definite impression of whether business may or may not result from your initial efforts. Persistence will be a key to your success.

#### II) CULTURAL INFLUENCE WITHIN SOCIETY

As mentioned, members of the Japanese business world rely very heavily on implicit forms of communication. Personal bonds tend to be very strong and team work prevails within departments. Clear distinctions are made between those individuals who are inside and outside their corporate-group.

*"The person wanting to say no will mention that he will consider the proposal or direct it to his superior for a decision. He has implied that he would prefer to reject the proposal."*

## Corporate Manifestations

Determining who is inside and outside the corporate group results in several distinct corporate manifestations. The first is the evolution of the **ringi** system—a consensus decision-making process

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***“The first challenge is in selecting an appropriate agent.”***

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es that operates within most large Japanese firms.

To preserve harmony and gain critical commitment from all levels of management involved in a project, each manager must be given the opportunity to review, and possibly add, his comments to each proposal arriving on his desk. Once he is satisfied that the proposal will benefit the company and that his group will be able to complete the task at hand, he will affix his **hanko**, or personal stamp of approval.

Naturally, this process takes time for proposals to percolate upwards from middle management to vice-presidential or presidential levels.

As numerous Canadian exporters to Japan have noted: we *must* be patient for decisions to emanate from our Japanese counterparts; we must be willing to enter into discussions and/or negotiations with Japanese middle management who will then champion the project or proposal within the corporation. Often, it is not appropriate to demand that important negotiations be accomplished only with the presidential levels within corporations.

Granted, the president or vice-president may show the foreign firm respect by being present for initial introductions; however, from that point on, he entrusts negotiations to his middle management personnel.

The second manifestation is the

corporate sense of who is inside the group or family unit, and who is outside. One of the most important responsibilities in a person's business life is the dedication to protecting his group from external threats. This includes domestic as well as international forces. As the foreign exporter from Canada, you are obviously first cast as an outsider—someone who will either help build or destroy his corporate group.

This web of responsibility and protective instincts within the group necessitates a constant presence—through frequent trips to Japan—to reassure your prospective client that you are a person to be trusted. Such trips also show that your firm is credible and committed to building a long-term relationship. (In all of the Canadian companies interviewed, none encountered substantial success before a third or fourth trip.)

Without this personal and financial commitment, your foundations for business will never be built—regardless of the volume of samples sent to Japan.

## Tangible Challenges You Will Face

Cultural factors influence consumer taste and consumption patterns. These translate into tangible challenges you will need to overcome.

Given the language and cultural complexities of Japan, challenges will present themselves, primarily in three general areas:

- **Selecting the appropriate channel for market entry;**
- **Adapting your product to suit Japanese tastes; and**
- **Packaging your product to motivate the consumer to purchase.**

## Select an Agent

The first challenge is in selecting an appropriate access channel that will guide you over the language barrier and will help you mesh smoothly with long-established marketing and distribution

networks. You likely will consider using a Canadian or Japanese trading house or Japanese agent to initiate your export drive.

In selecting an agent, it is critical to select a firm with strengths complementary to your own.

Overseas Projects Corporation of Canada Ltd. was intent on penetrating the Japanese new home market with the Beam line of central vacuum cleaners from Canada. Vice-President Dieter Hollweck spent three years searching for the appropriate doorway into Japan.

He wisely chose General Electric Japan. GE Japan's experience in the Japanese consumer market permitted the development of a modified vacuum to suit Japanese housing standards and consumer preferences.

For Fisheries Products International (FPI) of St. John's, several trading houses were the initial market entry vehicles. After three years they focussed on one trading company with relevant fish processing and retailing strengths.

FPI Executive Vice-President Alexander Roach says the relationship that evolved with Nichiro

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***“The second challenge will be to adapt your product.”***

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Corporation of Japan has led to exports of higher value-added fish products. Particularly helpful in the relationship is Nichiro's ability to mount an effective promotional campaign in Japan. What began as an aggressive test project, has grown into a market worth \$10 million in total sales. FPI expects that this figure will rise to over \$15 million within three years.

Frequent personal trips to your Japanese agent will likely be necessary to ensure adequate attention is paid to your product. At approximately \$5,000 to \$7,000 per trip, this can easily exceed \$20,000 per year.

Take the case of Kerr Brothers

Limited of Toronto, a producer of a line of specially-tailored confectionery for the Japanese gift market.

Export Manager George Bremer began investigative trips to Japan, two times per year, back in 1972. It was not until almost 10 years later—and almost 20 trips at \$10,000 each—that orders began to flow. By 1988, shipments had started on a regular basis and the business opportunity finally became profitable.

### Adapt Your Product

The second challenge will be to adapt your product function or taste to suit the Japanese buyer. This may affect the size of your product, its colour, its feel, and its taste. Often it is necessary for Canadian firms to rely on their Japanese agent or counterpart to supply information as to how to properly adjust their product to fit the market.

Lorne Neyedly, President of Tartan Trading Canada Ltd. of Lockport, Manitoba, says "the Japanese are *exacting* to do business with, not impossible to do business with". This applies to virtually all sectors of exports—whether food products, industrial machinery or software.

In the Beam vacuum situation, Hollweck requested the Canadian manufacturer to reduce the system's noise output from 70 decibels to approximately 55 decibels. (Again, the cultural aspect of maintaining harmony means not disturbing your neighbours. With houses so close and having minimal insulation, operating sound has to be kept to a minimum.) The wand length had also to be adapted to the height of the Japanese consumer.

Perhaps one of the best examples of a Canadian firm modifying its product to suit Japanese consumer tastes is Creative Appliances Inc. of Toronto.

The story begins with a relatively simple yet ingenious product: a polypropylene electric kettle. What was not so simple, as former export sales manager Jim Collins

pointed out, was getting the Japanese consumer to purchase the kettle. Changes that were never even dreamed of in Canada had to be made:

A detachable cord had to be designed so the Japanese housewife could pour freshly boiled water to her guests without the cord dragging behind her;

Pastel colours had to be developed. They were a hit. North America's bright colours were not. (Interestingly, the pastel colours are now gaining popularity in North America.); and

Given the Japanese preference for exceptional cleanliness, an anti-static resin had to be blended

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*"The third challenge is to correctly package your product for the Japanese market."*

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into the polypropylene kettle to prevent dust collection.

After these changes were made, Creative Appliances exported a large order of kettles to Japan!

Noteworthy, too, is that Collins found the Canadian Standards Association (CSA) in Toronto to be extremely helpful, seeing that Creative's product met Japanese electrical compliance standards—before it left Canada. Contacting CSA in early product design stages can help save Canadian firms considerable expense and aggravation.

Jim McCarthy, CSA Vice-President of Marketing and Communications, says CSA has successfully developed reciprocal standards agreements with several countries over the past five years.

### Technical Transfer

Once a business relationship has formed, Japanese and Canadian technical staff will, in many cases, need to travel to each other's operations (often for several weeks duration) to be able to supply the exact product specified by the Japanese client.

Prior to the export to Japan of its hydraulic drilling equipment, Boart Canada Ltd. had its client's technicians over to its Sudbury, Ontario, plant for more than six weeks.

By the same token, Paul Brunner, Boart's Vice-President of Sales and Marketing, notes that his engineers had to spend over two weeks in Japan—combing the market to ensure critical components for the machinery could be sourced within Japan. This would ultimately reduce any future downtime and associated cost to both Boart and the Japanese client.

### Customer Support

When it comes to software, it is consistent, high-quality customer support that ensures successful market entry and the development of a strong repeat customer base.

Applied AI Systems Inc. of Kanata, Ontario, has built a lucrative clientele base in Japan for its value-added software systems. AI Systems President, Takashi Gomi, a graduate from Tokyo's prestigious Waseda University, states that a sense of urgency in responding to Japanese clients' requests for support is absolutely necessary. All requests for support are acknowledged immediately and answered within 24-48 hours—regardless of the time of day or night.

Modifying product specifications to meet a client's needs is only the first half of the sales equation. The second is supplying unending service which, ultimately, leads to the next sale.

### Packaging

The third challenge is to correctly package your product for the Japanese market. Japanese culture attaches a great deal of importance to the display of the product and/or the image its package projects. Often package product specifications will require Japanese input. If the product cannot be adequately packaged in Canada, it may need to be exported and re-packaged in Japan.

To accommodate Japanese packaging preferences, Fisheries Prod-

ucts International had to dramatically alter the presentation of its fish products.

This involved packaging the fish product individually in polyethylene trays. Fortunately, FPI's Japanese counterpart—who made the request—was willing to pay for most of the increased cost. FPI's profit margins remained relatively unaffected, yet sales volumes and profits rose.

Another case of specialized packaging arose with Kerr Brothers Ltd. The gift market in which the

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***"...new packaging had to be meticulously designed and produced. This involved the production group in a completely new method of printing."***

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company operates is perhaps the best sector to illustrate the importance attached to correct packaging.

When Kerr Brothers began to establish a presence in Japan, the director of new product development from their Japanese counterpart came—for four weeks—to work in their Canadian operation.

In addition to developing candy flavours uniquely suited to Japanese tastes, new packaging had to be meticulously designed and produced. This involved the production group in a completely new method of printing. (The investment seems to have been worthwhile: exports have increased to over \$1 million per year, with increasingly strong sales in the forecast.)

Other Canadian products, such as Labatt's beer, do not require such rigorous packaging alterations—still, to be imported into Japan, extensive information must be included in a special label affixed to the product. Additionally, Labatt's double filters the export product, purging air from the liquid and extending its shelf life.

Labatt's Director of International Marketing Mike McKinnis has seen his efforts over the past five years result in the expansion of sales to more than 100,000 cases per year. With Labatt's steepest part of the learning curve behind it, McKinnis is looking to aggressively expand exports over the next few years—through consistent promotions and solid agent support.

### **Evaluation of Your Corporate Culture (Inter-corporate Compatibility)**

Given these potential challenges, does your company possess the necessary resources and appropriate long-term strategic view for Japan?

Essentially, senior management and/or investors will need affirmative answers to these four questions:

- Have we established a reliable cash flow from other operations to fund a prolonged market entry effort into Japan? (Most Canadian firms invest three to five years into their ventures before they become profitable. They could not have sustained this drive without a diversified revenue base.)

- What is the traditional period for a return on investment for new foreign market entry for your products? Will your senior management be willing to treat Japan with more patience?

A halt in your Japanese market entry efforts, even if only temporary, will jeopardize the credibility of all past efforts. (Your Japanese counterpart will find it difficult to trust in you and your company's ability to deliver its product over the long term.)

The Japanese proverb—particularly valid for the newcomer to the Japanese market is—*"Ishi no ue ni mo san nen"*. The meaning: you must overcome all diversity and concentrate at least three years on something before you can determine the correct future direction of your efforts.

- Do you have or can you acquire a person with Asian market or export experience to champion the project for three to five years?

As previously outlined, relationship longevity is very highly regarded in Japan. Continuity of one or two key people in your firm permit your Japanese counterpart to develop a level of trust and intimacy that cannot evolve if personnel are constantly changing.

- Does your firm react positively and quickly to customer requests for alterations to your product? Are you flexible and capable of adjusting your product to suit distinctive client requirements?

Most all firms find that they must modify their product to fit into the Japanese market. This requires not only an investment of time and financial resources but also the conviction that this investment will pay for itself through increased long-term sales.

If you have determined that your firm possesses the right product and can positively fulfil these requirements, you are likely to succeed in Japan.

Contacting EAITC (Japan Desk, PNJ) in Ottawa, and enquiring

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***"Most all firms find that they must modify their product to fit into the Japanese market."***

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about the next corporate mission to Japan that is particularly relevant to you, will be a step in the right direction.

If you cannot answer the above four questions positively and with confidence, then perhaps the Japanese market may be one to target at a later date.

*James Cuthbert is President of Strategic Alliances International, a consulting firm dealing in Canada-Japan business relations. Fluent in Japanese, Mr. Cuthbert was posted to Tokyo from 1985 through 1987.*

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# New World Bank Projects

*The Canadian Embassy in Washington has provided the latest list of new projects currently being considered for World Bank funding (\$M = \$million).*

*Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed when a loan is involved) for further details.*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.*

**ARGENTINA** (Buenos Aires)—**1)** Social sectors I project in support of national food supplementation and nutrition programs and possibly national training programs to increase youth employment potential. Explanatory talks to define project were carried out in early March 1990. Project preparation: pre-appraisal was scheduled for April 1990. Executing agencies: Ministry of Health and Social Action; Ministry of Economy. Loan: \$ 100 M. **2)** Oil and gas project to increase hydrocarbon production, modernize import-export infrastructure, improve operational efficiency in refineries for energy conservation and pollution reduction and upgrade export quality for naphtha and gasoline in local refineries. Consultants will be required as sub-project managers. Project still under identification. Executing agency: Yacimientos Petroliferos Fiscales. Loan: \$ 150 M.

**BANGLADESH** (Dhaka)—Private sector foodgrain development project would promote sustainable growth of foodgrain production through: A) financing the cost of incremental private investment in shallow tubewells and associated equipment arising from the gov-

ernment's liberalized deregulated policy framework for private-sector-led minor irrigation development; B) financing the increased use of complementary inputs; and C) supporting further reforms in input pricing, marketing and foodgrain management. Project preparation underway. Appraisal mission tentatively scheduled for June 1990. Executing agency: Ministry of Agriculture. Loan: \$75 M.

**BHUTAN** (New Delhi, India)—Third forestry project to support environmental protection and management, and improve the sustainability of natural resources through afforestation of vulnerable roadsides; management and protection of forest and grassland areas; management and restocking of forest areas designated to supply urban, industrial and institutional needs. Project identification underway. Executing agency: Forest Department. Loan: \$5 M.

**BOLIVIA** (Lima, Peru)—**1)** Technology development project to improve the development of agricultural technology with special emphasis on crop and livestock products of present and future importance for the rural poor. The project will establish a national agricultural research council and strengthen the national research agency Instituto Boliviano de Tecnologia Agropecuario (IBTA). Consultants required. Project preparation underway. Executing agency: Ministry of Agriculture and Campesino Affairs (IBTA). Loan: \$13 M. **2)** Power distribution project to ensure supply and distribution of power required by economic growth and to support the improvement and expansion of the power sector and its institutional capabilities. Project preparation underway. Executing agency: Empresa Nacional De Electricidad S.A. Loan: \$20 M. **BRAZIL** (Brasilia)—**1)** Irrigation subsector III project to provide

continued support to priority irrigation investments identified in bank/government irrigation sub-sector review. Project preparation underway. Executing agency: National Program of Irrigation (PRONI-Program Nacional de Irrigacao). Loan: up to \$275 M. **2)** Quality control, regulation and disease surveillance support for implementation of major policy changes in health sector. Project preparation underway. Executing agency: Esplanada dos Ministerios. Loan: up to \$200 M. **3)** Science research and training follow-up to first science and technology project. Appraisal mission was scheduled for early April 1990. Executing agencies: Special Secretariat of Science and Technology; Ministry of Science and Technology. Loan: up to \$100 M.

**BURUNDI** (Kinshasa, Zaire)—Education sector V project for continued assistance to the government to implement education reform through Public Investment Program (PIP) financing and continued support to education sector IV project to improve quality and efficiency within constraints of sectoral budget. Project preparation underway. Executing agency: Ministry of Education. Loan: approximately \$38 M.

**CENTRAL AFRICAN REPUBLIC** (Yaounde, Cameroon)—Social dimensions of adjustment project involving technical assistance to the structural adjustment loan, institutional development with training component, and design and implementation of social action program. Consultants required. Appraisal mission was scheduled for April 15, 1990. Executing agency: Ministère du Secrétaire d'Etat au Plan, Statistique et Cooperation Economique et Internationale. Loan: \$10 M.

**CHAD** (Yaounde, Cameroon)—Agricultural research project to strengthen crop, livestock, forestry, and natural resource management research nationwide.

Consultants required (estimated 200 staff-weeks). Project preparation underway. Executing agency: to be determined. Project cost estimated at \$30 M. Loan: \$20 M.

**CHINA** (Beijing)—Anhui Province transport project includes a number of possible components: highways, railways, canals, and river ports have been proposed for consideration at this early stage. Project identification mission tentatively scheduled for February 1991. Executing agency: Anhui Provincial Planning Commission. Loan: to be determined.

**COLOMBIA** (Bogota)—1) National highway sector III rehabilitation project including paving and maintenance of priority sections of the national highways network through financing of a time-slice of Ministerio de Obras Publicas y Transporte (MOPT) investment and maintenance program over 1991-95. Project preparation underway. Executing agency: MOPT. Loan: \$200 M. 2) Agricultural diversification II project will continue assistance in agricultural diversification and development of coffee areas to help maintain the profitability of the industry, while raising incomes, providing opportunities for employment, producing for the local market, and raising exports of non-coffee agricultural products, both fresh and processed. Project preparation underway. Executing agency: Federacion Nacional de Cafeteros de Colombia (FEDECAFE). Loan: \$80 M. 2) Restructuring and divestiture project to assist the Instituto de Fomento Industrial (IFI) divestiture program and to suggest strategic and organizational changes in IFI. Project preparation underway. Executing agency: IFI. Loan: \$100 M.

**ECUADOR** (Bogota, Colombia)—1) Technical assistance to develop an institutional framework for addressing environmental issues in Ecuador. Project preparation underway. Executing agency: to be determined. Loan: \$10 M. 2) Mining technical assistance sup-

port to foster private-sector investment; improve organization of small-scale gold mining, including environmental control and social issues. Consultants required. Project preparation underway. Executing agency: Ministry of Energy and Mines. Loan: \$10 M.

**HONDURAS** (San Jose, Costa Rica)—Structural adjustment loan to support the government's economic reform program which would include actions to further liberalize the trade regime, improve public finances, streamline operations of decentralized institutions, strengthen public sector finances and investment, and rationalize pricing and financial policies. Project preparation underway. Executing agency: Ministry of Finance. Loan: \$ 90 M.

**INDIA** (New Delhi)—1) Narmada River Basin development assistance for the Sardar Sarovar and Narmada Basin watershed development projects, including reforestation, resettlement and rehabilitation in some project areas. Environmental studies—focusing mainly on riverline fisheries development, preservation of wildlife sanctuaries and rehabilitation or restoration of historic/religious sites in the Sardar Sarovar impact zone—are almost complete. Technical assistance for future Narmada Basin planning and for the possible establishment of special environmental assessment cells in the Ministries of Agriculture and Water Resources is being considered for mid-1990.

**JAMAICA** (Kingston)—Power V project to ensure the distribution and supply of power needed to meet the demand required by macroeconomic growth; to continue to support improvement and expansion of the power sector and its institutional capability; and lending to Jamaica Public Service Company Ltd. (JPS) for the construction of a coal-power plant. Project preparation underway. Executing agency: JPS. Loan:

\$45 M.

**MADAGASCAR** (Nairobi, Kenya)—1) Project to ensure continued and intensified support for sector reform package of first education sector credit; special emphasis on in-service training, book production, improved administration, university reform, and primary school construction. Consultants required. Project preparation underway. Executing agency: Ministry of Education. Loan: approximately \$26 M. 2) Transport sector project to improve the infrastructure for coastal shipping, and air and rail transport. Consultants required. Project preparation underway. Executing agency: Ministry of Transport. Loan: approximately \$40 M.

**MEXICO** (Mexico City)—Contractual savings reform loan would support a program of policy reforms in insurance, the social security system and pension funds. The policy reforms would include changes in regulation and supervision of insurance companies and pension funds. It may also incorporate changes in the social security and labour legislation, and in taxation (the income and social security tax and probably the value-added tax). Consultants required for regulation and supervision of insurance and private pension funds companies, and for reforming the social security system. Identification mission was scheduled for end of April 1990. Executing agency: Secretaria de Hacienda y Credito Publico. Loan: \$500 M.

**NIGER** (Abidjan, Cote d'Ivoire)—1) Development of private irrigation: A) small-scale, by low-list pumping from shallow aquifers; and B) large-scale, by pumping from the Niger River. Extent of public support to be determined during preparation. Consultants required (estimated 200 staff-weeks). Project preparation underway. Executing agency: National Irrigation Board (Onah-Office National des aménagements hydro-agricole). Project cost esti-

mated at \$30 M. Loan: \$20 M. 2) Public works/employment project would finance a program of public works to be carried out by the private sector using labour intensive techniques to create employment. Project preparation underway. Appraisal mission was scheduled for May 1990. Executing agency: Ministry of Planning. Loan: \$15 M. 3) Promotion of effective agricultural support services nationwide, primarily focusing on extension. Consultants required (estimated 150 staff-weeks). Project preparation underway. Executing agency: Ministry of Agriculture and Livestock. Loan: \$20 M.

**SENEGAL** (Dakar)—Agricultural services II project concentrating on crop protection and agricultural education in addition to extension and functional literacy. Consultants required (estimated 200 staff-weeks). Project preparation underway. Executing agency: to be determined. Project cost estimated at \$60 M. Loan: \$30 M.

**SRI LANKA** (Colombo)—1) National irrigation rehabilitation project would provide for: A) rehabilitation and improvement of about 1,300 existing irrigation schemes; B) introduction of improved water management systems in all rehabilitated schemes; C) training of project staff and farmers; and D) strengthening of the Departments of Irrigation and Agrarian Services for planning and implementation of the project. Project preparation underway. Executing agencies: Department of Irrigation (lead agency); Department of Agrarian Services. Loan: \$40 M. 2) Sixth tree crops project would continue to support the rehabilitation of the tea, rubber and coconut estates of the two state-owned corporations. Field, factory and institutional development would continue and proposed privatization of the estates would be supported. Other components may include conversion of non-viable estates to other uses; support for estate/village integration; the in-

roduction of new crops and enterprises; and enhanced staff training. Pre-identification of possible project components underway. Executing agency: Ministry of Plantation Industries. Co-financing is anticipated. Loan: to be determined.

**TRINIDAD AND TOBAGO** (Port-of-Spain)—Youth training for productive employment project aims to strengthen vocational skills training, including upgrading of training facilities, expanding work experience/apprenticeship and support self-employment with technical assistance to make use of credit provided by local financial assistance. Consulting services required. Project preparation underway. Executing agency: to be determined. Loan: \$15 M.

**VENEZUELA** (Caracas)—1) Structural adjustment II project to support the government's structural reform program. Project to be identified. Executing agency: Ministry of Planning (Cordiplan). Loan: \$250 M. 2) Financing of time-slice of power sector investment program (1993-96). Loan: \$350 M. 3) Environmental protection assistance to the government in the definition and implementation of environmental policy, regulatory and protection arrangements through technical assistance, training and purchase of equipment; execution of specific projects to reduce environmental pollution. Project preparation underway. Executing agency: Ministry of Environment and Renewable Natural Resources. Loan: \$30 M. 4) Municipal water/sanitation assistance to the government in the reorganization of the sector's institutional set up and the reformulation of sector policies; improve water supply and sewerage/sanitation service coverage and strengthen the operational and administrative efficiency and financial performance of selected urban water utilities. Project preparation underway. Executing agency: Ministry of En-

vironment and Renewable Natural Resources. Loan: \$150 M.

**ZAIRE** (Kinshasa)—1) Transport and trade sectoral adjustment project aimed at facilitating transport and trade through reforms of institutions, policies, procedures and reorganizing logistic support for transit in the Matadi-Kinshasa area. Consultants required for preparation study and implementation. Project to be identified formally after review with government of recommendations of sector study on Zaire's facilitation of transport and trade. Executing agencies: Département du Commerce extérieur; Département des Finances; Commissariat des Transports et Communications. Loan: approximately \$40 M. 2) Forestry and environment project to develop system for effective protection of parks and reserves and to improve management of forests and other natural resources. Preparation mission was scheduled for March/April 1990. Executing agency: Ministère de l'Environnement, Conservation de la nature, et Tourisme, Département Commissaire d'Etat. Loan: approximately \$ 6 M. 3) Société National d'Electricité (SNEL) technical assistance project would include works supervision studies, technical and management assistance, and data processing. Consultants required. Negotiations were tentatively scheduled for May 1990. Executing agency: SNEL. Loan: approximately \$17 M.

**ZIMBABWE** (Harare)—Reinforcement and extension of power distribution system and public lighting. Environmental impact is expected to be minimal. At government request, Energy Sector I has been postponed and present project included in the lending program. Appraisal mission is scheduled for this month. Parallel financing for related investments is being arranged by government. Executing agency: Ministry of Energy/ZESA and Water Resources. Loan: \$30 M.

## BUSINESS OPPORTUNITIES

**BRITAIN**—A London-based company with branches in India, Malaysia, Singapore and Sri Lanka seeks to represent Canadian exporters of **wheat, paper, cork, timber, iron/steel, machinery, fertilizers, chemicals, telecommunications equipment, pulp and waste, and soda and sulphate**. Contact Chenthi K. Nadarajah, Universal Trades, 163 Burgess Road, London E6 2BL, United Kingdom. Tel.: 01-471-4021. Fax: 01-472-3374.

**SINGAPORE**—Being sought from a Canadian supplier are **microwave components, parts and subsystems**. Contact Tan Hock Eang, General Manager, Chartered Microwave Pte Ltd., Unit 57 Block 2, The Faraday, Science Park Drive, Singapore 0511. Tel.: 776-2388. Fax: 777-4603.

**SINGAPORE**—A company engaged in corrosion control and engineering-related products seeks a Canadian partner in a **joint venture or transfer of technology arrangement**. Contact C.T. Tan, Director, F.J. Beverly Engineering & Consultancy Pte Ltd., 16 Warringin Park, Singapore 1441. Tel.: 242-2282. Fax: 242-5911.

**SINGAPORE**—A locally-engaged company seeks to import from Canada **innovative office automation and telecommunications products**. Contact James Tan, Managing Director, Citycom Holdings Pte Ltd., 65 Sims Avenue #02-04, Yi Xiu Building, Singapore 1438. Tel.: 743-5555. Fax: 743-1786.

**SINGAPORE**—A company established here in 1974 seeks to import from Canada **novel building products, western red cedar roof shingles, small outboard motors (4 hp and weighing 40-50 pounds)**. Contact Khor Buck Chye, Managing Director, Buck & Company Pte Ltd., 17 Tanglin Halt Close, Singapore 0314. Tel.: 474-5260. Fax: 475-2475.

**SINGAPORE**—An electrical and electronics equipment company

that is also involved in information technology products, telecommunications equipment, mechanical and automation products and conveyance systems seeks a **franchising or licensing arrangement**. Contact Dr. Y.S. Ling, Engineering and Technical Director, The General Electric Company of Singapore Pte Ltd., 985 Bukit Timah Road, Magnet House, Singapore 2158. Tel.: 466-3011. Fax: 469-8258.

**SINGAPORE**—Being sought from Canadian suppliers are **electrical switches, dimmers and accessories, and rigid and corrugated conduits**. Contact John Chan, Marketing Manager, Clip-sal Singapore Pte Ltd., Blk 3018, Ubi Road 1 #03/121, Singapore 1440. Tel.: 743-1234. Fax: 743-1184.

**SINGAPORE**—A company here wishes to import from Canada **electronic components for PCB assembly, electronic process equipment and chemicals, and chemicals for paints/ink manufacture**. Contact Anthony Hoe, General Manager, Drex-Chem Trading Pte Ltd., 111 North Bridge Road #29-00, Peninsula Plaza, Singapore 0617. Tel.: 336-6066. Fax: 337-0382.

**SINGAPORE**—A foodstuffs company engaged in frozen and chilled meats and canned fruits seeks a **licensing, joint venture arrangement** with a Canadian partner. Contact Daniel Wong, General Manager, Guthrie Marketing (S) Pte Ltd., 41 Sixth Ave. off Bukit Timah Road, Singapore 1027. Tel.: 466-2555. Fax: 468-3484.

**SINGAPORE**—A company with interests in communications equipment, computer equipment, software and opto-electronic systems seeks a **Canadian joint venture, licensing, transfer of technology partner**. Contact Lim Hong Tan, General Manager, Infonet Engineering Pte Ltd., 100 Beach Road #20-08, Shaw Towers, Singapore 0718. Tel.: 296-3377. Fax: 297-1194.

## Canada Opens Karachi Trade Office

Canada hopes to get a greater share of Pakistan's global import market—\$7.2 billion in 1989—with the establishment recently of a Canadian satellite trade office in Karachi. This new office will operate under the direction of the Canadian High Commission in Islamabad.

Strategically placed in the largest industrial centre in Pakistan, the Karachi office will provide support to Canadian exporters and incoming trade delegations wishing to gain market access in this region of Pakistan.

Promotional efforts in areas offering the most immediate potential to Canadian exporters will be made in the oil and gas, power, agriculture and advanced technology sectors.

Canada's share of Pakistan's 1989 imports totalled \$68.9 million.

The office—which is in the process of being staffed—will also play an important role in identifying opportunities for industrial collaboration with private companies in Pakistan, which are becoming increasingly important because of the emphasis being placed by Pakistan Prime Minister Bhutto's government on private-sector investment and development.

The opening of the Karachi office is in line with the Canadian government's 1989 Going Global market development strategy which focuses on boosting Canada's trade with the Asia-Pacific, the United States and the European Community.

For further information or to correspond with the satellite office, contact the Canadian High Commission, G.P.O. Box 1042, Islamabad, Pakistan. Tel.: (011-92-51) 821101-04. Telex: (Destination code 82) 5700 (5700 DO-CANPK). Fax: (011-92-51) 823466.



## Program Aids Exporters to U.S.

One to two years after being a part of a New Exporters to Border States (NEBS) program, about 50 per cent of the participants start trading with United States companies, says NEBS coordinator David Shaw.

Picked up by External Affairs and International Trade Canada (EAITC) from the Ontario government, NEBS helps small-to-medium-size Canadian businesses expand their trade across the United States border.

The first NEBS mission (to Buffalo in 1984) had 134 participants taking advantage of the program. Times have changed.

At the close of the 1989/90 fiscal year, 3,092 Canadian companies had participated in 154 NEBS missions to five border state consulates.

"In terms of industry acceptance, it has been successful," says Shaw. It's also been a success financially.

A cautious estimate suggests that the 1989/90 effort may return as much as \$25.4 million in export earnings to the Canadian

economy in the next 12 to 18 months.

NEBS missions last two to three days. At the Canada-US border, participants are briefed on customs laws and local markets. They also meet personally with Canadian Consulate officers, potential customers, agents and distributors.

Initially, NEBS missions were multi-sectoral, with companies on the mission having little in common. Now the missions are sector-specific, with all companies being in the same business and targeting a specific sector.

Participating companies are chosen by officers of Canada's regional International Trade Centres (ITCs) who are assisted by provincial trade ministers, the Canadian Exporters' Association and local Chambers of Commerce. Businesses that are not already exporting their products to the US on a regular basis can qualify for NEBS participation.

Transportation to the site and program-related costs are covered by the government. Personal expenses, meals and accommodation must be paid by the participant.

For more information, contact ITC, your provincial government trade office, or appropriate trade association. Interested parties may also contact the United States Trade and Tourism Development Division (UTW), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A0G2. Tel.: (613) 993-5726.

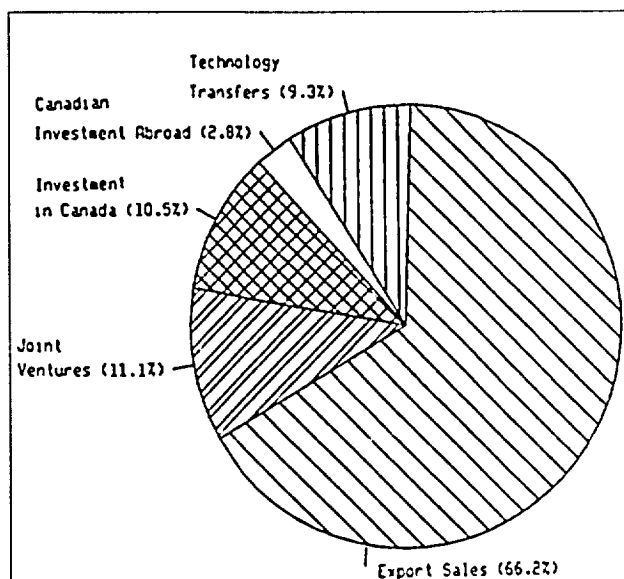
## PUBLICATIONS

*Canada-Western Europe TRADE FAIRS 1990-1991* describes fifty-four trade fairs at which External Affairs and International Trade Canada tentatively plans to be present. An ideal source of information for would-be Canadian participants, the bilingual booklet covers fairs that range from advanced technology, agriculture and construction, to defence products, forestry equipment and transportation systems. Also mentioned are the three types of government-sponsored activities associated with trade fairs, how the Program for Export Market Development (PEMD) applies to Canadian fair participants, and the addresses of the International Trade Centres (ITCs) across Canada. The booklet may be obtained from the nearest ITC; from External Affairs and International Trade Canada's Trade Development Division Europe, tel.: (613) 996-5554; or from Info Export, toll-free tel.: 1-800-267-8376 (Ottawa region: 993-6435).

*Mexico-A Guide for Canadian Exporters* has just been published. This practical guide to doing business with Mexico provides pertinent information on the country's commercial regulations and practices, including shipping documentation requirements; customs and transportation; where to register as a supplier to the Mexican government; the role of agents; and the conditions governing foreign investment, listing the activities in which foreign participation—or even ownership—is permitted.

The guide also provides a brief introduction to Mexico's economy and foreign trade, highlighting some of the main sectors where opportunities for Canadian exporters may be found. Federal export assistance available to Canadian exporters is also described. Available through Info Export, tel.: 1-800-267-8376 (Ottawa region: 993-6435).

Turn to page 16—PUBLICATIONS



In fiscal year April 1988-March 1989, Canada's Trade Commissioners generated some \$8.1 billion worth of trade activities, as illustrated in the above chart.

# BUSINESS AGENDA

**Montreal—June 4-5—Conference on Canada-India Linkages: Technology, Education and Trade.** Sponsored by the governments of Canada, India and Quebec, and the Shastri Committees of Concordia, McGill and Ottawa Universities. Contact the Conference Office. Tel.: (514) 848-3894. Fax: (514) 848-2812.

**Montreal—June 6-8—SIIM '90: Montreal International Computer and Office Exhibition.** Contact Paul J. Day, ECM-Exhibition &

Conference Management Ltd., Mississauga. Tel.: (416) 274-5505. Fax: (514) 288-9125; or Guy Martin-Laval, Montreal. Tel.: (514) 288-8811.

**Ottawa—June 7—Summer '90: Meeting of the Forum for Industrial Participation (IP FORUM - formerly CIBA).** Contact Bob Brown, President. Tel.: (613) 733-0704.

**Montreal—June 17-20—Montreal Furniture Market.** Contact Renée Dufresne, Quebec Furni-

ture Manufacturers Association, Montreal. Tel.: (514) 866-3631. Fax: (514) 871-9900.

**Regina—June 19-21—Airseeding '90.** Contact H. Schroeter, TCM/EAITC. Tel.: (613) 992-8050; T. Rogers, ITC, Saskatoon. Tel.: (306) 975-4365. Fax: (306) 975-4365; or Bruce Hobbin, Show Manager, University of Saskatchewan Extension Department. Tel.: (306) 966-5551. Fax: (306) 966-8717.

**Toronto—June 19-21—Industrial Automation Conference & Exhibition.** Contact Deborah Dugan, Show Manager, Kerrwil Publications. Tel.: (416) 890-1846. Fax: (416) 890-5769.

**Regina—June 20-23—Western Canada Farm Progress Show.** Contact H. Schroeter, TCM/EAITC. Tel.: (613) 992-8050; or T. Rogers, ITC, Saskatoon. Tel.: (306) 975-4365. Fax: (306) 975-5334.

**Ft. McMurray—June 21—Oil Sands '90 Trade Show.** Contact Bruce Day, Canadian Exhibition Management Inc. Tel.: (403) 469-2400. Fax: (403) 469-1398.

**Sault-Ste. Marie—June 21-23—Forest Industries Equipment Exhibition '90.** Contact Brian Jones, Southex Exhibitions. Tel.: (416) 445-6641. Fax: (416) 442-2207.

**Vancouver—June 25-27—8th Annual Subsea Intervention Conference & Exhibition '90/Remote-Operated Vehicles.** Contact Richard Higgins, B.C. Trade Development Corporation. Tel.: (604) 844-1957. Fax: (604) 660-2457.

## PUBLICATIONS

Continued from page 15

**Studies in Canadian Export Opportunities in the U.S. Market**, a series prepared for EAITC by Peat Marwick Consulting Group, is now complete and consists of three different reports: the Overview, prepared in June 1988 as an introduction to the market studies; 42 individual sector reports covering such diverse sectors as aircraft parts, bakery products and processed pork; and the Summary, dealing with 36 selected manufacturing sectors.

The last six studies released cover **Plastic Film, Strips and Sheets; Colours, Dyes, Paint and Var-nishes; Electrical Equipment; Materials Handling Equipment; Chemical Specialties; and Printing, including Books.**

The individual reports aim at assisting Canadian companies interested in exporting—or in increasing their exports—to the U.S. They assess potential export opportunities that may be worth pursuing. The findings are based on an analysis of U.S. trade statistics and a survey of U.S. importers and trade associations from a cross-section of the U.S. industry. Available through Info Export, tel.: 1-

800-267-8376 (Ottawa region: 993-6435).

**African Development Bank Guide for Canadian Consultants and Manufacturers** is published by EAITC's Africa Trade Development Division. This practical guide to ADB financing procedures explains the necessary steps involved in successful bidding. Helpful advice is provided on each stage of the project, from obtaining project information and the first contacts with the Executing Agency and the Bank, to the preparation of the bidding documents, through to complete follow-up. Available through Info Export, tel.: 1-800-267-8376 (Ottawa region: 993-6435).

**The U.S. Market—Prospects and Entry for the Canadian Geomatics Industry** is a study which indicates there is a new and potentially lucrative market in the U.S. for Canadian companies in the field of advanced technology/remote sensing systems and hardware. A copy of the study (\$50.00 for non-members) may be obtained from the Geomatics Industry Association of Canada, 66 Queen Street, Suite 400, Ottawa K1P 5C6. Tel.: (613) 232-8770. Fax: (613) 235-9694.

### Trade Minister's Agenda

International Trade Minister John C. Crosbie will participate in the meeting of the International Trade Advisory Committee (ITAC) to be held in Montreal on June 13, 1990.

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# CANADEXPORT

Vol.8, No. 11

June 15, 1990

External Affairs and  
International Trade Canada

## Trade Fairs: How to Participate

by Don Wight

The results speak for themselves:

- \$1 million in on-site sales;
- \$13 million in sales projected over 12 months;
- 16 new dealers appointed;
- 47 new dealers pending;

### Supplement: U.S. 1990-91 Trade Fairs & Missions Program

See pages 7-10

- 454 serious enquiries received; and
- plans now underway for a repeat performance next year.

That's what happened when 16 Canadian companies participated at the Canadian National Stand—organized by External Affairs and International Trade Canada—during the May 2 to 4 Waste Expo'90 in Atlanta, Georgia.

Considered "the" show in North America for the solid waste recycling industry, Waste Expo'90 attracted 425 exhibitors and more than 9,000 visitors.

### Recruitment

But how does a company get to participate in such "government-initiated" trade fairs?

In this particular case—and the same procedures generally are followed by other divisions within External Affairs and International Trade Canada (EAITC)—recruiting was done by the USA Trade and Tourism Development Division (UTW) in conjunction with other federal and provincial government departments.

Recruitment usually begins six months or even a year prior to the show date.

A company normally will receive a letter saying it "has been recom-

mended as a potential participant in the event."

For Waste Expo'90, 150 companies were "recommended" by EAITC itself, by the Alberta Ministry of Economic Development and Trade (which also co-sponsored and helped staff the Information Booth at the show), by the International Trade Centres across Canada, by Industry, Science and Technology Canada, and provincial trade departments.

So, out of 150 recommendations, why were only 16 accepted?

One caveat, explained in the letter, says: "As we expect more applications than we may be able to accommodate, the Department reserves the right to allocate space on a first-come basis as well as limiting the amount of space available per company."

There are other reasons as well, including budget restraints and the ability of a company to meet a number of eligibility criteria.

### Criteria for Entry

Three main priority groups were targeted for inclusion in Canada's National Stand at Waste Expo'90.

- Priority i: Small- and medium-size companies exhibiting for the first time ever in Waste Expo.
- Priority ii: Established exporters wishing to exhibit new technology and new products.
- Priority iii: Established exporters exhibiting traditional products.

Potential exhibitors also had to agree to or meet the Program for Export Market Development (PEMD) criteria for "government-initiated" trade fairs. The principal requirements are that a firm:

- be an incorporated business;
- be export-ready;
- be registered with EAITC's World Information Network (WIN Exports) or be in the process of registering—the application form

is available from Info Export 1-800-267-8376 (Ottawa region: 993-6435), Industry, Science and Technology Canada, or the nearest International Trade Centre;

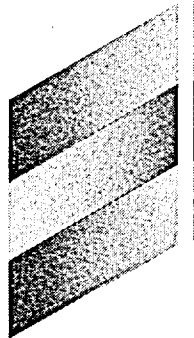
- have been established and operating in Canada for at least two years; have sales performance data for those two years; or have annual sales exceeding \$100,000;
- have fulfilled the reporting requirements of "industry-initiated" PEMD; and
- agree to provide follow-up reports when requested up to 12 months after the event. (Companies are requested to report on revenue/sales data and new jobs created resulting from their participation.)

### What You Get in Return

There are many advantages to participating in a Canadian National Stand. First, you obtain export marketing expertise which is particularly valuable to the small or first-time exhibitor, one of whom at Waste Expo'90 said: "External Affairs through its organizational infrastructure is better prepared to undertake such an event as opposed to the single, small exhibitor."

Another exhibitor said: "The gov-

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Min. des Affaires extérieures  
OTTAWA  
JUN 7 1990

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Canada

## Brazil Begins Program to Liberalize Import Regime

Brazilian authorities last month began the implementation of a program to liberalize the country's import regime.

Initial measures included abolishing the remaining list of 1,800 items prohibited from importation—originally there were more than 4,000 items on the list.

The Brazilian government is now in the process of establishing new tariff rates for each of these 1,800 products.

Brazil is also simplifying procedures that have to be followed by Brazilian companies importing goods into the country.

As a result, registered Brazilian importers will now be able to use the approved dollar value to import whatever products they wish, although they will still be required

to submit their import plans to the relevant authorities in order to obtain import licenses.

(Previously Brazilian importers could import only the products which originally had been specified in their license application.)

Additional liberalization measures are also gradually being implemented.

In practical terms, bureaucratic procedures are being streamlined and foreign trade policy is now being coordinated through the Ministry of International Trade (Departamento Nacional do Comercio Exterior, DECEX). This, in turn, should make the Brazilian import regime more transparent and less arbitrary.

In announcing these measures, Brazilian authorities recognize

that imports can play an important role in keeping domestic prices in check and in bringing a greater degree of competitiveness to the domestic industry.

The government also indicated that the major factor in determining the future course of Brazil's import policy will be the availability of foreign exchange reserves.

In light of the above liberalization measures, Canadian exporters might also note that Brazil expects to increase its imports this year from the \$18 billion (approximate) level recorded in 1989.

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

### TRADE FAIRS

*Continued from page 1*

ernment reps who we dealt with were on top of the show. Their help and attention to details gave us more time to do what we came to do—promote our product."

External Affairs and International Trade Canada provides:

- overall project management;
- marketing counsel at the show;
- a coordinated publicity program for the Canadian industry participation at the exhibition; and
- a variety of services, including

the sharing of many show costs.

At **Waste Expo'90**, for example, publicity included a full page, two-colour advertisement in the pre-show issue of **WASTE AGE** magazine. The same artwork was then reproduced in a "flyer" that listed the individual company names and addresses. The "flyer" was mailed to 2,500 preregistrants and used as a hand-out at the Information Booth.

You also get the expert services of Consulate personnel—both business- and hospitality-wise. A

reception at the Canadian Consulate, co-hosted by EAITC and the Government of Alberta, was a bonus, exposing the Canadian exhibitors to potential representatives/ distributors, established and potential customers, and public sector representatives.

"I am more than pleased with the results and intend to appear next year in a bigger and better fashion," said one exhibitor.

Next year's Canadian participation in **Waste Expo'91** (being held in Washington, D.C. April 10-12) certainly will be bigger: 9,000 square feet of space has been booked as compared to the 7,100 square feet at the Atlanta show. And recruitment is already underway.

For further information on the event that one exhibitor called "the most important in all levels of the solid waste industry" or for information on U.S. trade fair participation, contact the United States Trade Tourism and Investment Development Bureau (UTD), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-5726. Fax: (613) 990-9119.

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## Canada-U.S. Trade Commission Meeting Accelerates Tariff Elimination Pact

Participants at last month's meeting of the Canada-U.S. Trade Commission in Toronto came away satisfied with the results.

Both Minister for International Trade John C. Crosbie and U.S. Trade Representative Carla A. Hills noted that, although the Canada-U.S. Free Trade Agreement (FTA) is only just over a year old, exporters in both countries are already responding to the opportunities created by the Agreement.

At the meeting, Crosbie and Hills signed the Accelerated Tariff Elimination Agreement allowing for the early elimination of duties on more than 400 tariff items covering some \$6 billion in bilateral trade.

Total U.S.-Canada trade in goods amounted to \$197 billion in 1989, up 4 per cent over 1988 and 12.2 per cent over 1987.

Trade between the two countries is expected to expand even further as barriers continue to drop and investment opportunities are increased during the remainder of the FTA's implementation period.

A second round of accelerated tariff elimination consultations has already begun.

Both parties cited progress made in several areas since the last Commission meeting in November 1989, including:

- recommendations by the Binational Committee on Plywood Standards for a performance based standard for plywood;
- establishment of the Services Working Group to monitor implementation of the FTA and consideration of the expansion and further liberalization of trade in services;
- agreement on a bilateral process to respond effectively to issues arising in the rules of origin area; and
- agreement—at the request of the Canadian Government—by the U.S. to extend the validity

period of blanket Exporters' Certificates of Origin from six to twelve months.

Crosbie and Hills also discussed outstanding bilateral trade irritants such as the lobster and beer issues, but stressed that these did not affect the overall positive nature of the bilateral relationship.

The Commission's mandate is to supervise the implementation of the FTA, resolve disputes and ensure the evolution of the FTA in the mutual interest of both countries.

### No More U.S. Border Meat Inspection

An agreement has been reached under the Canada-U.S. Free Trade Agreement (FTA) that will allow beef, pork and poultry products to move freely between the two countries.

The one-year test agreement will eliminate border inspection and the respective delays and costs.

## RASPBERRY EXPORTERS WIN FTA CASE

The dispute settlement process of the Canada-U.S. Free Trade Agreement (FTA) has allowed two B.C. red raspberry exporters to challenge successfully the imposition of U.S. duties on their products.

The U.S. decided to drop the duties for the two Canadian companies last month after a panel, established under Chapter 19 of the FTA, instructed the U.S. Department of Commerce to provide an explanation of the methodology it used in calculating the level of duties levied on several Canadian exporters.

The FTA panel found that the Department of Commerce findings were defective in several areas and were not supported by the evidence on record. As a result, the antidumping duties imposed on the two Canadian companies — Clearbrook Processors Ltd. and Mukhtiar & Sons Processing Ltd.— from June 1986 to June 1987 will be refunded.

International Trade Minister John C. Crosbie said, "This decision shows that the FTA dispute settlement process ensures the fair application of trade laws for Canadian or American companies in a timely fashion."

## Canadian Trade Office Opened in Denver

The Canadian Government Trade Office in Denver, Colorado was officially opened last month by Canadian Consul General Percy Eastham and Colorado Governor Roy Romer.

The office, which started operations in August, last year, is the 27th in a network of Canadian export and investment promotion offices in the U.S.

It is responsible for assisting Canadian companies in marketing their goods and services or in forming joint ventures in Colorado—and the neighbouring states, of the Rocky Mountains region.

Two-way trade with Colorado grew from \$573 million in 1986 to \$767 million in 1989. Canadian exports include newsprint, photographic goods, lab and medical equipment.

Trade enquiries at the Trade Office can be directed to Gib McEwen, Consul and Trade Commissioner, 999 18th St., Suite 1000, Denver, Colorado 80202. Tel.: (303) 291-9611. Fax: (303) 291-9615.

# New Development Bank Projects

For the following projects, Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed where a loan — \$M=\$million — is involved).

Where technical assistance is involved, information can be obtained from the Canadian Embassy in Manila, Philippines.

For the Inter-American Development Bank — see page 5 — information can be obtained from the Canadian Embassy in Washington.

The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).

Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.

## Asian Development Bank LOANS

**INDIA** (New Delhi)—Road improvement project to strengthen about 700 km of selected national and state highways. Executing agency: Ministry of Surface Transport. Loan: US \$200 M. Consultants will be required.

**PAKISTAN** (Islamabad)—The third stage of the Chasma Right Bank irrigation project may include: I) main irrigation and drainage facilities; II) command area development; III) vegetative erosion protection; IV) agricultural development; V) marketing; VI) livestock; VII) institutional strengthening; and VIII) consulting services. Executing agency: Water and Power Development Authority. Loan: US \$160 M. Consultants will be required.

## TECHNICAL ASSISTANCE

**BANGLADESH**—1) Technical assistance to prepare a project aimed at integrated flood protection of Dhaka. Project components

include: flood protection and storm water drainage; sanitation; solid waste management; and slum and squatter area improvement. Executing agency: Water Development Board and Municipal Agencies (principally the Dhaka Municipal Corp.). Loan: US \$600 M. Consultants will be required. 2) Technical assistance to prepare a project which is aimed at integrated flood protection of selected priority flood-prone towns. Executing agencies: Water Development Board and local government's Engineering Bureau. Loan: US \$500 M. Consultants will be required. 3) The proposed advisory and operational technical assistance will identify and examine the water management options in a broad perspective, and will formulate a comprehensive water management master plan for water resources development, drainage and flood control in the southwestern region of Bangladesh. Executing agency: Master Plan Organization, Ministry of Irrigation, Water Development and Flood Control (in close collaboration with the Bangladesh Water Development Board). Loan: US \$1,660 M. Consultants will be recruited by the Bank.

**INDONESIA**—1) The proposed technical assistance for the management and conservation of tropical forests will have two phases: Phase I will comprise upgrading and updating the existing conservation master plan for Indonesia, with a view to formulating a long-term conservation master plan after assessing the protected area plans; biodiversity management; and conservation proposals in light of new information. Phase II will examine the economic potential of five to seven selected Integrated Protected Area Systems (IPAS) areas (both terrestrial and marine). Executing agency: Ministry

of Forestry. Loan: US \$590 M. Consultants will be required. 2) Marine resource evaluation and planning feasibility study for a project to provide support for national program concerned with the establishment of a comprehensive, systematic and effective marine resource development planning capability. Executing agency: National Coordination Agency for Surveys and Mapping. Loan: US \$100 M. Consultants will be required. 3) Technical assistance to update data on and description of financial sector and capital markets, assess impact of previous/ongoing policy reforms and identify policies/measures to be supported. Executing agency: Bank of Indonesia. Loan: US \$100 M. Consultants will be required. 4) Review of non-bank financial institutions. Advisory technical assistance to develop regulations for the leasing and venture capital industry. Executing agency: Ministry of Finance. Loan: US \$100 M. Consultants will be required. 5) Advisory technical assistance to assess the need for private-sector housing and the mode of financing to be adopted, including examining the feasibility of specialized institution in the private sector for housing finance. Executing agency: Bank of Indonesia. Loan: US \$350 M. Consultants will be required. 6) The proposed technical assistance is to promote decentralization and resource mobilization by providing a financing facility for regional government projects while strengthening municipal budgeting and revenue raising capabilities. The project is intended to strengthen the regional development account, from planning through implementation, over a two-year period. Executing agency: Directorate General of Monetary Affairs. Loan: US\$1,300 M. Consultants will be required.

7) The proposed technical assistance will help develop the fiscal information system through improvement in the accuracy, timeliness and formatting of the fiscal statistics in line with user needs. A secondary purpose is to develop an external loan and technical assistance tracking system. Executing agency: Directorate General of Budget. Loan: US \$405 M. Consultants will be required. 8) The main objective of the study is to develop a formula that could be used for periodical — monthly or quarterly — adjustments of electricity tariffs for factors -- inflation, fuel, prices, exchange rates -- mostly beyond the control of the National Electricity Corporation. Executing agency: Directorate General of Electricity and New Energy. Loan: US \$90 M. Consultants will be recruited by the Bank. 9) Technical assistance to review current and prospective operations of the National Airlines Company and assist in increasing the participation of the private sector in the company. Executing agency: P.T. Garuda Indonesia. Loan: US \$600 M. Consultants will be required. 10) Technical assistance for the strengthening of term-land capability of selected private commercial banks. Project involves advisory services and on-the-job training to private commercial banks in upgrading their overall capabilities for industrial term lending. Executing agency: Bank of Indonesia. Loan: US \$100 M. Consultants will be required.

**LAOS**—Assistance and on-the-job training in preparing the Third Five-Year Plan (1991-1996), including assistance in preparing detailed development strategies. Executing agency: Ministry of Economy, Planning and Finance. Loan: US \$98 M. Consultants will be recruited by the Bank.

**NEPAL**—Technical assistance for a tourism development project

which will focus primarily on: I) manpower development and training; II) institutional support; III) tourism infrastructure improvements; IV) urban tourism; and V) improvement of domestic air transport. Executing agency: Department of Tourism and Civil Aviation. Loan: US \$100 M. Consultants will be required.

**PAKISTAN**—Technical assistance in providing appropriate institutional strengthening and support to Sindh Forest Department (SFD). The assistance is expected to cover: I) a comprehensive institutional assessment of SFD with a view to improving its organizational structure, staffing, operating and management information systems; II) improvement of SFD's appraisal and selection techniques for forestation sub-projects; III) design and installation of a monitoring and evaluation system; IV) design and installation of a practical inventory system of SFD's riverine and inland forest resources (totalling 320,000 HA); and V) training of staff. Executing agency: Department of Wildlife and Forestry. Loan: US \$450 M. Consultants will be required.

**PAPUA NEW GUINEA**—1) Technical assistance to review and recommend changes in the level and structure of port tariffs to enable appropriate cost recovery and efficient utilization of facilities. Executing agency: Papua New Guinea Harbour Board. Loan: US \$100 M. Consultants will be recruited by the Bank. 2) Technical assistance to strengthen the institutional capabilities of Department of Trade and Industry (DOTI) for the development of a medium- and long-term policy and strategy for promotion of exports and import substitution. Executing agency: DOTI, Central Government Offices. Loan: US \$520 M. Consultants will be recruited by the Bank.

## INTER-AMERICAN DEVELOPMENT BANK PROJECTS

**ARGENTINA** (Buenos Aires)—Agricultural services project to strengthen various institutions offering research and technology; services to the agricultural sector to stimulate exports; and improvement of product quality, control systems and the preparation of a national forest inventory. Co-financing by the World Bank is contemplated. Application summary in preparation. Executing agency: Secretaria de Agricultura. Loan: \$35 M.

**BAHAMAS** (Kingston, Jamaica)—1) Feasibility and detailed engineering studies of a marine cargo terminal at Clifton Point. Consultants will be required. Operations plan submitted to loan committee. Executing agency: Ministry of Works. Loan: \$2 M. 2) Institutional strengthening of the data processing unit of the Ministry of Finance. Consultants will be required. Application summary under consideration by the middle management committee. Executing agency: Ministry of Finance. Loan: \$550,000.

**GUYANA** (Port of Spain, Trinidad and Tobago)—Institutional strengthening project to finance a pilot program which includes execution of small physical infrastructure and social projects. Contracting of consulting services and procurement to take place in the second quarter of 1990. Application summary under consideration by middle management committee. Executing agency: Ministry of Culture and Social Development. Loan: \$2.5 M.

**VENEZUELA** (Caracas)—Science and technology program financing of applied research projects. Project undergoing preliminary analysis. Possible approval expected October 1990. Executing agency: Consejo Nacional de Investigaciones Cientificas Y Tecnologicas. Loan: \$50 M.

**BRITAIN**—A company that for more than five years has been successfully importing products for the construction sector now seeks to import **low to medium technology products** suitable for the UK market. Products would be purchased and promoted under own name. Contact R.A. Wood, Managing Director, Caro Systems Ltd., Business and Technology Centre, Bessemer Drive, Stevenage, Herts SG1 2DX. Tel.: (0438) 310135. Fax: (0438) 310001.

**BRITAIN**—Chemicals companies seeking a British base for their European Community markets may wish to contact a 25-year-old company here that manufactures **fine and specialty chemicals** under contract. Contact J.D. Chapman, Commercial Director, Witton Chemical Co. Ltd., Chiswick Avenue, Mildenhall, Bury Street, Edmunds, Suffolk IP28 7AY. Tel.: Mildenhall (0638) 716001. Telex: 817473 WITTON G. Fax: (0638) 717658.

**BRITAIN**—An import/export agent dealing with companies in Austria, Denmark, France, Germany, Nigeria and Norway seeks Canadian suppliers of **biological products, pharmaceuticals and chemicals**. Possibilities exist for two-way trade arrangements. Contact Neil Atkinson, Import Manager, AMA Trade Services, 27 Old Gloucester Street, London WC1N 3XX, England. Tel.: (0661) 35445. Fax: (0661) 35882.

**SINGAPORE**—A firm engaged in computer-aided design, engineering and manufacturing seeks a **joint venture, licensing, franchising or transfer of technology arrangement** with a Canadian company. Contact Dr. Ang Tian Hin, Managing Director, ATS Computer Centre Pte Ltd., 10 Anson Road #03-05/07, International Plaza, Singapore 0207. Tel.: 225-8311. Fax: 225-9315.

**SINGAPORE**—A food processing/manufacturing firm seeks a **transfer of technology, distribution or joint venture arrangement**. Contact Dr. H.E. Ong, Managing Director, Hwa Hong Edible Oil Industries Pte Ltd., 29 Jurong Port Road, Jurong Town, Singapore 2261. Tel.: 265-9711. Fax: 265-8876.

**SINGAPORE**—A company here wishes to import from Canada **bullet resistant polycarbonate, fabrics or glass**. Contact Robert Chew, Managing Director, Bertda Services SEA Pte Ltd., 41 Kings

**venture** undertaking with a Canadian firm. Contact Tan Kok Kay, Managing Director, Amcol Engineering Pte Ltd., 1E Lorong Tukang Lima, Singapore 2261. Tel.: 261-7951. Fax: 265-3682.

**SINGAPORE**—A trading company seeks to import **dowels, milk powder, fertilizers, chemicals and marine products (shrimp, squid, cuttlefish)**. Contact T.H. Lee, General Manager, Globetrade Associates, 35 Lotus Avenue, Singapore 1027. Tel.: 466-6358. Fax: 469-3261.

**SINGAPORE**—**Ferrous and non-ferrous metals and minerals** are being sought by Tian Moon Toon, Executive Director, Genferro(Asia)

Pte Ltd., 50 Jalan Sultan #07-07, Jalan Sultan Centre, Singapore 0719. Tel.: 294-0355. Fax: 293-0431.

**SINGAPORE**—A company wishes to import **building materials, paper products, non-ferrous metals and scrap metal** from Canada. Contact Andy Ang, Haw Par Trading Pte Ltd., 180 Clemenceau Avenue #04-01, Haw Par Glass Tower, Singapore 0923. Tel.: 339-1655. Fax: 339-1851.

**SINGAPORE**—A company involved in mobile communications and cable TV services seeks a **joint venture, transfer of technology arrangement** with a Canadian firm. Contact Dr. Chia Choon Wei, Vice-President (Venture), Singapore Telecom, 31 Exeter Road, Singapore 0923. Tel.: 734-3344. Fax: 730-4044.

**SINGAPORE**—A trading company here wishes to import **sanitary wares and fittings, ceramic tiles, bathroom equipment and accessories**. Contact Teo Teck Weng, General Manager, Jenhow Trading Pte Ltd., 101 Cecil Street #26-08/12, Tong Eng Building, Singapore 0106.

## Business Opportunities

Road, Singapore 1026. Tel.: 746-0112. Fax: 469-4752.

**SINGAPORE**—Central Mercantile Corp. wishes to import **all kinds of packaging tape** from Canada. Contact Lim Yew Hin, Managing Director, Central Mercantile Corp(S) Ltd., Block 2, 86 Tagore Lane, Singapore 2678. Tel.: 459-5477. Fax: 459-5135.

**SINGAPORE**—A **joint venture, franchising or transfer of technology arrangement** is being sought by a company working in telecommunications equipment, office automation and paper products. Contact James Tan, Managing Director, Citycom Holdings Pte Ltd., 65 Sims Avenue #02-04, Yi Xiu Building, Singapore 1438. Tel.: 743-5555. Fax: 743-1786.

**SINGAPORE**—A manufacturer of building and consumer products seeks a **joint venture, franchising arrangement**. Contact P. Jeyasingam, General Manager, Hong Leong Industries Manufacturing Ltd., 7A Tuas Avenue 13, Singapore 2263. Tel.: 862-3501. Fax: 861-0674.

**SINGAPORE**—An electrical products company seeks a **joint**



# CALENDAR TO U.S. TRADE SHOWS AND MISSIONS

*The U.S. is Canada's most important trading partner, with about 77 per cent of our exports going south of the border.*

*One of the most effective ways to penetrate that huge and challenging market—or to expand sales—is to display products and services at trade shows.*

*External Affairs and International Trade Canada (EAITC) is planning to participate in close to 400 trade shows and trade missions in the U.S. during 1990-1991.*

*Below is the first of a line-up of proposed events (chronological) planned in various industry sectors—listed alphabetically.*

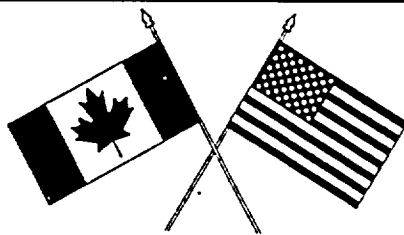
*For details on the shows and missions listed or on conditions of participation, check with EAITC's United States Trade and Investment Development Division (UTE), or United States Trade and Tourism Development Division (UTW), tel.: (613) 993-7343.*

## AGRICULTURE, FOOD AND BEVERAGES

- **A Taste of Canada**—In-store promotions—Various U.S. locations—May 1990 - March 1991—Food and beverages.
- **Premier Cheese & Gourmet Food**—In-store promotion—Buffalo, New York—June 4-July 4, 1990.
- **Incoming Fish Buyers' Mission from Atlanta**—Atlantic Canada—June 17-23, 1990.
- **Florida International Hotel, Restaurant & Bakery Expo**—Miami, Florida—July 1990.
- **Western Restaurant Association Convention & Exposition**—San Francisco, California—August 25-28, 1990—Food and beverages.
- **NEBS — Agro-food from Montreal**—Champlain, New York—August 30, 1990.
- **Canadian Chef de Cuisine Demonstration**—New York,

New York—September 1990.

- **NEBS — Food and Agriculture**—Minneapolis, Minnesota—September 1990.
- **NEBS — Food**—Seattle, Washington—September 1990.
- **Solo Seafood Show**—Chicago, Illinois—September 1990—Seafood.
- **Florida Restaurant Association '90**—Orlando, Florida—September 7-9, 1990—Food, beverages and food preparation equipment.
- **NEBS — To Washington State Food Dealers' Convention**—Tacoma, Washington—September 9-10, 1990.
- **Husker Harvest Days**—Grand Island, Nebraska—September 11-



13, 1990—Agricultural equipment.

- **California Grocers' Association Show**—Anaheim, California—September 15-17, 1990—Food and beverages.
- **Atlantic Canada Initiative — Fish Technology Mission (Biotechnology and Aquaculture)**—Boston, Massachusetts—October 1990.
- **Solo Food Show**—Pittsburgh, Pennsylvania—October 1990—Food and beverages.
- **Michigan & Great Lakes Food Service Show**—Lansing, Michigan—October 1990—Food, beverages and food preparation equipment.
- **Solo Food Show**—Syracuse, New York—October 4, 1990—Food and beverages.
- **Ohio Retail Grocers' Association Show**—Columbus, Ohio—October 14-15, 1990—Food

and beverages.

- **New York State Restaurant Association Show**—Buffalo, New York—October 15-17, 1990—Food and beverages.
- **Seafare Southeast '90**—Orlando, Florida—October 31-November 1, 1990—Fish and seafood.
- **NEXUS—Food Products Mission to Southern Florida**—Miami, Florida—November 1990.
- **Southeastern Hospitality & Food Service Show**—Atlanta, Georgia—November 4-6, 1990—Food, beverages and food preparation equipment.
- **NEXUS — To Amarillo Farm and Ranch Show**—Amarillo, Texas—November-December 1990.
- **National Food Brokers Show**—Chicago, Illinois—December 8-10, 1990—Food and beverages.
- **National Pizza Expo**—New Orleans, Louisiana—January 15-18, 1991—Food and food preparation equipment relating to the pizza industry.
- **A Taste of Canadian Wine**—Detroit, Michigan—February 1991.
- **NEXUS — To Miami Cruise Line Trade**—Miami, Florida—February 1991.
- **NEBS — Food Industry from Halifax**—Boston, Massachusetts—February 1991.
- **Seafare '91**—Long Beach, California—February 1991—Fish and seafood.
- **Solo Food Show**—Boston, Massachusetts—February 6, 1991—Food and beverages.
- **Solo Food Show**—Chicago, Illinois—March 1991—Food and beverages.
- **Solo Seafood Show**—Detroit, Michigan—March 1991.
- **Carolinas Food Service Expo**—Charlotte, North Carolina—March 1991—Food and beverages.

- **Triumph of Agriculture**—Omaha, Nebraska—March 1991—Agricultural equipment.
- **International Fancy Food Show**—San Diego, California—March 3-5, 1991—Food and beverages.
- **Natural Foods Expo West**—Anaheim, California—March 9-11, 1991.
- **Boston Seafood Show**—Boston, Massachusetts—March 12-14, 1991—Seafood.

#### APPAREL AND FUR

- **Exclusive (Men's Fine Tailored Clothing)**—New York, New York—July 29-31, 1990.
- **NEBS—Apparel**—Minneapolis, Minnesota—August 1990.
- **Incoming Buyers' Mission to Montreal International Women's Wear Show**—Montreal—September 1990.
- **MAGIC (Men's Apparel Guild in California) Show**—Las Vegas, Nevada—September 5-8, 1990.
- **Children's Apparel Show**—Miami, Florida—September 11-14, 1990.
- **Children's Apparel Show**—Los Angeles, California—October 1990.
- **Rep. Locator Mission from BC and Alberta to Seattle Apparel Mart**—Seattle, Washington—October 17-18, 1990.
- **NEXUS—Children's Apparel**—Los Angeles, California—November 11-13, 1990.
- **Men's Fine Tailored Clothing Show**—New York, New York—January 1991.
- **Apparel Show of the Americas**—Miami, Florida—February 1991.
- **Children's Apparel Show**—Los Angeles, California—March 1991.
- **Incoming Buyers' Mission to Montreal International Women's Wear Show**—Montreal—March 1991.
- **Solo Canadian Coat Show**—Winnipeg—March 1991.
- **MAGIC (Men's Apparel Guild in California) Show**—Las Vegas, Nevada—March 1991.

#### ARTS AND CULTURAL INDUSTRIES WITH FILM AND VIDEO

- **Video Software Dealers' Association Convention**—Las Vegas, Nevada—August 1990—Video software.
- **Pacific Northwest Booksellers' Association Meeting**—Eugene, Oregon—August 1990—Books and periodicals.
- **Upper Midwest Booksellers' Association Meeting**—Minneapolis, Minnesota—September 1990—Books and periodicals.
- **International Art Expo**—Los Angeles, California—October 1990—Art and sculpture.
- **New England Booksellers' Association Meeting**—Hartford, Connecticut—October 1990—Books and periodicals.
- **American Library Association (ALA) Mid-Winter Meeting**—Chicago, Illinois—January 1991—Books and periodicals.
- **National Association of Music Merchants (NAMM) Winter Meeting and International Music Market**—Anaheim, California—January, 1991—Musical instruments and accessories.

#### COMMUNICATIONS, COMPUTER EQUIPMENT AND SERVICES

- **Incoming Buyers' Mission to Organization for the Protection & Advancement of Small Telephone Companies (OPASTCO)**—Calgary—June 1990.
- **PC Expo '90**—New York, New York—June 19-21, 1990—Computer hardware and software.
- **NEXUS—Telecommunications Hardware and Software**—Washington, Utah, California—June 22-29, 1990.
- **Siggraph '90**—Dallas, Texas—August 7-9, 1990—Computer graphics and desktop publishing hardware and software.
- **NEBS—Computer Software from Montreal**—Boston, Massachusetts—August 9-10, 1990.
- **Atlantic Canada Initiative—Software Mission to Boston**—

Boston, Massachusetts—September 1990.

- **Incoming Buyers' Mission to Canadian Business Telecommunications Show**—Montreal—September 1990.
- **Armed Forces Communications Electronics Association (AFCEA) Meeting**—Ft. Monmouth, New Jersey—September 10-12, 1990—Communications electronics.
- **Rochester Computer Business Show**—Rochester, New York—September 11-13, 1990—Computer hardware and software.
- **Networld '90**—Dallas, Texas—September 11-13, 1990—Networking hardware and software.
- **MTC Expo '90**—Orlando, Florida—September 11-13, 1990—Computer hardware and software; communications equipment for the transportation industry.
- **Presentations '90**—Long Beach, California—September 17-19, 1990—Graphics and multimedia show/conference.
- **Land Mobile Exposition**—Orlando, Florida—September 26-28, 1990—Mobile telecommunications products.
- **Northcon '90**—Portland, Oregon—October 17-18, 1990—Computer hardware and software; electronic equipment and instrumentation.
- **NEBS—To Northcon '90**—Portland, Oregon—October 1990.
- **Unix Solutions**—Anaheim, California—October 3-6, 1990—unix/qnx software.
- **Southeast Telecommunications Association Conference**—Miami, Florida—October 8-10, 1990—Voice and data telecommunications products.
- **Info '90**—New York, New York—October 9-12, 1990—Computer hardware and software.
- **Incoming Buyers' Mission to Intercomm '90**—Vancouver—October 23-25, 1990.
- **Northeast Computer Show**—Boston, Massachusetts—October 25-27, 1990—Computer hardware and software for the end-user.
- **Telecommunications Mission to Boeing**—Seattle, Wash-

ington—October 30-31, 1990.

- **Unix Expo**—New York, New York—October 31-November 2, 1990—unix/qnx software.
- **Interservice Industry Training Systems Conference (IITSC) '90**—Orlando, Florida—November 1-15, 1990—Training systems and equipment.
- **Autofact**—Detroit, Michigan—November 1-3, 1990—Robotics and CAD/CAM hardware and software.
- **Comdex Fall '90**—Las Vegas, Nevada—November 12-16, 1990—Computer hardware and software.
- **Unicom**—Dallas, Texas—December 4-6, 1990—Voice and data telecommunications products.
- **NEBS — Computer Software Industry from Halifax**—Boston, Massachusetts—December 4-6, 1990.
- **Data '90**—Miami Beach, Florida—December 4-6, 1990—Telecommunications products.
- **Uniforum '91**—Dallas, Texas—January 22-24, 1991—unix/qnx software.
- **Armed Forces Communications Electronics Association (AFCEA) West Trade Show**—Anaheim, California—February 1-15, 1991—Communications electronics.
- **National Computer Graphics Association Show**—Anaheim, California—March 1991—Computer graphics and desktop publishing hardware and software.
- **National Broadcasting Association of America Show**—Atlanta, Georgia—March 1991—Cable television (CATV) equipment.

#### CONSTRUCTION INDUSTRY

- **NEBS — Building Materials and Hardware - Alberta and BC**—Seattle, Washington—June 1990.
- **The Big '90 Show**—New York, New York—June 26-28, 1990—Building materials and construction products.
- **Construction Specifications Institute (CSI) '90**—Chicago, Illinois—June 29-July 1, 1990—

Building materials and construction products.

- **Builders' Products Solo Show**—Minneapolis, Minnesota—September 6-7, 1990—Building materials and construction products.
- **Florida Lumber and Building Materials Show**—Orlando, Florida—September 20-22, 1990—Building materials and construction products.
- **Workshop: U.S. Market Opportunities in the Construction Services**—Toronto—September 26-28, 1990.
- **National Plumbing, Heating, Cooling, Piping (NPHCP) Show**—Chicago, Illinois—October 5-7, 1990—Plumbing, heating, air conditioning equipment and products.
- **Building Industry Show**—Los Angeles, California—October 24-26, 1990—Building materials and construction products.
- **NEBS — Building Products**—Minneapolis, Minnesota—November 1990.
- **Engineered Plumbing Expo**—Cincinnati, Ohio—November 5-7, 1990—Plumbing equipment and products.
- **Hardware Building Materials Show**—Tacoma, Washington—November 10-13, 1990—Building materials and construction products.
- **NEBS — Construction Industry (NASCOM) from Montreal**—Boston, Massachusetts—November 29-30, 1990.
- **Atlantic Canada Initiative Infrastructure Mission to Boston**—Boston, Massachusetts—December 1990.
- **Kitchen/Bath Industry Show West**—Los Angeles, California—December 7-9, 1990—Kitchen and bath equipment and products.
- **NEXUS — Building Materials**—Mid-Atlantic States—January 1991.
- **National Association of Home Builders (NAHB) Expo**—Atlanta, Georgia—January 18-21, 1991—Building materials and construction products.
- **American Society of Heating,**

**Refrigerating and Air Conditioning Engineers (ASHRAE) Expo**—New York, New York—January 21-23, 1991—Heating, refrigerating, air conditioning equipment and services.

- **National Rural Builders Show**—Louisville, Kentucky—February 13-16, 1991—Building materials and construction products.
- **NEXUS — Wood Components Mission to Southern California**—Los Angeles, California—February 18-20, 1991.
- **National Association of the Remodelling Industry (NARI)**—Cincinnati, Ohio—February 28-March 3, 1991—Building materials and construction products.
- **Northeast Construction Show**—Boston, Massachusetts—March 14-16, 1991—Building materials and construction products.

#### CONSUMER AND HOUSEHOLD PRODUCTS

- **Incoming Buyers' Mission — Medical Equipment**—Toronto, Ottawa, Montreal—June 1-September 30, 1990.
- **Incoming Buyers' Mission to Montreal Furniture Show**—Montreal—June 17-20, 1990.
- **NEBS — Consumer Products**—Minneapolis, Minnesota—July 1990.
- **NEXUS — To Washington, D.C. Gift Show**—July 7-11, 1990.
- **National Gift Show**—Atlanta, Georgia—July 7-11, 1990.
- **Atlanta Furniture Show**—Atlanta, Georgia—July 15-18, 1990—Residential furniture.
- **NEBS — Gift Manufacturers from Alberta to Christmas in July Gift Show**—Seattle, Washington—July 16-17, 1990.
- **NEXUS — Sporting Goods to the General Services Administration**—Fort Worth, Texas—July 19-20, 1990.
- **Athletic Dealers of America Spring Buying Session**—Louisville, Kentucky—July 19-22, 1990—Buyers' syndicate for sport-

ing goods.

- **American Fishing Tackle Manufacturers' Association**—New Orleans, Louisiana—July 26-29, 1990—Fishing equipment.
- **International Lawn, Garden and Power Equipment Show**—Louisville, Kentucky—July 29, 1990—Lawn, garden and household power equipment show.
- **National Sporting Goods Association (NSGA) Annual Show**—Chicago, Illinois—July 30-August 2, 1990—Sporting equipment and apparel.
- **Florida International Gift Show**—Miami, Florida—August 1990—Giftware.
- **American Society of Interior Designers Show**—Atlanta, Georgia—August 8-10, 1990.
- **NEXUS — To Chicago National Hardware Show**—Chicago, Illinois—August 11-15, 1990.
- **National Hardware Show '90**—Chicago, Illinois—August 12-15, 1990—Hardware products.
- **Incoming Buyers' Mission to Toronto Gift Show**—Toronto—August 12-16, 1990.
- **Outdoor Retailer Expo West**—Reno, Nevada—August 13-15, 1990—Sports equipment and apparel (excluding fishing and hunting).
- **Southern California Home and Garden Show**—Anaheim, California—August 18-26, 1990—Housewares and garden products.
- **Spring Seattle Sporting Goods Show**—Seattle, Washington—September 1990—Sports equipment and apparel.
- **Greater Cleveland Hospital Association Health Care Expo**—Cleveland, Ohio—September 1990—Health care products and services.
- **Incoming Buyers' Mission to a Canadian Health Care Show**—Various locations—September 1990.
- **NEBS — Sporting Goods**—Minneapolis, Minnesota—September 1990.
- **Incoming Buyers' Mission to Canadian Sporting Goods Association (CSGA) Annual Western Market and Rep Show**—

Vancouver—September 9-11, 1990.

- **Fly Tackle Dealer Show**—Denver, Colorado—September 13-15, 1990—Fishing equipment.
- **NEBS—Furniture Manufacturers from Montreal**—Boston, Massachusetts—September 17-19, 1990.
- **Action Sports Retailer Trade Expo**—San Diego, California—September 18-20, 1990—Sports equipment and apparel.
- **National Hardware Manufacturers' Association (NHMA) Fall Housewares Show**—Atlanta, Georgia—September 24-26, 1990—Housewares.
- **Incoming Buyers' Mission to Canadian Sporting Goods Association (CSGA) Annual Fall Market**—Toronto—September 30-October 2, 1990.
- **Interbike**—Anaheim, California—October 1-3, 1990—Bicycle equipment and apparel.
- **National Sporting Goods Association (NSGA) Fall Market**—Anaheim, California—October 11-13, 1990—Sports equipment and apparel.
- **National Office Products Association Show**—Chicago, Illinois—October 19-21, 1990—Office products.
- **Interbike**—Atlantic City, New Jersey—October 21-23, 1990—Bicycle equipment and apparel.
- **National Spa and Pool Institute**—Anaheim, California—October 31-November 2, 1990—Spa and pool equipment/products.
- **Incoming Buyers' Mission to International Interior Design Exposition (IDEX) Furniture Show**—Toronto—November 15-18, 1990.
- **NEXUS — Furniture Industry to Southern Florida**—Miami, Florida—December 1990.
- **National Gift Show**—Atlanta, Georgia—January 1991—Giftware.
- **NEXUS — To New York Gift Show**—New York, New York—January 1991.
- **NEXUS — To Home Furnishings Show**—Atlanta, Georgia—

January 1991.

- **International Housewares Expo**—Chicago, Illinois—January 6-9, 1991—Housewares.
- **Incoming Buyers' Mission to Toronto Furniture Market**—Toronto—January 13-16, 1991.
- **NEXUS — To California Gift Show**—Los Angeles, California—January 18-20, 1991.
- **Atlantic City Pool and Spa Show**—Atlantic City, New Jersey—January 15-17, 1991—Pool and spa equipment/products.
- **Shooting, Hunting, Outdoor Trade (SHOT) Show**—Dallas, Texas—January 17-20, 1991—Hunting and fishing equipment.
- **Atlanta Furniture Show**—Atlanta, Georgia—January 26-30, 1991—Furniture.
- **Jewellers of America Show**—New York, New York—January 31-February 3, 1991—Jewellery.
- **Incoming Buyers' Mission to Canadian Hardware Show**—Toronto—February 1991.
- **Solo Residential Furniture Show**—Florida—February 2-4, 1991—Furniture.
- **Incoming Buyers' Mission to Canadian Hardware, Housewares, Home Improvement Show**—Toronto—February 3-5, 1991.
- **Incoming Buyers' Mission to Atlantic Crafts Trade Show**—Halifax—February 3-5, 1991.
- **Incoming Buyers' Mission to Canadian Sporting Goods Association (CSGA) Convention**—Montreal—February 17-20, 1991.
- **Sporting Goods Manufacturers' Association (SGMA) Super Show**—Atlanta, Georgia—February 21-24, 1991—Sports equipment and apparel.
- **Ski Industries of America (SIA) Expo West**—Las Vegas, Nevada—March 18-23, 1991—Ski equipment and apparel.
- **National Home Center Show**—Chicago, Illinois—March 24-26, 1991—Do-it-yourself home renovation and repair products.
- **NEBS — Atlantic Canada Crafts**—Boston, Massachusetts—March 26-28, 1991.

## Selling Non-Defence Products to the U.S. Government

*This is the second in a series of articles designed to assist Canadian companies interested in pursuing opportunities in the U.S. federal government procurement market. The first article appeared in **CanadExport**, Vol. 8, No. 10, June 1, 1990.*

### The Procurement Process

The U.S. federal government strives for open procurement processes and for contracts that are competed to the maximum extent permitted by U.S. domestic laws, trade agreements, and program requirements.

Companies that supply the Canadian federal government find that their general experience in preparing government bids and proposals is valuable when they compete in the U.S. federal market.

### Sources of Notices and Awards

Canadian companies can compete for contracts worth more than US\$25,000. Solicitation notices and awards of U.S. federal procurement opportunities above that level are published in the *Commerce Business Daily (CBD)* in the United States. Notices of U.S. federal contracts covered by the Canada-U.S. Free Trade Agreement are also published in Canada in *Government Business Opportunities (GBO)*.

Another booklet, *Doing Business with the Federal Government*, can help companies to identify preliminary prospects and contacts; it notes the roles of the various departments and agencies, and lists the items they most commonly buy.

This booklet is one of many available from the U.S. General Services Administration (GSA) or from the individual procuring agencies. GSA's role is similar to that of Supply and Services Canada.

### Consulting Services Contracts

Firms seeking contracts for consulting services should find this a good place to start, as their marketing will involve intensive research into the needs, structure, personnel and programs of its prospects. The Embassy in Washington can provide some additional contacts.

These firms should consider submitting unsolicited proposals and/or striking partnerships with prime contractors or systems integrators.

A great deal of business is done through **subcontracts** and subcontracting is often encouraged, particularly in large or technically complex projects. **CBD** notices are one way to identify potential business partners.

### Commodities Contracts

Large contracts can take many forms. Among these are the **Request for Proposal** (in which price is only one consideration) and **Invitation for Bid** (in which lowest responsible bidder wins), usually administered by individual departments or agencies, and **schedule contracts** with GSA.

If a product is selling successfully in the U.S. commercial export market or to the Canadian government, and research indicates a need for that product among many federal government customers, a GSA **schedule contract** may be appropriate.

A GSA **schedule contract** is an agreement to sell a specific product, at a set price, for a definite period (usually a year), in indefinite quantities. It does not guarantee any orders.

Those who win a **schedule contract** must still market to their prospects individually, but the **schedule contract** sets the buying mechanism in place, and

makes purchasing easier for federal customers.

**Schedule contracts** for each product category open at different times throughout the year; notices appear in the **CBD**.

Many Canadian firms first work with a U.S. distributor or reseller who is already on a schedule, to learn how the market works and assess its potential, before negotiating a **schedule contract** on their own.

### Bid Documents

To receive bid documents, request an application for the *Bidder's Mailing List* from either GSA or the department or agency of interest, and return it as instructed. Companies responding to a **CBD** notice should contact the contracting officer listed in the solicitation notice.

For more information or to receive copies of publications and documents mentioned in this article contact either Doreen Conrad, United States Trade and Tourism Development Division (UTW), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 998-9441; or J. Bradt, Canadian Embassy, 501 Pennsylvania Avenue NW, Washington, D.C. 20001. Tel.: (202) 682-1740. Fax: (202) 682-7619.

### Numbers to Note

The telephone and facsimile numbers for the Canadian Embassy in Tel Aviv, Israel are: Telephone: 972 (3) 5272929 (main number), 972 (3) 5272931/32/33/34/35. Facsimile: 972 (3) 5272333. The Immigration and Consular Section telephone numbers remain unchanged. Immigration: 972 (3) 448147/48/62. Consular: 972 (3) 5465810/11.

# UK SECTOR PROFILES

A series of sector profiles on the United Kingdom has been prepared by the Canadian High Commission in London. The first in the series, "Investment Development Program", was reprinted in *CanadExport*, Vol. 8, No. 9, May 15, 1990. The second in the series is reprinted here.

## WOOD PRODUCTS

### Market Facts

The UK market consumed 10 million cubic metres of softwood lumber in 1988. With limited forest resources, the UK is a major importer of softwood and hardwood lumber and plywood. Canada is the major supplier, with close to 30 per cent of the market, followed by Sweden, Finland and the Soviet Union (about 15 per cent sourced domestically). The market is now placing more emphasis on kiln dried lumber.

The UK has no indigenous plywood industry, but consumes about 1.2 million cubic metres annually. The U.S. is the dominant supplier of softwood plywood, having displaced Canada. Foreign suppliers of softwood products generally sell through agents or UK-based representatives—primarily to importers, but sometimes directly to merchants and builders.

Because of strong construction activity, 1988 was a record year for consumption of softwood lumber; demand, however, is declining and is expected to continue to do so through 1990.

### Access

Mills shipping green lumber must provide mill certificates to assure UK plant health authorities that the lumber has neither bark nor grub holes. Rough sawn lumber enters the UK duty-free while planed lumber is dutiable at 4 per cent. There is a 10 per cent tariff on all softwood plywood imports to the European Economic Community that exceed the annual quota of 650,000 cubic metres. The UK consumes about 40 per cent of the quota, which is usually exhausted about March of each

year.

Imported wood products for construction purposes must conform to British standards (BS) 5268 Part 2 (Structural Use of Timber). Other relevant standards include BS4978 (Timber Grades for Structural Use) and BS4471 (Sizes of Sawn and Processed Softwood).

### Trade Promotion Events

Major supplying industries actively promote their products using product literature, demonstration timber frame housing, seminars, missions and trade shows. The Timber and Brick Consortium publishes useful information on the advantages of timber frame housing in the UK. Interbuild (held biennially in November in Birmingham) is the major international building show in the UK.

### Sources of Information

Commercial/Economic Division  
Canadian High Commission  
1 Grosvenor Square  
London, England W1X 0AB  
Tel.: 01-629 9492  
Fax: 01-491 3968  
Telex: 261592 CDALDN G

Timber Trade Federation  
Clareville House, 26/27 Oxendon Street  
London, England SW1Y 4EL  
Tel.: 01-839 1891  
Telex: 8954628 TTF G

Timber Research & Development Association  
Chiltern Lane, Hughenden Valley  
High Wycombe, Bucks HP14 4ND  
Tel.: 0240 243091. Telex: 83292

Timber Trades Journal  
Sovereign Way, Tonbridge  
Kent TN9 1RW  
Tel.: 0732 364422. Telex: 95162

Council of Forest Industries of BC  
131-133 Upper Richmond Road  
London, England SW15 2TR  
Tel.: 01-788 4446. Telex: 25695

Bureau des Promotion des Industries du Bois  
310 Maggs House, 78 Queens Road  
Clifton, Bristol BS8 1QX  
Tel.: 0272 266531. Telex: 449075

## Construction Industry

### Log Homes Sell Well in Japan

Japan was the single largest export market in 1989 for Canadian log homes, buying 682 (or 79 per cent) of the 862 log homes exported.

The second largest foreign market for Canadian log homes that year was the U.S., where 127 homes were shipped, followed by Europe with 35 homes, and other international markets buying 18.

Total export sales reported in that year reached \$30.2 million, with 51 per cent of all reported log homes being exported.

Similar export results were recorded in 1988, with 462 (71.6 per cent) of 645 log homes going to Japan, 139 to the U.S., 28 to Europe, and 19 to other international destinations.

Export sales reported for 1988 were valued at \$21.2 million, with 48 per cent of the reported homes produced having been sold abroad.

In addition to Japan, the U.S. and Europe, other markets showing an interest in Canadian log homes include Korea and Taiwan.

## Consumer Products

### Hardware Show Slated for West Germany

Cologne — Canada will participate for the second year in a row with a national stand at the International Hardware Fair in this West German city.

The March 3-6, 1991 show will feature tools, locks and fittings, building and do-it-yourself supplies. This year's event attracted over 2,000 exhibitors from 37 countries and over 60,000 visitors.

The ten Canadian companies that participated in this year's show reported on-site sales of \$176,000, with 12-month follow-up sales expected to exceed \$3 million.

Also indicative of the international market opportunities for hardware products, the Canadian participants received close to 200 serious enquiries and expect to appoint 16 agents and distributors.

For more information on the show or details on how to participate, contact Wes Rathwell at External Affairs and International Trade Canada (EAITC)'s Trade Fairs and Missions (RWTF). Tel.: (613) 996-4427. Fax: (613) 995-6319.

Forest Products,  
Equipment & Services

## International Paper Conference and Show

**Vancouver** — The first international pulp and paper conference and show ever to be held in Western Canada is slated for Vancouver November 6 to 9, 1990.

One of the goals of **Pacific Paper Expo** is to promote the international capabilities of Canadian pulp and paper consulting and supplier industries, in addition to offering a beneficial sales environment for all participants.

The over 230 exhibitors — from Finland, Sweden, Switzerland, France, Germany, the U.S. and Canada — participating in the show will represent a great variety of specialized pulp and paper products and services specialists ranging from large integrated equipment manufacturers to smaller companies representing specialized products.

A management seminar on Pacific Rim opportunities will bring together world experts in pulp and paper manufacturing, consulting engineering, finance and marketing who will explore topics affecting the future of the Pacific Rim's pulp and paper market.

Topics to be covered include population and paper consumption trends, pulp and paper development in Asian markets, fibre supply trends, environment, competition, Asian business and selling strategies.

For more information on **Pacific Paper** — endorsed by B.C.'s Ministries of Forests and International Trade and the federal Ministry of Forests — contact the show management. Tel.: (416) 252-7791.

Multiple Sessions

## Vancouver to Host Business Opportunity Show This Fall

**Vancouver** — Looking for investment capital, joint venture partners and trade linkages abroad?

Then consider attending **OPPORTUNITY 90**, the Pacific Northwest showcase of business investment opportunities, slated for the Vancouver Trade and Convention Centre November 14 to 16, 1990.

Now in its fifth year, the show is expected to attract over 300 exhibitors — companies with innovative products and services looking for trade linkages, joint venture partners and investment capital — as well as thousands of visitors, potential business partners and investors from Canada, the U.S. and the Pacific Rim.

A wide range of opportunities will be available on various businesses including: high technology, import and export, small manufacturing, the environment, computer hardware and software, tourism franchising, communications and resources.

For more information on the show or on how to participate, contact Pacific Forums Inc., P.O. Box 39, 280-815 West Hastings St., Vancouver V6C 1B4. Tel.: (604) 669-3818. Fax: (604) 682-0019.

## Industrial Cooperation Fair in Turkey

**Istanbul** — The third Canadian industrial cooperation and technology transfer exhibition will be held in this Turkish city this Fall.

The November 17-19 solo Canadian show, **CANADA FAIR '90**, is sponsored by the Canadian

International Development Agency (CIDA)'s Industrial Cooperation Division, in cooperation with the Canadian Embassy in Ankara.

The main industrial sectors to be represented at the show include: agri-business and food processing, building materials, computer hardware and software, consumer goods, electrical and electronic products, industrial machinery, medical and hospital equipment, reinforced plastic and telecommunications.

Canadian exhibitors will have the opportunity to discuss alternative market entry strategies — joint ventures, licensing or subcontracting agreements — with pre-selected potential Turkish clients.

With its strategic geographic location and low labour costs, Turkey represents a potential export platform for Canadian firms interested in the European Community, Middle East, Eastern Europe and USSR markets.

In addition, with a population of more than 60 million people, Turkey has shown an impressive economic record in the last decade and is still rapidly growing.

And with a solid industrial infrastructure and flexible foreign investment regulations, Turkey could be an attractive market for Canadian firms — a recent natural gas agreement with the USSR has resulted in additional opportunities for exporting various products in exchange for Soviet gas.

For more information on the show or details on how to participate, contact Louis Duhamel at SIRTEC, 555 Rene-Levesque Blvd. West, 9th floor, Montreal H2Z 1B1. Tel.: (514) 866-1633. Fax: (514) 861-0281.

## Yugoslavia to Host International Fair

**Zagreb** — A number of Canadian manufacturing, processing and services companies are being recruited to participate in the Za-

**greb International Autumn Fair** being held in this Yugoslavian city from September 17 to 23, 1990.

For the second consecutive year, External Affairs and International Trade Canada (EAITC), which is doing the recruiting, will operate a national stand.

An annual event that is open to the public, the **Zagreb International Autumn Fair** also attracts dealers, distributors, retailers, wholesalers, agents, institutions, and government representatives—particularly those relating to the telecommunications, informatics, oil and gas, and automotive sectors.

For further information, contact Wes Rathwell of EAITC's Trade Development Division Europe (RWTF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5554.

## Canada to Have National Stand at Czech Engineering Fair

**Brno**—External Affairs and International Trade Canada will, for the second consecutive year, operate a national stand at the **Brno International Engineering Fair** to be held in this Czechoslovakian city from September 12 to 20, 1990.

Recruitment is already underway, with organizers hoping to increase the number of participating Canadian companies to five from the two—with combined projected sales of \$4.3 million—which participated in the 1989 event.

The **International Engineering Fair** features industrial machinery and plants, with an emphasis also being placed on engineering, construction, agricultural and transportation equipment and machinery.

With the dramatic political changes taking place in this part of the world, there is the potential for a whole new market in Eastern Europe. One way to explore that

potential is through participation in the **Brno International Engineering Fair**.

For further information, contact Wes Rathwell of External Affairs

and International Trade Canada's Trade Development Division Europe (RWTF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5554.

## Advanced Technology Products and Services

## Telecommunications Congress, Exhibit Most Comprehensive to be held in Canada

**Vancouver**—Being on top of what's happening in the world of telecommunications can give companies the edge they need when it comes to breaking into world markets.

One way of being on top is to participate in **INTER COMM 90, the Global Telecommunications Congress & Exhibition** being held October 23 to 26 at the Vancouver Trade and Convention Centre.

External Affairs and International Trade Canada (EAITC) officials and officials from the posts will be assisting incoming buyers at the exhibit as well as participating in a Government of Canada information booth which will also be staffed by representatives from Communications Canada, and Industry, Science, and Technology Canada.

**INTER COMM 90**, the most comprehensive congress on the global development of telecommunications ever held in Canada, is expected to attract more than 1,200 delegates from Europe, the Pacific Rim, the United States and Canada.

More than 100 world leaders from industry, the user community, and government have been selected to address the key issues of "technological developments, regulatory and policy issues, finances and economics, applications, market evolution, and the social implications of telecommunications development shaping tomorrow's global setting."

**INTER COMM 90** participants—which range from manufacturers of communications sys-

tems and equipment to user organizations—will also learn about what the competition is doing; what 1992's Single European Market will mean to their business; the business implications of technology transfer; the recent developments in Pacific Rim and ASEAN countries, Japan, North America and Europe; and the effects of the Canada-U.S. Free Trade Agreement.

The exhibition has attracted more than 200 active international companies that will showcase the latest in telecommunications innovation and technology.

For more information or to register for the congress and/or exhibition, contact **INTER COMM 90**, 777 Pacific Boulevard South, Vancouver V6B 4Y8. Tel.: (604) 669-1090. Fax: (604) 689-4806. Telex: 04-357-817-VCR.

## Worldwide Industry Leaders to Attend Expo Comm China 90

**Beijing**—Billed as "the biggest marketing opportunity in China", the **International Telecommunications, Computer and Electronics Exhibition and Conference (Expo Comm China 90)** will be held November 8 to 13 in the China International Exhibition Centre.

Already more than 400 companies from 15 countries have registered to attend what is described as the largest event of its kind in Asia—one that offers a market potential estimated to be worth billions of dollars.



In addition to being a gathering place of the many diverse procurement sectors within China's telecommunications/computer industry, **Expo Comm China 90** also attracts the country's top decision makers and policy planners.

One such policy—backed by a budget of US\$22 billion—is the commitment to computerization and the continued modernization of China's telecommunications infrastructure.

For further information on **Expo Comm China 90**, contact R. Grison, Project Manager, Asia Pacific Trade Fairs and Missions, EAITC. Tel.: (613) 995-8619. Fax: (613) 996-4309.

## Telecommunications Exhibitors Engaged by Philippines Show

**Manila**—Telecommunications equipment companies interested in the Philippines market are being solicited to participate in **Phil Telecom 90**, being held September 11 to 15 in this city's Philippine International Convention Centre.

The **2nd International Telecommunication Systems, Equipment and Technology Exhibition** showcases the assortment of products and services the Philippines needs to link the country's 7,000 islands to each other and to the rest of the world.

These products and services cover the telecommunications gamut: telephone, telegraph and data switching systems and equipment; data processing systems and networks; terminal equipment; line and radio transmission equipment and systems; design, planning, construction and installation services; word processing systems; and office automation equipment and systems.

For further information on **Phil Telecom 90**, contact R. Grison, Project Manager, Asia Pacific Trade Fairs and Missions, EAITC. Tel.: (613) 995-8619. Fax: (613) 996-4309.

## Program Puts Canadian Exporters Well Beyond U.S. Border Markets

External Affairs and International Trade Canada's New Exporters to US South (NEXUS) program is shifting into high gear.

Since the first NEXUS mission took place early last summer, eight trade officers have coordinated and hosted a total of 11 missions—with participating companies anticipating 12-month sales in excess of \$10 million.

As the number of appointed representatives get into position and once serious enquiries have been followed up, it is expected that sales attributed to these first NEXUS missions will triple in two years.

NEXUS is aimed at small-to-medium-size Canadian companies that traditionally have traded only just across the US border. Using trade fairs or trade marts as a vehicle to expand contacts, NEXUS leads Canadian companies further afield—into markets of the southeastern and western United States.

Targeted sectors have included sporting goods, recreational equipment, fire fighting equipment, building products, furniture, giftware, children's wear, electronics, consulting engineering, apparel and biomedical equipment.

A recent three-day NEXUS mission to Pittsburgh, Cincinnati and Cleveland brought Canadian technology to manufacturers in the United States.

Ten Canadian factories focused on the cost-effective and technological advantages of using metal castings instead of a fabricated or machined component. According to reports, the US level of interest was high.

"Local companies (Western Pennsylvania) have come to us to source Canadian casting expertise. Market demand indicated that with the technological advances the use of casting is on the upswing," says Ted

Lipman, the Canadian Consul in Pittsburgh.

Winnipeg's International Trade Centre (ITC) is arranging a fall mission of its own. Canadian resort owners and tourism service companies will meet with US business contacts and attend the opening of the Sahed Aquarium in Chicago.

The tentative schedule for NEXUS in Chicago involves a full-day meeting, with seminars, for example, regarding the market and product and development issues. A marketplace, where businesses can make contacts is also scheduled.

NEXUS missions can be initiated by posts in the field, regional International Trade Centres across Canada or by provincial governments.

Companies can participate if they have sustained strong successful marketing to the northern US over a number of years. A majority of participants often have been members of another department program, New Exporters to Border States (NEBS).

As most NEXUS members will already be familiar with customs procedures and access to markets in the US, organizers of NEXUS missions concentrate more on defining the market characteristics of the sector in which companies are interested. They also concentrate on developing a distribution and sales exposure program for the companies.

NEXUS covers return airfare, ground transportation, and hospitality services—to a maximum of \$1,500.

For more information on NEXUS, contact the International Trade Centre in your region or the United States Trade and Tourism Development Division (UTW), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613)-993-5726.

# Reply from GST Task Force

A number of companies have requested further information and/or clarification on an article published in *CanadExport*, Vol. 8, No. 6, April 1, 1990 ("Proposed Goods and Services Tax Would Enhance Canada's Export Competitiveness").

*CanadExport* forwarded the letters to the Department of Finance Canada (GST Task Force Division). This is the reply:

*"Exports will be tax free under the GST, just as they are under the present sales tax. However, under the GST, Canadian exporters will be able to recover in full the sales tax paid on all business purchases. This represents a significant improvement over the present system wherein exemption certificates provide, at best, partial relief from the explicit tax on business purchases.*

*"While it is true that a Canadian exporter of electronics, for example, may purchase many electronic components on a tax-exempt basis and in turn export his products free of tax, he nonetheless is taxed explicitly on a range of other business purchases such as telecommunications (11 per cent), office equipment and supplies (13.5 per cent), automobiles and fuel for his vehicles (13.5 per cent).*

*"In addition, there is a hidden sales tax burden on all goods and services purchased which is borne in the form of higher prices. The existing sales tax system provides no relief from these added costs, which are ultimately reflected in final selling prices.*

*"Under the GST, a Canadian exporter will collect no GST on his export sales. He will, however, be entitled to a full refund on all the GST paid on business purchases. This includes telecommunication services, utilities, office equipment, stationery supplies, automobiles*

*fuel, computers, etc. The refund will be provided by Revenue Canada.*

*"Since exporters will collect no GST on their sales but pay GST on their business purchases, they will continually be in a refund situation. Exporters with annual sales of less than \$500,000 are required to file quarterly with Revenue Canada. However, being in a refund situation, they may choose the option of filing each month, thus obtaining their refunds monthly rather than every three months.*

*"Both the direct and hidden sales tax burden of the present system add to exporters' operating costs. Based on an estimated minimum 1 per cent impact on total operating costs, this accounts for 10 per cent of exporters' profits.*

*"For example, on an item being exported for \$11.00 (\$10.00 cost plus \$1.00 profit margin), the imbedded (hence non-refundable) federal sales tax under the present system accounts for about \$0.10 of the total cost. This is 10 per cent of the exporters' profit margin. Under GST, full recovery of all taxes paid on business inputs would result in a 10 per cent higher profit margin or 1 per cent lower export price or some combination of the two reflecting competitive markets. Some exporters have already indicated that under GST export pricing can fall by at least 3 per cent which could represent a 30 per cent increase in profit margins."*

For further information—including the *Information for Small Business* and the *Information for Exporters* booklets that describe the proposed GST and how it will operate, call: 1-800-267-6620 (English); 1-800-267-6640 (French); 1-800-267-6650 (device for the hearing impaired).

## BUSINESS AGENDA

**Montreal, Toronto & Vancouver**—Week of June 18th, 1990—Europe 1992: Communications and Information Technology Workshops. Contact Roy Woodbridge, Canadian Advanced Technology Association (CATA). Tel.: (613) 236-6550.

**Toronto**—June 19—Hong Kong-Canada Business Association (HKCBA) Seminar: Practical and Legal Aspects of Establishing a Business in Hong Kong. Contact HKCBA. Tel.: (416) 366-2642. Fax: (416) 366-1569.

**Toronto**—June 20—Europe 1992: Health Care Seminar. Contact Alf Dolan, Business Resource International. Tel.: (416) 629-8788.

**Edmonton-Vancouver**—July 7-15—Thermal Coal Mission from Japan. Contact D. Bishop, PNJ/EAITC. Tel.: (613) 992-6185.

## PUBLICATIONS

**NEXUS: New Exporters to U.S. South** is a bilingual brochure describing a program of the same name that helps small- and medium-size Canadian companies expand their export activities from immediately across the Canada-U.S. border to markets further afield in the southern states. How the program works, participant eligibility, cost, and how to get on a NEXUS mission are outlined. Also listed are the International Trade Centres across Canada from which copies of the brochure may be obtained. The brochure may also be obtained from Info Export, tel.: 1-800-267-8376 (Ottawa region: 993-6435).

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# CANADEXPORT

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## Africa Market Well Worth The Effort

By Elizabeth Gammell

Each year, African countries import nearly \$100 billion in goods and services—\$1.5 billion of which is supplied by Canada. There is room for growth and, with time, energy and money, Canadian exporters can capture a greater share of this market.

### Exports to Africa

The country is a lucrative outlet for Canada's services industry: almost \$1/2 billion annually. All major Canadian engineering firms are active here, with sectoral strengths in energy (both hydro and oil and gas), water, forestry, transport and telecommunications.

Several Canadian construction companies are following the services industry's lead. And Canadian consulting firms—specializing in education, management training and computer technology—are also moving successfully into this part of the world.

All regions of Canada export goods and services to 51 African countries, headed by Algeria and Morocco, respectively Canada's 27th and 43rd top overall country clients.

Resource-based exports (wood and fish products, sulphur, wheat) are consistent, with important sales in value-added goods (helicopters, locomotives, equipment for the oil and gas, mining, power, telecommunications and computer industries). Canada faces stiff competition in maintaining or increasing its market share in Africa.

**Supplement: U.S. 1990-91 Trade Fairs & Missions Program**

See pages 7-10

### Competing for the African Market: Canada's Strengths, Advantages

Competing here will not be any easier than elsewhere in the competitive global market. Still, if the Canadian exporter faces a set of

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special challenges in Africa, so do the competitors—from such countries as the United States, Japan, West Germany, France, Italy and the United Kingdom.

The Canadian exporter does have some distinct competitive advantages. The Canadian Government—through participation in the Francophone Summit, Africa 2000, its debt forgiveness initiative, and its high profile in the Commonwealth and other international organizations—has generated much goodwill for Canada among many African countries.

The reputation of Canadian goods and services, especially in our areas of strength, is excellent—both in individual African countries and among the international development agencies.

**Development Bank Contracts**  
Canadian companies, for instance, have competed for—and won—project work that, in 1988/89, has earned them more than US\$41 million from the World

Bank alone.

With only limited concessional financing for Canadian exports to Africa, winning contracts for development projects can be the best way to gain experience and a better market position. As much as \$7 billion worth of new projects for Africa are approved every year through the World Bank and the African Development Bank, with contracts open for tender from Canadian and other foreign companies.

### Canada's Bilingual Status Can be a Competitive Edge

Canadian exporters compete for contracts and business in Africa with companies from Europe and the U.S. which, traditionally, have dominated African trade. Japan, despite its language and cultural differences, is a growing player in Africa.

Canada, however, benefits from its image as an alternative trade partner, offering advanced technology—in both French and English. Canadian firms can turn these differences to their advantage—by setting up cooperative projects using Canadian expertise and Japanese financing.

*“Canadian companies must be well-prepared and ‘export-ready’.”*

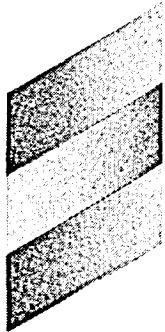
### How To Compete Successfully

Even with these advantages, exporting to Africa is still not simple. Canadian companies must be well-prepared and “export-ready”.

Successful companies often have export experience. Their product or service has a competitive advantage: price, a unique expertise

Continued on p. 2—AFRICA

External Affairs and  
International Trade Canada



Canada

## New Daily Publication Provides Government Tender Opportunities

If you want to play an active role in the economy at home and abroad, *Government Business Opportunities* is the publication for you. Issued daily, it contains the most recent and varied business opportunities that international governments have to offer.

### Tender Calls/Bidding Opportunities

The publication consists mainly of tender calls resulting from the General Agreement on Tariffs and Trade (GATT), the Canada-United States Free Trade Agreement and open bidding opportunities announced by the Federal Government, the Canada Post Corporation, the Office of the Auditor General of Canada, and the National Capital Commission.

It contains various contract awards resulting from these proposed procurement offers as well as the general contracts awarded by the Department of Supply and Services. International tender calls, as well as international projects prepared in collaboration with *CanadExport* are also published.

*Government Business Opportunities* also lists procurement

invitations and other opportunities on the American market that may be of interest to Canadian suppliers. These are taken from the American publication, *Business Commerce Daily*.

The "Miscellaneous Notices" section deals with various topics ranging from how to submit a bid to information on the various opportunities presented in the publication.

The "References" section lists client addresses as well as the addresses for submitting bids.

### An Indispensable Tool

*Government Business Opportunities* provides Canadian suppliers with an indispensable tool that allows them to play a unique role in the trade and economic community.

This publication is available on a yearly basis for \$295 (third class mail) or \$450 (first class mail). It is published by the Canadian Government Publishing Centre, Department of Supply and Services, Ottawa, Ontario K1A 0S9. You may subscribe by telephone (819-956-4802) or by FAX (819-994-1498).

### AFRICA—

*Continued from page 1*

or a level of technology appropriate for African needs and capabilities. They have decided which African markets offer the best potential and they have concentrated on these.

First-time exporters or those new to Africa can contact the Canadian International Trade Centre in their region for help in starting this process. Those already active in Africa will benefit from the advice and activities of the Africa Trade Development Division (GAT) of External Affairs and International Trade Canada (EAITC) in Ottawa and EAITC's posts abroad.

### GAT's Trade Development Program for 1990-1991

GAT's trade development program for 1990/91 will focus on the most promising sectors: telecommunications, mining, energy and engineering/management services. Efforts will be centered around helping Canadian companies bid for multi-lateral development projects.

Canadian companies will also participate in several trade shows and trade missions to Africa to identify and take advantage of business opportunities there.

Some up-coming events are the **Nairobi International Trade Show** in Kenya and the **International Salon of Fish and Aquaculture-Tunisia (SIPAT)** in Tunis, Tunisia. Both events are being held in September 1990. The **Tunisia Telecom 90** show takes place in November 1990, followed by **Africa Telecom 90**, to be held in Harare, Zimbabwe, in December 1990.

For information on these or other trade opportunities in Africa, contact the Africa Trade Development Division (GAT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 990-6593.

*Elizabeth Gammel is a Trade Officer with EAITC's Africa Trade Development Division.*

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# New World Bank and ADB Projects

*The Canadian Embassy in Washington and the Canadian Embassy in Abidjan have provided, respectively, the latest lists of new projects currently being considered for World Bank and African Development Bank funding (\$M = \$million).*

*Canadian companies with international experience are invited to contact the post (which appears in brackets after the country listed when a loan is involved) for further details.*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.*

## WORLD BANK

**ARGENTINA** (Buenos Aires)—1) Comprehensive public enterprise reform adjustment of hydrocarbon, telecommunications and railway sectors project, including public enterprises operating in them. Consultant services will be required. Executing agency: Ministry of Economy. Loan: \$30 M. 2) Public enterprises reform implementation technical assistance. Finance consultant services/training related to restructuring/privatization of public enterprises and establishment of regulation authorities. Consultants required. Executing agency: Ministry of Economy. Loan: \$40 M.

**BELIZE** (Kingston, Jamaica)—Education and training to improve the overall quality and efficiency of the education system through upgrading physical facilities and equipments; and promoting access to education in urban and rural areas. Executing agency: Ministry of Education. Loan: \$4 M.

**BURKINA FASO** (Abidjan, Cote d'Ivoire)—Structural adjustment program will include measures to improve public resource management, private sector regulation,

and incentives to employment creation. Consultants required. Executing agencies: ministère du Plan and ministère des Finances. Loan: \$54 M.

**CHILE** (Santiago, Chile)—1) Ports and intermodal project concentrating on the Santiago ports of the fifth region corridor and on the conception area. Executing agency: Ministerio de Obras Publicas. Loan: \$200 M. 2) Education project to extend coverage of preschool education and improve the quality and efficiency of primary education, particularly in rural and peri-urban areas through improved technology and management. No adverse social or environmental impacts anticipated. Executing agency: Ministry of Education.

**EL SALVADOR** (San Jose, Costa Rica)—Structural adjustment support for the government's reform program in trade, taxation, financial and agricultural sectors. Executing agency: Ministry of Planning. Loan: \$30 M.

**INDIA** (New Delhi)—1) Industrial restructuring to support adjustments to policy framework for increased competition and efficiency in industry, with focus on selected segments of industrial sector. Executing agency: Ministry of Industry, Department of Public Enterprise. Loan: \$300 M. 2) Steel marketing distribution project designed to improve efficiency in marketing and distributing of steel products; to improve supply of key input to capital goods industry; and to address the major policy constraints facing the steel sector. Executing agency: Steel Authority of India, Ltd. Loan: \$200 M.

**INDONESIA** (Jakarta)—Project to support expansion of Suralaya Thermal Power Project by addition of 3x400 MW units, to meet expected growth in demand for electric power. Executing agency: Perusahaan Umum Listrik Negara Pusat. Loan: \$225 M.

**LAOS** (Bangkok, Thailand)—

Project to support recommendation of tropical forestry action plan, including: i) completion of forest resource inventory work; ii) strengthening of forestry planning, reduction of slash and burn cultivation and encroachment of forest areas; iii) improved administration of forest export; and iv) support for biodiversity preservation. Executing agency: Ministry of Agriculture and Forestry. Loan: \$40 M.

**MADAGASCAR** (Nairobi, Kenya)—Project to address short- and medium-term problems of rural and urban food insecurity. The project will support child nutrition programs to improve micro nutrient intake and research and monitoring of nutrition issues. Consultant services may be required. Executing agency: Ministry of Agriculture, Direction of Food Security. Loan: approximately \$15 M.

**PAPUA NEW GUINEA** (Cairns, Australia)—Project to support institution building, resource assessment and some direct investment in conservation measures. Executing agency: Department of Forests. Loan: \$15 M.

**PHILIPPINES** (Manila)—Rural electrification project to finance the uncovered portion of the sector's investment program for 1991-94. The loan would include components for financing institutional development for the National Electrification Administration (NEA) and the Rural Electric Coops (REC). A consultancy for a rural electrification master plan is beginning, using USAID financing. The consultancy will address accounting weaknesses in some 40 RECs. Executing agency: NEA. Loan: \$80 M.

**POLAND** (Warsaw)—1) Project to assist rapid improvement of long-distance and international telephone service through provision of urgently needed investments, equipment and technical assistance and the formulation of a long-range strategy for domestic

and international service. Consultants may be required. Executing agency: Polish PTT. Loan: approximately \$100 M.

**TUNISIA** (Tunis)—1) National flood protection project would have the following objectives: i) developing a national strategy for flood control and protection; ii) minimizing flood drainage by the construction of appropriate infrastructure; iii) improving cost recovery. Executing agency: ministère de l'Équipement et de l'Habitat. Loan: \$65 M. 2) Northern Tunisia water resources project to improve cooperation between water sector entities; to increase efficiency in the development and use of water resources, its allocation in financing physical works, including the dam of Sidi El Barrak; flood protection and realignment works; rehabilitation and installation of measuring devices and wastewater treatment plant. Consultants required. Executing agency: ministère de l'Agriculture. Loan: \$130 M.

**VENEZUELA** (Caracas)—1) Support the government's agricultural reform program and log ground work for the bank's investment lending program. Executing agency: Ministry of Agriculture. Loan \$300 M. 2) Technical assistance for pre-investment and institutional development to: i) strengthen government's capacity to identify, prepare and implement sound investment projects; ii) build project pipeline suitable for World Bank financing; iii) strengthen financial management; and iv) technical assistance in support of the Public Enterprise Restructuring Loan. Consultants required. Executing agency: Oficina Central de Coordinación de la Presidencia de la República (Cordiplan). Loan: up to \$29 M.

## **AFRICAN DEVELOPMENT BANK (AfDB)**

**ETHIOPIA** (Addis Ababa)—1) Angelele Bolhamo irrigation project. Components include: i) raising of the Melka-Sadi Crest level; ii) reconstruction of the Kika Dam

bottom outlet; iii) flood protection dikes; iv) farm irrigation and drainage works; v) buildings, equipment and vehicles; vi) environmental protection; and vii) other essential works for completion of the irrigation system. Loan: \$30 M. Consultant services required. Executing agency: Water Resources Development Authority. 2) Feasibility study to determine the agronomic and technical viability of the proposed Koga irrigation project which would cover an area of 6,000 HA. Loan \$4 M. Consultant services required. Executing agency: Ethiopian Valleys Development Study Authority. 3) Study to determine the agronomic and technical viability of the Birr irrigation project which would cover an area of 10,000 HA. Loan: \$3.5 M. Consultant services required. Executing agency: Ethiopian Valleys Development Study Authority. 4) Ethiopia infrastructure development project. Components include: i) test cell; ii) simulator (for B 757/B 67); and iii) cargo terminal maintenance hangar. Loan: \$120 M. Consultant services required. Executing agency: Ethiopian Airlines. 5) Chemoga Yeda/Abeltu study to identify hydroelectric schemes, their feasibility and least-cost options. Loan: \$5 M. Consultant services required. Executing agency: Ethiopian Electric Light and Power Authority.

**LIBERIA** (Abidjan, Cote d'Ivoire)—Agriculture sector rehabilitation program to finance the procurement of seasonal agricultural inputs, equipment and machinery for the physical rehabilitation of the decoris oil palm project and other projects in the oil palm sub-sector, the smallholder rice seed project and two agricultural programs (Bong and Lofa Country respectively). Estimated total cost: \$50 M FUA. Loan: \$63 M. Consultant services required. Executing agency: Ministry of Finance.

**SEYCHELLES** (Nairobi, Kenya)—Government of Seychelles proposed Education III project involving a feasibility study of the

National Youth Service Institutions. Loan: None. Consultant services will be required. Executing agency: Ministry of Planning and External Relations.

**SIERRA LEONE** (Abidjan, Cote d'Ivoire)—The Bumbuna hydroelectric project involves the building of a rockfill dam, two tunnels and a power house. The project also involves the acquisition and installation of: i) hydraulic steel structures; ii) electromechanical equipment; iii) transmission lines and substations; iv) logistic support; v) tariff study; vi) technical assistance; vii) environmental and resettlement programs; viii) engineering services. Loan: \$49 M. Consultants required. Executing agency: Ministry of Energy.

**SUDAN** (Cairo, Egypt)—1) Industrial sector study to identify measures which will activate the industrial sector (involving small-and medium-scale industries in Sudan. Loan: \$75 M. Executing agency: Ministry of Finance and Economic Planning. 2) Institutional support to finance equipment, vehicles and technical assistance that would reinforce the administrative capacity of the project preparation units of the Ministry of Finance and Economic Planning. Agricultural statistics and an information system on crops and animal production in Sudan are also to be rehabilitated. Loan: \$3.5 M. Consultant services will be required for technical assistance. Executing agency: Ministry of Finance and Economic Planning.

**UGANDA** (Nairobi, Kenya)—1) Development line of credit to finance the foreign exchange cost of small-and medium-scale industrial projects. Loan: \$31 M. Executing agency: Uganda Development Bank (UDB). 2) Project for institutional support to Uganda Electricity Board consisting of: i) technical assistance (four experts); ii) training vehicles; iii) office equipment; iv) system planning; and v) reduction studies. Loan: \$7 M. Consultant services required. Executing agency: UDB.

**BRITAIN**—An import/export firm wishes to import **hi-fi components and accessories** from Canada. Contact John Forster, J.F. Commercial Import/Export, 132 Ramsey Avenue, Preston, Lancs PR1 6El. Tel.: (0772) 709536. Telex: 8955489 Ref. JFB/18041.

**SINGAPORE**—A company established here in 1984 wishes to import **electronic components and semiconductors** from Canada. Contact Simon Foo, Director, JKL Systems Pte Ltd., 470 North Bridge Road #04-14, Singapore Finance House, Singapore 0718. Tel.: 339-2011. Fax: 339-9996.

**SINGAPORE**—An agency network engaged

in shipping and related consultancy seeks a **joint venture and transfer of technology arrangement**. Contact Allan Wee, Manager, Neptune Orient Lines Ltd., 456 Alexandra Road #06-00, NOL Building, Singapore 0511. Tel.: 279-9318. Fax: 278-4900.

**SINGAPORE**—A company that has been in business here since 1955 wishes to import **medical, pharmaceutical, laboratory and scientific disposable equipment**. Contact Dr. Linoy Lin, General Manager, Jardine Parish, Division of Jardine Matheson(S) Ltd., 100-C Pasir Panjang Road, Singapore 0511. Tel.: 475-1322. Fax: 475-3703.

**SINGAPORE**—A company with interests in construction, high technology, voice and data communications, office automation, electronics components, specialty chemicals for high-tech manufacturing, and precision engineering seeks **joint venture, licensing, franchising or transfer of technology arrangements**. Contact Alan Tan, Manager, Strategic Business Unit, Ssangyong Cement(S) Ltd., 17 Pioneer Crescent, Jurong Town, Singapore 2262. Tel.: 265-4588. Fax: 264-0371.

**SINGAPORE**—A company wishes to import from Canada **communications equipment, engineering software, automated equipment, computers and peripherals, and specialty hardware**. Contact K.Y. Leong, Acting Manager, Chartered Electronics Industries, 73 Ayer Rajah Crescent #02-18, Singapore 0513. Tel.: 779-7632. Fax: 778-3608.

**SINGAPORE**—Being sought from Canada are **zircon flour and sand, colloidal silica, and ferrous and non-ferrous ingot**. Contact Benson Tan, General

Manager, Chartered Precision Foundry Pte Ltd., 249 Jalan Boon Lay, Singapore 2261. Tel.: 660-7394. Fax: 264-2068.

sumer/household products is being sought by a marketing company here. Included are **branded and packaged food items (cereals); beverages (juices, mineral water, non-alcoholic drinks); and household products (liquid scouring powder, detergent toiletries, and cosmetics)**. Contact Daniel Wong, General Manager, Guthrie Marketing(S) Pte Ltd., 41 Sixth Avenue off Bukit Timah Road, Singapore 1027. Tel.: 466-2555. Fax: 468-3484.

**SINGAPORE**—A company here seeks a **joint venture or transfer of technology arrangement** for the development of software based in Singapore. Contact Dr. K.H. Ng, Technical Director, CAD-CAM Systems Pte Ltd., 1 Maritime Square #11-06, World Trade Centre, Singapore 0409. Tel.: 273-8377. Fax: 278-6792.

**SINGAPORE**—Established in 1981, a local company wishes to import from Canada **hydraulic tipping gear, arm roll on/off systems, materials handling equipment and other innovative products**. Contact C.H. Lee, Manager, Hku Machinery Pte Ltd., Block 9, 142 Pandan Loop, Singapore 0512. Tel.: 779-5159. Fax: 779-1897.

**SINGAPORE**—Wanted to import from Canada are **office furniture systems; chairs; contract, auditorium, public, stadium and theatre seating; and office accessories**. The firm also seeks **joint venture, franchising, licensing or transfer of technology arrangements**. Contact Paul Yong, Executive Director, Henry Design Centre Pte Ltd., No. 5 Eunon Avenue 8-A, Henry's Building, Singapore 1440. Tel.: 748-6666. Fax: 748-0007.

**SINGAPORE**—A company here wishes to import **decorative products and high corrosion-resistant materials (brass, stainless steel, aluminum)**

Manager, Chartered Precision Foundry Pte Ltd., 249 Jalan Boon Lay, Singapore 2261. Tel.: 660-7394. Fax: 264-2068.

**SINGAPORE**—A variety of **oil-field-related products** is being sought by Joe M. Metka, General Manager, Dragon Pacific Offshore Services Pte Ltd., 1 Marine Parade Central #07-01, Parkway Builders's Centre, Singapore 1544. Tel.: 344-6688. Fax: 344-9309.

**SINGAPORE**—In business since 1975, a company here wishes to import **h-beam, steel billet, steel ingot, deformed bar, steel scrap and aluminum ingot**. Contact H.C. Tan, Business Manager, Econ Industries Pte Ltd., 60B Martin Road, Singapore Warehouse, Singapore 0923. Tel.: 732-6677. Fax: 732-9710.

**SINGAPORE**—Being sought for import from Canada are **microcomputers and peripherals, security hardware products, office equipment and automated filing equipment**. Contact L.S. Tan, Managing Director, HIS Intermedia Marketing(S) Pte Ltd., 315 Outram Road #09-03, Tan Boon Liat Building, Singapore 0316. Tel.: 225-6722. Fax: 225-6771.

**SINGAPORE**—A variety of con-

## Business Opportunities

whose surface can be treated mechanically or chemically. The firm also seeks joint venture, transfer of technology arrangements. Contact Cheow Kok Hua, Managing Director, Hoover Stainless Pte Ltd., 521

Yishun Industrial Park A, Singapore 2776. Tel. 755-2288. Fax: 752-1643.

**SINGAPORE**—A company whose products include machinery for poultry farming seeks a franchising, transfer of tech-

nology arrangement with Canadian companies. Contact T.H. Lee, General Manager, Globetrade Associates, 35 Lotus Avenue, Singapore 1027. Tel.: 466-6358. Fax: 469-3261.

**Alcan Wire and Cable**, Toronto, will supply 3,950 tonnes of aluminum alloy rods to the Moroccan power utility company, Office National de l'Electricité, Casablanca. The Export Development Corporation (EDC) is lending up to \$10.4 million to the buyer.

**Canterra Equipment Inc.**, Calgary, has sold eight portable seismic drilling rigs and related spare parts to the Mexican company Perforadata S.A. de C.V. EDC is providing up to

US \$240,000 in financing.

**DGB Systems Integrators Inc.**, Ottawa, has signed a contract with Mexico's Department of Communications and Transport for the execution of the first phase of a (three-phase) \$35 million radio spectrum management project. In the first phase, valued at \$3 million, DGB will provide a software package capable of handling the main system's workload.

**Howden Group Canada**, Scarborough, has sold two grinding mills to Europe's largest copper producer, RTB-Bor of Yugoslavia. EDC is providing a US \$3.2 million loan to the buyer.

**IST Inc.**, Montreal, has been awarded a \$2.2 million contract to supply software and related training for the computerization of hospitals owned by GECAMINES, the copper mining and development concern of the Republic of Zaire.

**MacDonald, Dettwiler and Associates Ltd.**, Richmond, has been awarded a contract to provide a meteorological satellite data receiving and processing station to the Meteorological and Environmental Protection

Agency of the Kingdom of Saudi Arabia. The contract value was not disclosed.

**MDS Aero Support Corporation**, Montreal, has been awarded a contract for the design and construction of a multi-purpose aircraft engine testing facility to be located at Royal Air Maroc's maintenance centre at Casablanca International Airport. EDC is providing a \$38.6 million loan to

**Theratronics International Ltd.**, Kanata, will supply cancer treatment units to two hospitals in Bangkok, Thailand, the Siriraj Foundation and the Thonburi Hospital. Both EDC and CIDA are financing the transaction with, respectively, \$525,850 and \$283,150 allocated under the \$14.3 million Associated Financing Facility established with the Government of Thailand and the Siam Commercial Bank Ltd.

**Top Grade Machining Ltd.**, Mississauga, has sold

a four-cavity, single-face mold for the fabrication of plastic pails to the Mexican manufacturer Envases de Plastico S.A. de C.V. EDC is financing the transaction by a US \$99,000 loan allocated under a US \$15 million line of credit recently established with Banco Nacional de Comercio Exterior, S.N.C.

**Ultramar Canada Inc.** and **Newfoundland Processing Limited**, both from St. John's, have been awarded a two-year contract totalling \$2.3 million for the supply of fuel to a U.S. naval facility in Argentina, Newfoundland.

**VME Equipment of Canada Ltd.**, Guelph, has sold 13 rear dump trucks to the *Entreprise Nationale du Fer et du Phosphate*, the Algerian state corporation responsible for mining exploitation. EDC is financing the deal with a loan of up to \$4.91 million to the buyer.

**Walbar Canada Inc.**, Mississauga, has been awarded a US \$2.3 million contract to supply the U.S. Navy with nozzle segments for the repair and overhaul of F404 aircraft jet engines.

## Contracts Awarded

the buyer.

**Menasco Aerospace Ltd.**, Oakville, has sold flight control systems to Fokker Aircraft B.V. of Amsterdam. EDC is providing up to US \$43 million to the buyer.

**Mobile Data International**, Richmond, has sold a complete computer-aided dispatch system to the Amsterdam, Netherlands, Police Force. The amount of the sale was not disclosed.

**SNC Inc.**, Montreal and **Acres International Limited**, Niagara Falls, operating through a joint venture agreement, have signed a \$6 million contract with Instituto Nacional de Electrificación of Guatemala, to carry out a feasibility study of three potential hydroelectric sites on the Samala River.

**Sydney Steel Corp.**, Sydney, will supply steel rail to Indonesia's Department of Communications for its Bukit Asam Coal Rail Transportation Project, set up to transport coal from Sumatra to West Java. EDC is lending up to \$4.5 million to the buyer. The Canadian International Development Agency (CIDA), also involved in the project, is contributing \$1.5 million.



# CALENDAR TO U.S. TRADE SHOWS AND MISSIONS

The U.S. is Canada's most important trading partner, with about 77 per cent of Canadian exports going south of the border.

One of the most effective ways to penetrate that huge and challenging market—or to expand sales—is to display products and services at trade shows.

External Affairs and International Trade Canada (EAITC) is planning to participate in close to 400 trade shows and trade missions in the U.S. during 1990-1991.

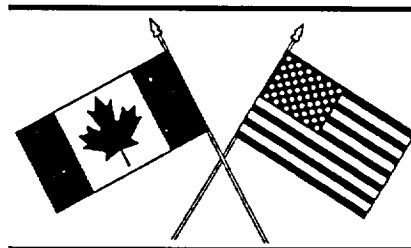
Below is the line-up of proposed events (chronological) planned in various industry sectors—listed alphabetically. The first list of proposed events was published in the June 15, 1990, issue of *CanadExport*, Vol.8, No.11.

For details on the shows and missions listed or on conditions of participation, check with EAITC's United States Trade and Investment Development Division (UTE), or United States Trade and Tourism Development Division (UTW), tel.: (613) 993-7343.

## DEFENCE AND HIGH TECHNOLOGY

- **NEXUS—To MDD Aircraft Co.**—Long Beach and San Diego, California—July 1-4, 1990.
- **Outgoing Nuclear Biological Chemical (NBC) Mission**—Washington, D.C.—August 20, 1990—Presentations to Department of Defence officials.
- **Modern Day Marine Corps Show**—Washington, D.C.—August 21-23, 1990.
- **International Security Conference (ISC) East '90**—New York, New York—August 28-30, 1990.
- **Atlantic Canada Initiative Incoming Defence Mission**—Atlantic Canada—September 1990.

- **Incoming Electronic Components Buyers' Mission from Florida**—Canada—September 1990.
- **NEXUS—Aerospace-Command and Primes**—St. Louis, Missouri—September 1990.
- **Incoming Food Service Equipment Mission**—Toronto, Montreal—September 1-30, 1990.
- **Incoming Army Aviation Systems Command (AVSCOM) Mission to Aerospace Indus-**



- tries Association of Canada (AIAC) Annual & Working Groups Meeting**—Whistler, B.C.—September 16-20, 1990.
- **Association of Old Crows (AOC)'90 Trade Show**—Boston, Massachusetts—September 24-27, 1990—Electronic warfare systems.
- **Outgoing Defence Electronics Mission**—Dallas, Texas—September 26-28, 1990.
- **USAF Independent Contractor Research and Development (ICR&D) Contract Mission**—Dayton, Ohio—September-October 1990.
- **Society of Automotive Engineers (SAE) Aerotech '90 Show**—Long Beach, California—October 1-4, 1990.
- **Incoming Defence Industry Supply Center (DISC) Mission to Canada**—Edmonton, Toronto, Montreal, Halifax—October 1-30, 1990—Common use hardware and other items for defence industrial

uses.

- **Mission to Naval Avionics Center**—Indianapolis, Indiana—October 1-30, 1990—Avionics and aerospace materials and equipment.
- **Outgoing Canadian Composites Mission**—Kansas, Texas—October 7-9, 1990—Advanced aerospace materials suppliers.
- **Incoming USAF Independent Contractor Research and Development (ICR&D) Mission**—Toronto, Montreal, Edmonton—October 10-30, 1990—Aerospace applications.
- **Outgoing Defence Mission to Tinker and Kelly Airforce Logistics Centers (ALC)**—Dallas, Texas—October 15-19, 1990—Aerospace components suppliers.
- **Outgoing Mission to USMC Logistics Base**—Albany, Georgia—November 1990.
- **Vendor/Sub Show**—Philadelphia, Pennsylvania—November 1-2, 1990—Electrical and electro-mechanical components.
- **Space Technology Communications & Commerce**—Houston, Texas—November 3-6, 1990.
- **ComDef (Common Defence Forum)'90 Trade Show**—Washington, D.C.—November 27-30, 1990—Defence systems and subsystems for NATO users.
- **NASA Solo Show**—Huntsville, Alabama and Cape Canaveral, Florida—December 1990.
- **Vendor Show**—Philadelphia, Pennsylvania—December 1-15, 1990—Meeting with Department of Defence procurement officials.
- **Command Briefings**—Philadelphia, Pennsylvania—December 1-30, 1990.
- **Outgoing Defence Mission**—Louisiana—December 2-15, 1990.
- **Outgoing Defence Software**

**Mission—Dallas, Texas—December 7-9, 1990.**

• **Tinker and Kelly Airforce Logistics Centers (ALC) Plant Visit—Dallas, Texas—December 10-14, 1990.**

• **Armed Forces Communications Electronics Association (AFCEA) Western Conference & Show—San Diego, California—January 22-24, 1991.**

• **Helicopter Association International—Anaheim, California—January 27-29, 1991.**

• **NEBS—Defence Mission from Manitoba—Detroit, Michigan—February 1-2, 1991—Precision-machined components for TACOM (US Army Tank Automation Command).**

• **Incoming Navy Shipbuilding Support Office (NAV-SHIPSO) Mission to Canadian Shipbuilding and Offshore Exposition (CSOE)—Montreal—February 1-28, 1991.**

• **Incoming Buyers' Mission to Hi-Tech '91—Ottawa—February 11-15, 1991.**

• **American Institute of Aeronautics and Astronautics (AIAA) '91—Los Angeles, California—February 12-14, 1991—Avionics, aerospace components and systems.**

• **Mission to Army Aviation Systems Command (AVSCOM) Product Support Symposium—St. Louis, Missouri—February 12-14, 1991.**

• **Incoming Defence General Supply Center (DGSC)/Defence Industry Supply Center (DISC)/ Ship Parts Control Center (SPCC) Visit to Hi-Tech '91—Ottawa—February 15-25, 1991.**

• **Outgoing Western Canada Mission to Raytheon—Boston, Massachusetts—March 1-3, 1991—Electronic and precision-machined components.**

• **Aerospace Mission to Warner Robbins Airforce Logistics Center (ALC)—Warner Robbins**

**AFB, Georgia—March 4-5, 1991.**

• **Outgoing Mission to Tinker and Kelly Airforce Logistics Centers (ALC)—Oklahoma, and San Antonio, Texas—March 12-15, 1991—Aerospace components suppliers.**

• **Incoming Buyers to Defence Sub-Contractors Conference—Vancouver—March 18-19, 1991.**

• **Outgoing Mission to USNAvionics Center—Indianapolis, Indiana—March 18-20, 1991—Avionics and aerostructures.**

#### **ENERGY, CHEMICALS & PETROCHEMICALS**

• **International Congress of Clinical Chemistry—San Francisco, California—July 22-26, 1990—Biotechnology and clinical lab equipment.**

• **American Hospital Association Show—Washington, D.C.—July 30-August 1, 1990—Hospital equipment and services.**

• **NEXUS—Plastics Industry Mission to Southern USA—Various locations—September 10-14, 1990.**

• **Society of Petroleum Engineers (SPE)—New Orleans, Louisiana—September 23-26, 1990—Petroleum and chemical extraction and manufacturing equipment.**

• **Finishing West—Anaheim, California—September 25-27, 1990—Paints and finishing materials and equipment.**

• **Outgoing Biotechnology Mission—Boston, Massachusetts—October 1990.**

• **Incoming Power Equipment Mission to Quebec—Quebec—October 1990.**

• **Abilities Expo '90—St. Louis, Missouri—October 5-7, 1990—Technology, learning resources and equipment for the handicapped.**

• **NEXUS—To Abilities Expo '90—St. Louis, Missouri—October 5-7, 1990.**

• **Incoming Buyers' Mission to**

**PLAST EX '90—Montreal—October 23-24, 1990.**

• **International Biotechnology Expo '90—San Mateo, California—October 23-25, 1990—Biotechnology equipment, products, services, investment.**

• **American Gas Conference & Expo—Boston, Massachusetts—October 28-31, 1990—Gas extraction, refining and distribution equipment.**

• **NEXUS—Biotechnology Mission—Chicago and St. Louis—November 1990.**

• **Wescon '90—Anaheim, California—November 13-15, 1990—Electronics products.**

• **National Home Health Care '90—Atlanta, Georgia—November 16-18, 1990—Medical products and services for home health care and nursing homes.**

• **Incoming Delegation to NRC Industrial Biotech Conference '90—Toronto—December 1990.**

• **Power Engineering Show—Orlando, Florida—December 1990.**

• **New England Health Care Assemblies Exhibition—Boston, Massachusetts—March 1991—Medical devices.**

• **Society of Petroleum Engineers (SPE)—Long Beach, California—March 20-22, 1991—Petroleum and chemical extraction and manufacturing equipment.**

• **T & D Automation Conference—Kansas City, Missouri—March 26-28, 1991.**

#### **GENERAL SERVICES & GOVERNMENT PROCUREMENT**

• **NEXUS—Sporting Goods—To General Services Administration—Fort Worth, Texas—July 19-20, 1990.**

• **NEXUS—To FedMicro '90—Washington, D.C.—September 5-6, 1990.**

• **Incoming Buyers' Mission—Veteran's Administration—London and Ottawa—September**

1990.

- **Federal Computer Conference/Canadian Open House**—Washington, D.C.—September 17-19, 1990—Computer hardware and software for US government non-defence sector.
- **Workshop—U.S. Market Opportunities in the Construction Services**—Toronto—September 26-28, 1990.
- **Government Procurement Seminars with Canadian Exporters' Association**—Canada—October 1-November 1, 1990—Selling to the General Services Administration.
- **NEXUS—To Support Montreal Area Pilot Procurement Project**—Washington, D.C.—October 23-24, 1990—Furniture to US Government.
- **NEXUS—Service Sector to Energy Expo**—Tacoma, Washington—October 30-31, 1990.
- **NEXUS—Geomatics Industry**—East and west coasts of the USA—November 1-30, 1990.
- **ComNet '91 / Open House at Embassy**—Washington, D.C.—January 29-31, 1991—Data and voice communications.
- **Incoming Machining Goods Buyers' Mission**—Toronto—March 1991.
- **Federal Office Systems Exposition (FOSE)**—Washington, D.C.—March 5-7, 1991.

#### INDUSTRIAL & TRANSPORTATION EQUIPMENT

- **NEBS—Recreational Boats Sector to Washington State**—Seattle, Washington—July 10-12, 1990.
- **Penn State Agriculture Progress Days**—Rock Island, Pennsylvania—August 1990.
- **NEXUS—To International Public Works Show**—St. Louis, Missouri—August 8-13, 1990.
- **AIDIS (Inter-American Association of Sanitation and Environmental Engineering)—Environmental Congress**—San

Juan, Puerto Rico—August 9-14, 1990—Environmental products and services.

- **American Marine Trades Expo**—Atlanta, Georgia—August 10-12, 1990—Recreational boats and accessories.
- **Incoming Buyers' Mission to Wood Expo**—Vancouver—September 1990.
- **Multi-Modal Transportation & Computer Expo**—Miami, Florida—September 1990.
- **International Machine Tool Show**—Chicago, Illinois—September 5-13, 1990—Industrial machinery equipment.
- **GoldTech 4**—Reno, Nevada—September 10-12, 1990—Gold mining equipment.
- **Marine Technology Society (MTS) '90**—Washington, D.C.—September 26-28, 1990—Marine technology and sub-sea robotics.
- **International Marine Trades Exhibition & Convention (IMTEC) '90**—Chicago, Illinois—September 27-30, 1990.
- **Annapolis Sailboat Show**—Annapolis, Maryland—October 1990—Sail boats.
- **Annapolis U.S. Power Boat Show**—Annapolis, Maryland—October 1990—Powerboats.
- **AIMRA/FEMA/FEWA Product Showcase**—Location to be determined—October 1990.
- **Incoming OEM Autoparts Mission from Tennessee**—Canada—October 1990.
- **Interairport '90**—Atlanta, Georgia—October 1990.
- **Instrumentation Society of America**—Dallas, Texas—October 1990.
- **NEXUS—To International Public Transit Expo '90**—Houston, Texas—October 1-2, 1990.
- **International Public Transit Expo '90**—Houston, Texas—October 1-3, 1990—Mass transit equipment and products.
- **Waste Cycle '90**—New York, New York—October 3-4, 1990—Waste handling and disposal

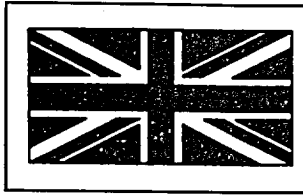
equipment.

- **National Business Aircraft Association Show**—New Orleans, Louisiana—October 3-5, 1990—Business aircraft.
- **Water Pollution Control Federation Expo**—Washington, D.C.—October 10-12, 1990—Waste water treatment.
- **Specialty Equipment Manufacturing Association and Automotive International Association (SEMA/AI) '90**—Las Vegas, Nevada—October 10-12, 1990—Aftermarket automotive parts and accessories, performance products.
- **Fort Lauderdale Boat Show**—Fort Lauderdale, Florida—October 20-25, 1990—Recreational boats.
- **NEBS—To Automotive Parts & Accessories Association (APAA) '90**—Chicago, Illinois—October 22-23, 1990.
- **Automotive Parts & Accessories Association (APAA) '90**—Chicago, Illinois—October 22-25, 1990—Aftermarket parts and accessories for cars and trucks.
- **Society of Automotive Engineers (SAE) Truck & Bus Show**—Detroit, Michigan—October 29-November 1, 1990—Aftermarket parts and accessories for trucks and buses, new products.
- **International Maritime Show**—San Francisco, California—October 31-November 2, 1990—Marine equipment and services.
- **Oceanography Seminars**—Boston, Massachusetts—November 1990.
- **Northern Farm Show**—Minneapolis, Minnesota—November 1990.
- **Great Lakes Industrial Show**—Cleveland, Ohio—November 6-8, 1990—Materials handling equipment.
- **HazMat International**—Los Angeles, California—November 6-8, 1990—Hazardous materials handling equipment and services.

- **Packaging Machinery and Materials Institute (PMMI) Expo**—Chicago, Illinois—November 12-16, 1990—Packaging materials and equipment.
  - **Work Boat Show**—New Orleans, Louisiana—November 15-17, 1990—Work boat equipment, shipyard repairs, naval architecture.
  - **EXCESS'90—Environmental Symposium**—Miami, Florida—November 28-29, 1990.
  - **Pacific Marine Expo**—Seattle, Washington—November 29-December 1, 1990—Fishing boats, marine equipment goods and services.
  - **National Autobody Congress and Exposition (NACE) '90**—New Orleans, Louisiana—November 29-December 2, 1990—Collision repair equipment and services.
  - **Northwest Mining Association Trade Show**—Spokane, Washington—December 5-7, 1990—Mining equipment and services.
  - **Incoming Buyers' Mission for Toronto Boat Show**—Toronto—January 1991.
  - **North Dakota Agricultural Expo**—Minot, North Dakota—January 1991.
  - **Incoming Buyers' Mission in Recreational Boat Sector**—Montreal or Toronto—January - February 1991.
  - **Incoming Dealers' Mission to Salon Nautique International de Montreal**—Montreal—February 1991.
  - **Society of Automotive Engineers (SAE) Show '91**—Detroit, Michigan—February 1991—Original automotive equipment and accessories.
  - **National Farm Machinery Fair**—Louisville, Kentucky—February 1991.
  - **Specs '91**—Atlanta, Georgia—February 1991—Store fixtures.
  - **Pacific Automotive Show (PAS) '91**—Anaheim, California—February 5-7, 1991—Aftermarket automotive parts and accessories.
  - **Miami International Boat Show & Sailboat Show**—Miami, Florida—February 14-20, 1991—Recreational boats and accessories.
  - **ProMat '91**—Chicago, Illinois—February 18-21, 1991—Materials handling.
  - **National Western Mining Conference**—Denver, Colorado—February 24-27, 1991—Mining equipment and services.
  - **National Swimming Pool & Aquatic Conference**—Scottsdale, Arizona—February 27-March 1, 1991—Pool products and accessories.
  - **Forest Industries 1991 Machinery Show**—Portland, Oregon—February 27-March 1, 1991.
  - **Gutenberg Printing Equipment Show**—Long Beach, California—March 1991.
  - **Solo Job Shop Show**—Seattle, Washington—March 20-22, 1991—Machine tools, metal working.
  - **Mid-America Trucking Show**—Louisville, Kentucky—March 29-31, 1991—Heavy-duty trucks, aftermarket and related services and equipment.
- TEXTILES, FOOTWEAR AND LEATHER**
- **Bobbin Show**—Atlanta, Georgia—September 1990.
  - **Canadian Fashion Fair**—St. Louis, Missouri—October 1990.
  - **LeatherMark '91**—New York, New York—February 1991.
  - **Southeast Shoe Travellers' Association Show**—Atlanta, Georgia—February 1991.
- SPECIAL PROJECTS**
- **NEBS—From Montreal-Multi-Sector**—Burlington, Vermont—July 12, 1990.
  - **NEBS—From Montreal-Multi-Sector**—Burlington, Vermont—August 16, 1990.
  - **NEBS—MITT Ontario**—Buffalo, New York—August 22-23, 1990.
  - **NEBS—MITT Ontario from Northern Ontario**—Detroit, Michigan—September 1990.
  - **NEBS—From Quebec City**—Boston, Massachusetts—September 10-12, 1990.
  - **NEBS—MITT Ontario**—Buffalo, New York—September 19-20, 1990.
  - **NEBS—From Halifax—Multi-Sector**—Boston, Massachusetts—September 25-27, 1990.
  - **NEBS—Industrial Commissioners from Atlantic Canada**—Boston, Massachusetts—October 2-4, 1990.
  - **NEBS—From Montreal-Multi-Sector**—Champlain, New York—October 4, 1990.
  - **NEBS—Services Sector from Atlantic Canada**—Boston, Massachusetts—October 9-10, 1990.
  - **NEBS—MITT Ontario**—Buffalo, New York—October 17-18, 1990.
  - **NEBS—From Quebec City**—Jackman, Maine—October 18, 1990.
  - **NEBS—MITT Ontario from Southwestern Ontario**—Detroit, Michigan—November 1990.
  - **NEBS—From St. John's—Multi-Sector**—Boston, Massachusetts—November 7-9, 1990.
  - **NEBS—From Atlantic Canada—Multi-Sector**—Boston, Massachusetts—November 14-15, 1990.
  - **NEXUS—West Coast Architects**—Los Angeles and San Diego, California.
  - **NEBS—Detroit, Michigan**—January 1991.
  - **NEBS—MITT Ontario**—Buffalo, New York—January 1991.
  - **NEBS—Minneapolis, Minnesota**—January 1991.
  - **Incoming Trading Houses Mission from Southern Florida**—Canada—March 1991.
  - **NEBS—MITT Ontario**—Buffalo, New York—March 1991.

# UK SECTOR PROFILES

*A series of sector profiles on the United Kingdom has been prepared by the Canadian High Commission in London. The first in the series was reprinted in **CanadExport**, Vol. 8, No. 9, May 15, 1990. The third in the series is reprinted here.*



cities to organize targeted seminars and product demonstrations, which have proved highly successful.

## Sources of Information

Commercial/Economic Division  
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Telex: 261592 CDALDN G

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OFTTEL is the UK's regulator of telecommunications services in cooperation with the Department of Trade & Industry.

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Milton Keynes MK14 6LE  
Tel.: (0908) 320033  
Fax: (0908) 320856  
Publisher of British Standards.

## Telecommunications

### Market Facts

The UK telecommunications market is one of the world's most sophisticated and prolific in terms of size and openness to competition.

The UK has already seen spectacular growth in cellular telephony (over 700,000 users) and is the world leader in digital cordless telephones (CT2) which began service in 1989 when four operators of CT2 or Telepoint services were licensed. The service may be adopted throughout Europe. In addition, three consortia were licensed in December 1989 to operate new "Personal Communication Networks" (PCN), which are likely to revolutionize mobile communications and bring it to the mass market in the early 1990s.

Radical changes in the structure of the UK market over the past few years are now being echoed throughout Europe as 1992 approaches. There have been unprecedented opportunities for new suppliers, both of equipment and services.

There are 14 licensed telecommunications operators in the UK including British Telecom (the largest), Mercury (a Cable & Wireless subsidiary), Hull Communications (owned by the City of Hull) and Racal Vodaphone and Cellnet (cellular operators).

Traditionally, British Telecom has been the major purchaser of UK-manufactured telecom equipment, taking 70 per cent of total UK shipments, but this figure is now falling to between 60 per cent and 65 per cent.

The UK is the seventh largest telecom market in the world with spending estimated to be US \$5.1

billion in 1990, a rise of over 60 per cent during the previous five years. There will be about 32.8 million telephones in the UK at the end of 1990 and 34.5 million predicted for 1995. (Source: TRC).

### Access

The UK does not use North American telecom standards, but CCITT or those of the British Standards Institute (BSI). The approvals body for most equipment is the British Approvals Board for Telecommunications (BABT). Tariffs vary according to product but are typically 5 per cent to 6 per cent. Annual Canadian exports to the UK now exceed \$100 million and are growing steadily.

### Trade Promotion Events

The major trade fair, **Communications**, is held biennially in Birmingham. The most recent was held April 24-26, 1990 and was supported by a Canadian Group stand. Other trade fairs include TMA, the **Telecommunication Managers' Association** exhibition held annually in Brighton in October. A number of Canadian exporters have taken advantage of Canada House fa-

Advanced Technology Products & Services

## Italy to Host Informatics Show

Milan—Canadian exporters interested in the Italian informatics market could find it worth their while to participate in SMAU 90 being held in this north Italian city October 4 to 8.

SMAU is an annual international exhibition for office informatics, telematics and communications systems, office machines and furnishings.

This year, for the fifth time since

the show was established in 1964, External Affairs and International Trade Canada (EAITC) will coordinate a national stand. Recruitment is now underway for about 12 Canadian office equipment, computer data processing and accessories companies.

Nine Canadian companies exhibited at the Canadian stand in 1989. They reported on-site sales of \$318,200 with 12-month projected sales of \$20 million. As well, six agents/distributors were ap-

pointed. The Canadian contingent was among the more than 1,800 exhibitors from 27 different countries. Some 160,000 visitors attended the 1989 event.

For further information on SMAU 90 contact Wes Rathwell of External Affairs and International Trade Canada's Trade Development Division Europe (RWTF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5554.

## Bangladesh Offers Good Prospects for Canadian Companies in the Telecommunications Sector

Tremendous demand exists in Bangladesh for an improved telecommunications network—an undertaking to which that country's Government is firmly committed.

Bangladesh is a country of often difficult terrain, innumerable rivers, and many remote and almost inaccessible areas. As well, natural calamities occur frequently (floods, cyclones, etc.), so it is essential to develop a comprehensive and efficient nation-wide communications system.

The Government's aim is to bring all the rural Upazillas (sub-districts - the lowest stage of the administrative set up) into the telecommunications network. At present, in Bangladesh, only two people in a thousand have a telephone!

This means there are ample commercial prospects for Canadian exporters to this market. The entire range of telecommunications technologies is in need of upgrading: telephone, radio, satellite, and other related technologies.

The Bangladesh Telegraph and Telephone Board (BTTB), the government organization in Bangladesh dealing exclusively in the telecommunications sector, has identified numerous projects for implementation during the Fourth Five Year Plan (1990-1995).

The list of projects includes: the replacement of the analog micro-

wave system with new digital microwave links; the expansion of local telephones by 300,000 lines; balancing, diversification and modernization of cable and telephone factories; improvement of ship to shore communications; and the development of an emergency communications system by domestic satellite.

The complete list of proposed telecommunications projects for the Fourth Five Year Plan represents a total of just less than US \$1 billion! A further US \$300 million could be spent in the completion of projects spilled over from the previous Plan (Third Five Year).

Not included in these figures are six other organizations in Bangladesh having their own independent communication networks.

Canadian companies interested in obtaining a copy of the Executive Summary of the study, *Commercial Prospects for Canadian Companies in the Telecommunication Sector in Bangladesh*, can contact Info Export.

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1-800-267-8376  
Ottawa area:  
993-6435**

## Forest Products Equipment & Services

### Opportunities Exist in Japan for Canadian Exporters of Millwork Products

The growing demand in Japan for western-style housing and commercial outlets, coupled with the strength of the yen and decreased domestic forest resources, may offer export opportunities for quality Canadian millwork products, according to a study published recently by External Affairs and International Trade Canada (EAITC).

The Japanese lumber market, estimated at 104.8 million m<sup>3</sup> in 1988, consists largely of imports (71 per cent of the total market). Over 60 per cent of the demand is for millwork products for use primarily in housing construction; 10 per cent for plywood; and over 20 per cent for pulp and chips.

Other findings in the study:

- The traditional wooden houses made of Japanese cypress, estimated at 710,000 new units in 1989, constitute the primary market for solid-strip flooring, staircases and other wooden millwork products.

- Prefabricated homes are gaining ground and now account for 12 per cent to 14 per cent of the estimated 1,632,000 total housing starts.

- The 2 x 4 housing system, for which Canada has already provided technical know-how, is enjoying increasing popularity and represents a clear avenue for Canadian-made millwork items.

- Home renovations, estimated at 150,000 units in 1988—out of which some 80 per cent were wooden homes—is an important sector for millwork products.

- Non-residential construction in Japan is growing steadily. In 1988, it represented an estimated 105 million m<sup>2</sup> in total floor space. Shops and restaurants accounted for 10 per cent (12 million m<sup>2</sup>) of the market for imported hardwood products.

Though a market exists, the use

of hardwood in the manufacture of such millwork products as flooring, staircases, panelling and moldings, has largely given way to laminated wood and plywood, considered to be easier to handle and requiring little in terms of service and maintenance.

The decline in the use of hardwood is also due to the depletion of domestic resources (resulting in a shortage of skilled craftsmen), as well as to Japan's increasing demand for quality, versatility, and product uniformity.

Canadians wanting to pursue this hardwood market will have to develop a marketing strategy—aimed at architects and contractors—that promotes the advan-

tages of using solid wood. They will also have to provide efficient after-sales service and establish training programs in the handling of solid wood products.

More information on the opportunities that exist in Japan for Canadian exporters of millwork products can be found in *Export Opportunities in Japan—The Millwork Products Market*. Released on May 24 at the meeting of the Hardwood Bureau of the Canadian Lumbermen's Association in Sherbrooke, Quebec, the study is part of a series on Japan published by External Affairs and International Trade Canada. (See Publications section, p.16).

hotels and resorts, business- and conference-oriented establishments, mega resorts, boutique hotels, bed and breakfasts).

• Demand for expertise in the areas of computer-related services, hotel design, engineering, and management and accounting consultancy is on the rise.

This ongoing growth and development make the Caribbean tourism sector an attractive market for Canadian business. Large amounts of outside materials are required. And this, coupled with increased diversity in the required goods and services, has made doing business in the area increasingly challenging—and profitable.

Exporters must, however, be committed to developing contacts in the region, and to adequately servicing the market.

For more information on opportunities in this area, contact R. Rutherford, Caribbean and Central America Trade Development Division (LCT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-3877. Fax: (613) 996-0677.

## Service Industries

### Flourishing Market Potential in the Caribbean Tourism Sector

An EAITC-commissioned study of the Caribbean tourism sector has identified a multitude of market opportunities which should be of interest to Canadian suppliers.

The study, which examined marketing practices and opportunities in sixteen islands/states of the Caribbean, uncovered promising expansionary trends.

Throughout the Caribbean tourism sector, expansion and refurbishment of resort, hotel, apartment and villa developments is flourishing.

Researchers estimate potential investment in new facilities and refurbishment programs to be Cdn \$1.49 billion!

Of this, the study estimates the market for tourism industry suppliers in each sector as follows (Cdn \$ millions):

Construction: \$523.9

Furnishing of guest rooms: \$64.5

Restaurant furnishings: \$21.1

Computers/telephone systems: \$21.8

Glass/china/linens: \$13.4

Laundry equipment: \$3.9

Kitchen equipment: \$25.0

Also compiled was an extensive

pipeline of infrastructure projects, among them—airports, cruise ship facilities, marinas, and refurbishment of waterfront business districts.

Other findings include:

- Six states are leading in expansion: Jamaica, Cayman Islands, St. Maarten, the Dominican Republic, Cuba and Aruba.

- Some islands/states intend to begin immediate tourism development from the very earliest stages. Canadian suppliers should act now to get in on the ground floor.

- Most countries of the Caribbean region have tourism industry investment incentives in place.

- While variations exist from one island/state to another, the overall off-season occupancy rates are on the rise, further contributing to the boom.

- The continuing growth of the Caribbean tourism sector has resulted in increased segmentation of the market. The diversity of sales opportunities has broadened, with establishments better tailoring accommodations to individual customer concerns (eg. fitness

## Caribbean Update

### Caribbean Industrial Cooperation Office Opened

Business opportunities are opening up in the Caribbean.

And to help Canadians get a share of this market potential, the Canadian-Caribbean Business Cooperation Office (CCBCO) was created recently.

The aim of the Office is to promote industrial linkages between the Canadian and Caribbean private sectors through joint ventures, investments, technology transfers, training, licensing, franchising and other forms of cooperation.

Virtually all types of business and, in particular, those in the manufacturing sector, are eligible to apply.

Established and managed by the Canadian Exporters' Association (CEA), the CCBCO will be guided

by a private-sector advisory board—representatives of Canadian and Caribbean companies—as well as officials from the Canadian International Development Agency (CIDA)'s Industrial Cooperation Division and External Affairs and International Trade Canada (EAITC) as ex-officio members.

For more information on the CCBCO—which works closely with EAITC, Canadian posts abroad and CIDA—contact the CEA at 99 Bank St., Suite 250, Ottawa K1P 6B9. Tel.: (613) 238-8888. Fax: (613) 563-9218. Telex: 053-4888.

## China to License Quality of Imports

All products exported to China involving safety, public health and environmental protection will now require quality licenses.

The first imported products to be licensed, according to China's State Administration of Import and Export Commodity Inspection (SAIECI), include automobiles, motorcycles, motorcycle engines, refrigerators, refrigerator compressors, air conditioners, air-conditioner compressors, colour television sets and kinescopes.

Products in those nine categories may not enter the country without license certificates and safety labels.

Since the new system was announced in August last year, the SAIECI has received 169 official applications for licenses from 40 foreign firms. Half have already had their sample products inspected—most of them proved to be up to China's safety standards, with only eight failing the sample tests.

The SAIECI plans to be flexible in the transition over the coming year for those import products whose license testing and inspection could not be completed before the May 1 deadline.

## Spain's EXPO'92 Could be the Gateway to World Markets for Canada's Exporters

Seville—Canadian companies—as sponsors or suppliers—are invited to participate in the Canada Pavilion at an event that will give them exposure to an anticipated world audience of more than 50 million—2 million of whom will be business executives from Western Europe!

It's not every day such a promotional opportunity—EXPO'92 in Seville, Spain—presents itself.

And the advantages of participating in the Canada Pavilion—situated in a prime location occupying 4,200 m<sup>2</sup>—are many:

- an association with Canada in a prestigious international event, providing an exceptional vehicle for international and domestic corporate marketing activities;
- a presence at the world's largest showcase of advanced technologies;
- an opportunity to access new markets in Europe, the world's largest import market;
- extended exposure to influential political and business leaders over a six-month (April 20 to October 12, 1992) period;
- access to a dynamic environment for corporate entertainment and networking—special site tours and entertainment functions will put corporate participants in contact with influential political and business leaders in the European Community; and
- a physical presence in the Canada Pavilion and off-site marketing activities will enable corporations to establish a profile among millions of visitors, observers and exhibitors.

To date, 103 nations have agreed to participate in EXPO'92. A total of 170 exhibitors are anticipated, making this history's largest world exposition.

EXPO'92 is also the first event

of its kind since EXPO'70 in Osaka, Japan—and the last universal exposition of this century. What's more, EXPO'92 coincides with the Barcelona Summer Olympics, the 500th anniversary of the voyages of Columbus, and the market integration of the European Economic Community—a major target of Canadian exporters.

Important as exporting may be,

EXPO'92 is more than a venue to international markets.

The event's theme—**The Age of Discovery**—will manifest itself (as Canada's EXPO'67 did) by showing the best the world has to offer—in architecture, culture, technology and interna-

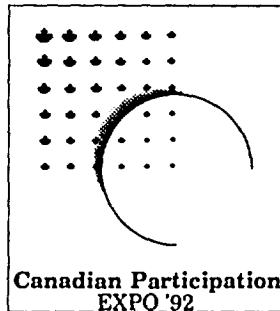
tional cooperation.

The three-storey—complete with IMAX theatre—Canada Pavilion, designed by Bing Thom of Vancouver, has **Explore Canada, Explore a New World** as its theme.

It will highlight Canada as a modern, technically advanced nation that, with its multicultural success, is also a highly desirable tourist destination.

The Canada Pavilion will also "showcase Canadian expertise and leadership in developing new and advanced technologies in fields such as telecommunications and environmental protection," Minister for International Trade John C. Crosbie said in unveiling the model of the Pavilion during the official visit to Canada last May of Spain's Prime Minister Felipe Gonzalez.

For further information on EXPO'92 or for details on corporate participation, contact Paula Fairweather, Manager, Corporate Sponsorship (BTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-6636. Fax: (613) 992-1705.





## ***B13 Export Declaration Dropped for Most Goods to U.S.***

The B13 Export Declaration form for most goods bound for the U.S. from Canada has been eliminated as of today.

This initiative—announced last month by Minister of National Revenue Otto Jelinek and Minister responsible for Statistics Canada Benoit Bouchard—resulted from an unprecedented understanding between Canadian and U.S. Customs and Statistics Canada and the U.S. Census Bureau whereby each country will use the other's import statistics to produce its own export statistics.

This will lead to an enormous reduction in the paper burden imposed on business, with the elimination of more than 200,000 documents each month. This should benefit between 15,000 to 20,000 exporters. In addition, trade between the two countries will be better measured.

Exceptions to the new measure include goods exported through the U.S. or exported to a country other than the U.S., and certain goods such as airplanes, satellite equipment, uranium and gold.

While the B13 will no longer be required for any mode of transportation, commercial documentation such as waybills, invoices and bills of lading will still be required.

For more information on the new measure, contact Grant Wilkinson at Customs and Excise Canada, tel.: (613) 954-7133; or Ellis Drover at Statistics Canada, tel.: (613) 951-9733.

## **Program Educates Exporters on Doing Business Overseas**

An External Affairs and International Trade Canada (EAITC) program that, through trade show and mission participation, helps Canadian companies expand into Western European markets, is entering its second year—full of optimism based on the “tremendous” feedback from user companies and provincial governments.

### **A Teaching Program for Exporters**

New Exporters to Overseas (NEXOS) is a “teaching” program designed to introduce small-to-medium-size Canadian companies to European business practices.

This year, as part of EAITC's Going Global strategy, the number of NEXOS missions will more than double, from four to nine.

While business contacts—and even deals—may be cultivated during a mission, the primary emphasis is on learning the business climate of new markets.

A NEXOS case in point:

David Stewart, Vice President of Koolatron, a Brantford, Ontario company, participated in a NEXOS mission to L'EQUIP'AUTO, a European auto show, held recently in Paris, France.

### **A Valuable Experience**

The experience proved to be a valuable expansion opportunity for Stewart who, as well as learning about the operation of the European auto industry and market, made a valuable business contact. He rated the mission “109 per cent.”

The first days of this particular mission were devoted to seminars on the make-up of the European auto market. During the remaining two days, company representatives got more than their feet

wet. They got an on-hands education at the trade show.

“We pushed them into the water and let them swim,” says Trade Commissioner John Dierckx. “People get a tremendous education. To see this happen is very gratifying.”

### **Selection Criteria**

Companies participating in NEXOS missions generally are selected on the basis of having already done sustainable and successful export trade to the United States. More than likely, they have been participants in NEBS (New Exporters to Border States) and NEXUS (New Exporters to U.S. South)—both EAITC programs.

Companies that have not participated in these programs but that have approached the appropriate officials will be kept in mind as potential candidates for future missions.

Suggested company selections generally are received from officers of the regional International Trade Centres, Canadian Embassies or branches and divisions within EAITC.

### **Program Coverage**

NEXOS covers a participant's return airfare, ground transportation and hospitality services at the embassies.

Companies wishing more information may contact their regional International Trade Centre or call Info Export toll-free at 1-800-267-8376 (Ottawa area: 993-6435).

Information is also available from the Western Europe Trade and Investment Development Division (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-3298.

## Canada, USSR Establish \$500 M Line of Credit

Sales of Canadian goods and services to the USSR will be financed by a \$500 million line of credit established between the Export Development Corporation (EDC) and the Bank for Foreign Affairs of the USSR (Vnesheconombank).

The facility, the first of its type between the two countries, was announced by International Trade Minister, John C. Crosbie during Soviet President Mikhail Gorbachev's recent visit to Canada.

"The line of credit will be a major asset to develop trade with the Soviet Union and meet the high interest expressed by the Canadian exporting community for that market. We expect that the facility will trigger an increase in the demand for various Canadian products and services from the USSR," Crosbie said.

Under the easy-to-administer agreement, which will be effective for two years, EDC will provide competitive financing terms and conditions to Vnesheconombank which, in turn, will lend funds to Soviet buyers of Canadian goods and services.

In the past, Canada has provided the USSR with \$360 million in financing — representing more than 4,500 person-years of employment in Canada.

Canada's official export credit agency, EDC provides export credit insurance, loans, guarantees, and other financial services to promote Canadian export trade.

### Trade Minister's Agenda

International Trade Minister John C. Crosbie will be participating in the next meeting of the Cairns Group slated to take place July 4-6 in Santiago, Chile.

## PUBLICATIONS

*The Millwork Products Market* in Japan is the topic of a study published recently by EAITC. Part of the *Export Opportunities in Japan* series, this report is intended to assist Canadian exporters in assessing the market potential for their millwork products (see page 12). To order, call Info Export.

*The Business World-International Business News and Information*, is a newspaper, published quarterly, that contains news and information on international banking and finance, investment, the economy, industry and trade, and new products. Also listed are international trade fairs and exhibitions and a trade enquiry register. For a free sample copy or for information on subscription rates, contact *The Business World*, P.O. Box 2718, Station F, Scarborough, Ontario M1W 3P3. Fax: (416) 492-6408.

*The Commercial Prospects for Canadian Companies in the Telecommunications Sector in Bangladesh* is the title of a recent study commissioned by the Canadian High Commission in Dhaka. The Executive Summary of this study is now available to interested companies. To order, call Info Export.

Two new publications in the *Guide for Canadian Exporters* series, the first covering *Switzerland* and the second *Trinidad and Tobago*, are now available.

The *Guide* series, published by EAITC, is intended to provide interested exporters with a brief-yet comprehensive - overview of a specific country and its commercial scene, highlighting the key sectors where opportunities for Canadian exporters can be found.

The above publications are avail-

able through Info Export, tel.: (toll-free) 1-800-267-8376 (Ottawa region: (993-6435).

*The International Trade Fairs & Conferences Directory 1990/91* is published annually by Co-Mar Management Services Inc., Toronto. This year's edition contains brief information on over 3,000 shows and conferences, listed alphabetically, by country and by industrial classification.

Available, at a cost of \$54.95 (plus shipping and handling), from International Trade Fairs and Conferences Directory, 366 Adelaide Street East, Suite 339, Toronto M5A 3X9. Tel.: (416) 364-1223. Fax: (416) 364-6557.

### BUSINESS AGENDA

**Montreal—August 12-14—**Global Economic Alliances: Implications for Accounting Education, Standard Setting and Practice. Research conference focussing on the FTA, Europe 92 and the Asia-Pacific Economic Alliance. Organized by the Department of Accountancy at Concordia University and co-sponsored by Certified General Accountants Association of Canada (CGA). Contact Mary Mullins, Concordia University. Tel.: (514) 848-2759. Fax: (514) 848-8645.

**Winnipeg—August 15-17—**ANTEMP '90 - Symposium on Antenna Technology & Applied Electronics. Contact Dr M. Barakat, National Research Council. Tel.: (204) 983-7693. Fax: (204) 983-3154.

**Vancouver—August 16-18—**Food Pacific '90. Contact L. Leduc, TAA/EAITC. Tel.: (613) 995-1773; or Valerie Green, Show Manager. Tel.: (604) 684-3663. Fax: (604) 661-3412.

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# CANADIAN EXPORT

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July 16, 1990

## Grant to Asia Pacific Foundation Will Enhance Canadian Trade in Region

The Asia Pacific Foundation (APF) will receive \$10 million over five years to help Canada expand its trade in the world's fastest-growing region, Secretary of State for External Affairs Joe Clark announced in Ottawa last month.

The funding, provided through the federal government's Going Global market development initiative, will enable the APF to establish and develop Asian languages and awareness programs across the country.

### Program Details

The Pacific 2000 Asian Languages and Awareness Fund program will include:

- support for curriculum and course development at secondary school level;
- assistance to employees of small- and medium-size firms wishing to attend courses;
- seed money for language and area studies programs at the university level; and
- funding for recruitment and training of Japanese language teachers.

With these resources the Foundation will also develop an Asia Pacific Employment Data Base to provide businesses with a listing of Canadians with linguistic and other relevant regional expertise.

### Asian Business Studies Program

The June 14 announcement follows one made in Toronto on April 26, 1990 in which the government, also under the Pacific 2000 component of the Going Global strategy announced by the Prime Min-

ister last fall, awarded \$1.6 million to the Joint Centre for Asia Pacific Studies (JCAPS) to establish an Asian Business Studies Program. The award to JCAPS (which brings together researchers from Toronto and York universities), will be shared with the Ontario Centre for International Business (OCIB)—a partnership of the business and law faculties of Toronto, York and Sir Wilfrid Laurier universities.

The overall objective of the Asian Business Studies Program will be to familiarize Canadians with the business, legal, political and cultural dimensions of operating in the Asia Pacific countries.

The government's JCAPS' contribution is in the form of an en-

International Trade Minister John C. Crosbie stated that the government "is committed to supporting programs like this as they continue to the improvement of Canada's performance in foreign markets."

### A Growth Region

In announcing the most recent Asia Pacific Foundation grant, Secretary of State for External Affairs Joe Clark noted that, in 1989, Canadian trade with the region was \$36 billion and that it is expected to grow by at least 50 per cent by the year 2000. Canada's exports to the six ASEAN countries in the same year reached \$1.3 billion—more than six times the level of the six COMECON countries of Eastern Europe.

"The Asian Languages and Awareness Fund," said Clark, "symbolizes our recognition that part of achieving competitiveness in Asia Pacific will involve achieving a sounder grasp of the linguistic, cultural and institutional underpinnings of Asian business."

Clark added there is a "pressing need" to be capable of doing business on the terms and in the languages of the region.

### The Key to Success

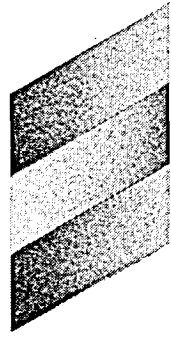
"We must come to regard the improvement of this capability, not as a desirable add-on to a given firm's sales pitch, but as an essential component of Canada's long-term success in a challenging marketplace."

"This, I would like to emphasize," stressed Clark, "is a pro-

*Continued on p. 2—Asia Pacific*

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dowment grant of \$800,000 plus a total of \$800,000 in operating grants to be spread over five years. Federal assistance is to be matched by \$3.2 million in private-sector, provincial government and university funds.



External Affairs and  
International Trade Canada

Canada

The next issue of *Canadian Export* will be published September 4, 1990.

**ASIA PACIFIC***Continued from page 1*

gram we intend to carry out in partnership with the business community of Canada."

The Asia Pacific Foundation of Canada was established by an Act of Parliament in June 1984 as a national organization to develop ties between the people and institutions of Canada and those of other Asia Pacific countries. Headquartered in Vancouver (address below), the Foundation has an office in Quebec (1253 McGill College Avenue, Suite 195, Montreal H3B 2Y5—tel.: 514-871-9481) and is planning to open other offices in Canada and in the Asia Pacific.

Going Global is a \$93.6 million package of market development initiatives designed to help Canadian businesses respond to market opportunities in Asia Pacific, Europe and the United States.

For more information on the Asian Business Studies Program, contact the Office of the Executive Director, The Ontario Centre for International Business, Administrative Studies Building, York University, 4700 Keele St., North York, Ontario M3J 1P3. Tel.: (416) 736-5363. Fax: (416) 736-5772.

For further information on the Asian Languages and Awareness Program, contact the Asia Pacific Foundation of Canada, 666-999 Canada Place, Vancouver V6C 3E1. Tel.: (604) 684-5986. Fax: (604) 681-1370.

**Europe '92: Focus on Minerals, Metals**

Another in the series of sector-specific Europe 1992 seminars took place —this one on Metals and Minerals.

The June 12 seminar, held in Toronto, attracted 75 senior executives from leading Canadian mining and minerals/metals processing companies, trade associations, and provincial representatives.

The Toronto seminar also saw the release of the report *1992 Implications of a Single European Market—Minerals and Metals*, one of the twelve sector studies in the series commissioned by External Affairs and International Trade Canada (EAITC).

The study describes the minerals and metals industries within Canada and the European Community (EC) and reviews their bilateral trade, and the expected effects of Europe 1992 on this sector.

The report describes each sub-sector in the minerals and metals industry in Canada and the EC.

**The situation in the EC**

There is a recurrent image of the EC, lacking in raw materials, but maintaining a highly modernized, skilled metallurgy industry importing large quantities of ores and concentrates to produce refined and semi-refined products to export and to feed its own

manufacturing industry.

To support this process, it maintains a trade system where, in general, tariffs are imposed on metal products, escalating as one moves from processing to fabricating, while most ores and concentrates enjoy tariff-free status.

**Canadian capabilities**

For its part, Canada is one of the world's leading minerals and metals producers and exporters. It has the advantage of large mineral reserves and abundant inexpensive hydro-electric power for energy-intensive metal production. The restructuring that many Canadian firms experienced in the early and mid-80s reduced costs, enhanced productivity and placed them in a highly competitive world position.

With its mineral exports, Canada commands important markets in the EC. In 1988, Canada's minerals and metals exports to the EC amounted to \$3.1 billion—or 12 per cent of Canada's total exports in this sector. In turn, Canada imported \$1.8 billion worth of minerals and metals (mainly the latter) from the EC.

**Impact of Europe 1992**

Where does the impact of Europe 1992—that set of directives and policies designed to create a single internal market within the European Community—come into this picture? How does it colour the export market for Canadian minerals and metals?

The general conclusion of the report is that this sector will continue to see "business as usual". Few, if any, of the 279 directives associated with the EC's goal of creating its single market apply directly. The main exception is the relaxation of border controls and related administrative costs.

Because the EC is a customs union, there are no tariffs on intra-EC trade in minerals and metals. Given the essentially homogeneous nature of most

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mineral and metal sector products, non-tariff barriers such as standards, testing and certification are nearly non-existent.

Other potential non-tariff barriers to trade do exist in the form of what might be broadly called "state aids". These take the form of subsidies or grants (as in the coal and steel industries), and restrictive practices including quotas (steel), government procurement ("local" coal), and requirements that firms purchase from state-run or -granted monopolies (potash in France). These practices hinder trade within the EC and affect extra-EC countries trading with the EC.

Recently there have been indications that changes in these areas are beginning to take place as the European Commission toughens its stand.

Although Europe 1992 is not expected to significantly alter trade patterns in the metals and minerals sector, there will be indirect impacts experienced within the sector, in Europe and in Canada.

One of the major expected results of the Single European Market is the rise in the EC's GDP (Gross Domestic Product) — predicted to be 4.5 per cent or one-quarter of a trillion dollars, according to the 1988 Cecchini report. If this prediction is correct, the metals and minerals sector will see a resulting rise in output which will create a higher demand for raw materials and semi-fabricated inputs.

### Canadian minerals and metals industry

The issue for a strong metals and minerals producer like Canada is how to take advantage of this increase in demand. Is the Canadian minerals and metals sector well-positioned to remain an important source for EC mineral and metal inputs?

In the early 1980s, the Canadian minerals and metals industry witnessed a combination of layoffs and heavy investments in new state-of-the-art equipment and

technology. By the mid-1980s the industry began to find it easier to attract new top-flight management. In short, Canadian firms "restructured".

The restructuring was soon reflected in a marked rise in productivity, averaging 9 per cent annually since the early 1980s according to a study done for the Ontario Ministry of Northern Development and Mines. Canadian mining and smelting firms have positioned themselves to be major competitors on world markets and are in a good position to meet the increased demand of a more productive EC.

### The need to rationalize

Another side to this richer, more productive European Community is more competitive and efficient industry. Europe 1992 contains a loud message: rationalize to become more efficient and internationally competitive.

As a result, many observers see Europe 1992 prompting a mini-boom in cross-country mergers and alliances. It is unlikely that the metals and minerals sector will escape a degree of transformation via mergers or joint ventures and other alliances. To the extent that Europe 1992 stimulates the rationalization of the metals sector, it may make some EC metals firms stronger competitors for Canadian firms in non-EC markets.

### A presence in the EC

One of the key issues raised by Europe 1992 is how the development of a single internal market will affect non-EC minerals and metals firms that lack an EC presence. For those firms whose main business with the EC is selling ores and concentrates, Europe 1992 should not pose any problems.

If an EC presence is important for some segment of the metals industry, it is the downstream, fabrication segment. Not only are external tariffs generally higher on fabricated product than on unwrought product, but the market-orientation of the fabrication

business may make it essential for the supplier to locate near its customers.

For example, Inco, the world's leading nickel producer, is vertically integrated from mining through refining. Inco feeds its refinery in Wales with smelted product from Sudbury. In turn, the Welsh smelter supplies refined product to rolling mills in England.

### Environmental concerns


A final area of particular concern centres on environmental, health and safety issues. A range of EC directives, regulations and policies dealing with the harmonization of Member State legislation on environmental, health and safety regulations for a wide range of minerals, metals and their products (asbestos, cadmium, lead, nickel, and titanium dioxide) could have a significant bearing on production, trade, and consumption, as well as investment in this sector.

These concerns are shared worldwide, and Europe 1992, rather than creating a threat in this area, is providing a base from which the EC and others can cooperate to find workable norms that balance commercial interests with the protection of the environment and the health of workers and users of these products.

### Reference/Contacts

To receive a copy of *1992 Implications of a Single European Market—Minerals and Metals*, contact Info Export. Tel.: (toll-free): 1-800-267-8376. Fax: (613) 992-5791.

For more information on Europe 1992, contact EAITC's European Community Trade Policy Division (REM). Tel.: (613) 996-5665. Fax: (613) 952-3904/07.

For information on trade, investment and technology related to EC countries, contact EAITC's Western Europe Trade and Investment Development Division (RWT). Tel.: (613) 995-9401. Fax: (613) 952-3904/07. 

# UK SECTOR PROFILES

*A series of sector profiles on the United Kingdom has been prepared by the Canadian High Commission in London. The first in the series was reprinted in CanadExport, Vol. 8, No. 9, May 15, 1990. The fourth in the series is reprinted here.*



## Informatics

### Market Facts

The UK is one of the largest and most developed markets for informatics in Europe, with a strong local supplier industry in most sectors, including mainframe computers.

Obtaining market statistics for the sector as a whole is very difficult without agreed definitions, but published figures indicate the UK software market was worth about \$US7.5 billion in 1989, hardware and services about US\$9 billion and hardware maintenance about US\$2 billion.

As in North America, the PC market is one of the fastest-growing sectors. Leadership, by numbers sold, of the PC market is closely contested by IBM and Amstrad (around 25 per cent each), followed by Olivetti (about 8 per cent). By value, IBM leads (about 30 per cent), followed by Compaq, Amstrad and Olivetti (about 8 per cent each). (Source: Romtec).

### Access

The UK market for informatics has few barriers to access by Canadian exporters. The exceptions are the obvious ones where business methods differ—for example, accounting practices and Value Added Tax. Any electrical equipment should be designed for 240 volts  $\pm$  15 per cent at 50 Hz and fitted with colour-coded cords (i.e. brown - live/hot; blue - neutral; green/yellow - earth). In most cases there is no mandatory testing for electrical safety, but certain customers might request that the equipment meet the relevant British Standards.

The UK and Europe are moving with increasing rapidity towards

common standards in key areas such as interconnection (OSI - Open Systems Interconnection) and operating systems. This is making it much easier to market on a Pan-European basis.

This push towards common standards is both politically motivated from Brussels and from users seeking reduced development costs.

### Trade Promotion Events

A large number of trade shows cover the informatics sector. Among the most important and largest are:

**The Which Computer Show - Annual**, held in Birmingham. The most recent event was April 24-27, 1990, held simultaneously with **Communications '90**. Mainly hardware, but some software/systems.

**The European Unix Show - Annual**, held in London. The latest event was held simultaneously with the **PC User Show** June 19-21, 1990. Hardware/software.

**The Mac User Show - Annual**, held in London in November. Hardware and software.

**Computers in the City - Annual**, held in London in November. Hardware and software for the financial services sector.

The Federal Government currently does not participate in any of these events, but the Ontario Government continues to support the **Which Computer Show**.

However, there was a repeat of last year's successful Canada-UK Marketplace. Held in London March 14-15, 1990, the event attracted 47 Canadian companies. The main shows outside the UK

attended by the UK industry are **COMDEX Fall** in the United States and **CeBIT Hannover**, West Germany, in March.

### Sources of Information

Commercial/Economic Division  
Canadian High Commission  
1 Grosvenor Square  
London, England W1X 0AB  
Tel.: (01) 629 9492  
Fax: (01) 491 3968  
Telex: 261592 CDALDN G.

Computing Services Assn. (CSA)  
Hanover House  
73-74 High Holborn  
London WC1V 6LE  
Tel.: (01) 405 2171  
Fax: (01) 831 1952  
Trade Association for the Computer Services Industry.


Business Equipment & Information Technology Association  
8 Southampton Place  
London WC1A 2EF  
Tel.: (01) 405 6233  
Fax: (01) 831 1952

Trade Association covering both manufacturers and importers of every type of business and IT equipment.

The National Computing Centre  
Oxford Road  
Manchester M1 7ED  
Tel.: (061) 228 6333  
Fax: (061) 228 2579

Maintains a library of IT standards and other documents relevant to informatics. Publisher of guides to standards and training materials.

BSI Publications Department  
Linford Wood  
Milton Keynes MK14 6LE  
Tel.: (0908) 320033  
Fax: (0908) 320856  
Publisher of British Standards.

Romtec Ltd.  
Hattori House  
Vanwall Road  
Maidenhead  
Berks SL6 4UW  
Tel.: (0628) 770077  
Fax: (0628) 785433  
Publisher of market research on the PC industry. 

### Advanced Technology Products & Services

## Australia Computer Opportunities

Significant opportunities exist in Australia for Canadian exporters in the computer, related equipment and services sector, says a report from the Canadian Consulate General in Sydney.

Potential is greatest for software producers in the vertical market, and for peripheral manufacturers in the network and data communications fields. As well, above-average growth is projected in value-added services, system integration and networking.

Australia is the world's eighth largest market for data processing equipment and accessories: it is expanding at a rate of 13 per cent per year and in 1989 represented a volume of \$11 billion.

What's more, there is "abundant potential for growth" as less than 15 per cent of Australian companies are computerized.

Computer usage in Australia consists of personal computers (43%); mid-range computers (34%); and mainframe computers (23%). Twelve per cent of all personal computers in the country are operated on a local area network (LAN). This number is expected to reach 38.5 per cent by 1993. The de facto LAN standard is NOVELL.

In 1989 the software market in Australia was up 16.4 per cent over the previous year and totalled \$924 million; professional services were up 19.8 per cent to \$642 million; and information services were up 10.4 per cent to \$340 million.

Industry sources indicate that the most effective vendor strategies for the 1990s will be joint ventures; strategic alliances; packaging integration; customer support services; and addressing niche/vertical markets.

For more information on opportunities in this Australian market, contact Brian Cox, Canadian

Consulate General, 8th Floor, A.M.P. Centre, 50 Bridge Street, Sydney, New South Wales, Australia 2000. Tel.: (011-61-2) 231-7022. Telex: (Destination code 71) 20600. Fax: (011-61-2) 223-4230.

### Transportation Equipment, Products & Services

## British City to Host Aerospace Exhibition

**Farnborough**—External Affairs and International Trade Canada (EAITC) will participate—for the first time with an information booth as part of the Canadian industry stand—at the **Farnborough International Aerospace Exhibition**, being held in this city September 2 to 9, 1990.

Canadian companies are invited to submit product literature for display at the booth.

EAITC also is supporting the Aerospace Industries Association of Canada (AIAC) by means of a first time "Association PEMD" (Program for Export Market Development) which is aimed at smaller Canadian firms that wish to exhibit their products under the aegis of the "Specialized Industrial Suppliers" (SIS) group.

The first time for such a PEMD, the move is seen as a prototype in EAITC's efforts to increase the involvement of industry associations in international marketing.

Participating SIS companies, by teaming together and sharing booth space, can display their products—to an estimated 350,000 attendees—at a much lower cost than would companies that contract for individual exhibition space. The AIAC expects 18 of Canada's smaller high technology companies to participate as Specialized Industrial Suppliers.

The 40-year-old **Farnborough International Aerospace Exhibition**, sponsored by the Society of British Aerospace Companies, is held biennially (alternating with the Paris Air Show, see article right) and is one of the most sig-

nificant aerospace and defence trade shows in the world.

More than 60 Canadian firms participated in 1988; an equally strong delegation is expected for the upcoming event.

For further information on the **Farnborough International Aerospace Exhibition** or to send product literature, contact Brian Hood of EAITC's Aerospace, Marine and Defence Products Division (TDA), tel.: (613) 992-9094; or Louise Cameron of EAITC's Trade Fairs and Missions—Europe, Trade Development Division (RWTF), tel.: (613) 996-3607. The mailing address for both is 125 Sussex Drive, Ottawa K1A 0G2.

## World's Most Prestigious Air Show to Soar

**Le Bourget**—The world's largest and most prestigious air show—the **Paris Air Show (PAS)**—will be held here June 13 to 23, 1991—and already External Affairs and International Trade Canada is preparing invitation packages to be mailed out this summer!

PAS is "the" show that Canadian companies "must" attend if they want to take advantage of the more than 147,000 "professional" visitors from around the world who attend the 10-day exhibition.

Since 1965, Canada has been participating at PAS—held every second year and alternating with the Farnborough International Aerospace Exhibition (see article left)—with a Pavilion and Chalet of the highest quality.

In 1989, when PAS was last held, 47 Canadian companies and three provinces were represented and participants announced more than \$1.2 billion in sales during the event!

Canadian aerospace companies interested in participating in PAS'91 should contact Michel Samson (613) 996-5555 or Louise Cameron (613) 996-3607, both of EAITC's Trade Fairs and Missions—Europe, Trade Development Division (RWTF), 125 Sussex Drive, Ottawa K1A 0G2. 

# Singapore Leisure, Entertainment Market Holds Promise for Canadian Exporters

Strongly supported by its government's economic development plan, Singapore is being transformed into an international service centre—one that necessitates a vibrant leisure and entertainment industry and one that could afford Canadians many business opportunities.

These are among the findings of a recreation and leisure services industry sectoral analysis commissioned by the Canadian High Commission in Singapore.

The current situation shows that, between 1980-1988, private consumption on leisure and entertainment increased from S\$1.7 (S\$1 = Cdn\$0.63) billion to S\$3.6 billion. Its share of total expenditure increased from 13 per cent to 15 per cent.

The future of the leisure/entertainment industry looks positive. Further growth is projected because of rising disposable income, growing local affluence, gradual reduction in working hours, demographic distribution of the population (50 per cent in the 15-39 age group), and the projected growth in tourism.

The promising growth areas:

- the movie industry: The government, through the Economic Development Board (EDB), is actively wooing foreign talent and film makers to transform Singapore into a primary Asian movie-making city. (The OMNIMAX theatre at the Jurong Science Centre is Canadian-owned.)

- multiplex cinemas: The new government policy permitting food outlets and related entertainment activities in cinema facilities has paved the way for multiplex centres that include theatres, shops and restaurants. The concept is fast gaining acceptance as it offers self-contained, one-stop entertainment for the family. (Since 1987, attendance at cinemas has grown by 12 per cent to 22.1 million in 1988. The average

number of movies watched per person rose by 10.5 per cent.)

- entertainment/amusement centres or theme parks: This sector is on the upswing with, as just one example, a S\$31 million marina with berthing facilities for 400 boats, currently under construction. Aside from infrastructure, this project will require a wide range of support, from floating decks to launching and de-launching equipment.

In this area, too, is the Suntec City project, an 11 hectare site consisting of a large convention and exhibition centre, a 400-bed deluxe hotel, car parks and retail shopping areas.

Similar to the Edmonton Mall, says the analysis, "this project offers a wide range of opportunities for Canadian businessmen interested in supplying expertise and equipment in building and hotel development and entertainment facilities and concepts."

- lounges: A boom in *karaoke* (taped music accompanying singers) lounges has occurred, with more than 100 opening in the last three years. The same is true of discotheques and other nightspots, many of which are being newly established, while others are being refurbished and expanded.

The analysis notes that "the rapid growth in *karaoke* lounges and other nightspots offers opportunities for Canadian suppliers of light, sound and audio-visual equipment as well as other services which may be required in setting up and upgrading present facilities."

The government is encouraging—through incentives and regulations—the participation of foreign companies in this industry sector.

One incentive package includes investment allowances; another "pioneer status" under which a company is exempted from the 33 per cent corporate income tax for a period of five to 10 years from the

day it begins commercial operation. Interestingly, too, Singapore allows 100 per cent foreign ownership of companies in Singapore.

For a copy of *Sectoral Analysis-Singapore Recreation and Leisure Services Industry*, call Info Export toll-free 1-800-267-8376 (Ottawa area: 993-6435).

Information on Singapore trade matters may also be obtained from the Asia Pacific South Trade Development Division (PST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-4309.

## New Zealand Plans Import Tariff Cuts

The Government of New Zealand has decided that, with certain exceptions, tariffs on imports will be lowered to a maximum of 10 per cent by 1996.

In making the announcement, New Zealand Minister of Commerce David Butcher said the first reduction will take place July 1, 1993 with further cuts being made July 1, 1994, 1995 and 1996. Rates of 10 per cent and under on July 1, 1992 will be frozen.

Sectors not subject to these tariff reductions are: footwear, apparel, carpets, writing instruments and motor vehicles.

New Zealand's "Tariff Concession" system will continue to allow goods not produced in New Zealand to enter the country duty-free upon application and approval by the Minister. There are as many as 25,000 valid concessions at any one time.

For further information on this subject contact Ray Buciak, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5945. Fax: (613) 996-4309.



# Trade Fairs and Missions Guide to the Asia Pacific Region

*Next to the United States, the Asia Pacific region is the world's fastest-growing market.*

*Over the next nine months, External Affairs and International Trade Canada (EAITC) plans to participate in some 60 trade fairs and missions in the Asia Pacific region.*

*Here, listed chronologically and by industry sector, is a list of the Asia Pacific trade events planned to the end of this fiscal year.*

*For more information on the events — they could be subject to change — or on how to participate, contact EAITC's Asia Pacific Promotional Projects (PGTF), tel.: (613) 995-1676.*

## AGRICULTURE / FOOD PRODUCTS AND EQUIPMENT

- **Fall Solo Food Show** — Osaka, Japan — September, 1990 — Food and beverages.
- **Outgoing Pork Mission to Australia** — September, 1990.
- **Milax (Malaysian International Livestock Show)** — Kuala Lumpur, Malaysia — October 9-12, 1990.
- **Agriculture/Food Products Show** — Jakarta, Indonesia — October 23-27, 1990.
- **Foodex '91** — Tokyo, Japan — March, 1991 — Food and beverages.
- **Spring Solo Food Show** — Osaka, Japan — March, 1991 — Food and beverages.
- **Wimmera Field Days** — Horsham, Australia — March, 1991 — Agricultural equipment.
- **Solo Food Show** — Manila, Philippines — Dates to be determined — Food and beverages.

## ARTS AND CULTURE

- **Educ World '90** — Jakarta, Indonesia — November 13-17, 1990 — Educational show - All sectors.

## AUTOMOTIVE INDUSTRY

- **Incoming Auto Parts Buyers Mission from Korea** — September, 1990.
- **Auto Technologies Mission to Japan** — Tokyo, Japan —

October, 1990.

- **Auto Parts/Plastic Mission to Japan** — Tokyo, Japan — November, 1990.
- **Automotive Mission to China** — Late fall/winter, 1990.

## COMMUNICATIONS, COMPUTER EQUIPMENT AND HIGH TECHNOLOGY

- **Communications Mission to New Zealand and Australia** — August 5-11, 1990.
- **Incoming Software Mission from Japan** — September 2-15, 1990.
- **Phil Telecom** — Manila, Philippines — September 11-15, 1990.
- **Cenit Asia '90 Trade Fair and Conference** — Hong Kong — September 25-October 2, 1990 — Telecommunications and information technologies.
- **Communications Buyers and Journalists Mission from New Zealand** — October, 1990.
- **Instrumentation and Electronic Control Technological Equipment Show (Info Booth)** — Beijing, China — October 28-November 3, 1990.
- **Expo-Comm 90 (National Stand)** — Beijing, China — November 8-13, 1990 — Telecommunications.
- **Advanced Technology, Instrumentation Show (Information Booth)** — Jakarta, Indonesia — November 13-17, 1990.
- **High-Tech Canada** — Bangkok, Thailand — January, 1991.
- **Software Mission to Australia & PC '91** — Sydney, Australia — February 23 - March 9, 1991 — Advanced technology.
- **Advanced Technology, Communications Show** — Jakarta, Indonesia — February 27-March 2, 1991.

## CONSTRUCTION AND FOREST PRODUCTS

- **Sawmill Equipment Mission to Japan** — Tokyo, Japan — September, 1990 — Hi-tech/equipment.

- **Incoming Mission from Australia to Wood Expo '90** — Vancouver, B.C. — September 27-29, 1990 — Forest products.
- **Forest Equipment Mission from New Zealand to Wood Expo '90** — Vancouver, B.C. — September, 1990.
- **Japan Build '90** — Tokyo, Japan — October, 1990 — Forest products.
- **Solo Building Products Show** — Osaka, Japan — October, 1990 — Forest Products.
- **13th All Australian Timber Congress** — Melbourne, Australia — November 11-16, 1990.
- **Buyers Mission from Hong Kong - Building Sector** — Date to be determined.

## CONSULTING AND ENGINEERING

- **Franchising Mission to Australia** — September 3-14, 1990.
- **Consulting Engineering Mission to Japan** — Tokyo, Japan — November, 1990.
- **9th IETF (Engineering Show)** — New Delhi, India — February 10-17, 1991 — All sectors.

## CONSUMER AND HOUSEHOLD PRODUCTS

- **Electronics '90 Info Booth** — New Delhi, India — September 5-11, 1990.
- **World Fashion Fair II** — Osaka, Japan — October 11-13, 1990.
- **Philippine International Trade Fair** — Manila, Philippines — January, 1991 — All sectors.
- **Tokyo International Boat Show** — Tokyo, Japan — February, 1991.
- **68th Tokyo Sporting Goods Trade Show** — Tokyo, Japan — February, 1991.
- **Mission of Japanese Buyers to Canadian Sporting Goods Trade Show** — Montreal, Quebec — February, 1991.
- **Incoming Mission of Australian Hardware/Houseware Buyers** — February, 1991.
- **Incoming Hardware and**

**Houseware Buyers Mission from New Zealand** — February, 1991.

#### DEFENCE AND RELATED HIGH TECHNOLOGY

- **Defence Equipment Mission to Australia** — September, 1990.
- **Japan International Aerospace Exhibition** — Tokyo, Japan — February 14-18, 1991.
- **Mission to Japan International Aerospace Exhibition** — Tokyo, Japan — February, 1991.
- **Incoming Aerospace Mission from Korea** — March, 1991.
- **Airport/Port Consultation in Hong Kong** — Date to be determined.

#### ENERGY, CHEMICALS AND PETROCHEMICALS

- **Incoming Steel, Oil and Gas Mission from Hong Kong** — September, 1990.
- **Incoming Coal Mission from Japan** — Tokyo — October, 1990.
- **Ausplas** — Sydney, Australia — October, 1990 — Chemical products.
- **Chemtech Info Booth** — New Delhi, India — October 6-12, 1990 — Oil and gas.
- **Rare Earth Study Mission to Japan** — Tokyo — November, 1990.
- **Coal Utilization Technology and Equipment Mission to China** — Date to be determined.

#### ENVIRONMENT

- **Techno Ocean '90 (Info Booth and Mission)** — Osaka, Japan — November, 1990 — Hi-tech.
- **Environmental Industries Mission to Korea** — February, 1991.

#### HOSPITAL/MEDICAL/LABORATORY EQUIPMENT AND SERVICES

- **Diagnostics Mission to Japan** — Tokyo, Japan — October, 1990 — Hi-tech equipment.
- **Outgoing Mission to Hong Kong - Hospital Equipment** — November, 1990.
- **Biotechnology Mission to Korea** — March, 1991.

#### INDUSTRIAL MACHINERY AND TRANSPORTATION EQUIPMENT

- **Urban Transportation Mission to Korea** — November, 1990.

• **Truck Parts Manufacturers Mission from Australia** — February, 1991 — Industrial machinery.

#### MINING INDUSTRY

• **Goldfields Mining Expo** — Kalgoorly, Australia — October 25-27, 1990.

## Canadian Companies Being Solicited to Participate in Gulf States Fairs

*Canadian companies have an opportunity to take part in nine Gulf States trade fairs in which the Canadian Embassy in Kuwait will be participating in fiscal year 1990-1991.*

*Being sought from interested participants is company product literature that will be displayed at the Canadian information booths to make potential Gulf businessmen aware of your company products, services and capabilities.*

*The Embassy also is recruiting companies that want to participate — either by exhibiting in their own booth or with their local agent.*

*As well, and providing space is available, Canadian companies — ones that are in the territory — may be able to display their wares at the Canadian information booths at:*

- **Gulf Information Technology Exhibition (GITEX)** — Dubai — October 22-25, 1990 — International exhibition and conference for suppliers and users of computer, communications, electronic office systems and services.
- **M-E Risk Control** — Bahrain — November 12-15, 1990 — Security products and building materials.
- **Money'90** — Dubai — November 26-29, 1990 — Investment promotion.
- **Gulf Education** — Dubai — January 8-11, 1991 — Education materials, teaching aids for universities, colleges, private schools and institutions.
- **Abu Dhabi Fair** — Abu Dhabi — January 16-26, 1991 — General horizontal commercial fair.
- **Dubai Air Show** — Dubai — January 27-31, 1991 — Aerospace and aeronautics.
- **Arab Health** — Dubai — February 10-13, 1991 — Dental, medical and pharmaceutical products.
- **M-E Oil Show** — Bahrain — March 2-5, 1991 — Equipment and services related to the oil and gas industry.

• **Travel Expo** — Kuwait — March, 1991 — Tourism promotion.

For further information on these shows or to forward company product literature, contact directly Robert Mason, Counsellor (Commercial) and Consul, Canadian Embassy, P.O. Box 25281, Safat 13113, Kuwait City, State of Kuwait. Telex: (Destination code 496) 23549 (MCANKT). Fax: (011-965) 256-4167.

## Export Convention Will Launch Trade Month in Canada

All eyes will be on Halifax this fall as the Canadian Exporters' Association (CEA) gears up for its Annual Convention.

The theme of the September 30-October 2 event — participants will have the opportunity to meet with senior government trade officials — is "Export Competitiveness for the 1990s".

Sessions will focus on changes in the international trading environment; Canadian competitiveness in the global market; export success stories: Asia Pacific; what's new in export programs; the new Europe; and U.S.A. — the world's largest market.

Keynote speaker, International Trade Minister John C. Crosbie, will present the External Affairs and International Trade Canada Export Awards at the Annual Dinner October 1 — that day will also see the launching of Canada International Trade Month.

For more information on the Convention or details on how to participate, contact Jacqueline Miller at the CEA. Tel.: (613) 238-8888. Fax: (613) 563-9218. Telex: 053-4888. ☎

# New AfDB and IADB Projects

*The Canadian Embassy in Abidjan has provided the latest list of new projects being considered for African Development Bank (AfDB) funding (\$M=\$million) while the list for Inter-American Development Bank (IADB — page 10) projects came from the Canadian Embassy, Washington.*

*Canadian companies with international experience are invited to contact directly the executing agency or the post (which appears in brackets after the country listed when a loan is involved) for further details.*

*The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435).*

*Canadian companies with no international experience can obtain the **Export Financing Guide** from Valentina Rusedski of External Affairs and International Trade Canada's Export Finance and Capital Projects Division (TCF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251.*

**BURKINA FASO** (Abidjan, Ivory Coast)—1) Agricultural research program to enhance the irrigated land through the implementation of appropriate management methods and techniques and the definition of development models designed to optimize the use of available resources. Loan: \$3 M (approx.). Executing agency: Ministry of Agriculture, Ouagadougou, II Mi. 2) Rural hydraulic project to supply drinking water to major urban centres. Project includes: digging of water wells, installation of pumps and related equipment; installation of elevated reservoirs; and installation of water fountains. Loan: \$9 M (approx.). Project appraisal was planned for the second quarter of 1990. Executing agency: Ministry of Waterworks. Telex: 5555 BF.

**CAPE VERDE** (Dakar, Senegal)—Second drinking water and sanitation project, consisting of: I) desalination plant; II) distribution; III) solid waste; IV) sewage; V) supervision. Loan: \$12 M (approx.). Consultants will be required to supervise the execution of the project. Project was

approved in March 1990. Executing agency: Ministry of Industry and Energy. Telex: 6035 MIE CV. **GABON** (Libreville)—Education and Training Development Study. The project consists of two phases: 1) the analysis, programming and definition studies; and 2) technical studies for the execution of the project and the preparation of bids. Loan: \$3 M (approx.). Consultants will be required. Executing agency: Ministry of Education, P.O. Bpx 6, Libreville. Telex: 5501 GO.

**MOROCCO** (Rabat)—1) Second road reinforcement project, including renewing of worn surfaces and periodic maintenance. Loan: \$39 M (approx.). Consultants required for the technical assistance. Executing agency: Ministry of Equipment and Professional Education. P.O. Box 6226, Rabat. Telex: 31928. 2) Project Education II to build colleges; equip and furnish 150 colleges and canteens; and strengthen pedagogical capacities. Loan: \$47 M (approx.). Executing agency: Ministry of National Education, Rabat. Telex: 31936.

**MALI** (Abidjan, Ivory Coast) — Institutional support to enable the National Public Works Directorate and the Roads Fund to improve its road management. It consists of three phases: studies; training; and purchase of equipment. Loan: \$3 M (approx.). Consulting services will be required. Executing agency: Department of Public Works and Transport.

**MAURITANIA** (Dakar, Senegal)—Project to exploit the Mihaoudat mine, estimated at 80 million tonnes in reserves. Main components are: development; engineering; supervision; maintenance; power station; rail road and port; units (workshops, warehouses and various buildings); professional training. Loan: \$15 M (approx.). Consultants are required. Executing agency: SNIM, P.O. Box 42, Nouadhibou. Telex: SNIM 426 MTN.

**NIGER** (Abidjan, Ivory Coast)—1) Rehabilitation of the Niger

Development Bank (BDRN) to reestablish the financial balance of the BDRN and to reinforce its resources. Project consists of: financial restructuring; recapitulation of the BDRN; technical assistance. Loan: \$13 M (approx.). Consultants will be required for the technical assistance. Executing agency: BDRN, P.O. Box 227, Niamey. Telex: SONIBANK 5321 NI. 2) Sanitation of Niamey, Phase II - Project to build a purification station for wastewater in Niamey. Loan: \$14 M. Consultants required. Executing agency: Ministry of Equipment, P.O. Box 235, Niamey. Telex: Ministrav 5238 NI. 3) Project to ensure self-sufficiency in food and to improve living conditions in rural areas. Main components are: equipment and construction of buildings; technical assistance for training of peasants; development of fall, river and irrigated farming; breeding of livestock; and soil protection. Loan: \$14 M (approx.). Consultants will be required. Executing agency: Ministry of Agriculture and Livestock, P.O. Box 12031, Niamey. Telex: MIHENVIR 5509 NI. 4) International Irrigation Management Institution (IIMI) research program. Project will enhance irrigated land. Main components are: technical assistance; logistical support to IIMI; training. Loan: \$3 M (approx.). Consultant services required. Executing agency: Ministry of Agriculture and Livestock, P.O. Box 12031, Niamey. Telex: MIHENVIR 5509 NI. 5) Development study of breeding in Niger (centre-west). The study will prepare a project to develop the Diffa region through soil enhancement and improvement of animal health. Loan: \$2.5 M (approx.). Consultant services required. Executing agency: Ministry of Agriculture and Livestock, P.O. Box 12031, Niamey. Telex: MIHENVIR 5509 NI.

**SENEGAL** (Dakar)—Sectoral transportation adjustment program aimed at the progressive

reduction of the costs of the transport of goods in Senegal. Loan: \$8 M. Consultants required. Executing agency: Public Works Directorate. Telex: 511013/4. Telex: 7789, BP, A 175, Thies, Dakar.

**TUNISIA** (Tunis)—1) Third line of credit to the National Tourism Development Bank (BNDT). This line of credit is designed to finance the direct and indirect costs in foreign currency of selected sub-projects in the tourism sector, approved by the Bank. Loan: \$90 M (approx.). Executing agency: (BNDT), Av. Mahamed V, Zone Montplaisir, Tunis. Telex: 15-265. 2) Fifth line of credit to the Tunisian Economic Development Bank (BDET). This line of credit is designed to finance the costs in foreign currency of selected, multi-sectoral, sub-projects (industry, agro-industry, crafts). Loan: \$38 M (approx.). Executing agency: BDET, 34, rue 7050, El Mensah 1004, Tunis. P.O. Box 48, 1080 Tunis Cedex. Telex: 14133/14382. Fax: 713-744.

## INTER-AMERICAN DEVELOPMENT BANK PROJECTS

**BARBADOS** (Bridgetown)—Feasibility study and design project for a solid waste treatment facility. Consultants will be required. Executing agency: Ministry of Health. Loan: \$2 M.

**BOLIVIA** (Lima, Peru)—Feasibility studies and design for an investment program in the sanitation sector. Approximately three biddings for preparation of studies and final designs. Executing agency: Ministerio de Planeamiento Y coordinacion. Total cost: \$9 M. Loan: \$7 M.

**COLOMBIA** (Bogota)—1) Small projects financing program for trade promotion. Executing agency: Promotora de Comercio Social. Loan: \$500,000. 2) Small projects financing program for trade promotion. Executing agency: Promotora de Comercio Social. Loan: \$91,000.

**COSTARICA** (San Jose)—Credit program for micro-entrepreneurs

in the San Jose metropolitan area. Executing agency: Asociacion de Ayuda al Pequeno Trabajador Y empresario (Adapte). Loan: \$500,000.

**GUATEMALA** (Guatemala City)—Social investment fund program. The fund will be an autonomous government institution whose main objectives will be promotion, development, financing and supervision of social and infrastructure projects to improve living conditions of low income groups in Guatemala. Executing agency: Fondo Inversion Social (FIS). Loan: \$20 M.

**JAMAICA** (Kingston)—Agricultural sector adjustment loan to be co-financed with the World Bank, Economic Cooperation Fund of

Japan and the Government of West Germany. Executing agency: Ministry of Finance. Loan: \$25 M.

**MEXICO** (Mexico City)—Program financing small projects to improve the living conditions (credit and training) of low-income rural producers in Nuevo Leon. Executing agency: Movimiento de Promocion Rural. Loan: \$500,000.

**SURINAM** (Port-of-Spain, Trinidad and Tobago)—Program to strengthen tax administration. Executing agency: Ministry of Finance. Loan: \$100,000.

**VENEZUELA** (Caracas)—Public enterprise reform loan for the restructuring of public enterprises and privatization. Executing agency: Oficina Coordin. de Planificacion y Banco Central Venezolano (Cordiplan). Loan: \$150 M.

## Business Opportunities

**SINGAPORE**—A firm wishes to act as an agent for electronics components companies. Contact Roger Wee, Managing Director, Magpower Manufacturers Pte Ltd., 970 Toa Payoh North #02-12/15, JTC Flatted Factory, Singapore 1231. Tel.: 256-8577. Fax: 251-0812.

**SINGAPORE**—A company established here 30 years ago wishes to import pig iron, scrap and billets. Contact Chua Eng Sia, Senior Manager, National Iron & Steel Mills Ltd., 22 Tanjong Kling Road, Jurong, Singapore 2262. Tel.: 265-1233. Fax: 265-8317.

**SINGAPORE**—A distributor here wishes to import health care products. Contact Alex Zheng, Manager, Midlink Distributors, 20 Maxwell Road #06-03, Maxwell House, Singapore 0106. Tel.: 226-1137. Fax: 222-3703.

**SINGAPORE**—Being sought from Canada are marine engine spare parts and related marine products. Contact T.K. Goh, Director, Mengsina Pte Ltd., 63 Jalan Pemimpin #05-09, Singapore 2057. Tel.: 258-1595. Fax: 258-7296.

**SINGAPORE**—A company estab-

lished here in 1934 wishes to import snow crab claws/meat, scallop, salmon and Alaskan crab meat. Contact Low Yang Chew, Director, S.J. Low Brothers & Company Pte Ltd., 141 Middle Road #04-03, GSM Building, Singapore 0718. Tel.: 338-8566. Fax: 339-9513.

**SINGAPORE**—Aerospace and aviation-related products are being sought by Miss Wendy Ang, Sales Manager, Singapore Aerospace Supplies Pte Ltd., 540 Airport Road, Paya Lebar Airport, Singapore 1953. Tel.: 287-2033. Fax: 280-6179.

**SINGAPORE**—A telecommunications firm wishes to import video telephones, hand-held cellular telephones and wrist watch pagers. Contact Chia Choon Wei, Vice President (Ventures), Singapore Telecom, 31 Exeter Road, Singapore 0923. Tel.: 734-3344. Fax: 730-4044.

**SINGAPORE**—Kitchen and laundry equipment are being sought by W.J. Norris, Managing Director, Somerville Singapore Pte Ltd., 72 Jalan Benaan Kapal, Singapore 1439. Tel.: 345-0833. Fax: 345-0133.

# EAITC's Technology Inflow Program Helps Perfect Company's Business

It's not just the icing that tops the cake. Ask former bakery owner John Edde.

The perfect topping Edde sought was technology that would help him supply bakers with a high-quality almond paste which would be made in his new marzipan business.

Edde found what he was looking for—through External Affairs and International Trade Canada and its Technology Inflow Program (TIP) which is designed to facilitate the flow of foreign technology into Canada.

Too busy to source the technology himself, Edde learned that TIP could assist him in a number of ways:

- TIP would help cover the costs of his surveying and analyzing the technology of Europe's leading marzipan makers;
- TIP—if Edde were successful in acquiring the Canadian rights to

an appropriate European technology—would help cover the costs of European technicians coming to Canada to set up the equipment and train Canadian staff.

In 1989, Edde received TIP funding to tour European plants. He found the appropriate technology at Stephan Equipment Ltd., West Germany.

Edde returned to Canada, established a plant and—with TIP assistance—brought the German company's chef and technicians to Canada to finalize the transfer of technology. The future: when full production begins, Edde's business will provide jobs for nine or 10 more people.

TIP helps Canadian companies that, on their own, cannot fund extensive and expensive research and development and which are unfamiliar with foreign sources of technology.

As well, TIP's specialized advi-

sory services—staffed by qualified Technology Development Officers in 30 posts abroad—provide information and advice on foreign sources and forms of technology.

TIP-funded projects are assessed on their potential to bring in new or unique technology and skills which benefit the Canadian economy—by creating jobs, reducing costs and increasing profits.

For advice on foreign sources of technology or on TIP funding, companies should contact the Industrial Research Assistance Program (IRAP) of the National Research Council or Industry, Science and Technology Canada (ISTC) offices in each province.

Advice on TIP funding can also be provided by the Science and Technology Division (TDS) of External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-0971.

## SELLING NON-DEFENCE PRODUCTS TO THE U.S.

*This is the third in a series of articles designed to assist Canadian companies interested in pursuing opportunities in the U.S. federal government market. The first article appeared in CanadExport, Vol.8, No.10, June 1, 1990.*

### The U.S. General Services Administration (GSA)

The GSA is the major procurement organization within the U.S. federal government. Its role is similar to that of Supply and Services Canada.

Each year, other government agencies use GSA contracts to buy millions of dollars worth of items for day-to-day operations. Most GSA supply contracts are for standard, commercial, "off-the-shelf" supplies and equipment.

The GSA services 10 geographic regions across the U.S. and operates "commodity centers". There is, for example, a commodity center for all purchases of office equipment; one for furniture; and so on.

Each year, trade missions to GSA offices are sponsored by the U.S. Trade and Tourism Development Division (UTW) of External Affairs and International Trade Canada (EAITC). For information on these missions, call D. Conrad (EAITC, Ottawa) at 613-998-9441 or J. Bradt (Canadian Embassy, Washington) at 202-682-7746.

### Where to Start

A company interested in being listed as a supplier with GSA, should first contact a business consultant in GSA's network of "Business Service Centers". Through this free service, consultants provide advice to potential and existing suppliers to the U.S. federal government. (A list of the GSA Business Service Centers appears at the end of this article.)

### Notes on Selling to GSA

1. Any questions about completing the Bidders Mailing List application form should be directed to a GSA Business Service Center

which can provide the forms and advise where to file them. (You may find that your telephone messages are not returned as many U.S. government phone systems cannot access Canada. Be persistent. Keep calling until you make the contact you need.) While there is no transaction fee to list as a supplier, some time and effort may be required.

2. Once your firm is accepted as a potential supplier, you should receive the appropriate solicitations. If a company does not respond after receiving three solicitations, the company could be removed from the Bidders Mailing List. Therefore, it is important that companies respond, even though they may not wish to bid. (Simply acknowledge on the cover sheet and return it to GSA. The name and phone number of the buyer will always appear.)

3. GSA solicits bids through its

*Continued on p. 12—SELLING*

**SELLING***Continued from page 11*

Bidders Mailing List and by advertising in *Commerce Business Daily*, the official publication of business opportunities with the U.S. government. Subscriptions for Canadian firms cost US\$260 per year and can be obtained by calling 202-783-3238.

(Supply and Services Canada also publishes *Government Business Opportunities*, a daily publication listing Government of Canada requirements, as well as U.S. government opportunities available to Canadian companies under the Canada-U.S. Free Trade Agreement. For subscription information call 819-956-4802.)

4. A typical solicitation will include a description of the requirement, estimated dollar value or quantity, duration of the contract and whether the requirement will be set aside for U.S. small businesses. In some cases, only part of the procurement will be set aside. (Canadian companies cannot bid on requirements which are set aside for small businesses.)

5. If a company is awarded a contract by GSA, it must perform under all terms and conditions as outlined in the contract. Failure to do so will result in the termination of the contract; the company also will be responsible for any additional costs of re-tendering.

6. If a solicitation requires that products which are to be offered must meet certain specifications, bidders may obtain copies of specifications from any GSA Business Service Center.

7. Unsuccessful bidders may ask for a de-briefing so that they will understand the shortcomings of the bid and be better prepared for future tendering.

8. GSA can make available *Doing Business with the Federal Government*, a useful publication that includes procurement policies, programs and key contacts and overviews of other agencies. You can also determine which GSA commodity center purchases

your products—with the exception of the commodity center for hand tools. (The purchase of hand tools is limited outside the United States, and not covered under the auspices of the Canada-U.S. Free Trade Agreement.)

(Coverage of the Canada-U.S. Free Trade Agreement is explained in the booklet, *The Canada-U.S. Free Trade Agreement and Government Procurement: An Assessment*, available from EAITC.)

9. GSA's largest method of supplying common-use goods and services is through its "schedule contracts"—administrative agreements with suppliers who agree to offer certain products at a fixed price over a certain period of time. The users within the agencies can then approach these suppliers directly to place an order. At various times throughout the year, bid solicitations are issued for the over 400 schedule contracts.

Being on a GSA schedule is not considered as winning a contract. Suppliers should consider the schedule as a "hunting licence", and must still actively market their products to the end users.

10. The U.S. government's fiscal year is October 1 to September 30.

**Services Available**

The services available through the GSA Business Service Centers include how to get on a Bidder's Mailing List; how to introduce a new item to government; information on current opportunities; obtaining copies of federal standards; a review of bid abstracts to learn the bidding history of various contract awards; obtaining publications; and receiving business counselling.

**GSA Business Service Offices**

Boston (617-235-8100); New York (212-264-1234); Washington (202-472-1804); Philadelphia (215-597-9613); Atlanta (404-331-5103); Chicago (312-353-5383); Kansas City (816-926-7203); Fort Worth (817-334-3284); Denver (303-236-7408); San Francisco (415-974-9000); and Auburn, Wyoming (206-931-7965).

**BUSINESS AGENDA**

**Vancouver**—September 4-7—Aquaculture International Congress and Exposition. Contact Mrs. D. Knight, Aquaculture International Secretariat. Tel.: (604) 669-7175. Fax: (604) 669-7083. Telex: 04-508-338 REGENT VCR.

**Halifax**—Sept. 30-Oct. 2—Canadian Exporters' Association (CEA) Annual Convention. Theme: Export Competitiveness for the 1990s. Contact Jacqueline Miller, CEA. Tel.: (613) 238-8888. Fax: (613) 563-9218. Telex: 053-4888.

**Trade Minister's Agenda**

International Trade Minister John C. Crosbie will participate in the Asia Pacific Economic Council (APEC) Trade Ministers' Meeting in Vancouver, B.C., September 11-13, 1990.

**PUBLICATIONS**

**PC GLOBE 3.0** is a computerized atlas and database for IBM (R) compatible computers. The integrated package — consisting of maps, graphics and data — provides detailed profiles of 177 countries, including information on government leaders and political parties; industrial data; economic trends; etc. Available, at a cost of \$69.95 (plus shipping and handling) from Action Business Brokers Ltd., 965 Leovista Ave., North Vancouver, B.C. V7R 1T4. Tel.: (604) 987-2861. Fax: (604) 987-9164. A free demo disk can also be provided if requested.

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# CANAD EXPORT

LATEST ISSUE  
DERNIER  
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Vol.8, No. 14

September 4, 1990

## Major Changes to Canada's Export Control List To Reduce Number of Export Permits

New changes to Canada's Export Control List (ECL) will reduce by 40 per cent the number of export permits formerly required by Canadian business.

Products being de-controlled include most personal computers, a wide range of electronic components, telecommunications equipment and 25 other items. These changes, which were approved by the Coordinating Committee for Multilateral Strategic Export Controls (COCOM) on July 1st are being implemented through a revised Canadian Export Control List which was approved by the Canadian Government on July 26.

### Supplement on Japan: A Trade Partner of Growing Importance

See pages 5-8

The changes take effect immediately.

The substantial reduction in East-West tensions has allowed COCOM, of which Canada is a member, to eliminate a wide range of products from its control list.

"The purpose of these changes is to promote greater trade with the USSR and Eastern Europe by substantially decreasing the burden of paperwork on Canadian exporters," said External Affairs Minister Joe Clark. "This will make it easier for Canadians to participate more fully in the exciting process of reconstruction taking place in that region."

"Facilitating trade in high-technology products among Western countries is also a focus of the changes to the Export Control

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List," said Minister for International Trade John C. Crosbie. "This will allow Canadian high-tech firms to be more competitive in major markets around the world," Crosbie added.

Canada played a key role in the COCOM negotiations which led to these changes, and has been a strong proponent of more liberalized trade with Eastern Europe and the USSR. Further COCOM negotiations are scheduled for this fall and are expected to result in additional high-tech products being removed from the COCOM and the Canadian ECL.

Clark emphasized that these revisions to the Canadian ECL do not affect any existing controls on exports of military equipment or other exports to South Africa. Exports to South Africa of prod-

ucts that have been removed from the ECL will continue to be controlled.

The second important change to Canada's export control system is the introduction of a new General Export Permit — applicable to trade between Canada and other COCOM member countries. COCOM is comprised of the countries (except Iceland, Japan and Australia).

The new General Export Permit will enable exporters to ship most controlled industrial goods to these countries without having to apply for an individual export permit. Instead, they will simply declare on their export documents that they are exporting goods subject to Canada's export controls. A similar declaration from the importer, acknowledging that he is receiving goods subject to export controls, will also be attached. The new system, called Intra-COCOM Trade, took effect August 15, 1990, and will eliminate the need for 3,000 export permits each year.

For further information, contact Michael Fine of External Affairs and International Trade Canada's Export Controls Division (ESE), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-2387. Fax: (613) 996-9933.

## October is Canada's International Trade Month

Understanding how important trade is to all Canadians is the theme of Canada International Trade Month, which kicks off October 1 in Halifax.

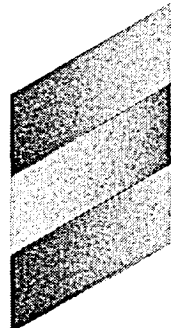
Trade accounts for three million

Canadian jobs and for one-third of all that Canada produces. Canada ranks seventh in the world in trade and generates nearly 30 per cent of the country's Gross

Continued on p. 2—Trade Month

External Affairs and  
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Canada

**TRADE MONTH***—Continued from page 1***National Product.**

Formerly called Canada Export Trade Month, the name has been changed to reflect the significance of all aspects of trade, including exports, imports, investment and technology transfer. The name change also lends focus to Canada's role in the world's dynamic trading environment.

Organizers have planned a series of events designed to heighten trade awareness, to honour outstanding export achievements and to provide useful information to businesses seeking to compete in outside markets. This year's program also provides support for the Federal Government's \$93.6 million Going Global market development strategy.

Trade Month begins October 1 with the Canada Export Awards ceremony — being held in Halifax in conjunction with the Canadian Exporters' Association's Annual Convention. The event will be hosted by Minister for International Trade John C. Crosbie who will present awards to Canadian companies that have been successful in selling products or services to foreign markets.

In the seven years since the program's inception, approximately 100 companies have won the Canada Export Award. Winning companies range in size from

large, established corporations to small, private enterprises — and they represent virtually all regions in Canada.

Marketplace'90, formerly Export Marketplace, takes place throughout the month of October and features teams of trade specialists that will travel to some 60 Canadian cities to carry out on-site visits and briefing sessions with pre-selected small-and medium-size companies.

Businesses that are currently exporting and those seeking to export will have the opportunity to gain valuable information from key people about selling to the United States, Western Europe, Eastern Europe, new markets in the Asia Pacific, Latin America and the Caribbean.

In addition to Marketplace'90 and the Canada Export Awards ceremony, a number of activities will be held across the country during Canada International Trade Month.

They include seminars, workshops, trade shows and conferences (organized by the International Trade Centres) to make Canadians and Canadian businesses aware of the country's export potential.

Further information on these and other Canada International Trade Month-related events will be carried in upcoming issues of *CanadExport*.

**IRAQ  
Sanctions Imposed**

The Government of Canada has put regulations in place to give effect to the United Nations sanctions against Iraq, External Affairs Minister Joe Clark announced August 8, 1990.

"The seriousness of the situation required that we act immediately to ensure that Canada demonstrate its commitment to collective international action to bring an end to the Iraqi occupation of Kuwait," stated Clark.

The following measures have been put into force under the authority of the United Nations Act:

**Imports:**

All Iraqi and Kuwaiti imports to Canada are prohibited as of August 6 (the date of the United Nations Resolution). Goods in transit prior to that date will be permitted entry.

**Exports:**

All exports from Canada to Iraq and Kuwait are prohibited, effective August 7.

**Credits:**

All unused export credits will cease and the Government will not issue further export credits for Iraq and Kuwait.

**Funds and Assets:**

Effective immediately, no funds can be transferred to Iraq or Kuwait and any assets or securities of the Iraqi and Kuwaiti governments or their agencies are frozen.

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**Numbers to Note**

New numbers for the Canadian High Commission in New Delhi, India are, for telephone: (011-91-11) 687-6500; for facsimile: (011-91-11) 687-6500 ext. 401. New numbers at the Canadian Consulate in Bombay, India are, for telex: 84153/84154/82334/82335 OBBY IN; for facsimile: (011-91-22) 287-5514.

The telephone numbers for the Canadian Embassy in Prague, Czechoslovakia, are: (011-42-2) 312-0251 to 55 inclusive.



# THE FTA AND AGRICULTURE: UPDATE

## *Agriculture, Food and Beverages Working Groups*

As the nine groups move ahead, issues common to all their work plans are emerging. First, many working groups have agreed bilaterally that it would be useful to develop a system for notification of proposed regulations which would affect trade in the commodities under their responsibility. It has been agreed in principle that the notification should take place prior to such initiatives being published in the *Canada Gazette* or the *Federal Register*.

As well, the groups are exploring ways to exchange commercial information that is provided to governments in establishing the safety and efficacy of new products and processes. The bilateral exchange of such information would simplify the task companies face in licensing their products and processes in both countries.

Canada and the U.S. are now exploring whether their respective laws will allow the early exchange of regulatory information and the protection of trade secrets from another country.

### **1990 Farm Bill (U.S.)**

The U.S. Farm Bill provides the framework for U.S. agricultural policy, i.e., price and income supports, conservation and environment, international programs, crop disaster assistance, food and consumer services, and farm credit. Price and income support programs are maintained for various commodities including dairy, wheat and feed grains, soybeans, honey, and sugar. The international programs include the Export Enhancement Program (EEP).

The current Farm Bill (the Food Security Act of 1985) expires September 30, 1990. Debate is now underway in Congress on the 1990 Farm Bill.

The Administration's 1990 Farm Bill proposal, which was announced in February, gives few specifics and leaves the details to Congress. The House and Senate

are currently considering their own separate versions. Both the Administration and Congress favour continuing the aggressive export assistance programs, such as the EEP, to strengthen the U.S.'s leverage in the Multilateral Trade Negotiations (MTN).

The House of Representatives and Senate Agriculture Committees have now reported their versions which next will be voted on by the full House and full Senate respectively. The House and Senate Agriculture Committee Chairmen have indicated they hoped to have the final bill passed before Congress recessed in early August. If agreement cannot be reached on a final bill, a new Farm Bill might be postponed for a year, and the existing Farm Bill extended in the meantime.

On June 5, the Canadian Embassy in Washington submitted an Aide Memoire to the Administration and Congress objecting to several provisions in the Farm Bill proposals before the Senate and House Agriculture Committees. Canada's specific concerns include the continuation of the U.S.'s aggressive export assistance programs, in particular the EEP, and the sugar provisions.

### **Horticulture Industry Investigation**

The Canadian International Trade Tribunal announced July 4 that it will conduct an inquiry into the competitiveness of the Canadian fresh and processed fruit and vegetable industries. The inquiry was referred to the Tribunal by the federal Cabinet following a request by the Canadian Horticulture Council. The Tribunal will report by December 21, 1991.

### **U.S. Meat Border Inspection**

Canada has been pressing U.S. authorities for early implementation of the new "open border" policy for meat inspection announced on February 26 by Agriculture Minister Don Mazankowski and

U.S. Secretary of Agriculture Clayton Yeutter. Minister for International Trade John C. Crosbie raised the issue with U.S. Trade Representative Carla Hills during the May 18 meeting of the Trade Commission. Mazankowski raised the issue again with Yeutter during their June 11 meeting in Calgary.

The U.S. published for public comment the new procedures in the *Federal Register* June 29. Following the 30-day comment period, the U.S. expects to implement the procedures this month or in October.

This agreement will resolve a year-long bilateral dispute regarding Canadian exporters' concerns about the increased frequency and costs of U.S. border spot checks of Canadian meat and has been welcomed by the Canadian industry.

The agreement provides that, during an experimental period lasting up to one year, meat and poultry products inspected under either government's meat inspection program will move freely between the two countries. If successful, the experiment would form the basis of developing a permanent arrangement.

### **U.S. Section 332 Investigation: Durum Wheat**

The report by the U.S. International Trade Commission (ITC) on the conditions of competition between the Canadian and U.S. durum wheat industries was released on June 27. The report indicates that Canadian durum prices were not significantly different from prices of U.S. durum. This means there is no basis for allegations that imports of Canadian durum caused injury to U.S. producers.

The ITC investigation, which was conducted under Section 332 of the Tariff Act of 1930, arose from concerns raised by the U.S. durum industry over increased imports of high-quality Canadian durum.

**BANGLADESH**—An import, export, indenting and trading house firm that maintains good contacts with government and executing/procuring agencies seeks suppliers/manufacturers of a wide variety of chemicals which can be "floated" in the public and private sectors against international tenders. Contact Maqsood Ahmed, Managing Director, Shoronika Trading Corporation Limited, Red Cross Building, 2nd Floor, 61 Motijheel Commercial Area, GPO Box 115, Dhaka 1000, Bangladesh. Tel.: 232117, 253730. Telex: 642734 STC BJ. Fax: 880-2-250194.

**BRITAIN**—A company engaged in the amusement/simulator field seeks amusement machinery that would accommodate six to eight riders and provide a sensation similar to that in aircraft simulators. Contact Patrick Dodd-Noble, Managing Director, Lynton Europe Ltd., Lynton House, 33 Parkgate Road, London SW11 4NP. Tel.: 071-738 2442. Fax: 071-738 2405.

**BRITAIN**—A company with over 35 years of experience in the sale and distribution of office dictation systems throughout the United Kingdom seeks Canadian manufacturers/suppliers of similar systems. Contact A.H. Hudson, Recording Machines Limited, Cambridge House, 445 Hackney Road, London E2 9DY. Tel.: 071-729 3280. Fax: 071-931 9577.

**BRITAIN**—An agricultural/environmental equipment firm, whose clients include government departments throughout the European Community, wishes to contact Canadian manufacturers of like products. Contact R.K.A. Bendall, Tech International Ltd., P.O. Box 5, Clitheroe, Lancashire BB7 4SA.

**CUBA**—A Canadian company willing to participate in the construction of a plant to produce ferric oxide—to be used to manufacture ferrite for Cuba's electronic industry—is being sought by INSAC, the Cuban Institute of

Computer and Automatic Systems. Other proposals are welcome, but Canadian participation could be a cooperative whereby the Canadian company would supply some equipment and, in return, receive part of the production as repayment. The plant will produce 10,000 metric tons of ferric oxide per year. To have interests forwarded to INSAC, companies should contact the Canadian Embassy, P.O. Box 500 (HAVAN), Ottawa K1N 8T7; or via telex: 51-1586 (CAN CU); or Fax: 22-7044.

**JORDAN**—A new Amman-based company that deals in agricultural commodities wishes to hear from Canadian firms interested in marketing their products

wares items, porcelain and stainless steel tableware, and vacuum flasks/jars. Contact Jenny Ee, Operations Manager, Yeo Teck Seng(S) Pte Ltd., No. 12 New Industrial Road, Singapore 1953. Tel.: 285-2222. Fax: 285-2653.

**SINGAPORE**—Geological survey, mining and mineral processing equipment is being sought by Allan Lim, Operations Manager, MCE & Associates Pte Ltd., 545 Orchard Road #06-07, Far East Shopping Centre, Singapore 0923. Tel.: 734-0322. Fax: 733-7230.

**SINGAPORE**—A company here wishes to import photo-degradable, high-density polyethylene, additives or masterbatch. Contact Bill Sia, General Manager, Mechmar Pte Ltd.,

Block 170 Stirling Road #01-1121, Singapore 0314. Tel.: 473-6988. Fax: 475-9159.

**SINGAPORE**—Wanted by a company here is defence equipment, particularly small, specialist lines featuring state-of-the-art technology. Contact Rex Shelley, Executive Director, Metta Energy Resources Pte Ltd., 2-C Jalan Pesawat, Jurong, Singapore 2261. Tel.: 265-4933. Fax: 264-3120.

**SINGAPORE**—Scientific equipment is being sought by Steven Goh, General Sales Manager, Motion Smith, 78 Shenton Way #01-03, Singapore 0207. Tel.: 220-5098. Fax: 225-4902.

**SINGAPORE**—An original equipment manufacturer (OEM) is interested in the licensing of electronic products. Contact Soo Eng Hiong, Marketing Manager, Multitech Systems Pte Ltd., 16 Kallang Place #05-10, Singapore 1233. Tel.: 294-9836. Fax: 298-3904.

**SINGAPORE**—Engineering products relating to water and waste water treatment systems are being sought by Yeo Ker Kuang, Managing Director, Salcon Pte Ltd., 34 Pioneer Sector 2, Jurong, Singapore 2262. Tel.: 861-1822.

## Business Opportunities

in Jordan. Contact Maurice C. Akkawi, Jordan Commodity Trading and Agencies Co. Ltd., P.O. Box 910206, Amman, Jordan. Tel.: 698452. Fax: (962-6) 698453. Telex: 24034 COMMODO JO.

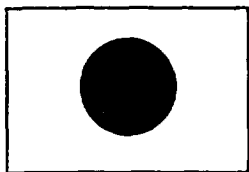
**SINGAPORE**—An enterprise here seeks to import industrial chemicals, polypropylene resins and specialized paper. Contact Philip Wong, Manager, Sungai Budi Enterprises Pte Ltd., 6 Battery Road #16-05, Standard Chartered Bank Building, Singapore 0104. Tel.: 224-3233. Fax: 225-6959.

**SINGAPORE**—All types of audio visual products are being sought by Christopher Chu Jin Dar, Managing Director, TechMen Communications Pte Ltd., 705 Sims Drive #06-11, Shun Li Industrial Complex, Singapore 1438. Tel.: 744-4445. Fax: 747-2312.

**SINGAPORE**—Gifts, novelties, sports and leisure equipment are being sought by Teh Chuan-Lim, Executive Director, Tithes Corpn Sdn Bhd, 3 Lorong Bakar Batu #02-03, Brightway Building, Singapore 1334. Tel.: 743-0055. Fax: 747-4022.

**SINGAPORE**—A 26-year-old firm here wishes to import house-

# Japan: Canada's Most Important Offshore Trade, Economic Partner



"Japan is by far Canada's most important offshore trade and economic partner. Our relations at both government and private-sector levels are strong, open and generally free from irritants."

— Minister for International Trade  
John C. Crosbie, April, 1990.

When two-way trade is in the neighbourhood of \$18 billion annually, you're not talking peanuts. You're talking big business!

That figure represents the 1989 value of bilateral trade between Canada and Japan, our country's "most important offshore trade and economic partner" — to quote Minister for International Trade John C. Crosbie in an April, 1990 interview with *Time* magazine writer Tina Powell.

The facts speak for themselves:

In 1989, Canada's exports to Japan amounted to \$8.75 billion, a modest increase of 0.81 per cent from the \$8.68 billion registered in 1988.

Canada's imports from Japan — between 1988-1989 — increased by 3.2 per cent, leaving Canada with a trade deficit of \$800 million.

But not to worry. That deficit could be erased — or greatly reduced — if current trends continue.

"Two-way trade is approaching \$20 billion (for 1990) and is growing and diversifying," says Crosbie in the same *Time* interview, noting that steps have been and are being taken by both countries — including Japan's liberalization on imports — to enhance and strengthen trade ties.

Such trade linkages even precede 1929, when the Canadian flag was first unfurled at the Canadian legation in Tokyo.

## Growth and Diversification

Specifically, the "growth and diversifying" of which Crosbie speaks refutes the Canada-Japan trade relationship which has been characterized ("rather unfairly" in

Crosbie's words) as "coal for cars" or "forest products for electronic goods".

It is true that some 50 per cent of Canada-Japan trade falls into these categories. But it is also true, Crosbie points out, "that the strength and stability of our trade in resources with Japan continues to make a substantial contribution to Canada's economic well-being."

Although the sale to Japan of Canadian manufactured end products still represents less than 7 per cent of Canada's total exports, Canada is selling strongly in selected areas—from helicopters to office equipment, and from telecommunications to wind tunnels.

These "growth and diversifying" elements are further substantiated by the fact that the proportion of Canada's exports to Japan — accounted for by processed goods as opposed to raw materials — has increased significantly. In fact, says Crosbie, "they now account for some 46 per cent of total exports, up from 37 per cent ten years ago."

Crosbie also notes: "There are clear signs that exports of high value-added parts, components and assemblies will increasingly

flow in response to broader linkages with Japanese business."

## Linkages Enhance Trade

Recognizing the importance of Japan to Canada — and aiming for "broader linkages" with Japan (and other Asia Pacific nations) — Prime Minister Brian Mulroney announced last October the implementation of **Pacific 2000** — a program which, among other elements, supports long-term efforts to improve Canada's visibility in Japan and to foster exchanges through technology transfer, investment, culture and tourism. As well, Canada's scientific and technology base is being enhanced through cooperation with Japanese research institutes.

(More complete information on these developments, including Asian languages programs, can be found in *CanadExport* issues: Vol. 7, No. 17, November 15, 1989 "Going Global: A New Trade Strategy"; Vol. 8, No. 7, April 17, 1990 "Canada—A Partner Challenging the World"; Vol. 8, No. 10, June 1, 1990 "Cultural Barriers to Trade: Are You the Type to Enter the Japanese Market?"; and Vol. 8, No. 13, July 16, 1990 "Grant to Asia Pacific Foundation Will Enhance Canadian Trade in Region").

For further information on Canadian trade opportunities in Japan, contact the Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

## The Kansai: More Regions than Tokyo are Centres of Trade

Until recently, Canadian business visitors to Japan seldom ventured outside Tokyo—except to sightsee in Kyoto and other tourist meccas.

Like most foreigners in Japan, they were understandably intimidated by the language and cultural barriers to be confronted when attempting to do business in that nation's regional markets.

However, as Japan has become increasingly affluent, internationally sophisticated and much more open to imported products, Canadian

*Continued on page 6—Kansai*

**KANSAI REGION: OPPORTUNITIES ABOUND!***Continued from page 5*

business is fast learning that local representation in those regions is essential—especially if the products being promoted are consumer oriented.

Nowhere in Japan is regional coverage so important as in Osaka, the nation's No. 2 commercial and financial centre.

Osaka was the original business city of Japan and dominated commercial activities until Tokyo surpassed it this century. Osakans are still extremely conscious of their business heritage and very much resent their loss of commercial preeminence to Tokyo. They are immensely proud of Osaka's identification as the "City of Merchants" and consider themselves the true entrepreneurs of Japan.

With a population of nearly 9 million, Osaka is the major city of a region of west-central Japan known as the Kansai. The Kansai also includes Osaka's adjacent cities of Kobe, Kyoto and Nara which combine to constitute a giant metropolplex.

Though no larger in area than British Columbia's Fraser Valley, the region has a population almost equal to all of Canada. It also accounts for one-fifth of the Japanese economy and two per cent of the world's Gross National Product (GNP).

Osaka itself is the home of the world's third-largest stock market and the headquarters of 30 of the world's largest corporations, including such familiar names as

Sumitomo, Suntory, Matsushita, Sanyo, Sharp and Minolta.

The new Kansai International Airport, when opened in 1993, will provide direct links with Canadian cities, further stimulating the growth of new ventures between Canada and this important region of Japan. And Canadians are discovering that Osakans thrive on commerce and that there are excellent business opportunities for Canadian companies.

Canada's best-selling items in the Kansai include processed food and beverages, and building products. There are also good prospects in several other sectors—many of which can be explored in upcoming trade-related events.

In October, for example, Canada will participate in the second World Fashion Fair in Osaka. This event will provide a good opportunity for Canadian apparel manufacturers to find local agents for their products.

In November, a large number of Canadian companies will participate with the Consulate General at Techno Ocean '90 on Kobe's Portopia Island. Techno Ocean is Japan's largest underwater and offshore technology trade show.

Next March, the Consulate General will also be holding the sixth in its series of very successful solo food shows in Osaka.

The staff at the Canadian Consulate in Osaka recently prepared a practical primer that is designed

primarily to help the Canadian entrepreneur get the most out of business trips to the Kansai.

**Regional Markets: Osaka and the Kansai** is a compendium of useful information, providing tips and advice on preparing for the business trip to the Kansai, business style and etiquette expected in the region, and correct procedures to be followed on the return home.

For newcomers to Japan, the primer lists sources of information, facilities at local hotels, typical costs of doing business in the Kansai, including what is reasonable in terms of entertaining clients or hiring an interpreter. It also explains how to use the local Canadian trade commissioner to maximum effect.

Even seasoned business travelers to Japan will want to keep a copy tucked into their briefcase on the chance they need the phone number of an English-speaking lawyer, or information on how to arrange for an interpreter on short notice, or the quickest way to send a facsimile.

To obtain a free copy of **Regional Markets: Osaka and the Kansai** contact External Affairs and International Trade Canada's Info Export. Tel. (toll-free): 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

For more information on trade opportunities in the Kansai, contact the Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

## Japan's Food Processing Equipment Market Offers Excellent Opportunities

Japan's imports of food processing machinery were valued at some 11.5 million yen in 1988.

Now, thanks to a study commissioned by External Affairs and International Trade Canada (EAITC)'s Japan Trade Development Division (PNJ), Canadian exporters have a chance to plug into that growing market.

As the study **Export Opportunities in Japan-The Food**

**Processing Equipment Market** points out, the Japanese market for meat processing, bakery and fish processing equipment as well as for equipment to service the fast-food sector is an expanding and highly competitive one.

Japan is open for business — there are no formal trade barriers, import duties have been removed, and there is compatibility between North American and Japanese

standards.

The study points to very good opportunities in North American-inspired fast-food franchises, with most specialized equipment being imported. As well, the increased popularity of ham and pork sausage has generated a large increase in the import of meat processing equipment.

In the baked goods sector, the *Continued on p. 7 — Japan Food*

## Japan's Packaging Equipment Market is Profitable

Japan offers good opportunities for Canadian manufacturers of selected packaging equipment.

These opportunities are based on changing consumption habits in Japan that are resulting in the rapid appearance of new products and increased use of packaging for product differentiation.

Other details revealed by a recently-completed External Affairs and International Trade Canada (EAITC) study include a description of Japan's packaging equipment industry, types of equipment most likely to succeed in the market as well as strategies for market access.

*Export Opportunities in Japan-The Market for Packaging Equipment* also describes the key industries in the packaging market—food (55 per cent), pharmaceuticals (20 per cent) and consumer products (25 per cent).

Japan's imports of packaging machinery were valued at 13,000 million yen in 1988—almost double the 1983 level. Close to 90 per cent of the imports were from Europe. This trend is expected to continue, with opportunities likely to increase for North American

exporters.

The majority of equipment imported are niche-market machines specializing in a unique product, or machines that perform better than those already on the market. But generally, the characteristics importers are looking for are ease of operation, low maintenance requirements, compactness and low cost.

As of April 1, 1990, import duties on packaging machinery were lifted, although certain replacement parts (eg. electrical parts) are still subject to duties. No special permits or licenses are required.

In addition to listing major Japanese importers of packaging equipment, the study also offers advice on key success factors for entering the Japanese market—price, delivery time, after-sales service, quality, adaptability, user-friendliness, labour-saving and unique product features.

Prospective Canadian exporters will find as well a directory of Japanese companies and associations working in the packaging sector.

To obtain a copy—available after

October 1—of *Export Opportunities in Japan-The Market for Packaging Equipment*, contact Info Export, tel. (toll-free): 1-800-267-8376 (Ottawa area: 993-6435); fax: (613) 996-9709.

## Software Systems: Sales Soar in Japan

The Japanese software industry—which is undergoing drastic restructuring to meet the needs of a multi-vendor computer system environment—offers many opportunities to Canadian exporters.

This is the conclusion of a study prepared this year for External Affairs and International Trade Canada (EAITC)'s Japan Trade Development Division (PNJ).

According to *Export Opportunities in Japan-The Software Market*, Japanese software industry sales reached 1.8 trillion yen in 1988—a 62 per cent increase over the previous year.

Although problems arise with subcontracting and the influence of computer hardware manufacturers in Japan, the study notes that the Japanese software industry "is one of the most promising markets for foreign software vendors." The reasons include:

- the software industry is young, and therefore not subject to the customs often found in older, more conservative industries;
- the software industry has a positive attitude toward introducing high standard products;
- the software industry is experiencing phenomenal growth;
- demand is growing for general-purpose software products—41 per cent of software products were imported in 1987, with a 19.6 per cent growth by 1988; and
- the industry structure is flexible, with no barriers against imported products.

*Continued on p. 8 — Software*

## JAPAN: Food Processing Equipment Market

*Continued from page 6*

general trend toward convenience and western-style foods, coupled with the wide variety of retail outlets, offers, according to the study, good opportunities for bakery equipment sales.

But, as the study notes: "To be competitive in the Japanese market, Canadian-made food processing equipment must be multi-functional, user-friendly, quiet, compact and reliable ... products that are competitive with or superior to those available in Europe."

The study also lists names of machinery importers and their suppliers, as well as machine selection criteria—for both the meat processing and bakery markets.

In approaching the Japanese

market, the key remains innovation, whether the chosen route is approaching distributors directly, going the franchise route, exploring licensing agreements, trying a trading house, or attending trade shows and exhibitions.

The study also offers names and profiles of selected Japanese meat packers, bakery companies and trading companies; and a list of industry-specific trade shows, importers and related Japanese trade associations.

To obtain a copy of *Export Opportunities in Japan-The Food Processing Equipment Market*, contact Info Export, tel. (toll-free): 1-800-267-8376 (Ottawa area: 993-6435); fax: (613) 996-9709.

# Trade Fairs and Missions Guide to Japan

*Two-way trade between Canada and Japan is approaching \$20 billion annually. It is growing and diversifying, including not only the standard raw materials but also manufactured end products.*

*One of the better ways to approach this increasingly important market is through participation in trade fairs and missions.*

*Here, chronologically and by industry sector, is a list of Japan-Canada-related events planned to the end of this fiscal year by the Japan Trade Development Division (PNJ) of External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.*

*For further information on these proposed fairs and missions, contact PNJ at the above address.*

## AGRICULTURE/FOOD PRODUCTS AND EQUIPMENT

- **Kobe Import Fair** — Osaka — October, 1990.
- **Foodex'91** — Tokyo — March 13-17, 1991.
- **Spring Solo Food Show** — Osaka — March, 1991.

## AUTOMOTIVE INDUSTRY

- **Automotive Technologies Mission to Japan** — Tokyo — October 29-November 2, 1990.

## COMMUNICATIONS, COMPUTER EQUIPMENT AND HIGH TECHNOLOGY

- **Incoming Software Mission from Japan** — September 2-15,

## SOFTWARE —

*Continued from page 7*

The study also offers general guidelines on how to enter the Japanese software market; a list of the major specialized trade shows in Japan; names of key associations in the Japanese information industry; and important contacts in Japan.

To obtain a copy of *Export Opportunities in Japan-The Software Market*, contact Info Export, tel. (toll-free): 1-800-267-8376 (Ottawa area: 993-6435); fax: (613) 996-9709.

1990.

- **Softic'90 Software Show** — Tokyo — October 2-4, 1990.
- **Telecom/Data Communications Mission to Japan** — Tokyo — Date to be determined.

## CONSTRUCTION AND FOREST PRODUCTS

- **Pulp Mill Equipment Mission to Japan** — Tokyo — Date to be determined.
- **Sawmill Equipment Mission to Japan** — Tokyo — Date to be determined.

## CONSULTING AND ENGINEERING

- **Consulting and Engineering Mission to Japan** — Tokyo — Date to be determined.

## CONSUMER PRODUCTS

- **Incoming Japanese Buyers Mission to Canadian Sporting Goods Trade Show** — Toronto, Ontario — September 30-October 2, 1990.
- **World Fashion Fair II** — Osaka — October 11-13, 1990.
- **New Import Business Show** — Tokyo — October, 1990.
- **Tokyo Sporting Goods Trade Fair** — Tokyo — February, 1991.
- **Tokyo International Boat Show** — Tokyo — February, 1991.

## DEFENCE AND RELATED HIGH TECHNOLOGY

- **Japan International Aerospace Exhibition and Mission** — Tokyo — February 14-18, 1991.

## ENERGY, CHEMICALS AND PETROCHEMICALS

- **Rare Earth Study Mission to Japan** — Tokyo — November, 1990.

## ENVIRONMENT

- **Techno Ocean'90 (Info Booth and Mission)** — Osaka — November, 1990.

## HEALTH, MEDICAL FIELDS

- **Health Care'91/JETRO Import Fair** — Tokyo — March 12-15, 1991.
- **Medical Electronic Equipment Mission to Japan** — Tokyo — Date to be determined.

## Canadian Embassy in Tokyo Facilitates Canadian Interests

In Spring, 1991, Canadian entrepreneurs supporting Canadian interests in Japan will be eligible to use the many facilities of the new Canadian Embassy (Place Canada) in Tokyo.

Interested parties, however, should submit their proposals now, as heavy demand for use of the facilities is anticipated.

Place Canada is situated on 1.74 hectares (4.3 acres) of prime real estate which was purchased in 1932 and has been occupied since 1933 by Canada's chancery and residence.

The Embassy's main entry lobby on the mid-level fourth floor—the first three floors are being let to commercial tenants to defray construction costs—provides an ideal setting in central Tokyo for Canadian businesses to display and demonstrate products and services and to hold receptions and displays for invited guests and casual visitors.

An area of 725 m<sup>2</sup> (7,800 ft<sup>2</sup>) is available to promote Canadian industrial and commercial products, to stage cultural exhibitions and events, and to hold large or medium-scale receptions, lunches and dinners.

The reception area can accommodate 800 stand-up or 300 seated banquet guests. Facilities also include a 233-seat theatre, a 180 m<sup>2</sup> (2,000 ft<sup>2</sup>) gallery, a research library and enquiry centre, a specially-designed show kitchen and a complete range of state-of-the-art communications links.

The exhibition and reception space will be available to Canadians planning events that will further Canada's trade, investment, cultural and tourism objectives in Japan.

To submit event proposals, or for information on the new Embassy, contact: Public Area Manager, Embassy of Canada, 7-3-38 Akasaka, Minato-ku, Tokyo 107, Japan.

For Embassy brochure, call Info Export 1-800-267-8376 (Ottawa area: 993-6435).

# CALENDAR TO MIDDLE EAST TRADE FAIRS AND MISSIONS

*The Middle East is composed of varied and lucrative markets. One of the best ways for Canadian exporters to explore this region is to participate in trade fairs and missions.*

*Here, listed chronologically and by industry sector, are 23 Middle East-related trade fairs and missions in which External Affairs and International Trade Canada (EAITC) plans to participate.*

*For details about any of the following events—they could be subject to change—contact EAITC's Middle East Trade Development Division (GMT). Tel.: (613) 993-7040.*

## GENERAL

- **Tehran International Fair** — Tehran, Iran — October 1-10, 1990 — (National Stand) Multi-sector.
- **Canada/Saudi Arabia Joint Economic Commission (JEC) Meeting** — Ottawa — October 3-4, 1990 — Exchange information and views to expand bilateral economic and commercial relations.
- **Jeddah Chamber of Commerce Mission to Canada** — October 15-24, 1990 — To seek new business opportunities in trade and investment between Canada and Saudi Arabia.
- **Canada-Israel Chamber of Commerce Mission to Israel** — October 29-November 6, 1990 — General business mission to Israel — Canadian exporters of medical products, telecommunications, bio-tech and investment.
- **Abu Dhabi Fair** — Abu Dhabi, United Arab Emirates — January 16-21, 1991 — (Info Booth) General fair.
- **Cairo International Fair** — Cairo, Egypt — March 10-23, 1991 — (Info Booth) Sectors of interest include power and energy equipment and services; forest products, equipment and services; lumber, newsprint, fine papers; agri-food products and services; oil and gas equipment and services.

## AEROSPACE

- **International Aerospace Exhibition** — Dubai — January 27-31, 1991 — (Info Booth) Aerospace and aeronautics.

## TECHNOLOGY AND HEALTH CARE

- **Saudi Medicare Show** — Riyadh, Saudi Arabia — October 14-18, 1990 — (Info Booth) Biennial event to promote medical and dental equipment, supplies and services.
- **Arab Health Exhibition** — Dubai — February 10-13, 1991 — (Info Booth) Dental, medical and pharmaceutical products.
- **Biotechnology Mission to Israel** — February-March, 1991 — Bio-medical; bio-agricultural; bio-environmental joint ventures; technology transfer; strategic partnering.

## COMMUNICATIONS, COMPUTER TECHNOLOGY

- **Gulf Info Technology Exhibition** — Dubai — October 22-25, 1990 — (Info Booth) Suppliers and

users of computers, communications, electronic office systems and services.

- **Buyers to Intercomm 90** — Vancouver — October 23-26, 1990 — (Operations Centre) Buyers from Saudi Arabia and the Gulf States are invited to attend Canada's International Telecommunications Congress and Exhibition.
- **Mecom 91 and Mission to Middle East** — Bahrain — January 21-24, 1991 — (Info Booth) Telecommunications.
- **CommTel '91/Middle East Computing** — Jeddah, Saudi Arabia — February 3-7, 1991 — (Info Booth) Telecommunications and data transfer.
- **Saudi Computer 91/Saudi Education 91** — Riyadh, Saudi Arabia — February 24-28, 1991 — (Info Booth) Education and training show, in conjunction with a Computer and Computer Graphics Show.

## EDUCATION

- **Gulf Education Exhibition** — Dubai — January 8-11, 1991 — (Info booth) Education materials, training aids for universities, colleges, private schools and institutions.
- **Saudi Computer 91/Saudi Education 91** — Riyadh, Saudi Arabia — February 24-28, 1991 — (Info Booth) An education and training show run in conjunction with a Computer and Computer Graphics Show.

## ELECTRONICS

- **Saudi Elenex** — Riyadh, Saudi Arabia — February 10-14, 1991 — (Info Booth) Electricity and electronic engineering show.

## ENVIRONMENT

- **Environment Mission to Israel** — September-October, 1990 — All environmental sectors, equipment and products: technology concentrating on waste water treatment and technology and large incinerators; solid waste disposal technology; sewage treatment; hazardous waste management.

## OIL AND GAS

- **Middle East Oil Show** — Bahrain — March 2-5, 1991 — (Info Booth) Equipment and services related to the oil and gas industry.

## SECURITY

- **Security Products Mission to Canada from Gulf States** — October 29-November 7, 1990 — To promote Canadian security products and services.
- **Middle East Risk Control** — Bahrain — November 12-15, 1990 — (Info Booth) Security products and building materials.

## TRANSPORTATION

- **Jeddah Motor Show** — Jeddah, Saudi Arabia — December 9-14, 1990 — (Info Booth) To promote automotive replacement parts and equipment manufacturers.

## "Today's Japan": TV Program Airs on CBC Newsworld

"Today's Japan" is a daily television program produced by NHK Studios in Japan and aired on CBC's Newsworld network Monday to Friday from 10:00 p.m. to 10:30 p.m. PST, 11:00 p.m. to 11:30 p.m. MST, 12:00 midnight to 12:30 a.m. CST, 1:00 a.m. to 1:30 a.m. EST, 2:00 a.m. to 2:30 a.m. AST, 2:30 a.m. to 3:00 a.m. NST.

This English-language current events program offers a unique perspective on Japanese daily news, economic trends, business practices and social affairs.

For those seeking greater knowledge about Japanese business, politics and society, "Today's Japan" is well worth viewing.

## Mission to Israel for Canadian Exporters

Canadian exporters interested in marketing their products in Israel are invited to participate in a mission to that country being planned for October 29 through November 6, 1990.

Also eligible to participate are technological research and development companies that are interested in exploring opportunities for cooperation with Israeli companies.

Meetings with potential distributors will be arranged for each participant in addition to group meetings that will feature prominent Israeli and Canadian trade and industry officials.

The mission is co-sponsored by Deloitte & Touche Chartered Accountants, with assistance from External Affairs and International Trade Canada.

For further information, contact the Canada-Israel Chamber of Commerce and Industry, 48 St. Clair Avenue West, Suite 1100, Toronto M4V 2Z2. Tel.: (416) 961-7302. Fax: (416) 961-0696.

## Business Opportunities in Asean Spotlighted in Calgary Seminar

Hot on the heels of External Affairs Minister Joe Clark's successful July visit to the Asia Pacific, the Asean-Canada Business Council (ACBC) of the Canadian Chamber of Commerce is organizing a seminar on **Business Opportunities in Asean** to be held October 4, 1990 at the Palliser Hotel in Calgary.

The seminar will focus on strategies for accessing the markets in the countries comprising the Association of Southeast Asian Nations (Brunei, Indonesia, Malaysia, the Philippines, Singapore and Thailand). Strategies include exporting, joint venturing and technology transfer.

Seminar sessions will also look at opportunities and issues in the sectors of oil and gas and related services, agribusiness and telecommunications.

In addition, seminar participants will have an opportunity to meet one-on-one with senior Asean

business representatives and with Canadian trade commissioners from the region—many of whom will speak at the seminar.

The ACBC-hosted seminar is being organized as part of a series of events in Alberta being held in conjunction with the **Extraordinary Meeting of the 6+1 Forum** at which Asean Foreign Ministers will meet in Jasper (October 5-7) at External Affairs Minister Clark's invitation.

All seminar participants will be invited to the Asean Foreign Ministers reception also being hosted by Mr. Clark and being held October 4 in Calgary.

For further information on the **Business Opportunities in Asean** seminar which will be chaired by Don Olafson, President of Novacorp International Consulting Inc. and Chairman of the ACBC, contact Dianne Caldbick, Canadian Chamber of Commerce, Ottawa. Tel.: (613) 238-4000.

## Canada-Nigeria Business Council Formed to Enhance Two-Way Trade

Companies are invited to join the Canada-Nigeria Business Council to be launched officially later this month.

The private-sector launching — on September 24 in Lagos, Nigeria — is a direct result of last May's exchange of protocols between Canada's Secretary of State for External Affairs Joe Clark and Nigeria's Minister of External Affairs Dr. Rilwanu Lukman.

The exchange marked the successful conclusion of the second meeting of the Canada-Nigeria Joint Economic Commission in Abuja, Nigeria, designed to develop new strategies for enhancing trade between the two countries whose bilateral trade exceeded \$550 million in 1989.

For the first time, representa-

tives of both governments were joined by prominent members of the private sector.

Companies interested in joining the new Council should contact Robert Shishakly, Vice-President, Black & McDonald Limited, 915 Montee de Liesse, Montreal H4T 1R2. Fax: (514) 735-9057.

### CORRECTION

The third Canadian Industrial Cooperation and Technology Transfer Exhibition (CANADA FAIR '90) will be held October 17-19 in Istanbul, Turkey. For information or details on how to participate, contact Louis Duhamel at SIRTEC, 555 Rene-Levesque Blvd. West, 9th Floor, Montreal H2Z 1B1. Tel.: (514) 866-1633. Fax: (514) 861-0281.



## Shipping, Marine Technology Exhibit Set for West Germany

**Hamburg**—Experts and high-ranking officials in the international world of shipping and marine technology will gather in this West German city from September 25 to 29, 1990 to attend what has been billed as the "leading shipbuilding exhibition since 1963."

At **SMM'90**, some 500 exhibitors from 24 countries will be presenting the latest technological developments in the shipping and marine industry. As well, an accompanying congress will feature presentations by more than 30 well-known speakers.

The Canadian Government will have an information booth staffed by members of the Canadian Consulate General in Dusseldorf who will promote Canadian trade and industrial development activities.

Among the exhibition categories are: shipbuilding industry, installations and equipment; marine and offshore technology; engines and propulsion systems; cargo-handling systems; port services and waste disposal systems; electronics and electrical systems; and pumps, compressors, fittings and auxiliary machinery.

For further information on **SMM'90**, contact Ms. Erika Gothe, Canadian-German Chamber of Industry and Commerce, 1010 Sherbrooke Street West, Suite 1604, Montreal H1A 2R7. Tel.: (514) 844-3051. Fax: (514) 844-1473.

**INFO-EXPORT  
HOTLINE  
1-800-267-8376  
Ottawa area:  
993-6435  
Fax:  
(613) 996-9709**

## Montreal to Host Major Trade Show this Fall

**Montreal** — Billed as the economic event of the year, **Quebec's Trade and Industries Fair (FOCIQ 90)** is slated for Montreal this Fall.

The November 15-18 event will bring together under one roof—and for the first time in Canada—five major exhibitions, all with interactive themes relating to major sectors of the economy:

- . Quebec Industry and Chambers of Commerce Exhibition;
- . International Importers and Distributors Exhibition;
- . International Licenses, Trademarks and Inventions Exhibition;
- . International Franchising Exhibition; and
- . Business Services Exhibition.

More than 1,000 businesses are expected to participate in these exhibitions which occupy some 350,000 square feet of the Montreal Olympic Stadium. Organizers say the event should attract more than 75,000 businesspeople.

One of the features of **FOCIQ 90** will be an international shopping centre where exhibitors can present their products and services to foreign trade delegations and meet with Canadian trade commissioners from overseas.

The show will also feature: conferences by economic experts on Europe 1992, the U.S., Asia Pacific and Eastern Europe; work-

shops, practical advice and discussions on various aspects of international trade; and **Network**—an electronic mail system—to buy and sell worldwide.

Despite the advent of modern communications methods, trade fairs still remain the most effective, profitable and high-performance means of selling products and services internationally.

For more information on **FOCIQ 90**—the show is sponsored by Quebec's Ministry of Industry, Trade and Technology as well as Industry, Science and Technology Canada—contact Nicole Brodeur, Quebec Chamber of Commerce, tel.: (514) 527-9221, local 330; fax: (514) 527-8449.

### Europe 1992 Seminar

The Standards Council of Canada, in collaboration with External Affairs and International Trade Canada, will be offering a comprehensive seminar this Fall in Toronto on standards, certification and related trade issues arising from Europe 1992. Details are available from the Council at 350 Sparks St., Suite 1200, Ottawa K1P 6N7. Toll-free tel.: 1-800-267-3220 (Ottawa area: 238-3222). Fax: (613) 995-4564.

## \$10 M Supplier Credit Protocol Renewal Aids Belgian Imports of Canadian Goods

A \$10 million supplier credit protocol to provide financial support to Belgian importers of Canadian capital goods and services has been renewed between the Export Development Corporation (EDC) and Belgium's largest banking institution, the Générale de Banque.

Under the protocol—covering qualified export transactions—

the EDC would purchase promissory notes guaranteed by Générale de Banque and issued by Belgian buyers to Canadian exporters as payment for goods and services.

The Canadian exporters would then receive cash payment directly from EDC, which would also take over the responsibility for collecting from the buyers when the notes become due.

## PUBLICATIONS

**Market Studies on Japan**

The following Export Opportunities Market Studies have been prepared by External Affairs and International Trade Canada's Japan Trade Development Division and are available through Info Export at 1-800-267-8376 (Ottawa area: 993-6435).

**Atlantic Herring Roe; Bakery Mixes; Bottled Water; B.C. Farmed Salmon; Food Processing Equipment; Food Service; Fruit Juice; Marine Sports & Leisure Boats; Millwork; Packaging Equipment** (available October 1); **Peat Moss; Pet Food; Processed Alfalfa and Hay Products; Processed Meat; Regional Markets: Osaka and the Kansai; Retail Food and Beverage; Sea Urchin Roe; Selected Market Studies and Publications; Software; and Windows and Doors.**

**France: Guidelines for Canadian Fish Exporters 1990-1991**

— Prepared by personnel at External Affairs and International Trade Canada's Canadian Embassy in Paris, this bilingual report aims to: make Canadian fish exporters aware of the market opportunities in France—In 1988, the country imported Cdn \$2,738 million worth of fish products, \$99.4 million of which was from Canada; provide exporters with enough information to determine if they wish to pursue the market; facilitate contacts with French fish buyers; provide information on Canadian government services available to Canadian fish exporters; and guide Canadian fish product promotional initiatives in France—"the largest European market for salmon and smoked salmon and for live and frozen lobster. There are many other products that could be successfully marketed in France." Copies of the report are available through Info Export, tel.: 1-800-267-8376 (Ottawa region: 993-6435).

Interested parties may also wish to contact Fisheries Division, Agri-Food, Fish and Resource Products Bureau, EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-1714. Fax: (613) 995-8384; or Yannick Dheilily, Commercial Officer, Fisheries Sector, Canadian Embassy, 35, avenue Montaigne, 75008 Paris, France. Tel.: (011-33-1) 47.23.01.01. Fax: (011-33-1) 47.23.56.28.

**Israel: A Guide for Canadian Exporters** is a pocket-size, second edition booklet, available separately in English and French, that provides information on: the country, doing business with Israel, customs and other regulatory information, how to plan a business visit, transportation services, federal export assistance and useful addresses. Copies are available through Info Export, tel.: 1-800-267-8376 (Ottawa region: 993-6435).

**Sectoral Analysis: Singapore Food Industry** — Virtually all Canadian exporters need to know about the Singapore food market can be found in this bilingual publication commissioned by External Affairs and International Trade Canada's Canadian High Commission in Singapore. Among topics covered in the report are: an economic overview of the demand—all of which is high—for the import of meat, dairy, marine, vegetable, fruit and beverage products; the current situation (imported food products in 1988—latest figures—totalled S\$1.7 billion); future trends ("...the bulk of Singapore's food requirements will continue to be imported."); competitor analysis; industry incentives and government regulations; imports of food products from Canada (listed by year, product and dollar value); and a list of major importers. The publication is available through Info Export, tel.: 1-800-267-8376 (Ottawa region: 993-6435).

## BUSINESS AGENDA

**Ottawa** — September 26-27 — Ottawa Business & Government Computer Show. With more than 140 exhibitors, visitors will see hands-on demonstrations of the latest business products from Canada and abroad. Contact Glenn Waterman, Show Manager. Tel.: (Toronto Region): (416) 252-7791. Tel.: (Other Regions): 1-800-268-0387. Fax: (416) 252-9848.

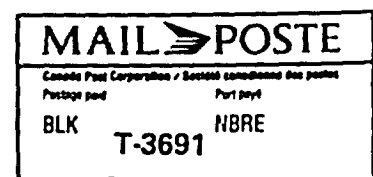
**Vancouver** — September 26—28 — Major Forest Sector Conference to Show "The Way Ahead" will discuss sustainable development, land use, timber supply, access to international markets, and new technologies. Organized as a companion event to Wood Expo, Canada's largest exhibition of forest industry products and services. Contact Allan Sinclair/Cheryl Zurawski, Council of Forest Industries of British Columbia. Tel.: (604) 684-0211. Telex: 0636700411. Fax: (604) 687-4930.

**Ottawa** — October 4 — The Fall meeting of the Forum for Industrial Participation (FIP), is concerned with matters relating to government industrial and regional benefits and international offsets. Contact Bob Brown, FIP. Tel.: (613) 733-0704.

**Toronto** — October 20-22 — Canadian Health Food Association's Annual National Trade Show and Convention '90 ("A Natural Leader") will feature seminars and exhibitors, retailers, wholesalers, manufacturers, distributors, suppliers and health professionals from Canada and the United States and Europe. Contact Nancy Ostrander, Convention Manager, Canadian Health Food Association, Vancouver. Tel.: (604) 731-4664. Fax: (604) 734-6909.

**Vancouver** — October 23-26 — INTER COMM 90. Canada's international telecommunications congress and exhibition. Contact INTER COMM 90. Tel.: (604) 669-1090. Fax: (604) 689-4806. Telex: 04-357-817-VCR.

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# CANADEXPORT

Vol. 8, No. 15

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## STANDARDS, TRADE AND THE EUROPE OF 1992

By January 1, 1993, the European Community (EC) will have formed the world's largest trading unit—325 million consumers and a gross domestic product equaling that of the United States.

The policy could be beneficial to Canada's trade competitors in neighbouring European countries, through trade agreements with the EC. These include the six European Free Trade Association (EFTA) countries and, potentially, Eastern European countries wishing to strengthen economic ties with Western Europe.

### Standards Policy in the Single Market

The EC's "new approach" to standards and technical regulations was set out in a white paper of the Commission of the European Communities in 1985. It abandons legislative harmonization of detailed technical standards in favour of broad minimum requirements (for public health and safety, and environmental and consumer protection) which products must meet for circulation throughout the EC.

Europe's three regional standards bodies—the European Committee on Standardization (CEN), the European Committee on Electrotechnical Standardization (CENELEC), and the European Telecommunications Standards Institute (ETSI)—are now preparing some 10,000 standards and technical regulations for the Single Market. The detailed standards developed by these bodies will incorporate minimum requirements set out in EC regulations. They will also contain requirements not covered in EC regulations and, therefore, not mandatory except where referenced for government procurement.

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While the EFTA countries are also members of CEN and CENELEC, Canada and other non-European countries traditionally have had little input into the work of these two organizations. Both CEN and CENELEC, however, have undertaken that, where practicable, they would adopt standards prepared by the world's two foremost standards organizations—the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC).

The "new approach" deals not only with the preparation and mutual recognition of standards and technical regulations, it encompasses product testing and certification.

The Commission of the European Communities has established general principles for "mutual recognition" which would eliminate costly and time-consuming requirements for re-testing and re-certifying products traded among EC states. Mutual recognition means that products meeting the Single Market's technical regulations must be accepted by all member countries, even if they are manufactured to technical specifications different from those laid down by any national laws in force.

### Implications for Canada

Annually, 18 per cent of Canadian exports go to Europe, making it second only to the U.S. as a major Canadian export market.

While the impact of the Single Market on world trade patterns is not yet clear, it is expected that the EC will be increasingly self-reliant, and that Canadian firms will have to work harder to sell their goods and services to that market. Canadian companies with plants and offices in Europe would be well positioned to directly pursue opportunities arising from Europe 1992.

Whether dire predictions of a "Fortress Europe" are realized may hinge less on new rules than on the willingness of Canadian business to adapt to this new reality.

It is important for Canadian businesses to know what standards are proposed for the new market. Canadians should have input into the development of these standards, and should know which products face mandatory technical regulation in EC legislation and reflected in European standards. Access to new certification and product testing procedures is also imperative.

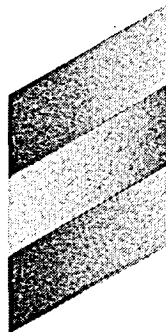
Access to information on the Single Market's standards-writing, testing and certification activities will assist Canadian businesses in responding to changing technical requirements. To this end, the EC has reaffirmed its commitment to the General Agreement on Tariffs and Trade (GATT) agreement on Technical Barriers to Trade.

Next Issue:

**EUROPE 1992**

Getting Your Product  
Into Foreign Markets

External Affairs and  
International Trade Canada



Canada

# Canadian Exporters' Association (CEA) Convention Will Stress Export Competitiveness

Export competitiveness for the 1990s is the central theme of the 47th Annual Convention of the Canadian Exporters' Association (CEA), being held in Halifax, September 30, and October 1-2.

Competitiveness is also central in the mind of James Taylor, President of the CEA.

In an interview with *CanadExport*, Taylor stressed that the CEA plays a major advocacy role in its permanent dialogue with federal and provincial governments, "drawing to their attention domestic policies and programs that have an impact on the environment in which Canadian business operates".

Taylor says: "In Canada, the partnership role and the interplay between government and private business in the export field has long been close and supportive."

Internationalization and globalization have created a greater awareness "because there is less insularity and the proportion of GNP that is traded has grown".

For the CEA President, this awareness "gives rise to concern—reasonably legitimate."

"Even the strongest trading countries are nervous about their ability to compete in the future," said Taylor. "In Canada, we strongly advocate that government policies create an environment that enhances the ability of the business community to compete.

"Managers of multinational enterprises do operate in an environment where they are not looking at nations anymore; they are looking at markets and locations."

This theme of competitiveness that sets the tone of the CEA convention will be discussed in a panel of business and government leaders. The panel will examine external and domestic factors affecting

Canada's trade, as well as strategies that will enable Canadian firms to compete successfully.

The subject is a vital one for Canada's economic future as the country enters the final stage of the Uruguay Round of the Multilateral Trade Negotiations and grapples at home with the challenges of improving its ability to compete.

## The CEA: What It Is

The CEA is a unique forum for exporters of diverse interests to pool their collective experience and work together to achieve common goals. Members include manufacturers, primary producers, consulting firms, constructors, trading houses, transportation companies, freight forwarders, legal firms, banks, and insurance companies—virtually any firm with an interest in exporting.

The Association's mandate is:

- to encourage governments in Canada to create and maintain an environment conducive to sustained export growth;
- to generate public support for government policies and programs that encourage exports by emphasizing the role of exports in economic growth and employment;
- to inform members about domestic and international developments affecting export trade, and

to offer specialized assistance on export problems and techniques;

• to promote international business education in cooperation with educational institutions and other organizations.

The CEA can answer and address a wide range of exporting questions and problems. These can relate to, among others,

**Customs:** including rules of origin; regulations; foreign quotas; export documentation; foreign tariffs; marking regulations; and consular formalities.

**Transportation and Distribution:** including packaging; routing; marine transportation; trucking; forwarding; containerization; air freight; port facilities; rail; and trade items.

**Finance:** including export credits; foreign currency; development aid; payment mechanisms; exchange controls; pricing; and international taxation.

**Trade Information:** including marketing; free trade zones and agreements; trade development policies; trade leads and referrals; country reports and industrial linkages.

In addition to these services (which are not an exhaustive list) and to advocating and promoting members' varied interests to governments—provincial chapters are active across Canada to service members at the regional level—the CEA also arranges seminars, polls its membership on exporting issues, provides certification serv-

*Continued on page 3 —  
CEA Defined*

### CANADEXPORT

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**CEA Defined***Continued from page 2*

ices, assists with "linkages" through its Assistance for Canadian Exporters Program (ACE), and addresses the issues and needs of trading houses.

**Publications:**

As well, there is the CEA bi-monthly news bulletin, *Export News*, which offers up-to-date information on Canadian export policies, tariff regulations and trade developments in other countries. The bulletin includes a special section devoted to U.S. trade, including legislation and regulatory changes affecting access to the U.S. market.

*Export Digest*, a regular insert in *Export News*, surveys international trade publications and speeches from around the world and includes a listing of current export opportunities.

A detailed *Membership Directory*, listing the goods and services offered by CEA members, is published annually, for distribution to members, foreign buyers, government departments and agencies, and to Canada's posts abroad.

As the Association's brochure says, if you are "involved in exporting, the CEA is for you."

For further information on the CEA or on how to become a member, contact Membership Services Coordinator, Canadian Exporters' Association, 250-99 Bank Street, Ottawa K1P 6B9. Tel.: (613) 238-8888. Fax: (613) 563-9218. Telex: 053-4888.

## Colombia Announces Plans to Liberalize Trade

The Colombian government recently announced measures to liberalize its restrictive import regime.

The measures, to be implemented in two phases over the next five years, will substantially decrease the number of items requiring import licenses and will reduce import duties and tariffs in some cases.

Anti-dumping legislation is being prepared and government funds have been targeted to modernize industry and to allow more equitable competition with foreign goods and services.

Various elements are involved in the strategy to modernize the current regime:

- The existing free import list will be expanded to include some tariff items that were partially restricted because they were manufactured domestically (thus eliminating the need for prior import licence approval).
- Improved market access will also be granted to some other tariff items which had been totally restricted.
- In some cases where an import licence was previously required, this licence will now be granted almost automatically.
- In addition, the CIF tax on imports will be progressively reduced.

This program will encourage Colombian business to invest, improve productivity and expand

employment which, taken together, will form the basis for strong economic growth in the 1990s.

One example of the reaction of industry is the full-page newspaper advertisements General Motors Colombia has taken out to announce that the prices of two of its best-selling vehicles will go down as a direct result of the program.

Canada's trade relationship with Colombia is one of its most successful in South America. It is the only country in the region with which Canada has a trade surplus: in 1989, Canada exported \$164 million worth of goods (including paper goods and cereals) compared to imports valued at \$157 million (more than half of which was coffee and bananas).

Because of the importance Canada attaches to this commercial relationship, the Canadian government welcomes Colombia's steps toward trade liberalization and supports Canadian exporters in their efforts to further penetrate this growing market.

For more information on trade opportunities in Colombia, contact Miss Leslie Scanlon, South America Trade Development Division (LST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-1143.

## Protocol Tips — The Soviet Union

A general knowledge of the customs—both business and social—and the culture of foreigners with whom business is being conducted can often be the deciding factor in an exporter winning or losing a deal. An appreciation of the following may help Canadian exporters pursuing business in the Soviet Union:

- Business in the Soviet Union is usually conducted over lunch—and starts with a shot of vodka. Don't say you don't touch the stuff; at least have a sip.
- Don't talk about World War Two. Russians believe they did the most for Allied victory—at a cost of 20 million Soviet lives.

- Give any gift you brought at the end, not the start, of your meeting. Quality ties for men and perfumes for women are good choices.

- Don't address your Soviet counterpart by his first name only—unless, of course, he invites you to. Address him in the way he introduces himself, usually his first name and his patronymic (father's) name. So if you meet Mikhail Gorbachev, call him Mikhail Sergeyevich.

- Above all, don't be condescending about the decline of Communism and gloat the Western way is better. That would grate on your Soviet colleague's sensitivity and pride. (Excerpted with permission from *Trader* (Spring 1990), World Trade Centre Toronto.)

## New European Regulations for Food Products

New regulations for health standards, product inspection, and the harmonization of food product standards are incorporated in the new Europe 1992 legislation and will have direct effects on the Canadian fisheries and agri-food industries.

An overview of these regulations, as well as strategies to deal with the opportunities and challenges arising from the Single Market program, have been examined at recent External Affairs and International Trade Canada (EAITC) seminars and are described in two sectoral reports, *Agriculture and Food Products* and *Fisheries Products*, released in EAITC's series *1992: Implications of a Single European Market*.

Canadian exporters should carefully assess new European Community (EC) directives. Some, such as the Harmonization of Food Product Legislation, affect both sectors; others are specific to the agriculture and food sector, or to fisheries.

### Fish and Fish Products

Despite recent difficulties, the Canadian fishing industry retains a world profile, exporting over three-quarters of its production. In 1988, Canadian fisheries exports to the EC amounted to \$447 million, close to 16 per cent of Canada's total exports.

Although the EC is a major consumer of fisheries products, Canada's export performance in the European market has not reached its full potential in recent years. The rate of increase in exports to the EC is well below that of Canada's two other major markets, the U.S. and Japan.

Fluctuating exchange rates and the geographic proximity of our competitors (eg. Norway, Iceland, and the Faroe Islands) to the EC market contribute to Canada's below-potential performance in the EC. Canada's competitive position is also jeopardized by the preferential tariff and quota arrangements enjoyed by the EFTA

countries (European Free Trade Association: Austria, Finland, Iceland, Norway, Sweden and Switzerland), the import regime of the EC's Common Fisheries Policy (higher than normal tariff rates for frozen, or processed products), and a wide array of non-tariff barriers.

Among the EC directives, there are three which apply specifically to the fisheries industries and 17 others which have been identified as being of possible interest. Compliance with some of these directives will pose few problems for Canadian fish exporters, but in other cases, adjustments will be required.

The Regulation on Health Conditions Affecting the Production and Placing on the Market of Fishery Products directive probably will not present major problems for the Canadian industry. It provides for the possibility of recognition of "equivalency" between the EC and third-country fish inspection systems.

Countries like Canada, Norway and Iceland, which have well-developed fish processing industries, will attempt to satisfy the new EC requirements and provide the necessary "guarantees" which would enable their fish inspection systems to be accepted by EC authorities as "equivalent" to that of the Community.

### Legislation: Fish and Food Products

Most of the other directives that affect the fishing industry relate to the Harmonization of Food Product Legislation that applies equally to all food products. Additives, objects and materials that may come into contact with food, labelling, foods for particular nutritional uses (baby food, diet foods, etc.), food processes, sampling, food inspection, food irradiation and flavouring are included in this legislation.

### Agri-food

The agri-food sector in Canada

consists of crop and animal raising (unprocessed primary products intended for human consumption) and the production of processed agricultural products and beverages of all kinds. In 1988, the production of agricultural products contributed \$11.6 billion to Canada's GNP (Gross National Product) and the food products and beverage industries added \$14.2 billion.

Although the agri-food sector is big business in Canada, only a small percentage of its exports find their way to the EC—8.3 per cent in 1988.

The Canadian agri-food industry has relatively few contacts with the EC through exports, imports, or investments, particularly in the area of processed foods; nevertheless, Europe 1992 and its consequences should not be ignored. The changes, directly affecting exporters, offer new opportunities and certain risks to the industry in Canada.

### Animal Health and Veterinary Regulations

With the free movement of goods among the EC members, checks of animal health will, with some exceptions, no longer be applied at frontiers, but at source. A central priority, then, for the EC, is the control of the spread of disease among livestock, and the ultimate eradication of contagious diseases such as swine fever, and foot-and-mouth disease. When all Member States achieve this high health status, there will be an increase in productivity and greater competition for countries such as Canada that have come to rely on the good disease-free reputation of their livestock to guarantee exports.

Non-veterinary norms, concerning the trade in pure-bred animals for reproductive services, animal semen and embryos, will be harmonized. The present commercial interest in both Canada and the EC in a two-way flow of breeding

*Continued on page 5 —  
Europe 1992: Agri-Food*

## Europe 1992: Agri-Food Continued from page 4

livestock and genetic material (semen and embryos) should ensure that both sides have an incentive to keep barriers to a minimum.

### Animal Products

EC legislation relating to animal products is principally concerned with ensuring the safety of these products with respect to human and animal health. The main impact on Canada's trade with the EC has already occurred as a result of the third-country directive specifying details for slaughtering and meat processing facilities, and the regulation banning the use of growth hormones in livestock feeding.

### Plant Health Regulations

The primary goal of the plant health controls in the EC is to reconcile the establishment of free circulation of plants and plant materials with the prevention of the introduction or spread of harmful organisms into areas where they are not established. The burden of proof—that controls and verifications have, in fact, been effected—has been placed with the exporting Member State. Imported products will be subject to the same requirements and, upon inspection and approval, will be able to circulate freely in all EC countries.

The problematic seed potato case clearly illustrates the difficulties that can arise from implementing uniform EC standards. Canadian seed potatoes are currently entering the EC under derogation from EC standards, which has been allowed on the principle of products necessary to certain Member States. It is not certain if such a principle will be maintained after 1992.

### Higher Costs

Many of the new regulations, whether they relate to the harmonization of standards for food products, animal or plant health, or slaughtering, will probably mean higher costs for Canadian firms that wish to export to the

EC. On the other hand, once standards have been met, their goods will be able to circulate in all EC countries.

Moreover, it appears that many of the new EC norms on food products will probably be adopted at the international level, in which case, the expenses incurred now by Canadian firms in adapting could prove to be highly cost-effective.

Both federal agri-food and fisheries officials cite the outcome of the current round of Multilateral

Trade Negotiations for these sectors as being crucial to evaluate the impact of the unification of the EC market.

Although there will be few major changes in Canadian agri-food export prospects in Europe in the absence of controls on subsidies and a reduction in protectionist barriers, the 1992 Single Market will require careful adaptation on the part of Canadian exporters intent on surviving and prospering in the biggest market for agricultural imports in the world.

## UK SECTOR PROFILES



*A series of sector profiles on the United Kingdom has been prepared by the Canadian High Commission in London. The first in the series was reprinted in *CanadExport*, Vol. 8, No. 9, May 15, 1990. The fifth in the series is reprinted here.*

## Agricultural Commodities

### Market Facts

Canadian exports of agricultural commodities to the UK in 1988 were worth about \$136 million. Wheat, mainly high protein red spring wheat, accounted for \$106 million.

There is also a good market (about Cdn\$23 million) for peas, beans and lentils. White pea beans, which are used primarily in the canning industry, accounted for \$16 million, making the UK Canada's most important market for this commodity. Canadian dried pea exports were worth \$4 million and, in 1987, Canadian exports of oilseeds to the UK were valued at nearly \$3 million, with flaxseed accounting for \$2.3 million.

Canadian exports of traditional grains and oilseeds have declined since the accession of the UK to the European Economic Community (EEC). It seems likely that Canada's market for wheat and flaxseed, for example, will continue to shrink.

The prospects for peas, beans and lentils for human consump-

tion are more promising as there has been a revival in the market for pulses, following a growing interest in healthy diets. By and large, the EEC-grown crop is more suitable for animal feed. Thus opportunities for both feed peas and beans are small.

The market for traditional animal feed products (pelleted screenings, oilseed cake, and meal) was also adversely affected by the UK's accession to the EEC.

In 1988, the Canadian market for oilseed cake and meal, gluten feed, rapeseed screenings, pelleted grain screenings, feed concentrates and complete feeds amounted to \$2.0 million. Separate to this, \$1.3 million worth of hay and forage cubes were sold. There is a good market for canary seed (\$2.4 million in 1988).

While freight charges are an obvious disincentive for trade in bulk commodities, there is a limited market for very high quality racehorse hay—especially follow-

*Continued on page 6 —  
UK Sector Profile*

**UK Sector Profile***Continued from page 5*

ing a wet UK haymaking season—and also for alfalfa cubes for the recreational horse market.

Sales of Canadian peat to the UK face major competition from Ireland and the Soviet Union. Sales were only \$158,000 in 1988.

**Access****Grains and Oilseeds**

High variable levies imposed on cereals from non-EEC countries make it very difficult for Canadian grains to compete in the UK market, as evidenced by the sharp decline in sales of Canadian wheat.

Because of EEC aid paid to encourage home production of oilseeds, it is now almost impossible for Canadian canola to compete in the UK market. As well, a recent surge in UK linseed growing, coupled with a declining market for linseed oil, is making the UK market increasingly difficult for Canada to compete with flax.

**Pulses**

There are currently no major impediments to the trade in peas, beans and lentils from Canada and duties are in the range of 2 per cent to 5 per cent on the CIF value. The duty on white pea beans, at time of writing, is suspended. There is, however, the possibility of a security deposit scheme and prospective importers are advised to check before shipping.

**Animal Feeds**

Hay and alfalfa cubes and pellets do not encounter difficulties of market access. They have been duty- or levy-free since January, 1990. However, cereal screenings face major disincentives in the form of variable levies. There is a variable levy on canary seed, though it is not excessive.

Variable levies, by definition, vary on a regular basis, so potential exporters are advised to keep abreast of changes.

**Trade Promotion Events**

The Department of External Affairs and International Trade Canada sponsors an exhibit—annually in early July—at the Royal Agricultural Show at

Stoneleigh, Warwickshire. Livestock is the focus, but other related products, such as forage and forage seeds, also can be displayed.

**Sources of Information**

Commercial/Economic Division  
Canadian High Commission  
1 Grosvenor Square  
London, England W1X 0AB  
Tel.: (01) 629 9492

Telex: 261592 CDALDN G

Fax: (01) 491 3968

**Trade Publications**

Commodity Week  
Turrent Group Place  
12 Greycaine Road  
Watford, Herts WD2 4JP  
Tel.: (0923) 22301

Telex: 916927 UKPUBS G

Fax: (0923) 244486

Agricultural Supply Trade  
Verabrite Ltd.

Royal Works, Royal Parade  
Chislehurst, Kent BR7 6NR  
Tel.: (01) 467 2660

Telex: 28439 AGNEWS G

Fax: (01) 467 1091

Home Grown Cereals Authority  
Weekly Digest and Market Commentary

Hamlyn House, Highgate Hill  
London N19 5PR

Tel.: (01) 263 3391; Telex: 267828

**Associations**

Grain and Feed Trades Association (GAFTA)

24-28 St. Mary Axe  
London EC3A 8EP

Tel.: (01) 283 5146; Telex: 886984

United Kingdom Agricultural  
Supplies Trade Association (UKASTA)

3 Whitehall Court  
London SW1A 2EQ

Tel.: (01) 930 3611; Telex: 917868

Fax: (01) 930 3952

Seed Crushers and Oil Processors  
Association (SCOPA)

6 Catherine Street  
London WC2B 5JJ

Tel.: (01) 836 2560; Telex: 299388

National Association of British and  
Irish Millers

21 Arlington Street  
London SW1A 1RN

Telex: 28878

**UK Government**

Ministry of Agriculture Fisheries

and Food (MAFF)

Whitehall Place  
London SW1A 2HH

Tel.: (01) 270 3000; Telex: 889351

H.M. Customs and Excise

King's Beam House  
39-41 Mark Lane

London EC3R 7HE

Tel.: (01) 626 1515; Telex: 886231

**Power and Energy  
Equipment & Services**

## Washington Energy Exposition Seeks Participants

Tacoma—Canadian energy-oriented companies are invited—for the first time—to submit product literature for display at the **Fourth Biennial Northwest Energy Exposition and Conference** being held in Tacoma, Washington October 30-31, 1990.

The goal of the Canadian Consulate General in Seattle—participants in the event—is to establish Canada as a viable source for products and services in: energy management systems; heat recovery systems; control monitoring equipment; energy services companies; and other areas in efficient energy use and conservation of electricity.

The trade show and conference—which will feature key decision makers and facility managers from major commercial and industrial accounts—will attract invited representatives from schools, hospitals, government and primary retail service sectors. Architects, engineers and contractors will also be in attendance.

Canadian companies that have a product or service that is "user-oriented" in electrical consumption or its regulation should direct their product literature or any questions on product display to Fred Babis, Canadian Consulate General, 412 Plaza 600, Sixth and Stewart Streets, Seattle, Washington 98101-1286, U.S.A. Tel.: (206) 443-1777. Fax: (206) 443-1782.



## Manufacturing Fair Door to Direct Sales in Algeria

**Algiers**—Canadian suppliers of light manufacturing equipment of all types are invited to display and sell their wares at the **Premier salon du jeune entrepreneur** in Algiers.

This international show and exhibition will be held November 11 to 20, 1990, at the Palais des Expositions d'Alger.

It is an excellent opportunity to do business directly with Algerian entrepreneurs —without getting bound up in government red tape.

Officials have hand-picked Algerian participants eager to have the chance to make direct purchases from incoming suppliers.

The types of equipment in demand are varied: from electronics and agricultural equipment, to cleaning products and restaurant supplies.

For further information on the **Premier salon du jeune entrepreneur**, or on doing business in Algeria, please contact Sylvie Garipey of External Affairs and International Trade Canada's Africa Trade Development Division (GAT), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 990-8134.

## Toronto to Host Annual Computer Show

**Toronto**—The 21st Annual **Canadian Computer Show**, will be held November 12-15, at the International Centre of Commerce in Mississauga.

At Canada's premier computer sales and marketing exposition, almost 500 companies from around the world will be displaying the latest in hardware, software, peripherals and services. More than 30,000 visitors are expected to attend the four-day event.

For further information, contact Robert Grainger, Group Show Manager, Canadian Computer Show, Industrial Trade & Consumer Shows Inc. Tel.: 1-800-268-0387 or 252-7791 (Toronto region). Fax: (416) 252-9848.

## Recruitment is Underway for Ninth India Engineering Trade Fair

**New Delhi**—Canadian companies now are being recruited by External Affairs and International Trade Canada officers for participation in the **9th India Engineering Trade Fair (IETF)**, being held February 10-17, 1991 in Pragati Maidan, New Delhi.

The IETF which, in 1989, attracted 550 companies (300 Indian firms) from 13 developed countries, is "a good trade show, well organized and well attended, with the accent on the manufacturing industry," say spokesmen at the Canadian High Commission in New Delhi.

### Reasons for Participating

Canadian exhibitors may have four main reasons for participating in the upcoming IETF:

- . To find an agent: Agents are needed for selling to the Indian market. Most of the goods agents do the rounds of the show.

- . To contact customers: If the customers are in the manufacturing business, this is a good show. Most serious manufacturing firms send a senior man to "case" the pavilions for new ideas and new technology.

- . To look for an 'industrial collaboration' partner: This is what the IETF does best with a complementary program of technical seminars and events.

- . To fly the flag: This is the "best show in India" if your product is aimed at government decision-makers in Delhi. It is normally toured officially by the Prime Minister and many other senior government people.

### Best Products to Show

The more promising product sectors for Canadian exhibitors, according to High Commission staff, are:

- . specialized communications equipment;
- . equipment used in rural or small-scale industries (eg. handicraft, rural communications, health, irrigation, water supply/treatment products — any rural investment

that would meet the government's self-imposed target of putting 50 per cent of its Eighth Five-Year Plan (1990-95) investments into rural areas);

- . food processing and packaging (including sea food);

- . plastics industry equipment;

- . special purpose instruments (eg. measuring, process/quality control);

- . electric power conservation or rehabilitation technology;

- . alternate energy technology;

- . steel mill technology;

- . environmental protection technology;

- . transportation equipment; and, to a lesser extent, oil and gas equipment and specialized medical equipment.

More specific advice is available to potential exhibitors through the Canadian High Commission, P.O. Box 5208, New Delhi 110 021, India. Telex: (Destination code 81) 031-72363. Answerback: (031-72363 DMCN IN). Fax: (011-91-11) 60-8161, ext. 401.

For further information on the **9th India Engineering Trade Fair** or on how you might participate in it, contact Marcel Saucier, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5903. Fax: (613) 996-4309.

**INFO-EXPORT**

**HOTLINE**

**1-800-267-8376**

**Ottawa area:**

**993-6435**

**Fax:**

**(613) 996-9709**

**BRITAIN**—A well-established (1964) tool-making company wishes to contact Canadian firms that are willing to licence it to manufacture and sell end products produced by precision engineering (a wide range of metals and alloys) and injection moulding (thermo plastic materials). Contact H. Matthew Pollard, Marketing Director, B. Cadman Ltd., The Twitchell, Sutton-In-Ashfield, Notts, Britain NG17 5BT. Tel.: MANSFIELD (0623) 553005.

**ETHIOPIA**—A tender (No. 2/82) with a bid closing date of November 15, 1990, has been issued by the Marine Transport Authority for the supply of port handling (cargo)

and safety equipment. Specific requirements are: One mobile harbour crane (40 tons capacity at 30 m radius, heavy cargo 80 tons at 13 m radius at 66 per cent tipping load); three fire fighting trucks (capacity 40,000 litres water/500 litres foam); three trailer-mounted foam trucks and monitor; and three mobile fire trucks. Source of financing is European Investment Bank. Tender documents, costing Cdn\$170, are available through the Canadian Embassy, Addis Ababa. Telex: 21053 (DOMCAN ET). Fax: (011-251-1) 512818.

**SAUDI ARABIA**—An importing/distributing company wishes to contact Canadian children's and ladies garments manufacturers that may wish representation in Saudi Arabia. Contact Adib El-Nouri, Manager, Nouri Textiles Exhibition, P.O. Box 19333, Jeddah 21435, Kingdom of Saudi Arabia. Telex: 606639 ZUTEX SJ.

**SINGAPORE**—Being sought for import are artifacts, fruit juices and assorted food products. Contact Peter Tham, Managing Director, MHS Enterprise Pte Ltd., 559-C Balestier Road, Singapore 1232. Tel.: 251-8183.

**SINGAPORE**—A systems technology firm wishes to import an optical electronic sensor sys-

tem for vision control (semicon industry usage), micro robots for assembly line automation, equipment for automation and control. Contact Peter S.P. Chan, Managing Director, Manufacturing Systems Technology Pte Ltd., Block 6024 #02-02, Ang Mo Kio Industrial Park 3, Singapore 2056, Tel.: 455-5011. Fax: 455-0470.

**SINGAPORE**—A 21-year-old firm seeks general building (internal and external) finishing material. Contact Victor J.H. Loh, General Manager, Sharikat National Pte Ltd., 1 Kaki Bukit

**SINGAPORE**—A holding company wishes to import steel materials, oil and gas equipment, and front-end engineering services. Contact Chan Moon Kong, Business Development Manager, Sembawang Holdings Pte Ltd., 456 Alexandra Road #07-00, NOL Building, Singapore 0511. Tel.: 272-2211. Fax: 278-5755.

**SINGAPORE**—Being sought by a local hardware firm are furniture fittings, including cupboard/drawer locks, hinges, handles, door closers, and decorative materials. Contact Chong Tup Liong, Managing Director, Shanghai Tong Lee Hardware Pte Ltd., Jalan Sultan #01-01, Textile Centre, Singapore 0719. Tel.: 298-7211. Fax: 291-1228.

## Business Opportunities

Road 2 #01-10, Eunon Warehouse Complex, Singapore 1441. Tel.: 748-3308. Fax: 745-7118.

**SINGAPORE**—A variety of seafood products is being sought by Jasmond Ong, Sales Manager, Seafood Distributors(S) Pte Ltd., 48 Hillview Terrace #01-06, Singapore 2366. Tel.: 760-2376. Fax: 760-0853.

**SINGAPORE**—Being sought by a company here are oilwell casing, tubing and drillpipe, rockbits, and drill rig spare parts. Contact Jimmie Lee, Managing Director, Sino-Morris Ltd., 19 Tanglin Road #04-18, Tanglin Shopping Centre, Singapore 1024. Tel.: 732-5556. Fax: 732-8232.

**SINGAPORE**—A local trading company wishes to import soya beans, building materials and timber. Contact Tan Kok Keng, Managing Director, Yew Seng Trading Co. (Pte) Ltd., 150 South Bridge Road #12-01, Fook Hai Building, Singapore 0105. Tel.: 535-7844. Fax: 534-2830.

**SINGAPORE**—Being sought by a local hardware firm are valves, control valves, copper tubes, ductile iron, steel pipes and pipe fittings. Contact Johnny Chew, Managing Director, Sintalow Hardware Pte Ltd., 777 Geylang Road, Singapore 1438. Tel.: 748-1930. Fax: 744-1134.

**SINGAPORE**—A medical products company wishes to import health care, pharmaceutical, diagnostic, vaccine and biological products. Contact Saul A. Mashaal, Managing Director, Scitech Medical Products Pte Ltd., 1 Scotts Road #21-07, Shaw Centre, Singapore 0923. Tel.: 732-1201. Fax: 733-0403.

**SINGAPORE**—A variety of diverse items, including computer hardware and software, construction machinery, sugar, and milk-based products is being sought by Peter Koh, Managing Director, Satcom Pte Ltd., 150 Orchard Road #08-09, Orchard Plaza, Singapore 0923. Tel.: 235-7175. Fax: 734-4196.

**SINGAPORE**—A 30-year-old company here wishes to import wheat grain, bakery ingredients, raw materials and ingredients for animal feed. Contact Cheng Chih Kwong, Managing Director, Prima Ltd., 201 Keppel Road, Singapore 0409. Tel.: 222-8811. Fax: 225-9272.

**SINGAPORE**—Mechanical packing/seals and maintenance chemicals for marine products are being sought by Richard Tay, Managing Director, Pentacle(S) Pte Ltd., 33 Shrewsbury Road, Singapore 1130. Tel.: 250-9327. Fax: 253-4552.

# EAITC's Asia Pacific South Trade Development Division

The Asia Pacific region is a vast market area in which Canadian exporters are playing an increasingly important trade role.

In 1983, Canada's trade with the region surpassed this country's trade with Europe. By 1988, Canadian exports to the Asia Pacific increased by 30 per cent to \$17 billion. By the year 2000, they are expected to grow by 50 per cent.

The federal government, in part through its \$65-million, five-year Pacific 2000 program, will enable Canadian business to compete more fully in this market—through Asian culture and language training, technology transfers, joint ventures, and greater participation in Asia Pacific-related institutions.

## PST Objectives

Looking after the interests of Canadian exporters and would-be exporters to the region is the Asia Pacific South Trade Development Division (PST) of External Affairs and International Trade Canada (EAITC).

PST's objectives include expanding Canadian exports, tourism and new commercial partnerships in the Asia Pacific South region; strengthening Canada's economic relations and enhancing this country's competitiveness through investment, joint ventures, technology flow and industrial collaboration; promoting greater cooperation with Asia Pacific countries and their integration into international economic and trading systems; and enhancing linkages with business associations that have a special interest in Asia Pacific South.

These objectives are accomplished by PST in diverse ways:

- Organizing Canadian participation in trade shows—one of the best ways for companies to reconnoiter or break into a market;
- Keeping the Canadian business community informed of potential

opportunities, developments in the region—through organizing seminars, incoming and outgoing trade missions, publishing and distributing country-by-country market guides for Canadian exporters; and

- Informing Canadian businesses of various services, programs and agencies (eg. Program for Export Market Development; Canadian International Development Agency's Industrial Cooperation Program; the Export Development Corporation; and Asian Development Bank) which are relevant to their export efforts.

Pursuing all these functions necessitates personal contact with branches and divisions within EAITC—and particularly with some of the trade commissioners at the 127 Canadian posts abroad.

It also entails liaising closely with industry sector specialists at Industry, Science and Technology Canada; with trade officers at the 11 International Trade Centres across Canada—ideally the first points of contact for exporters and would-be exporters seeking assistance; and with officials of provincial governments, Chambers of Commerce and trade associations.

## AUSTRALASIA

This being said, just what constitutes Australasia, South Asia and the ASEAN—the Asia Pacific South region with which PST deals? More specifically, what are the markets in this region like and what are the prospects for interested Canadian exporters?

In Australasia, which includes the South Pacific Islands, the major Canadian markets are Australia and New Zealand—together representing a potential market of some 20 million people. A common language, similar culture and a parallel governmental and regulatory framework facilitate trade.

In 1989, for the first time, Canadian exports to Australia exceeded

\$1 billion, an increase of 22 per cent over 1988. In dollar value, Australia represents Canada's thirteenth largest export market.

The country is noted as a market for Canadian manufactured goods: 78 per cent of Canadian exports are fabricated and end products, a proportion surpassed only in Canadian exports to the United States. More than 2,000 different products are exported annually from Canada.

Sectors that offer particular opportunity are high technology products, particularly in telecommunications and informatics; defence; mining equipment; industrial machinery; environmental products and technologies; chemicals; and food products.

Fifteen hundred miles across the Tasman Sea from Australia and with a population of 3.3 million people is New Zealand, a very profitable market for some Canadian exporters.

Many New Zealand distributors are eager to acquire new products and are particularly disposed to Canadian sources—owing to the preferential tariff accorded Canadian goods over their American or European competition.

In 1989, Canadian exports to New Zealand totalled \$168.034 million. Sectors offering good prospects include advanced technology; forestry products; agriculture and food products; consumer products (hardware and housewares); and industrial machinery.

Both Australia and New Zealand are good markets for a diverse range of Canadian exporters, especially those who already have developed exporting expertise in the U.S. or Europe and are considering expanding into the Pacific Rim.

The distance, time differences, shipping costs, relatively high tariff and tax rates and, in some sectors, offset requirements, add

wrinkles to the export process.

However, in recent years, both countries have liberalized access to their markets and have started deregulation of sectors such as telecommunications. Establishing good local representation and service backup can also overcome the challenge of marketing and servicing over 10,000 miles of Pacific Ocean.

## SOUTH ASIA

The region has a population of approximately one billion people and, until fairly recently, Canadian relations were centred primarily around various forms of aid. But that perception is rapidly changing.

The economies of India and Pakistan have experienced sustained growth over the past 10 years. The potential for increased bilateral trade here is enormous. Economically, India is a major industrial power, has a well-trained and educated work force and a growing middle class (more than 100 million people).

Pakistan is moving in the same direction. Improved relations between these two countries will have vast ramifications throughout South Asia.

Virtually all countries in the region are beginning to seek foreign capital and are modifying their laws to encourage foreign investment. Traditional ties between Canada and the region are expanding to include more trade, investment, immigration, and institutional linkages.

In brief, the South Asia markets look like this:

**Bangladesh**—Canadian exports, (1989 total \$64.9 million) are largely financed under CIDA bilateral and food aid programs. Although wheat shipments have declined in recent years, they still account for more than half of total Canadian exports.

Canadian marketing opportunities lie in oil and gas equipment and services; power and energy equipment and services; grains and oilseeds; and telecommunications equipment and services.

**India**—It is Canada's sixth-largest export market in Asia. In 1989, Canadian exports totalled \$304.2 million—not only in primary and semi-processed goods, but in such invisibles as contracts for design engineering, construction services and transfers of technology.

The rapidly growing interest of the Canadian private sector in doing business with India is being supported by lines of credit and other types of funding by the Export Development Corporation and CIDA.

Since 1984, major Canadian successes in India have included the awarding of a major hydroelectric project; the signing of a large coal mining project; and the sale of two CAE Electronics flight test simulators.

Export opportunities exist in power; food processing; oil and gas; telecommunications; transportation; and electronics.

An excellent opportunity to test this market is through participating in Canada's exhibit area at the Ninth India Engineering Trade Fair in New Delhi February 10-17, 1991. (See Trade Fair article page 7).

**Nepal**—Commercial opportunities are limited with project funding normally supplied by CIDA, the World Bank, or the Asian Development Bank.

Nevertheless, Canadian companies have been active in hydro power development, road construction, aircraft sales and maintenance, and oil and gas surveys.

In 1989, Canadian exports totalled \$1.7 million, down from the

1987 figure of \$3.7 million, but still higher than average.

There exists a potential for Canadian companies in the areas of technical assistance for major projects in water and energy, and consulting and engineering services in general.

**Pakistan**—In power generation and transmission, railways, and the oil and gas sectors, Canadian companies and their capabilities are well known and with a proven track record. Canadian exports in 1989 amounted to \$69.2 million, an increase of 5 per cent over 1988.

Canada will have to expand its sales into several sectors and investigate collaborative opportunities, some of which exist in power/energy equipment and services; defence programs, products and services; oil and gas products and services; and agricultural equipment, food products and services.

**Sri Lanka**—Canadian exports (\$11.2 million in 1989) are relatively small and contain a large component of aid-related commodity supplies such as wheat and potash. Over the last five years, however, Canadian firms have been involved in such areas as hotel, bank and aircraft hangar design and construction, and the collection and analysis of offshore seismic data.

Once internal political conditions stabilize, Sri Lanka has a high potential for economic growth in telecommunications; power; rail transportation; water supply; drainage; and roads.

(PST — Part 2 in next issue.)

## PST CONTACTS (Part 1)

R. Dery—Director, tel.: (613) 996-0910  
 R.O. MacNab—Deputy Director (South Asia), tel.: (613) 996-7256  
 M. Saucier—(India, Sri Lanka), tel.: (613) 996-5903  
 R. Mailhot—(India, Nepal), tel.: (613) 996-1989  
 C. Seddon—(Pakistan, Bangladesh, Afghanistan), tel.: (613) 992-0952  
 N. Godfrey—Deputy Director (Australasia), tel.: (613) 996-1052  
 B. Hood—(Australia, New Zealand, South Pacific Islands), tel.: (613) 995-7652  
 R.R. Buciak—(Market Access), tel.: (613) 996-5945.

# Canada's Going Global Trade Strategy Detailed in Comprehensive New Guide

In October of last year, **Going Global**, Canada's new trade, technology and investment strategy for the coming five years, was unveiled.

The **Going Global** strategy focusses on present and future markets that are of greatest importance to Canada, with the three key sectors being: U.S. Opportunities, Pacific 2000 and Europe 1992. As all the details of the trade blueprint have been finalized, a comprehensive guide to **Going Global** is now available through External Affairs and International Trade Canada (EAITC).

**Canada: Going Global—Guide to Programs and Services** is an in-depth handbook for understanding this amalgam of initiatives aimed at boosting Canada's trade readiness.

The guide provides information on key measures, programs, services, activities and events organized and available under the **Going Global** strategy. Included are contact points for detailed information on specific activities.

The guide is intended as a reference tool for business, academia and media groups with an interest in the Government's international trade development activities.

## US OPPORTUNITIES

This strategy is designed to help Canadians take advantage of the ongoing implementation of the

Free Trade Agreement (FTA). In the U.S., Canadian exporters must strive to regain market share, which has dropped behind that of the Japanese and Europeans over the past 15 years. The **US Opportunities** initiative will work to regain this market share.

## PACIFIC 2000

Of Canada's five largest non-US export markets, three (Japan, Korea and Taiwan) are in Asia. Canada's trade with Japan alone could reach \$40 billion by the turn of the century.

Canadian cooperation with countries of the Asia Pacific region in the areas of science and technology/joint venturing is essential. Canadians must also become familiar with Asian languages and culture to prosper in the Asia Pacific mega-market.

**Pacific 2000** comprises four major components:

### I) Pacific Business Strategy

This strategy is designed to maintain Canada's existing market share, develop new markets, strengthen Canada/Asia Pacific corporate ties and attract investment and tourists to Canada.

### II) Pacific 2000 Language Awareness Fund

The fund is designed to support the development of linguistic and cultural skills needed to function well in Asia Pacific.

### III) Pacific 2000 Project Fund

This program is being implemented to effectively communicate Canada's message in the Asia Pacific. The **Project Fund** will strengthen Asian awareness and appreciation of Canada.

### IV) Japan Science and Technology Fund

Designed to increase Canadian researchers' access to Japanese science and technology research facilities, the **Fund** will support short-and long-term visits and exchanges; and bilateral cooperative projects and workshops. Applications can be made for research and collaboration projects ranging from basic science to product development.

## EUROPE 1992

The 1992 integration of the European Community will see the elimination of internal barriers and the harmonization of technical standards. Canadians will be faced with major challenges and opportunities as Europe moves toward the free movement of people, capital, goods and services. Major elements of the strategy address these new challenges.

Also included in the guide is information on the **Going Global Investment Program**, designed to assist Canadian industry to capitalize on new investment opportunities arising from economic globalization, and on the National Research Council's new initiatives in the area of advanced science and technology.

It's worth noting that almost 30 per cent of this country's Gross National Product is related to trade; consequently, Canada's trade performance affects every Canadian.

To obtain a copy of **Canada: Going Global—Guide to Programs and Services**, contact External Affairs and International Trade Canada's Info Export at 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

## Trade Contacts Update

### Canadian Trade Office in Glasgow Closed

Responsibilities for the Canadian Trade Office in Glasgow, Scotland—which closed in mid-July—have been transferred to the Commercial/Economic Division, Canadian High Commission, MacDonald House, One Grosvenor Square, London W1X OAB, England. Tel.: (011-44-1) 629-9492.

Telex: (Destination code 51) 261592 (CDALDN G). Fax: (011-44-1) 491-3968.

### Regina Most Recent Site for International Trade Centre

The address and contact for the new ITC here is 1955 Smith Street, 4th Floor, Regina, Saskatchewan S4P 2N8. Tel.: (306) 780-6108. Fax: (306) 780-6679. Telex: 071-2745.

# PUBLICATIONS

**Business Opportunities in Australian Wastewater Treatment and Sewage Sludge Handling and Disposal** is a report that alerts Canadian companies—with relevant technology and equipment in this field—of the opportunities worth pursuing in Australia. Three successful marketing strategies are examined. Copies of the report, which also includes an extensive list of current and potential projects as well as a list of major Australian buyers and suppliers of this equipment, are available through Info Export: 1-800-267-8376 (Ottawa area: 993-6435. Fax: (613) 996-9709. Further details are available from Mike Casey, Canadian Consulate General, 8th Floor, 50 Bridge Street, Sydney, New South Wales, 2000, Australia. Tel.: (011-61-2) 231-7022. Telex: AA 20600. Fax: (011-61-2) 223-4230.

**Australia: A Market for Fish and Fish Food Products** alerts Canadian fish processors and exporters to the opportunities available in this sector. Viable markets exist for: frozen fillets (excluding hake); smoked fillets; canned crustacea and mollusks; canned herring; canned sardines; and fish preparations (paste, caviar). The study also includes pertinent details on market access, restrictions, health regulations, packaging and labelling.

## Trade Minister's Agenda

International Trade Minister John C. Crosbie will participate in the launch of Canada International Trade Month and the Canadian Exporters' Association's Annual Convention on October 1.

From October 5-6, Minister Crosbie will participate in the Multilateral Trade Negotiations (MTN) Informal Trade Ministers' Meeting in Rome, Italy.

Copies of the market study are available through Info Export: 1-800-267-8376 (Ottawa area: 993-6435. Fax: (613) 996-9709.

**An Overview of the Australian Health Care Industry** reveals that this sector is in its infancy and provides "excellent prospects" for ground floor market entry. Five priorities in the government's health care action plan have been identified as: control of high blood pressure; improved nutrition; injury prevention; health of senior citizens; and prevention of cancer. There is also "remarkable interest" in the self/home health care field. Copies of the study are available through Info Export: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709. Canadian companies with competitive products and which wish more information on

this sector should contact Eleanor Morton-Duff, Canadian Consulate General, 8th Floor, 50 Bridge Street, Sydney, New South Wales, 2000, Australia. Tel.: (011-61-2) 231-7022. Telex: AA 20600. Fax: (011-61-2) 223-4230.

**The European Boating Industry and Market** report introduces prospective manufacturers and exporters of pleasure boats to markets in a number of European countries (Denmark, Finland, France, Germany, Ireland, Italy, Sweden, Switzerland and United Kingdom); provides information on the domestic industry in these countries; the size of the market through export/import statistics; major boat shows; dealers; and information sources. Copies of the report are available from EAITC's Info Export. Tel.: 1-800-267-8376 (Ottawa region: 993-6435).

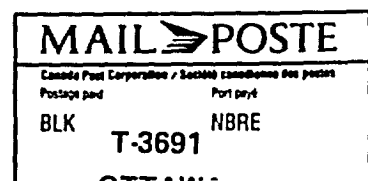
## BUSINESS AGENDA

**Halifax**—September 30-October 2—Canadian Exporters' Association's 47th Annual Convention which has as its theme "Export Competitiveness for the 1990s" and which will also feature the presentation, by Minister for International Trade John C. Crosbie, of the Canada Export Awards—the kickoff to Canada International Trade Month. Convention sessions will focus on "Changes in the International Trading Environment and Canada's Competitive Position"; "Successful Marketing in the Asia Pacific"; "What's New in Export Programs"; "The New Europe"; and "The United States: Canada's Largest Market". For registration information, contact Laurie Chochinov, Director, Finance and Administration, Canadian Exporters' Association, 99 Bank Street, Suite 250, Ottawa K1P 6B9. Tel.: (613) 238-8888. Fax: (613) 563-9218. Telex: 053-4888.

**Ottawa**—(University of Ottawa) — October 31-November 1 — The 10th Inter-American Conference on International Commercial Arbitration has as its theme "International Convention on Arbitration and the Uncitral Model Law on International Commercial Arbitration in Relation to Arbitration in the American States". To register, contact The Conference Secretariat, c/o the Conference Coll Inc. Tel.: (613) 224-1741. Fax: (613) 224-9685. (Fee: \$250.) For travel and hotel information, contact Far Horizons Inc. Tel.: (613) 234-6116. Fax: (613) 563-2593.

**Quebec** — (Laval University) — November 1-3 — "Informal Sector Enterprises in the World", a seminar organized by the Faculty of Business Administration, will feature specialists from all continents. For information, call (418) 656-5539. Fax: (418) 656-2624.

Return requested if undeliverable:  
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# CANADEXPORT

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External Affairs and  
International Trade Canada

## Export Award Winners Announced

The 1990 Canada Export Award Winners were announced on October 1st at the 47th Annual Meeting of the Canadian Exporters' Association in Halifax, Nova Scotia.

The Canada Export Awards are sponsored annually by External Affairs and International Trade Canada (EAITC) as part of its continuing role in promoting trade-related activities and informing Canadian exporters of the many programs and services available to them.

The presentation of the Awards is the first in a month-long series of events that make up International Trade Month in Canada. Trade accounts for three million Canadian jobs and generates nearly 30 per cent of this country's Gross National Product.

The 14 winners of the 1990 Canada Export Awards (listed alphabetically) are:

- ATS Inc., Kitchener, Ontario;
- Boeing Canada Technology Ltd., Winnipeg Division, Winnipeg, Manitoba;
- DRECO Rig Technology & Construction, Edmonton, Alberta;
- Groupe Lavalin Ltée, Montreal, Quebec;

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- H.A. Simons Ltd., Vancouver, British Columbia;
- Lovat Tunnel Equipment Inc., Rexdale, Ontario;
- Magic Pantry Foods, Hamilton, Ontario;
- MPB TECHNOLOGIES INC., Dorval, Quebec;
- Nexus Engineering Corp., Burnaby, British Columbia;
- Northern Telecom, Mississauga, Ontario;
- PEERLESS CLOTHING INC., Montreal, Quebec;
- Seagull Pewter and Silver-smiths Ltd., Pugwash, Nova Scotia;
- Thomas Equipment Ltd., Centreville, New Brunswick;

Western Co-Ordinators Ltd., Corner Brook, Newfoundland.

Canadian companies receiving the Awards are recognized not only for increasing their export sales, but also for successfully introducing new products or penetrating new international markets.

This year's winners were chosen from some 200 applicants by a Selection Committee made up of the following prominent Canadian business and government representatives: Louis Arsenault, Director, Public Relations, Quebec Telephone; Claude Beauchamp, President and Publisher, Transcontinental Publications Inc.; Reg Dorrett, Assistant Deputy Minister, International Trade Development, EAITC; Larry Hanna, General Manager, Saskatoon Chemicals; Nairn Knott, Manager, Banking and Finance, H.A. Simons Ltd.; Jean-Louis Leblanc, Vice-President, Lab-Volt Limited; and Jim Taylor, President, Canadian Exporters' Association.

Since the Awards Program began in 1983, more than 1,300 applications have been received and just over 100 companies have won the prestigious Award.

Winning companies are presented with a plaque bearing the Canada Export Award logo and a citation of the firm's exporting accomplishments. They also receive a Canada Export Award pennant and a variety of Award souvenirs for company employees.

The winners are featured in a nation-wide government advertising campaign and can use the logo in their advertising and promotional efforts for three years after receiving the Award. Past winners have reported that the recognition they have received from the Award has been an important

Continued on page 2—  
**Export Award Winners**

## New International Trade Centre to Serve Southern Saskatchewan

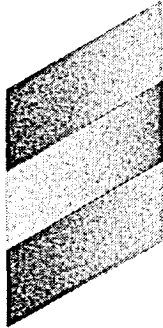
An addition to the network of International Trade Centres (ITC) will soon be serving Canadian exporters in Southern Saskatchewan.

Later this month, a new ITC will swing open its doors in Regina.

Three new Trade Commissioners to Saskatchewan will be welcomed at the official opening, including David Dix, who will head up the new ITC. Mr. Dix is returning from a posting in Tokyo.

Like the existing ITCs, the Regina office will assist first-time and experienced exporters by offering such services as: export counselling on such topics as technology transfers and joint ventures with foreign investors, providing export publications, and recruiting participants for trade fairs and missions.

You can contact the Regina ITC at 1955 Smith Street, 4th Floor, Regina, Saskatchewan S4P 2N8. Tel.: (306) 780-6108. Fax: (306) 780-6679. Telex: 071-2745.



Canada

**Export Award Winners—***Continued from page 1*

marketing tool, raising their company's profile at home, attracting new customers abroad and giving recognition to the valuable contribution of their employees.

The Government is playing a significant part in helping Canadian companies compete in the global marketplace. In 1988/89, its programs and services helped generate over \$5 billion worth of business for Canadians. A Free Trade Agreement with the United States has made trade with Canada's major partner more open and secure.

"Going Global", a major market development strategy encompassing trade, investment and technology transfer has been launched, targeted on three mega-markets, the U.S., the European Community, and the Pacific Rim. At the same time, Canada has been an important participant in the Uruguay Round of the Multilateral Trade Negotiations in Geneva to ensure a freer and fairer international trading system.

Cities across the country will be hosting special activities to announce October as Canada International Trade Month. Activities planned include an Independent Film Producers Mission from Los Angeles to Vancouver; a visit by a Singapore Trade Mission to Calgary; the official opening of the Regina International Trade Centre; an address by Ambassador Lecompte, Head of Delegation

of the Commission to the European Communities to Canada, at a luncheon in Winnipeg following a Europe 1992 seminar; special events in Toronto and Montreal; a New Europe Seminar in Moncton; and a Europe 1992 Seminar in St. John's, Newfoundland.

In addition, a variety of briefing sessions, seminars and conferences will take place throughout October in centres across the country.

For more details, contact the International Trade Centre (ITC) in your region.

**Free Trade Agreement (FTA) Update****CHAPTER 18-PANELS****Lobsters**

Negotiations between officials of Canada and the U.S. have resulted in recommendations to Ministers on an agreement for resolving pending disputes. The agreement took into consideration the industry-to-industry agreement which was reached in July at the request of the governments. Following consultations between External Affairs and International Trade Canada (EAITC), Fisheries and Oceans Canada and the lobster industry, a government decision on the agreement will be announced.

**CHAPTER 19-PANELS****Pork**

A Free Trade Agreement (FTA) dispute panel has supported Canadian pork industry arguments that the threat of injury determination was not supported by substantial evidence on the record.

The Panel reviewing the threat of injury determination made by the U.S. International Trade

Commission (ITC) has, in a unanimous August 24 decision, remanded the issue to the ITC for reconsideration.

The Panel report stated that the remand was necessary because the ITC report "relied heavily throughout on statistics which appear at best questionable and that this reliance colored the ITC's assessment of much of the other evidence."

Following the release of the report, Minister For International Trade John C. Crosbie said in a statement that "Canada sought, during the FTA negotiations, an improved procedure which affords Canadian exporters an opportunity to obtain timely redress in anti-dumping and countervail cases" and the Panel decision demonstrates the efficacy of the Chapter 19 process.

The ITC has until October 23 to provide the Panel with the results of the remand. Other parties have until November 7 to comment and a final decision should follow soon.

The other FTA Pork Panel, which is reviewing the final determination of subsidy made by the U.S. Department of Commerce, convened in July for the oral hearing and was due to issue a decision by September 14. The governments of Canada, Quebec and Ontario and the Canadian Pork and Meat Councils are involved in the case.

In addition, the automatic passthrough methodology used by the Department of Commerce in the case has been challenged in the General Agreement on Tariffs and Trade (GATT). The GATT Panel report is expected to be tabled at the GATT Council meeting this month.

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# How to Distribute Software in the USA

A guide for would-be Canadian exporters of software to the United States has been prepared by staff at the Canadian Consulate in San Francisco.

*How to Distribute Software in the USA* prompts the aspiring software exporter to ask all the right questions before spending those hard earned marketing dollars.

The report's broad range of statistics and examples will enable interested exporters to make an informed choice about the software distribution channels that match their product, human and financial resources. The guide focuses on IBM-PC-related software because channels for producing Apple/Macintosh software are far more limited. The largest seller of IBM-PC products in the U.S. is the category "other" while over 90 per cent of the shelf space for Macintosh software products is occupied by industry giant, Microsoft.

The report gives in-depth information on what it will mean for you or your firm to choose one or more of the following options:

## Computer Specialty Stores

With a high level of in-house technical competence, this type of store offers PCs for both the home and business market. As standardization increases, the need for a high service retail location will decline. As well, these retailers are less and less willing to take on new, unproven products. You may have to "buy" shelf space with training, in-store sales aids, etc.

## Clone Only Stores

Clone only computer dealers specialize in distributing only IBM-compatible systems and not IBM products themselves. This type of chain or store may meet the needs of small software producers that have a product that can be bundled with clones to help move the hardware.

## Super Stores

Computer superstores, so named for their massive dimensions, will increasingly put pressure on small independents who may be forced to close. This bodes well for Cana-

dian exporters as more shelf space will become available for lower volume software products.

## Software Only Stores

Software only stores are now a major force in the computer market. They carry far more software titles than other types of stores and are, therefore, an important channel to be considered.

## Mass Merchants/Retailers

Mass merchants carry low-margin, low-priced computers for the home market. Increasingly, they are the key players in the retail market. Rarely will they absorb any risk for a software vendor. Consequently, much time and money is needed to work this channel.

## Office Specialty Stores

These stores are increasing rapidly in sales capability and may be a good channel for office-oriented software. They can be hard to contact due to the sometimes "mom and pop" nature of their operations.

## Value Added Resellers

Value added resellers (VARs) carry highly specialized packages, systems, and vertical software. VARs usually have an outside sales force and offer a high level of technical expertise. The report cites VARs as the most significant channel that Canadian software producers should be tackling.

## Mail Order Houses

An estimated 20 per cent of PC software sold in the U.S. is distributed through mail order houses. They carry a large product line and can therefore carry more new software titles than the chains. In considering this channel, be aware that mail order houses in no way generate product awareness.

## Going Direct

If you have a very targeted product, this may be the most appropriate avenue for you. The report provides contacts for obtaining lists of purchasing managers using the type of products you're selling and gives information on how to mount a 'media blitz' to get the word out to the right press contacts.

## How to Distribute Software

*in the USA* can assist Canadian vendors in considering the cash requirements — typically quite high — of the various channels and strategies. For software developers with no money at all, shareware bulletin boards are a sound option where fortunes have been made. You may even be able to develop your own channel, as examples cited in the report show.

The report also examines the importance of interfacing with existing systems and packages and explains the option of joint marketing with other firms.

You may even want to consider selling part of your firm to a major player in the industry. Most software writers want to retain control of their product and keep the mountains of money to be made for themselves.

But, "when the vendor asks for 51 per cent of the company, remember to compare the 50 per cent of the big pie he offers to the 100 per cent of the little pie you may be able to generate yourself."

While some niche opportunities exist where you might chance to slip your software in the drive door, in virtually all cases you will be required to present a full business plan. An estimated 50,000 software titles were for sale in the U.S. in 1989 and major software distributors receive up to 100 new programs and packages a week.

Considering these figures, the importance of a sound, well thought out business plan cannot be overstated — if you want to make it out of a software analyst's "in-box".

To get a copy of *How to Distribute Software in the USA*, contact Info-Export at 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

For further information on selling computer products in the United States or on EAITC's participation in computer-related trade shows, contact George Willows of EAITC's U.S. Trade and Investment Development Division (UTI), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-6576. Fax: (613) 990-9119.

# Demand Rising for Consultants in Singapore

An analysis of the consultancy industry in Singapore has targeted a number of growth sectors worth exploring.

The report — one of a series commissioned by the Canadian High Commission in Singapore — addressed two key practice areas within Singapore's consultancy market: management consultancy and engineering consultancy.

The presence of international consulting firms in Singapore has, in the past few years, grown by leaps and bounds. This overall growth is attributed primarily to the rising demand for consultancy services by the construction, transportation, financial, petrochemical, and electronics sectors.

Also, the government of Singapore is working to make each department responsible for its own budget and is emphasizing skills, training and productivity improvement — further necessitating the need to enlarge the pool of consulting firms.

Demand for industrial consultancy will rise, with the growing interest by chemical manufacturers (eg. of paints, pharmaceuti-

cals, and lubricants) to relocate production to ASEAN countries.

With globalization of the transport sector, demand for consultancy services will rise. Singapore recently announced its affiliation with Swissair and United States' Delta Airlines. This is expected to be the world's first truly global airline system.

After over four years of decline, the construction sector experienced renewed growth in 1989. Private sector demand is on the rise, with the total value of contracts awarded growing strongly.

Two recent public sector developments are expected to continue the increase in demand for engineering consultants: Singapore's Housing Development Board (HDB) plans to refurbish HDB flats, common areas and estates; and to relax restrictions on the purchase of HDB flats by permanent residents.

Potential entry areas for civil/structural and mechanical/electrical engineers are in specialized services such as buildings with special intelligence and other high-technology services that would not

be available locally.

For environmental engineering firms, there are few local consultants with whom to compete. Given the limited geographic size of Singapore, coupled with a steady upsurge in the number of industries setting up operations there, opportunities for environmental engineers are expected to be plentiful, particularly in the area of recycling (e.g. disposal of solid waste, pollution control, waste water treatment).

In government sectors, expenditures are increasing in environmental, health care and other related services. Particularly, the privatization of Singapore's hospitals offers great potential for consultants involved in this area.

Growth areas for management consultants are: accounting/financial services, human resources development, computerization (including automation and robotics), and corporate planning.

The use of management consultants in Singapore will grow as small- to medium-size businesses continue to move away from traditional family-style management. Government programs actively promote this trend.

Not only does Singapore offer a multitude of opportunities for international consultancy firms but it is also an excellent base to target the growing economies of the ASEAN countries. The projected growth in consultancy work is expected to outstrip the supply capability in Malaysia, Indonesia, Thailand and the Philippines.

The report also includes competitor analysis, industry incentives and regulations, and lists of key industry, government and association contacts.

For a copy of *Sectoral Analysis-Singapore Consultancy Industry*, call Info-Export toll-free 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

Information on trade with Singapore can be obtained from the Asia Pacific South Trade Development Division (PST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-4309.

## Business As Usual In the Philippines

The Philippines is one of the easiest markets in Asia to enter, with standards and non-tariff barriers being far less stringent than those of other countries in the region.

What's more, many good business opportunities exist here and the Canadian Embassy in Manila is working to identify opportunities for Canada's exporters of goods and services.

The Government of the Philippines is proceeding with high-priority streamlining of regulations to encourage foreign investment.

Furthermore, billions of dollars worth of buildings, roads and bridges destroyed by the most devastating earthquake in 30 years are soon to be reconstructed. Canadian firms should act immediately to participate in these massive reconstruction plans.

David McNamara, Commercial Counsellor at the Embassy, said: "Thus far in the year, the trade section of the Canadian Embassy has been extremely busy, with business visitors and the numbers of missions and seminars running at 50 per cent over the similar period in 1989.

"Most visitors have been surprised at the business potential which they have encountered here. We think that you will be, too. Come and see for yourself."

Before communicating with the post, however, it is a good idea to touch base with EAITC's Asia Pacific South Trade Development Division (PST). If the easy access and lucrative opportunities in the Philippines interest you, contact A. McBride at PST. Tel.: (613) 992-0959.

## Australia Lifts Embargo on Canadian Pork...

After seven years of consideration, Australia has removed its embargo on the import of Canadian fresh and frozen pork.

"The ban can no longer be justified on scientific or economic grounds, and could be perceived as a non-tariff barrier to trade," Australian Agriculture Minister John Kerin said in making the announcement.

Canadian Agriculture Minister Don Mazankowski said: "Canada has negotiated vigorously for several years to have the embargo lifted. This agreement is a welcome development for both the federal government and industry."

Under the agreement, permission to import the fresh or frozen pork into Australia from Canada must be obtained in writing from

the Director of Animal and Plant Quarantine in Australia. Each shipment will be accompanied by a quarantine entry certificate and follow the requirements outlined in the agreement.

In another move to liberalize access to its markets, Australia will terminate its scheme for statutory equalization of dried fruits.

Under the scheme, a levy is imposed on domestic sales and proceeds are dispersed over all sales. As of 1991, equalization of domestic and export returns in the dried fruit industry will no longer be pursued.

Both measures, say trade officials, indicate improved market access and increased opportunities for Canadian exporters to Australia.

## ... And Deregulates Its Telecommunications Industry

Continued and progressive deregulation will lead to increased competition in Australia's telecommunications industry but, for Canadian exporters, opportunities — on a large scale — exist in this sector.

The facts are that information industries account for 40 per cent of Australia's workforce and are responsible for 50 per cent of the country's Gross Domestic Product.

Equally impressive factors are:

- Australian business spends approximately \$10 billion annually on telecommunications equipment and services;

- The growth rate for mobile phones in Australia is about 8 per cent a month on a cumulative basis; and

- It is estimated that there may be as many as 2 million mobile phones in Australia by the year 2000.

For more information on trade opportunities in the Australian communications market, contact Brian Cox, Canadian Consulate General, 8th Floor, A.M.P. Centre,

50 Bridge Street, Sydney, New South Wales, Australia 2000. Tel.: (011-61-2) 231-7022. Telex: (Destination code 71) 20600 (CAN-GOVT AA20600). Fax: (011-61-2) 223-4230.

## Poland Eases Duties on Imported Goods

Poland has lifted customs duties on a number of imports.

The list of duty-free goods includes machines to equip industrial plants and self-employed tradesmen's shops; first-aid kits; certain cleaning agents, shoe, floor and car body polish; photographic articles and preparations; certain plastic fittings; firewood and wood waste; silk yarn and fabric, wool and animal hair brands; hand tools; consumer goods — refrigerators and freezers, counters, washing machines, sewing machines; textile machinery and equipment — carding machines, certain kinds of looms and knitters; and numerically-controlled machines — NC lathes, drills, boring and milling machines, sandpapering, sharpening and planing

## Preferential Duty Rates for Canadian Goods to New Zealand

Canadian goods exported into New Zealand under the approved certificate of origin (Form 59) are entitled to preferential duty rates.

In addition, the New Zealand Collectors of Customs may also approve 'in-house' forms to replace the prescribed certificate of origin.

However, these 'in-house' forms, to be acceptable, must be substantially in the same format as the prescribed certificate of origin (Form 59). As well, there can be only slight deviations on the certificate yielding the same effect and not calculated to mislead.

These provisions can be applied not only to paper certificates but also to messages transmitted by electronic mail.

For more information on New Zealand certificates of origin required for preferential duty rates, contact R. Buciak, Asia Pacific South Trade Development Division (PST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5945. Fax: (613) 996-4309.

machines, and general joiners.

Several dozen groups of products, including tires, some textiles, and all household articles, saw their duty reduced by 50 per cent.

A 30 per cent reduction applies to about 100 groups of items such as some cosmetics, used clothing, glassware, raw materials for footwear, pulp and paper machinery, various vehicles and furniture.

The regulations will be in force until December 31, 1990.

For more information or details on the import list, contact the Polish Trade Commission in Montreal, 3501 Musee Av., H3G 2C8. Tel.: (514) 282-1732 -1734, -1735. Fax: (514) 282-1784. In Toronto, 2970 Lakeshore Blvd. West, M8V 1J7. Tel.: (416) 252-5471. Fax: (416) 252-0509.

## A NEW LOOK AT EXPORTING

### The Human Factor

I am constantly amazed at the difference between the textbook view of exporting as taught in the classroom and the real-life situations encountered by exporters.

Doubtless, theoreticians and texts tell the truth: Exporters must have a good product, a good price, solid financing and so on.

But the question seldom addressed is: Are you, or do you have, the right person for the export business?

The export market is in a state of flux, with businesses constantly being reminded of the need to adapt their products. By contrast, there is very little reminding of the need to adapt one's personality and one's behaviour to the many changing environments.

As Canadians, we know how cultural differences can erect barriers between people. These barriers do not disappear when one leaves the country; indeed, one is often faced with new impediments. The cultural obstacles Canadians face in the United States and Europe can be great, but far greater, in terms of the adaptation required, are the challenges presented by Oriental and African cultures, to name only two.

For many foreign business people, trade is a matter of personality. The confidence you inspire will often have a greater impact than your price or your product.

I've seen many exporters allot only one day in a foreign country to deal with two or three prospects when they would have gained so much more — by taking a few days to be friendly and to win their prospective client's confidence — before getting down to business.

"Hello, how are you?" is more than a polite phrase in many countries. It is the first step in getting to know someone. Taking the time to listen to a detailed answer to a question like this might be the foundation on which is built a long-standing business relationship.

In *CanadExport*, Vol. 7, No. 16, we cited the case of John Woods of John Woods Survey Equipment Ltd., Toronto. A young Chinese woman — with her inside knowledge — accomplished more in fifteen minutes than this exporter of fiberglass tripods did on his own in three years.

David Rankin, President of Mecocean Data Systems Limited, Dartmouth, Nova Scotia, takes a similar approach. Rankin makes a practice of knowing an organization's "key person" — the one who can hold "the key to millions of dollars."

There is another element to the human factor.

I am referring to countries and people whose trade practices run counter to our laws and our ethical standards and, in general, to their own. The subject is taboo, but certain business practices are very widespread, and they cannot be ignored.

I wish simply to point out that, however common, I often have seen such practices set aside, and replaced by a deep mutual respect that benefitted the international traders involved.

This article introduces a *CanadExport* series in which exporting will be examined in a somewhat different light, namely from the viewpoint of the exporter and of the trade commissioner, who often is the exporter's confidant.

I plan to draw extensively on examples supplied by companies and by trade commissioners, and by readers willing to share some of their experiences for the benefit of other businesses that might soon launch into the great adventure of exporting.

We will, of course, deal with such conventional questions such as: Why export? Should I export? But the primary role is to create among new businesses a desire to export.

This desire, however, must be fortified by ingredients — a well thought out strategy, commitment, capability — more substantial than the customary letter to the trade commissioner asking whether there is a market for one's product in a given country.

Sending such a letter is the next-to-last stage before exporting. The answers to most questions that should be asked before exporting are found in Canada.

**René-François Désamoré**  
Editor-in-Chief

### Companies, College Co-operate in New Business Venture

A co-op venture to help Canadian firms seize new business opportunities around the world and, at the same time, give students on-the-job experience, is being implemented January 1, 1991 through Seneca College's International Business Diploma Program.

Students in the three-year program — most of whom speak a second or even a third language — are preparing for careers in selling, market research, importing, exporting, the basics of international marketing, global trading and business administration.

Willing to relocate anywhere in the world, the students, as part of their four-month work term, are employed by Canadian companies interested in expanding into the international marketplace. For the employer, the students can perform international documentation; liaise with offshore companies; collect and organize information; support sales staff; assist customer service; contribute multi-lingual skills; provide basic computer skills; and do routine office tasks.

For information on how to be a Co-operative Education Employer in the Seneca College (1750 Finch Avenue East, North York, Ontario M2J 2X5) International Business Diploma Program (CO-OP), contact Wayne Ballantyne, Program Co-ordinator. Tel.: (416) 491-5050, ext. 2052.

### \$10 Million Credit Facilities in Jamaica

Two short-term lines of credit, each worth \$5 million, established by the Canadian Imperial Bank of Commerce and the Bank of Nova Scotia with the National Export-Import Bank of Jamaica, have been guaranteed under the Short-Term Line of Credit Guarantee Program of the Export Development Corporation (EDC).

## Information on Goods and Services Tax Only a Phone Call Away

January 1, 1991 is the date for the implementation of the government's proposed Goods and Services Tax (GST). In preparation for its implementation, Revenue Canada, Customs and Excise will provide interested parties information over the phone; send relevant booklets and forms; and arrange for an advisory officer to visit the exporter and answer questions.

Further information is available at the following locations and phone numbers:

**Newfoundland/Labrador (St. John's):** 772-2851 (local); 1-800-563-4950 (long distance).

**Nova Scotia (Halifax):** 426-1975 (local); 1-800-565-9111 (long distance).

**Prince Edward Island:** 566-7272 (local); 1-800-565-9111 (long distance). Both P.E.I. numbers can be called from anywhere in the province.

**New Brunswick (Moncton):** 858-3727 (local); 1-800-561-6656.

**Quebec (Quebec City):** 648-4376 (local); 1-800-363-5254 (long distance).

**(Montreal):** 496-1494 (local); 1-800-361-8339 (long distance).

**Ontario (Ottawa):** 990-8584 (local); 1-800-465-6160 (long distance).

**(Toronto):** 973-1000 (local); 1-800-461-1082 (long distance).

**(London):** 645-4041 (local); 1-800-265-0017 (long distance).

**Manitoba (Winnipeg):** 983-4525 (local); 1-800-665-8749 (long distance).

**Saskatchewan (Regina):** 780-7279 (local); 1-800-667-8886 (long distance).

**Alberta/Northwest Territories (Calgary):** 292-6990 (local); 1-800-661-3498 (long distance).

**(Edmonton):** 448-1309 (local); 1-800-661-3498 (long distance).

**British Columbia/Yukon (Burnaby):** 666-4664 (local);

1-800-561-6990 (long distance).

Hearing impaired or deaf people with access to a telephone device for the deaf may call 1-800-465-5770.

Exporters with a personal computer and modem can access a GST database that provides questions and answers. The number is 1-800-267-4500.

## Petrochemical Show Planned in Algeria

**Algiers** — The Algerian Office National des Foires et des Exportations (ONAFEX) will be holding an **International Chemical and Petrochemical Industries Trade Show (SCHIP 90)** in this capital city, this Fall.

The November 20 to 27 trade-only show is designed to boost the chemical and petrochemical sectors through technical cooperation agreements, joint ventures and investment opportunities.

In addition to the show, a series of technical conferences will describe to professionals in the field the numerous opportunities for subcontracting, investment and technology inflow.

For more information on the show, contact the Canadian Embassy in Algiers, Economic and Commercial Division, 27 bis Ali Massoudi, Hydra-Algiers. Tel.: (2) 60.66.11/60.61.90. Telex: 66043 CANAD DZ. Fax: (213)(2) 60.59.20.

### INFO-EXPORT HOTLINE

1-800-267-8376

Ottawa area:

993-6435

Fax:

(613) 996-9709

## Korea to Host First Telecom Show This Fall

**Seoul** — Korea will be staging its first international telecommunications show — **Communication Networks Korea 90** — in its capital city this Fall.

The December 5-8 event is slated to attract international producers of telecommunications equipment — from PBX's, voice systems and local networks to sophisticated satellites, fiber optic and ISDN networks — to thousands of Korean users and buyers.

The liberalization of the Korean telecommunications market next year should create many opportunities in the value-added network market and offer possibilities for joint venture and licensing agreements between Korean and foreign suppliers.

For further information, contact the Canadian Embassy in Seoul, P.O. Box 6299, Seoul 100-662, Republic of Korea. Telex: (Destination code 801) 27425 (CANADA K27425). Fax: (011-82-2) 755-0686.

## Canada's Woodworking Companies Invited to Show in Washington

**Seattle** — Canadian companies in the woodworking field have an opportunity to establish themselves in this market in the United States come November 16-18, 1990.

That's when one of 28 regional Woodworking Shows organized by Marketing Association Services (M.A.S.) in Los Angeles — and each with annual sales of US\$700,000 — is being held in this Washington city.

Invited to participate are firms that have machinery, tools or supplies for the woodworker, home-builder/remodeler, cabinetmaker, wood turner/carver, or small shop.

Companies should contact M.A.S. personnel in Los Angeles: Art Schwartz, Executive Director or Irene Devine, Vice President Consumer Shows at (213) 477-8521.

# CONTRACTS AWARDED

**Babcock & Wilcox Canada**, Cambridge, will supply a lower furnace replacement to the Chilean company Celulosa Arauco y Constitucion (CELARAUCO) S.A. to be used at its AMPCO pulp mill project. EDC is lending up to \$1,203,737 to the buyer.

**Boliden Allis, Stephens-Adamson**, Belleville, has sold spare parts for a coal handling system and stacker reclaimer to the Colombian mining company Carbones de Colombia S.A. EDC is providing a US \$61,699 loan to the buyer.

**Bristol Aerospace Limited**, Winnipeg, has been awarded a US \$9.1 million contract for the supply of Black Brant propulsion systems and subsystems to the National Aeronautics and Space Administration (NASA).

**CAE Electronics Ltd.**, Montreal, has been awarded a contract for the supply of two flight simulators to the Royal Dutch Airlines KLM. EDC will lend up to \$17 million to the buyer.

**Canadair Challenger Aircraft Division** of Bombardier Inc., Montreal, has sold a Challenger 601-3A aircraft to the Mexican company Transporte Ejecutive Aereo S.A. de C.V., a subsidiary of Compania Periodistica Nacional (El Universal). EDC is providing the buyer with a US \$14.2 million loan, which also covers the custom interior finishing work being performed by Innotech Aviation Limited, also of Montreal.

**Canadian Industrial Consortium Inc.**, Kirkland, will supply equipment and basic engineering services for the construction of a pulp and paper mill in the Chinese province of Sichuan. EDC is providing a \$37.5 million loan to the Bank of China for re-lending to the buyer.

**Ceeco Machinery Manufacturing Ltd.**, Concord, will supply cable manufacturing equipment to the Mexican company Con-

dutrade International S.A. EDC is supporting the sale with a US \$1.14 million loan allocated under a US \$15 million line of credit established with Banco Nacional de Comercio Exterior, S.N.C.

**Combustion Engineering Canada Inc.** has sold an integrated control system to be used at the pulp mill project of the Chilean company CELARAUCO. EDC is lending \$1,513,407 to the buyer.

**Fuller-F.L. Smidth Canada Ltd.**, Scarborough, will supply equipment and related services for a cement plant in Shanxi Province, China. EDC will lend up to \$37.9 million to the Bank of China for re-lending to the buyer. The funds are allocated under a line of credit established between EDC and the Bank.

**Grinnell Corporation of Canada Ltd.**, Toronto, will supply structural steel to Comision Federal de Electricidad, a decentralized public agency of the Government of Mexico. EDC is supporting the deal with a US \$1.2 million loan, allocated under a US \$15 million line of credit between EDC and the buyer.

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

**Husky Injection Molding Systems Ltd.**, Bolton, has sold an injection molding system to be used to manufacture plastic edible oil bottles to the Mexican company Fabrica de Jabon La Corona, S.A. de C.V. EDC is financing the transaction with a US \$900,000 loan, allocated under a US \$5 million line of credit established with Banco International S.N.C. of Mexico.

**Lavalin International Inc.**, Montreal, as part of the consortium Propipe, chosen by Kenya Pipeline Co. Ltd. to build a 443 km

pipeline for the transport of oil products from Nairobi to Eldoret and Kisumu in western Kenya, will design, supply and commission four pump stations and two terminals along the pipeline route. EDC is lending up to \$49 million to the Republic of Kenya to finance part of the project.

**Marshall Macklin Monaghan Limited**, Toronto, has been retained by Wardley Capital Limited (a subsidiary of the merchant banking arm of the Hong Kong Bank Group) as its project financial adviser on the new airport to be constructed in Hong Kong. The airport and its related facilities, with an estimated completion cost of over US \$16 billion, will represent one of the largest civil engineering projects in the world.

**Northern Telecom Canada Limited**, Mississauga, has been awarded a contract for the supply of technology and products to upgrade telephone communications in Barbados. EDC is lending US \$6.9 million to the buyer, the Barbados Telephone Company Ltd., allocated under an existing US \$13 million line of credit with the firm.

**Pathex International Ltd.**, Don Mills, has sold mold carriers for hydraulic presses to the Mexican company Industrias de Hule "Calgo" S.A. The transaction is financed by up to US \$88,000 under a US \$15 million line of credit between the EDC and Banco Nacional de Comercio Exterior, S.N.C. of Mexico.

**Sangamo Electricity Division of Schlumberger Canada**, Toronto, has been awarded two contracts for the supply of watthour and varhour meters to the Mexican electrical power agency, Comision Federal de Electricidad. EDC is lending a total of US \$1,029,958 to the buyer, in two separate allocations under a US \$15 million line of credit it renewed in 1989 with the buyer.

**BRITAIN**—A company manufacturing metal containers (pails and drums, lever lid containers, cone top tins) wishes to be the agent for Canadian companies with complementary products. Contact Ian Richardson, Jim Morgan or Keith Lorimor, Russell Lambert (Hull) Ltd., Stoneferry Road, Hull HU8 OBA. Tel.: (0482) 838089.

**BRITAIN** — A company is looking for contract manufacturers and packagers of health food supplements in tablet and powder form, and cosmetics, in Canada who would make products to be marketed and sold by the company in Canada and the U.S. Contact G.C. McMahon, Chairman, Ionetics Plc, 8th floor, 4 Golden Sq., London W1R 3AE U.K. Fax: 071-607-7425.

**SINGAPORE**—A variety of souvenirs and gifts is being sought by Ernest Chen, Managing Director, RMC Trading Pte Ltd., Orchard Point, P.O. Box 746, Singapore 9123. Tel.: 734-9595. Fax: 235-2567.

**SINGAPORE**—A local engineering firm wishes to import marine oil, electrical and electronic, and specialized engineering products. Contact Low Beng Tin, Director, Oakwell Engineering(S) Pte Ltd., 75 Bukit Timah Road #03-04, Boon Siew Building, Singapore 0922. Tel.: 336-6366. Fax: 338-1310.

**SINGAPORE**—Being sought by a seafood company are frozen scallop and live geo-duck clam. Contact Seit Kin Sun, Manager, Pan Seas Enterprises Pte Ltd., 35-B Jurong Fishery Port Road, Jurong Central Fish Market, Singapore 2261. Tel.: 264-2233. Fax: 265-0839.

**SINGAPORE**—A petroleum company wishes to import BTX solvents, urea, sulphur and other chemicals. Contact Loy Chee Yan, Managing Director, Nicor Petroleum Pte Ltd., 101 Cecil Street #15-08, Tong Eng Building, Singapore 0106. Tel.: 225-2552.

Fax: 225-7557.

**SINGAPORE**—Corn oil is being sought by Cheo Chong Cher, Company Secretary, Ngo Chew Hong Edible Oil Pte Ltd., 231 Pandan Loop, Singapore 0512. Tel.: 778-3322. Fax: 777-5008.

**SINGAPORE**—A company seeks pour point depressants, demulsifiers and cleaners. Contact Donald Hee, Director, Oilchem Pte Ltd., 7 Pioneer Road North #01-51, Singapore 2262. Tel.: 264-2115. Fax: 268-5291.

**SINGAPORE**—Being sought by a fishery corporation are fresh and frozen seafood, prepared

tors used with educational training aids. Contact Robert Cheng, Sales Support Manager, Vanco Pte Ltd., 16 Jalan Lokam, Singapore 1953. Tel.: 284-1550. Fax: 284-9084.

**SINGAPORE**—A trading company wishes to import carpets, rugs, doormats, toys, bed linen, towels and bath mats. Contact Wendy Ong, Sales & Marketing Manager, Weng Bee Trading, 3 Kaki Bukit Road 2, UOB Warehouse, Eunon Warehouse Complex, Unit D, Singapore 1441. Tel.: 744-0309. Fax: 745-0151.

**SINGAPORE**—Pharmaceuticals, health foods and surgical supplies are being sought by Kwan Yew Huat, Executive Director,

Waleta Singapore Pte Ltd., 63 Hillview Avenue #09-01, Lam Soon Industrial Building, Singapore 2366. Tel.: 760-3833. Fax: 762-5036.

**SINGAPORE**—A confectioner wishes to import a number of items, including mineral water, fruit juice, potato chips, crackers, flavoured nuts, raisins, sugar-free candy, vitaminized candy, and butter cookies. Contact Lee Lay Bee, Administrative Assistant, Yew Lian Foodstuffs Trading Pte Ltd., 8 Jalan Kilang Timor #01-07, Kewalram House, Singapore 0315. Tel.: 278-8078. Fax: 273-5636.

**SINGAPORE**—Being sought by a 22-year-old trading company are dried squid, beans, canned food cocktail, condensed milk, and tomato catsup. Contact Ng Tiong Thay, Managing Director, Yew Hong Trading Co., 12 Hong Kong Street, Singapore 0105. Tel.: 535-8986. Fax: 535-3955.

**SINGAPORE**—Chemicals, minerals and hotel items relating to food, beverage and housekeeping are being sought by Tan Kim Chew, General Manager, OUE Trading Pte Ltd., 333 Orchard Road, 33rd Floor, Overseas Union Building, Singapore 0923. Tel.: 737-3280. Fax: 737-2620.

## Business Opportunities

seafood, fresh fruit and vegetables. Contact Tan Hui Chong, Sunny Fishery Corporation (Pte) Ltd., 545 Orchard Road #02-10, Singapore 0923. Tel.: 732-5633. Fax: 732-2230.

**SINGAPORE**—An emporium wishes to import branded food products, including chocolates, candies, canned foods, groceries and toiletries. Contact Peter Lim, General Manager, People's Emporium Pte Ltd., 810 Geylang Road #05-01, City Plaza, Singapore 1440. Tel.: 746-5456. Fax: 747-7923.

**SINGAPORE**—An 18-year-old firm wishes to import polypropylene co-polymer resin, complete office furniture and furniture parts. Contact S.C. Yong, Import/Export Manager, Tai Min Metal Industries Pte Ltd., 7 Opal Crescent, Singapore 1232. Tel.: 288-8810. Fax: 285-1731.

**SINGAPORE**—Industrial chemicals, valves, hoses and fittings are being sought by Steven Kok, Sales Manager, UMS Engineering(S) Pte Ltd., 5 Kaki Bukit Road 2 #04-16, City Warehouse, Singapore 1440. Tel.: 747-2506. Fax: 747-2551.

**SINGAPORE**—Being sought by another 18-year-old firm are meteorological weather balloons and radio corner reflec-

# EAITC's Asia Pacific South Trade Development Division

*The Asia Pacific region is a vast market area in which Canadian exporters are playing an increasingly important trade role.*

*Looking after the interests of Canadian exporters and would-be exporters to this region is the Asia Pacific South Trade Development Division (PST) of External Affairs and International Trade Canada (EAITC).*

*The following is the second part of CanadExport's examination of market areas in which PST plays a trade promotion role. The first part—detailing PST's objectives and covering the markets of Australasia and South Asia—was published in the last issue.*

## ASEAN

Bilateral trade between Canada and the Association of Southeast Asian Nations (ASEAN) has doubled over the past three years, reaching \$3 billion in 1989. Canadian exports increased from \$660 million in 1986 to \$1.34 billion in 1989, while imports grew from \$854 million to \$1.64 billion during the same period.

**Brunei**—Canada's commercial success has been modest to date, largely because of Brunei's size (population 227,000). However, there are a number of areas that Canadian firms can pursue—if they are "willing to take a long-term approach to doing business" here. These include oil and gas equipment and services (estimated market \$50 million); education and training; power generation equipment and services; advanced technology products, systems and services (estimated market \$35 million); and defence programs, products and services (estimated market \$250 million).

**Indonesia**—With a population of 180 million and an economy which is industrializing at an increasing rate, Indonesia offers an excellent market for Canadian products and services.

The country's imports in 1989 were estimated at US\$15.3 billion. Canada's share, generally because of lack of perception of the

substantial opportunities, was two per cent, or Cdn\$311 million.

Opportunities lie in the supply of consulting services and equipment to the oil and gas industry; agriculture and food products and services; mining, metals and mineral products and services; and power and energy equipment and services—where Canada has a strong presence.

Prospects are equally good in industrial machinery, plant and services—where Canada has supplied niche markets for industrial and production equipment; and communications and informatics equipment and services—a field in which Canadian firms have been well accepted. Education and training services also offer excellent prospects for Canadian firms.

**Malaysia**—In 1989, for the first time, total bilateral trade surpassed \$0.5 billion, with Canadian exports amounting to \$218 million. But challenges remain.

Canadians must increase the quality and diversity of their export sales; adopt more aggressive marketing strategies; develop more effective local representation and stronger ties with the Malaysian business community; and consider forming joint ventures.

With a population exceeding 17 million, Malaysia imports Cdn\$19 billion worth of goods to meet industry and consumer demand. That's good news for Canadian firms. But other sectors also offer excellent potential for Canadian exporters.

Agriculture, food products and services (the import market for food alone is Cdn\$1.4 billion annually), including food processing equipment, technology, breeding stock and feed ingredients; oil and gas equipment and services, including new refinery and petrochemical projects, are in hot demand.

With the power, telecommunications, agriculture and petroleum

industries being computerized, there is demand also for advanced technology products and services; transportation systems and equipment; and defence products (the government has embarked on a Cdn\$2.5 billion security and defence acquisition program).

**Philippines**—The Philippines has a population of about 65 million and, while some political and economic difficulties remain, the potential for Canadian exports has improved under the Aquino government.

Canadian exports to the Philippines in 1989 reached Cdn\$219 million, more than four times the 1986 level of \$49 million.

This growth is evidenced by the continuing increase in Canadian business visitors to the Philippine market.

Among the sectors worthy of pursuit by Canadian exporters are power and energy; communications and informatics; agriculture and food products; grains and oilseeds; and mining, minerals and metals.

A CIDA/EDC line of credit in the telecommunications sector is providing an excellent boost to Canadian penetration of this sector of the Philippine market.

**Singapore**—This independent republic to which Canada exported \$243.5 million in goods and services in 1989 continues in its role as a very important 'entrepot'—36 per cent of its exports (16 per cent of total trade) in 1989 were re-exports.

Singapore's greatest prospects for future growth lie in high value-added industries and in the service sectors such as finance and banking, transport and communications, computer software, and health care.

Sectors of particular interest to Canadian exporters include advanced technology products and services; agriculture and food products; defence programs and products—where an excellent



market exists for Canadian exporters; transportation systems; medical and health products and services; and oil and gas equipment and services.

**Thailand**—Located at the crossroads of Southeast Asia and with a population of some 56 million, Thailand imported \$345 million worth of goods and services from Canada in 1989. In the same year, two-way trade amounted to \$765 million.

Raw materials continue to dominate Canada's exports, but, with Thailand being backed by a solid entrepreneurial class and a worldwide focus, other opportunities are developing for Canada and other foreign suppliers.

These include communications and informatics—on which Thailand will spend some \$300 million over the next few years; transportation systems—Lavalin currently is bidding for the construction and operation of the \$2.02 billion Bangkok Mass Rapid Transit system; defence—which receives the lion's share of the annual Thai

budget; power equipment and services—where there is a demand for power generating equipment; and petrochemicals—where many opportunities, including pipeline projects, exist for Canadian suppliers; and agriculture—Thailand's goal to expand the country's agro-food sector should open opportunities for Canadian firms.

## PST CONTACTS (Part 2)

R. Dery—Director, tel.: 996-0910

J. Snyder—Deputy Director (ASEAN), tel.: 996-3667

P. Filteau—(Indonesia, ASEAN Affairs), tel.: 995-7659

A. McBride—(Thailand, Philippines), tel.: 992-0959

L. Branch—(Singapore, Malaysia, Brunei), tel.: 996-5824

# STANDARDS, TRADE AND THE EUROPE OF 1992

## *Getting Your Product into Foreign Markets*

*The first part of this article — covering "Standards Policy in the Single Market" and "Implications for Canada" — was published in the last issue of CanadExport.*

The GATT Agreement on Technical Barriers to Trade, also known as the Standards Code, is a result of the Tokyo Round of GATT multilateral trade negotiations.

The Standards Code operates to eliminate trade barriers through information exchange on standards, technical regulations and certification systems. For this purpose, the Standards Code requires the establishment of an Enquiry Point by each signatory.

The Canadian Enquiry Point is operated by the Standards Council of Canada (SCC) under contract with External Affairs and International Trade Canada (EAITC). It provides up-to-date information on technical requirements affecting products sold in countries which have signed the GATT Standards Code. It is also an effective channel for commenting to the proper authorities on proposed technical measures which could affect exports.

Information on the full provisions of the Code is available

through the Enquiry Point or from EAITC's Industrial Trade Policy Division (address at end).

### How Canada is Preparing

The federal government, through EAITC, has developed a comprehensive national strategy called "1992 Challenge", which is intended to:

- assess the implications of the Single Market for Canada;
- facilitate awareness of opportunities and challenges arising from its completion; and
- develop appropriate and effective responses to capitalize on 1992 opportunities.

A component of this strategy concerns the EC 1992 standards policy. EAITC is overseeing the work of an Interdepartmental Committee on Standards Policy.

The SCC, which has membership on this committee, has also set up its own Ad Hoc Committee on International Trade and is working closely with EAITC to provide Canadian business with access to necessary information on European standards, certification and testing requirements.

In cooperation with the European Committee on Standardization (CEN) and the European Committee on Electrotechnical

Standardization (CENELEC), the SCC is developing procedures by which Canadian industry can:

- obtain draft European standards for review;
- provide input into these draft standards;
- obtain information on changes to European standards, technical requirements, or testing and certification procedures; and
- purchase published European standards.

### Where to Get Help

Information on standards, certification and testing in "the Europe of 1992" can be obtained from the Standards Council of Canada (Information Division), 350 Sparks Street, Suite 1200, Ottawa K1P 6N7. Toll-free tel.: 1-800-267-8220 (Ottawa area: 238-3222). Fax: (613) 995-4564.

Also obtainable from the Council, free of charge, is *Tradewinds*, a monthly newsletter which lists the newly available standards.

Canadian companies experiencing trade difficulties arising from standards and product approval processes and wanting resolution should contact External Affairs and International Trade Canada, Industrial Trade Policy Division, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-8190. Fax: (613) 952-3904.

# BUSINESS AGENDA

**Hull — October 17 — International Distribution Contracts (Legal Aspects and Management).** A one-day conference organized to provide the exporter with information essential to the elaboration — and application — of a foreign distribution strategy, with particular emphasis on the American and European markets. This conference, to be held at Hotel Plaza de la Chaudière, is jointly organized by the faculties of Law and Administration of the University of Ottawa, Centre for Trade Policy and Law, the Canadian Exporters' Association and The Chair in Insurance. Registration fee (including lunch, cocktail and documentation) is \$250. Contact: Mrs Linda Chenard, tel.: (613) 564-7047.

**Toronto — October 30 — Logistics in the Global Market place.** The Canadian Transportation Research Forum's semi-annual Conference will be held in the Toronto Convention Centre. In response to changing global trading patterns, corporations have had to evaluate and assess their distribution methods and practices. The Conference addresses these changes and will focus on ways goods producers, carriers and governments are responding. Keynote speakers will include Maureen Farrow, Coopers & Lybrand, as well as executives from major shippers and carriers. Opportunity for question and answer sessions will be provided. For more information and registration, contact Bill

Raney, Ministry of Transportation, Ontario, Provincial Transportation Systems Office, 2nd Floor, West Tower, Downsview, Ontario M3M 1J8. Tel.: (416) 235-4062. Fax: (416) 235-4932.

**Ottawa — October 31 — Achieving Business Excellence.** A half-day conference on the management of total quality will be held at the Ottawa Congress Centre. Organized by the Conference Board of Canada, in co-operation with Industry, Science and Technology Canada, the event offers participants an opportunity to hear from top executives of companies that have been successful with the implementation of quality initiatives — all have been recognized for their quality achievements by the Canada Awards for Business Excellence. Key participants include Minister of Industry, Science and Technology Benoit Bouchard, and Tom F. Corcoran, Vice-President, Communications and Quality, IBM Canada Ltd. For more informa-

tion and registration, contact Louise Richard, Wilson, Young and Associates Inc., 280 Albert St., Suite 800, Ottawa K1P 5G8. Tel.: (613) 230-0351. Fax: (613) 230-3671.

**Halifax — February 17-19, 1991 — The Tourism Industry Association of Canada's 1991 Annual National Tourism Conference** will be held at the Halifax Hilton. Theme: Take Charge of Your Future-Tourism and the Economy. A series of intensive plenary sessions and workshops will focus on the real issues facing the tourism industry, with question and answer sessions on such topics as marketing, the Goods and Services Tax, financing and development. Participants will have a chance to learn why tourism can be the role model for a new and vibrant economy. For more information and registration, contact the Tourism Industry Association of Canada, Suite 1016, 130 Albert St., Ottawa K1P 5G4. Tel.: (613) 238-3883. Fax: (613) 238-3878.

## PUBLICATIONS

*The Annotated Free Trade Agreement* is a bilingual edition of the Free Trade Agreement (FTA), containing its provisions, clauses relating to the General Agreement on Tariffs and Trade (GATT), implementation legislation, regulations and decisions concerning the Agreement. This publication is useful for anyone (lawyers, notaries, accountants, management consultants, customs brokers) called on to advise on the application or interpretation of the FTA. The format is loose-leaf for easy updating. Cost is \$185.00. To order by mail: BLAIS, P.O. Box 180, Cowansville, Quebec, J2K 3H6. To order by phone: call collect (514) 263-1086. Quebec and Ottawa (613) toll-free number: 1-800-363-3047. To order by fax:

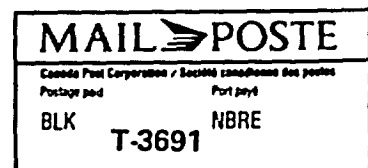
(514) 263-9263.

*Europe 1992 & The New World Power Game*, by Michael Silva and Bertil Sjogren. What will be the impact of Europe 1992 for the United States, Canada and Japan? The authors, based on interviews with many of Europe's key business players, provide a framework of the driving forces behind 1992; predict the major shifts resulting from the economic integration of Europe that will change the world power game, and give insights into the tariff, tax and currency issues underlying Europe 1992. Available, at a cost of Cdn \$29.95, from John Wiley & Sons Canada Ltd., 22 Worcester Rd., Rexdale, Ontario M9W 1L1. Fax: (416) 675-6599. Telex: 06-989189. Tel.: (416) 675-3580.

### Trade Ministers' Agenda

Important coming events on International Trade Minister John C. Crosbie's agenda are the **October 11th Meeting of the U.S. Canada Trade Commission and the Quadrilateral Meeting of Trade Ministers** slated for **October 11-13**. Both events are taking place in **St. John's, Newfoundland**.

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Vol. 8, No. 17

October 15, 1990

## U.S. Income Tax Changes Affect Canadian Exporters

Changes in U.S. income tax regulations will affect most Canadian exporters not having a permanent business establishment in that country.

These changes — a filing or reporting requirement, but not a new tax— have been brought about by new U.S. Internal Revenue Service (IRS) regulations which require that a statement of disclosure be filed by taxpayers claiming exemption from payment of U.S. taxes under the terms of a bilateral tax treaty.

The provisions of the treaty — officially called "Convention between Canada and the United States with respect to Taxes on Income and Capital"—include the avoidance of double taxation, and the placement of limits on taxes on income from such sources as interest and dividends.

### In This Issue:

#### Directory of the Canadian Trade Commissioner Service

The treaty covers income and capital gains taxes at the federal level only.

The most common benefit from this treaty to Canadian businesses relates to the "permanent establishment rule."

Under this provision, when a Canadian firm has income from a U.S. trade or business, this income may be taxed only in Canada if the firm does not have a "permanent establishment" in the U.S.

The new filing or reporting regulations require the disclosure of "treaty-based returns positions" to the IRS. A treaty-based return position is determined by compar-

ing the tax liability which would be incurred in the absence of the Convention with the liability which results from application of the Convention's provisions to a taxpayer's actual return position.

The regulations require that a signed return be filed annually. This return form need include only the name, address and U.S. I.D. number (TIN), if any.

The statement of disclosure, to be attached to the return, is to include such information as whether the taxpayer (if an individual) is a U.S. citizen or resident or (if a corporation) is incorporated in the U.S.; the nature and amount (or a reasonable estimate) of gross receipts; and the specific treaty provision relied upon.

For full details on this regulation, contact the U.S. Internal Revenue Service-Canadian office, Suite 201, 60 Queen St., Ottawa K1P 5Y7. Tel.: (613) 238-5335.

## Europe 1992: Spain Open to Canadian Construction Industry

As the emerging Single European Market evolves, the implications and opportunities of this bold and historic initiative are becoming more focused for Canadian firms.

In the construction industry, for example, Spain offers a conceptual market for intelligent (computerized) buildings, particularly in the two primary urban centres of Madrid and Barcelona.

While Canadian technology is far ahead of the Spanish in the provision of many services and equipment that collectively constitute the intelligent building, Canadian firms (or consortiums) have not yet taken advantage of this window of opportunity to break into a receptive market that could lead to much more.

Canadian architectural and engineering prowess in port renewal and urban redevelopment are already highly regarded in Spain as witnessed by the participation of a major Canadian player in an international conference in Barcelona last December, and the Canadian participation in Barcelona's old port renewal program.

A further area of opportunity is in the justice, or correctional, industry. A multi-billion dollar

industry—including the design, construction and furnishing of penitentiaries—is being created from a system that is only now emerging from the Dark Ages of Franco-era penal institutions.

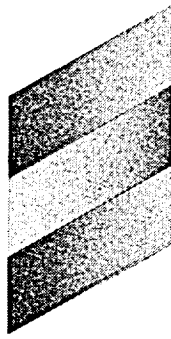
And as far as the competition from other EC countries is concerned, Canada is well positioned—in fact, the systems that currently exist in Britain and France are only slightly more advanced than their Spanish counterparts.

For the past two years, Spanish justice authorities have travelled to Canada to view its institutions which they regard as the finest in the world. As a result, there are good opportunities for Canadian engineering and consulting services, as well as special building materials and components.

Other areas of potential have been identified in Europe, such as in the leisure industry in Spain, and possibly in the hotel business in Germany because of the lack of medium-priced tourist/business travel-type accommodations. Canadian expertise in timber frame construction, combined with capabilities in the motel business, could prove lucrative.

On the basis of these identified  
Continued on page 2 — Spain's

External Affairs and  
International Trade Canada



Canada

## A NEW LOOK AT EXPORTING

### The Role of Canada's Trade Commissioners

Each year, External Affairs and International Trade Canada (EAITC) publishes the *Directory of the Canadian Trade Commissioner Service*. This Directory lists trade commissioners posted at Canada's embassies and consulates around the world, including those at the International Trade Centres in each province, and at headquarters in Ottawa.

A favourite of exporters, the Directory, in the right hands, is a remarkable work tool. To ensure that it reaches as wide an audience as possible, it is being inserted in this issue — 80,000 copies — of *CanadExport*.

No one would buy a drill to immediately practice dentistry without prior training. By the same token, *CanadExport* readers would not consider using the Directory to contact every trade commissioner listed, simply to ask if there are markets for their products or services in the countries to which these trade commissioners are accredited.

Trade commissioners are the Government of Canada's international marketing representatives. Since the Government, generally, does not have products or services to sell, trade commissioners work to promote the exports of established, reliable and credible Canadian firms. They are not the authorized or official agents or representatives of these firms.

However, taking advantage of the prestige attached to working for the Government of Canada, they do deal with foreign contacts on behalf of these firms. They advise firms on how to penetrate a given market, they recommend agents or the most appropriate distribution method, they arrange shows, they identify the most suitable contacts (a) overseas, to meet the demands of Canadian exporters and (b) in Canada, to meet the demands of

importers from the countries in which they work.

It is very costly to maintain trade commissioners, particularly those posted outside Canada. Exporters must use the resources of these trade commissioners wisely, and only after they have obtained all the information that is available to them — in Canada. External Affairs and International Trade Canada has trade commissioners at International Trade Centres in each province for this purpose.

These trade commissioners have extensive international experience and are the exporters' first point of contact.

They will start by helping you to determine how prepared you are to export. Then, with the support of their colleagues working in sectoral branches in Ottawa, they will tell you how to find relevant statistics and information — here in Canada — on the demand for your products and services in various parts of the world.

Having done this, they will advise you to consult the trade commissioners posted to the countries that you have chosen to explore. They will confirm the information obtained in Canada on the demand for your type of product. They will help you determine how competitive your product or service is (price, competition, transportation costs, financing and so forth) on specific markets. After this, trade commissioners can put you in touch with prospective agents, representatives or clients. They will guide you in enhancing your presence on the market.

Except under very special circumstances, trade commissioners do not act as secretaries or travel agents for your market research tours. On the contrary, their goal is to make you independent and effective as soon as possible in this new environment.

**René-François Désamoré**  
Editor-in-Chief

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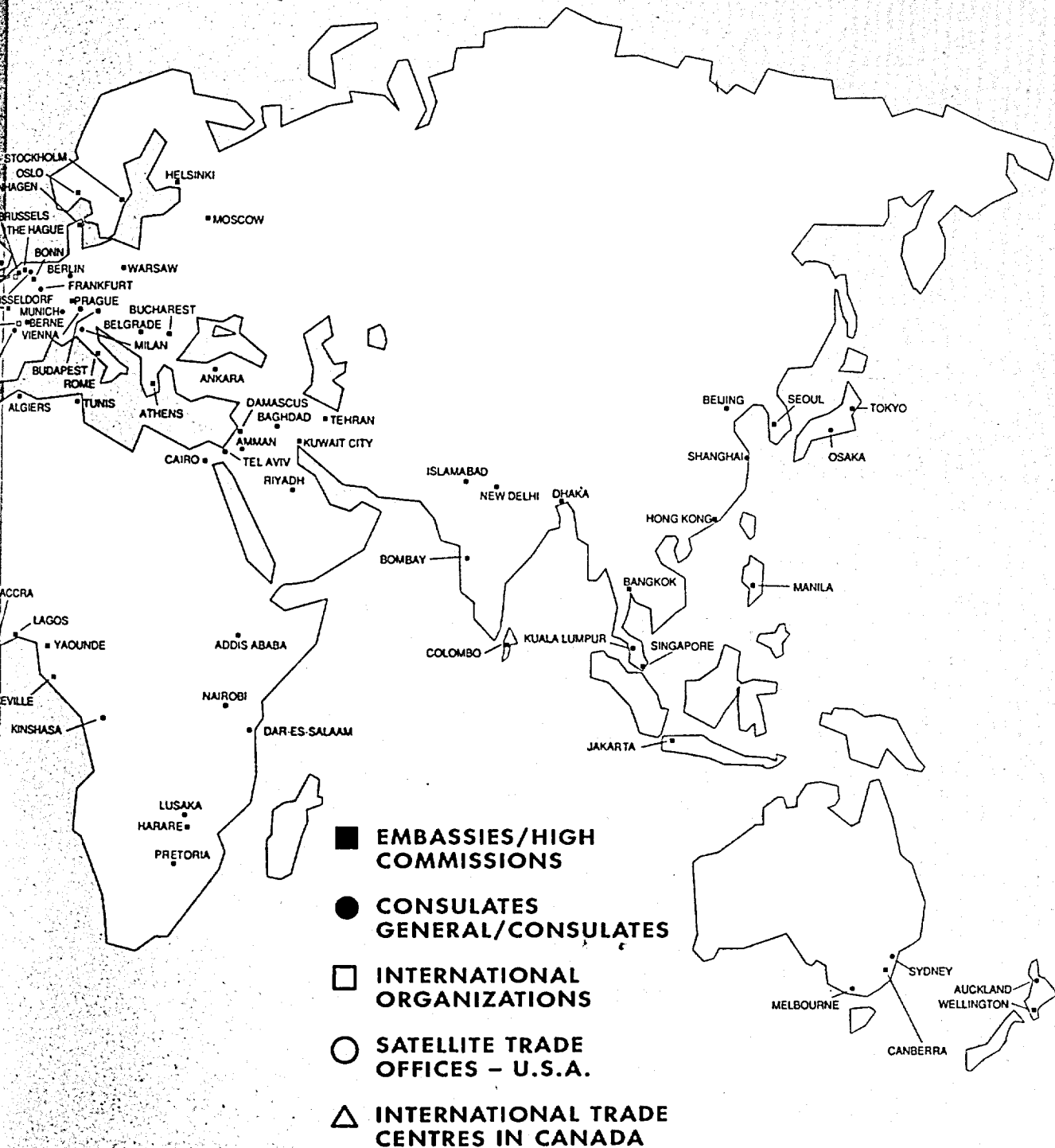
#### Spain's Construction Market - Continued from page 1.

opportunities for Canada's construction industry, consultations with interested industry groups are currently under way, leading to a comprehensive study that will identify other possibilities across the European Community (EC), and strategies to address them.

For more information on construction opportunities in the EC, contact Brent MacGregor, European Community Trade Policy Division (REM), EAITC. Tel.: (613) 995-8783. Fax: (613) 995-1277.

# DIRECTORY OF THE CANADIAN TRADE COMMISSIONER SERVICE

External Affairs and  
International Trade Canada



Canada

External Affairs and International Trade Canada, the federal department responsible for international trade, operates and maintains the Trade Commissioner Service. There are over 813 officers in some 120 cities abroad and 13 cities in Canada. The primary responsibility of the Trade Commissioner is to assist Canadian companies starting or expanding export sales in international markets.

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### Geographic Distribution of Trade Commissioners and Commercial Officers Abroad

Region	Trade Commissioners	Commercial Officers	Offices
U.S.A.	71	79	29*
Europe	89	68	32
Asia/Pacific	65	66	22
Africa/Middle East	30	31	27
Latin America/Caribbean	27	35	18
<b>Total</b>	<b>282</b>	<b>279</b>	<b>128</b>

\*Includes Satellite Trade Offices — (Trade offices responsible for limited sectoral activities within a specific geographic area).

## Trade Information

External Affairs and International Trade Canada's bi-monthly trade newsletter, *CanadExport*, with a national circulation of 54 000, keeps readers informed of international market opportunities. It also provides information on new projects offering export potential, changes in government programs and services that assist Canadian exporters, forthcoming events (e.g. trade fairs, missions and conferences), and export "success" stories and winning strategies.

To obtain copies of our trade publications, such as market guides, export newsletter, trade reports, please contact Info Export (BPTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Call toll-free: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

Info Export also provides export assistance counselling to potential or existing exporters. If you need a point of contact or general export guidance, use our toll-free telephone number.

## INTRODUCTION

### Overview of Services

This *Directory of the Canadian Trade Commissioner Service* lists External Affairs and International Trade Canada's Trade Commissioners responsible for promoting Canadian trade, investment and tourism. Contacts in Canada and around the world are provided.

If you are new to exporting, or want to find out about trade services offered by EAITC, your first step is to contact the Trade Commissioner in the **International Trade Centre** nearest you. There is a centre or centres in each of the 10 provinces.

If you are interested in international market prospects for a specific prod-

uct or service, contact the Trade Commissioner in our **Sectoral Trade Divisions** in Ottawa.

If you are experiencing problems resulting from market access barriers, unfair competition or similar matters including product standards, technical regulations, testing and certification requirements, address your questions to the appropriate **Trade Policy Division** in Ottawa.

For information on a specific country or geographic region, contact the Trade Commissioners in our **Geographic Trade Divisions** in Ottawa.

When you have identified markets of interest, you may then wish to contact the Trade Commissioners at our **Trade Missions Abroad**.

## TRADE OFFICES IN CANADA

### International Trade Centres

External Affairs and International Trade Canada and Industry, Science and Technology Canada have established **International Trade Centres (ITCs)** across Canada to assist first-time and experienced Canadian exporters by providing export publications, recruiting participants for trade fairs and missions, providing a wide range of services to companies seeking export counselling, technology transfer or joint ventures with foreign investors. For further information contact the ITC nearest you.

### Newfoundland

International Trade Centre, P.O. Box 8950  
Parsons Building, 90 O'Leary Avenue  
St. John's, Newfoundland A1B 3R9

Tel: (709) 772-5511

Telex: 016-4749

Fax: (709) 772-2373

Mr. Tom Greenwood

Senior Trade Commissioner

Tel: (709) 772-5511

Mrs. Pat Cronin  
Trade Commissioner  
Tel: (709) 772-2457

Mr. Paul Rose  
Trade Commissioner  
Tel: (709) 772-4864

Mr. Leo Walsh  
Trade Commissioner  
Tel: (709) 772-4908

### Prince Edward Island

International Trade Centre  
P.O. Box 1115, Confederation Court Mall  
134 Kent Street, Suite 400, Charlottetown,  
Prince Edward Island C1A 7M8

Tel: (902) 566-7400

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Fax: (902) 566-7450

Mr. Fraser Dickson

Senior Trade Commissioner

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### Nova Scotia

International Trade Centre,  
P.O. Box 940, Station M,  
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Senior Trade Commissioner

Tel: (902) 426-6125

Mr. Frank Davis - Trade Commissioner

Tel: (902) 426-9365

Ms. Janet Steele - Trade Commissioner

Tel: (902) 426-6658

Ms. Leslie Scanlon

Assistant Trade Commissioner

Tel: (902) 426-9957

Ms. Marjorie Shaw

Assistant Trade Commissioner

Tel: (902) 426-9416

### New Brunswick

International Trade Centre, P.O. Box 1210,  
Assumption Place, 770 Main Street,  
Moncton, New Brunswick E1C 8P9

Tel: (506) 857-6452

Telex: 014-2200

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1-800-332-3801

Mr. Guy-André Gélinas

Director and Senior Trade Commissioner

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Ms. Valma Bernard

Deputy Director and Trade Commissioner

Tel: (506) 857-6445

Mr. John Richard

Trade Commissioner

Tel: (506) 857-6459

### Quebec

International Trade Centre  
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H4Z 1E8

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Telex: 055-60768

Fax: (514) 283-8794

Mr. Halg Sarafian

Director General and

Senior Trade Commissioner

Tel: (514) 283-6796

Mr. Claude Lavoie

Director of Operations and

## Geographic Distribution of Trade Commissioners and Commercial Officers in Canada

Location	Trade Commissioners
Ottawa	
- Geographic Trade Divisions	117
- Sectoral Trade Divisions	107
Across Canada	
- International Trade Centres	55
<b>Total</b>	<b>279</b>



Trade Commissioner  
Tel: (514) 283-8791

**Mr. Georges Debbané**  
Trade Commissioner  
Tel: (514) 283-8816

**Mr. François Archambault**  
Director and Trade Commissioner  
Europe/Africa/Middle East  
Tel: (514) 283-4262

**Mr. Michel Charland**  
Trade Commissioner  
Tel: (514) 283-7048

**Mr. Robert Rousseau**  
Trade Commissioner  
Tel: (514) 283-8873

**Mr. Noël Bilodeau**  
Director and Trade Commissioner  
Americas  
Tel: (514) 283-3249

**Mr. Paul Delaney**  
Trade Commissioner  
Tel: (514) 283-3531

**Mr. Irving Friedman**  
Trade Commissioner  
Tel: (514) 283-8795

**Mrs. Huguette Lanoue**  
Trade Commissioner  
Tel: (514) 283-3650

**Mr. Jacques Castonguay**  
Director and Trade Commissioner  
Asia/Pacific  
Tel: (514) 283-6832

**Mr. Claude Blais**  
Trade Commissioner  
Tel: (514) 283-7856

**Mr. William B. Horovitz**  
Trade Commissioner  
Tel: (514) 283-8792

## Ontario

International Trade Centre  
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One Front Street West, Toronto, Ontario  
M5J 1A4

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Telex: 065-24378  
Fax: (416) 973-8161

**Mr. R.D. Sirrs** - Director General  
International Trade, Technology and  
Investment  
Tel: (416) 973-5050

**Vacant** - Senior Trade Commissioner  
Tel: (416) 973-5053

**Mrs. Yolande Baldachin**  
Trade Commissioner  
Tel: (416) 973-5054

**Mr. Paul Brettle** - Trade Commissioner  
Tel: (416) 973-5188

**Mr. David Clendenning**  
Trade Commissioner  
Tel: (416) 973-6154

**Mr. J.C. Joly** - Trade Commissioner  
Tel: (416) 973-5057

**Mr. Geoff Jones** - Trade Commissioner  
Tel: (416) 973-5052

**Mr. Mo Rifant** - Trade Commissioner  
Tel: (416) 973-5019

**Mr. George Wright**  
Trade Commissioner  
Tel: (416) 973-5187

## Manitoba

International Trade Centre, P.O. Box 981,  
330 Portage Avenue, 8th Floor, Winnipeg,  
Manitoba R3C 2V2

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Telex: 07-57624  
Fax: (204) 983-2187

**Vacant** - Senior Trade Commissioner  
Tel: (204) 983-4099

**Mr. Tony van Rosmalen**  
Trade Commissioner  
Tel: (204) 983-2387

**Mr. Dick Davis** - Trade Commissioner  
Tel: (204) 983-4586

**Ms. Gail Ksonzyna**  
Trade Commissioner  
Tel: (204) 983-2594

## Saskatchewan

### Saskatoon Office

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Saskatchewan S7K 0B3

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Fax: (306) 975-5334

**Mr. A.D.D. (Al) McEwen**  
Senior Trade Commissioner  
Tel: (306) 975-4343

**Mr. David Shortall**  
Trade Commissioner  
Tel: (306) 975-5318

**Mr. Peter D. Hann**  
Trade Commissioner  
Tel: (306) 975-5924

**Mr. Tom Rogers** - Trade Commissioner  
Tel: (306) 975-4365

### Regina Office

International Trade Centre, 4th Floor  
1955 Smith Street, Regina,  
Saskatchewan S4P 2N8

Tel: (306) 780-6108  
Telex: 071-2745  
Fax: (306) 780-6679

**Mr. David Dix**  
Senior Trade Commissioner  
Tel: (306) 780-6108

## Alberta

### Edmonton Office

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Canada Place, 9700 Jasper Avenue  
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**Mr. William Roberts**  
Director and Senior Trade Commissioner  
Tel: (403) 495-4415

**Mr. Neil Van Bostelen**  
Trade Commissioner  
Tel: (403) 495-4414

**Mr. Denis Courchène**  
Trade Commissioner  
Tel: (403) 495-2959

**Vacant** - Trade Commissioner  
Tel: (403) 495-4416

### Calgary Office

International Trade Centre, Suite 1100  
510 - 5th Street S.W., Calgary, Alberta  
T2P 3S2

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

**Mr. Gerald Milot**  
Senior Trade Commissioner  
Tel: (403) 292-6409

**Mr. Doug Caston**  
Trade Commissioner  
Tel: (403) 292-6642

## British Columbia

International Trade Centre,  
P.O. Box 11610,

900 - 650 West Georgia Street, Vancouver,  
British Columbia V6B 5H8

Tel: (604) 666-0434  
Telex: 04-51191  
Fax: (604) 666-8330

### Mr. Zen Buriannyk

Senior Trade Commissioner  
Program Administration; Liaison with BC  
Government and Other Government  
Departments (OGDs); Special Projects;  
International Financial Agencies (e.g.  
World Bank, IADB)  
Tel: (604) 666-1438

### Mr. R.J. (Rick) Stephenson

Trade Commissioner and Manager,  
Direct Trade Program; Service Industries  
(USA only); PEMD; Geographic Sector:  
USA (except for Agriculture, Fish & Food  
Products)

Tel: (604) 666-1443

**Mr. Don Cameron** - Trade Commissioner  
Import Controls/Permits; Service Indus-  
tries (Asia/Pacific); Geographic Sector:  
Asia/Pacific; International Financial  
Institutions (Asian Development Bank)  
Tel: (604) 666-1436

**Mr. Del Bacon** - Trade Commissioner  
Export Controls/Permits; Geographic  
Sector: Africa, Middle East and Europe  
(except Scandinavia); Service Industries  
(above countries)  
Tel: (604) 666-1437

**Ms. Marion Wilson** - Trade Commissioner  
Agriculture, Fish & Food products  
(worldwide); Trading Houses - liaison;  
Geographic Sector: Caribbean, Latin  
America  
Tel: (604) 666-7633

**Ms. Jacalin Crosfield** - Trade Officer  
ITC Events Calendar/Visitors Itineraries;  
U.S. Government Procurement (GSA),  
non-defence; "Europe 1992" Information;  
Geographic Sector: Scandinavia  
Tel: (604) 666-1440

**Ms. Wendy Lowry**  
PEMD; Co-ordination and Information  
Tel: (604) 666-1439

**Ms. Jeannette Bysterveld**  
PEMD; Co-ordination and Information  
Tel: (604) 666-4910

## Sectoral Trade Divisions

External Affairs and International  
Trade Canada has established  
**Sectoral Trade Divisions** which  
offer information and advice on  
worldwide marketing on a sectoral  
basis. Direct your questions about  
specific products or services to the  
Trade Commissioners in these divi-  
sions. In addition, there are divisions  
with responsibilities for specific pro-  
grams or activities. They are located  
at 125 Sussex Drive, Ottawa, Ontario,  
K1A 0G2. Telex: 053-3745; Fax: (613)  
952-3907. In your correspondence,  
identify the division (with acronym)  
that is of interest to you.

**Agri-Food, Fish and Resource  
Products**  
Fax: (613) 995-8384

### Agri-Food Division (TAA)

**Mr. Don McNicol** - Director  
Tel: (613) 996-3671  
**Mr. Rick J. Winter**

Deputy Director (Agricultural Products)  
Tel: (613) 996-3523  
**Mr. Allen Christensen**  
Deputy Director (Food Products)  
Tel: (613) 995-1773

#### Consumer Products Division (TAC)

**Mr. Michael MacDonald** - Director  
Tel: (613) 996-7290  
Vacant - Deputy Director  
Tel: (613) 996-1435  
**Mr. R.J. Brooks** - Deputy Director  
Tel: (613) 996-1430

#### Fisheries Division (TAF)

**Mr. Dick Ablett** - Director  
Tel: (613) 996-3537  
**Mr. Robert Lee** - Deputy Director  
Tel: (613) 995-1713

#### Resources and Chemicals Division (TAR)

**Mr. E.L. (Ted) Gray** - Director  
Tel: (613) 995-3418  
**Mr. John H. Lang** - Deputy Director  
Tel: (613) 996-3535

#### Defence Programs and Advanced Technology

#### Defence Programs, Aerospace, and Marine Division (TDA)

**Mr. R.G. Sandor** - Director  
Tel: (613) 996-3437  
**Mr. Pat Fera** - Deputy Director  
Tel: (613) 996-1762  
**Mr. Phil Holton** - Deputy Director  
Tel: (613) 996-8016  
**Mr. David Buxton** - Deputy Director  
Tel: (613) 996-4875

#### Info Technologies and Electronics Division (TDE)

**Mr. Norman Lomow** - Director  
Tel: (613) 996-1891  
**Mr. David Shearer** - Deputy Director  
Tel: (613) 996-1918

#### Science and Technology Division (TDS)

**Mr. Allan S. Poole** - Director  
Tel: (613) 996-0675  
**Mr. Paul Dufour** - Deputy Director  
Tel: (613) 996-4819  
**Ms. Linda Watson** - TIP Manager  
Tel: (613) 996-0971

#### Machinery, Transportation and Environmental Equipment Division (TDT)

**Mr. Warren Maybee** - Director  
Tel: (613) 996-0550  
**Mr. Robert Brault**  
Senior Advisor (Environment)  
Tel: (613) 995-7683  
**Mr. David Cohen** - Deputy Director  
Tel: (613) 996-1431  
**Mr. Fred Oxtoby** - Deputy Director  
Tel: (613) 992-7722

#### Export Development Programs and Services

#### Export and Investment Programs Division (TPE)

**Mr. Ray Guy** - Director

Tel: (613) 996-2939  
**Mr. Jim Harman** - Deputy Director  
Tel: (613) 996-1408  
**Mr. Fred Myers**  
Manager, Audit Services  
Tel: (613) 996-7180  
**Ms. Tammy Davis**  
Deputy Director, Investment  
Tel: (613) 996-1328

#### International Financial Services and Capital Projects Division (TPF)

**Mr. Roger Ferland** - Director  
Tel: (613) 996-6210  
**Ms. Marie-Lucie Morin**  
Deputy Director, Export Finance  
Tel: (613) 996-0648  
**Mr. Léo Leduc**  
Deputy Director, International Financial Institutions and Capital Projects  
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#### International Trade Centres and Export Education Division (TPO)

Vacant - Director  
Tel: (613) 996-8544  
**Mr. Michael Vujnovich**  
Deputy Director  
Tel: (613) 996-8713  
**Mr. J. Paul Fortin** - Program Manager  
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#### Trade Information Systems and WIN Division (TPP)

**Mr. Wayne McQuinn** - Director  
Tel: (613) 996-3024  
**Mr. Peter McLachlan**  
Deputy Director, WIN Exports  
Tel: (613) 996-7183  
**Dr. Walter D. Staples** - Deputy Director  
Tel: (613) 996-1872  
**Mr. Pierre Sabourin** - WIN Deployment  
Tel: (613) 996-3028  
**Mr. Dick Brown** - Head, WIN Databases  
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**Ms. Liz Warren** - PEMD Supervisor  
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#### Business and Transportation Services Division (TPS)

**Mr. John Hill** - Director  
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**Mr. Doug Pelkola**  
Deputy Director, Maritime Transport and Export Services  
Tel: (613) 996-0446  
**Mr. Rod Johnson** - Head, Civil Aviation  
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**Mr. Dan White**  
Electronic Data Interchange  
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**Mr. Mike Reshitnyk** - Trading Houses  
Tel: (613) 996-1862

#### Special Trade Relations

#### Export Controls Division (ESE)

**Mr. Jean-Michel Roy** - Director  
Tel: (613) 992-9166  
**Mr. D'Arcy Thorpe** - Deputy Director  
Tel: (613) 992-9167  
**Mr. Michael Fine**  
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Tel: (613) 996-0197  
Enquiries  
Tel: (613) 996-2387

#### Trade Policy Divisions

If you are experiencing problems resulting from market access barriers, unfair competition or similar matters including product standards, technical regulations, testing and certification requirements, you should address your questions to the appropriate **Trade Policy Division**, located at 125 Sussex Drive, Ottawa, Ontario, K1A 0G2. Telex: 053-3745; Fax: (613) 952-3907. In your correspondence, identify the division (with acronym) that is of interest to you.

#### Agriculture and Fisheries Trade Policy Division (EPA)

**Mr. Earl Stewart** - Director  
Tel: (613) 992-3586  
**Mr. Richard Belliveau**  
Deputy Director  
Tel: (613) 996-9146  
**Mr. Garry Moore** - Deputy Director  
Tel: (613) 995-8604

#### GATT Affairs Division (EPG)

**Mr. Brian Morrissey** - Director  
Tel: (613) 992-1617  
**Mr. John Licharson** - Deputy Director  
Tel: (613) 992-0484

#### Industrial Trade Policy Division (EPI)

**Mr. Paul S.H. Lau** - Director  
Tel: (613) 996-8190  
**Mr. Norbert Kalish** - Deputy Director  
Tel: (613) 996-8818

#### Resource and Commodity Trade Policy Division (EPR)

**Mr. Brian Baker** - Director  
Tel: (613) 992-7979  
**Mr. Jean-Luc Chouinard**  
Deputy Director  
Tel: (613) 992-6879  
**Mr. Frederick Johnson**  
Deputy Director (Forest Products)  
Tel: (613) 992-7523

#### Services, Intellectual Property and General Trade Policy Division (EPT)

**Mr. R.F. Andrigo** - Director  
Tel: (613) 992-2495  
**Mr. D. Sinclair** - Deputy Director  
Tel: (613) 995-7141

#### Geographic Trade Divisions

If you are seeking advice and information about a specific area or country, Trade Commissioners in the **Geographic Trade Divisions** are available to assist you. They are located at 125 Sussex Drive, Ottawa, Ontario, K1A 0G2. Telex: 053-3745; Fax: (613) 952-3907. In your correspondence, identify the division (with acronym) that is of interest to you.

#### Africa and Middle East

#### Africa Trade Development Division (GAT)

**Mr. Bernard Dussault** - Director

Tel: (613) 990-6591

**Mr. Rodrigue Bilodeau**

Deputy Director

Côte d'Ivoire, Guinea, Madagascar, Maghreb, Mauritius, Senegal, Seychelles  
Tel: (613) 990-8133**Mr. Richard Roy - Deputy Director**IFIs: World Bank, African Development Bank, Lesotho, Swaziland, Zimbabwe  
Tel: (613) 993-6593**Mr. Jean Arsenaault**Guinea-Conakry, Madagascar, Mauritius, Morocco, Seychelles, Tunisia  
Tel: (613) 990-6592**Mr. Régis Beauchesne**Angola, Burundi, Cameroon, Central African Republic, Chad, Equatorial Guinea, Gabon, Mozambique, Rwanda, Sao Tome and Principe, Zaire, Zambia  
Tel: (613) 990-6582**Mr. Pierre Boucley**Botswana, Burkina-Faso, Côte d'Ivoire, Liberia, Mali, Namibia, Niger, Sierra Leone; Fairs and Missions  
Tel: (613) 998-0396**Ms. Sylvie Gariépy**Algeria, Cape Verde, Gambia, Guinea-Bissau, Mauritania, Morocco, Senegal  
Tel: (613) 990-8134**Ms. Sarah Hradecky**Benin, Comores, Djibouti, Ethiopia, Ghana, Kenya, Malawi, Nigeria, Somalia, Sudan, Tanzania, Togo, Uganda  
Tel: (613) 990-6590**Ms. Maria Pantazi-Peck**Fairs and Missions (WIN, Stats, Informatique)  
Tel: (613) 993-6586**Middle East Trade Development Division (GMT)****Mr. L.R. Kohler - Director**

Tel: (613) 993-7030

**Mr. Guy Cadieux - Deputy Director**

Marketing and Trade Policy

Tel: (613) 993-6847

**Mr. John Brenchley**

Gulf States, Saudi Arabia, Yemen

Tel: (613) 990-5984

**Mr. Ian Burchett**

Gulf States, Libya, Saudi Arabia, Syria

Tel: (613) 993-7043

**Mr. Derrick Haro**

Iraq, Iran

Tel: (613) 993-7029

**Mr. Michael Wooff**

Egypt, Israel, Jordan

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**Asia and Pacific****Asia Pacific South Trade Development Division (PST)****Mr. R. Déry - Director**

Tel: (613) 996-0910

**ASEAN****Ms. Jackie Snyder - Deputy Director**

ASEAN, Asian Development Bank

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**Mrs. Louise Branch**

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Tel: (613) 996-5824

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Deputy Director, Australasia

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**Mr. Brian Hood**

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**Mr. G. Potvin**

New Zealand, South Pacific Islands

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**Mr. R.R. Buciak**

Market Access

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**South Asia****Mr. R.O. MacNab - Deputy Director**

South Asia

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**Mr. Roger Mailhot**

Bhutan, India, Nepal

Tel: (613) 996-1989

**Mr. Marcel Saucier**

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**Ms. Claire Seddon**

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**East Asia Trade Development Division (PNC)****Mr. Michel Perrault - Director**

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Deputy Director, China

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**Ms. Carolyn Buchan - Deputy Director**

Korea

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**Vacant**

China, Indochina

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**Mr. André Leblanc**

Taiwan (China)

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**Mr. Dan Mrkich**

China, Hong Kong

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**Mr. Irv Rosenfeld**

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**Mr. John Schwartzburg**

Korea

Tel: (613) 995-8705

**Mr. Irv Singer**

Korea

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Tel: (613) 995-8985

**Mr. James Feir**

Deputy Director (Operations)

Tel: (613) 996-2458

**Ms. Cathy Patton**

Investment development, defence industries, tourism

Tel: (613) 996-2460

**Mr. John W. Hall**

Resources, machinery, transportation industries

Tel: (613) 996-2463

**Ms. Sandra Neidy**

Telecommunications, biotechnology, information technologies

Tel: (613) 995-8596

**Mr. Y.C. Pan - Deputy Director**

Analysis and Strategy

Tel: (613) 995-1282

**Mr. G. Bates**

Agriculture, fish, food

Tel: (613) 995-8628

**Mr. Dexter Bishop**

Resources

Tel: (613) 992-6185

**Mr. G.T. Richens - Deputy Director**

Fairs and Missions

Tel: (613) 995-1677

**Europe****U.S.S.R. and Eastern Europe Trade Development Division (RBT)****Mr. David Horley - Director**

Tel: (613) 996-6835

**Mr. Tom Marr - Deputy Director**

Eastern Europe

Tel: (613) 996-6652

**Ms. Renée Levcovitch**

Czechoslovakia, Poland

Tel: (613) 992-1449

**Mr. John Smiley**

Albania, Bulgaria, Hungary, Yugoslavia

Tel: (613) 996-6359

**Mr. Peter MacArthur - Deputy Director**

U.S.S.R.

Tel: (613) 996-6429

**Mr. Peter Price**

Mongolia, U.S.S.R.

Tel: (613) 996-7107

**Mr. Greg Goikas**

Executive Secretary of Canada-U.S.S.R.

Trade Task Force

Tel: (613) 996-7701

**Western Europe Trade, Investment and Technology Division (RWT)****Mr. Donald T. Wismer - Director**

Tel: (613) 995-9402

**Ms. Kathryn Hewlett-Jones**

Deputy Director Italy, Malta

Tel: (613) 995-9403

**Mr. Gary Scott - Deputy Director**

Turkey

Tel: (613) 995-6439

**Ms. Linda Brazeau**

Austria, Cyprus, Greece, Portugal, Spain

Tel: (613) 996-7544

**Mr. Patrice Veilleux**

Belgium, Luxembourg, Netherlands,

Switzerland

Tel: (613) 995-6440

**Mr. Borys Budny**

Denmark (incl. Greenland), Finland,

Iceland, Norway, Sweden

Tel: (613) 995-4730

**Mr. A. Minz**

Federal Republic of Germany

Tel: (613) 996-3774

**Mr. Robert LeBlond**

France

Tel: (613) 996-2363

**Ms. Jennifer Barbarie**

Ireland, United Kingdom

Tel: (613) 995-6565

**Mr. M. Samson - Deputy Director**

Trade Fairs and Missions

Tel: (613) 996-5555

### Latin America and Caribbean Caribbean and Central America Trade Development Division (LCT)

**Mr. M. Stolarik** - Director  
Tel: (613) 996-6624

**Mr. Robert Rutherford**  
Deputy Director  
Bermuda, Commonwealth Caribbean,  
French West Indies, Netherlands Antilles,  
Surinam  
Tel: (613) 996-3877

**Mr. John Power**  
Costa Rica, El Salvador, Guatemala,  
Honduras, Nicaragua, Panama  
Tel: (613) 996-5460

**Mr. George Sibley**  
Cuba, Dominican Republic, Haiti,  
Puerto Rico  
Tel: (613) 996-6129

**Mr. Tom Bearss**  
Tariff and Market Access  
Tel: (613) 995-8742

**Mr. W. Paul Shutte** - Deputy Director  
Trade Fairs and Missions  
Tel: (613) 996-5358

### South America and Mexico Trade Development Division (LST)

**Mr. D.I. Campbell** - Director  
Tel: (613) 996-4198

**Mr. Gil E. Rishchynski**  
Deputy Director, South America  
Tel: (613) 996-5548

**Ms. Denise Jacques**  
Argentina, Chile, Paraguay, Uruguay  
Tel: (613) 996-5549

**Mr. Georges Lemieux**  
Bolivia, Colombia, Ecuador, Peru  
Tel: (613) 996-6547

**Mr. Roman Hruby**  
Brazil  
Tel: (613) 996-4199

**Mr. Ken Whiting** - Deputy Director  
Mexico  
Tel: (613) 996-5546

**Mr. Jeremy Pallant**  
Venezuela  
Tel: (613) 995-8804

**Mr. Tom Bearss**  
Tariff and Market Access  
Tel: (613) 995-8742

### United States

#### United States Trade Investment and Development Division (UTI)

**Mr. Brian A. Northgrave** - Director  
Tel: (613) 993-5912

Posts: Chicago, Cleveland, Detroit, Los  
Angeles, Minneapolis, San Francisco,  
Seattle; Satellites: Cincinnati, Dayton,  
Denver, El Segundo, Pittsburgh, St. Louis,  
San Diego, Santa Clara

**Mr. Brian Oak** - Deputy Director (Trade)  
Tel: (613) 991-9471

**Mr. Robert McNally**  
Construction equipment, manufactured  
wood products (excl. furniture), heating/  
plumbing/ air conditioning, building  
products (incl. building materials),  
lumber, paper and pulp products, chemi-  
cals & petro-chemicals, rubber & plastics  
Tel: (613) 993-7486

**Vacant**  
Agricultural equipment/machinery,  
fishing equipment, hotel, restaurant,

supermarket equipment and services  
Tel: (613) 991-9483

**Mr. Neil Peacock**  
Consumer & household products, apparel  
and fur, toys, games, textiles, footwear  
and leather, and housewares  
Tel: (613) 991-9476

**Mr. Pierre Morin**  
Rail equipment, urban transportation,  
transportation services, automotive  
(incl. RVs), washing and degreasing  
Tel: (613) 993-5149

**Ms. Belkis Possamai**  
Processed food & beverage products, fish  
products, agricultural products/crops,  
horticulture, livestock  
Tel: (613) 993-5849

**Mr. George Willows**  
Computer software/hardware, informatics,  
office automation/data processing, visual  
merchandising, franchising, trading  
houses, industrial scientific instruments,  
electrical/electronics  
Tel: (613) 993-6576

**Mr. David Shaw**  
Cultural industries (incl. music, musical  
instruments, publishing, arts, film, radio  
and TV productions); emerging high tech-  
nologies: advanced industrial materials,  
robotics HDTV, superconductivity (excl.  
biotechnology); third country marketing;  
via major U.S. construction, engineering,  
and manufacturing companies with proj-  
ects overseas; telecommunications; NEBS  
Coordinator  
Tel: (613) 991-9474

**Mr. Louis Gaetan** - Deputy Director  
(Investment and Technology Inflow  
Program)  
Tel: (613) 993-7348

**Mr. Bernard Lemay**  
Investment development, technology  
inflow programs, corporate liaison  
Tel: (613) 993-6577

#### United States Trade and Tourism Development Division (UTO)

**Mr. Paul Desbiens** - Director  
Tel: (613) 991-9477

Posts: Atlanta, Boston, Buffalo, Dallas,  
New York, Washington.

Satellites: Houston, Miami, Orlando,  
Philadelphia, Princeton, San Juan

**Mr. J. Greg Goldhawk**  
A/Deputy Director (Trade)  
Tel: (613) 991-9480

**Mr. Joseph Cogné**  
Pulp & paper machinery and equipment,  
forestry equipment, woodworking  
machinery, mining equipment  
Tel: (613) 993-6134

**Mr. Herbert Rechnitzer**  
Defence products & services, avionics  
services and equipment  
Tel: (613) 991-9481

**Ms. Jessie Inman**  
Environmental equipment & services,  
production machinery N.O.S. and indus-  
trial equipment, materials handling,  
minerals and metals  
Tel: (613) 991-9478

**Mr. Ben Gallor**  
Bio-tech products and services, health-  
care products and hospital equipment,  
pleasure boats, hardware  
Tel: (613) 991-9482

**Mr. Ted Weinstein**  
Furniture and furnishings, office and  
educational supplies, giftware, jewellery,

printing, NEXUS Coordinator  
Tel: (613) 991-9479

**Ms. Doreen Conrad**  
Procurement (U.S. government non-  
defence) including NASA & FAA, services  
industries program development (service  
sectors NOT dealt with specifically by other  
marketing officers), agriculture, forestry  
and architectural consulting and services  
Tel: (613) 998-9441

**Mr. Pierre-André Rolland**  
Security equipment, energy products and  
services, oceanic products and services,  
marine equipment - commercial (excl.  
on-board fishing equipment), packaging  
machinery and supplies  
Tel: (613) 991-9475

**Mr. Normand Guerin**  
Deputy Director (Tourism)  
Tel: (613) 998-8823

**Mr. Gilles Tassé**  
Tourism: meetings, conventions and  
incentive travel  
Tel: (613) 998-8821

**Mr. Donald Marsan**  
Tourism: wholesale and retail travel trade;  
sporting goods (trade promotion)  
Tel: (613) 998-8822

**Mr. André Aubin**  
Tourism: overseas posts-liaison  
Tel: (613) 998-9440

### Free Trade Policy and Operations

#### U.S. Tariffs and Market Access Division (UEA)

**Ms. K. Anne McCaskill** - Director  
Tel: (613) 991-2055

**Mr. S.J. Breerton** - Deputy Director  
Tel: (613) 993-5047

#### U.S. Trade and Economic Policy Division (UEE)

**Mr. R.G. Clark** - Director  
Tel: (613) 991-2034

**Mr. A.R. (Sandy) Moroz**  
Agriculture, automotive, fisheries,  
intellectual property, U.S. trade and  
economic analysis  
Tel: (613) 993-4777

**Vacant** - Deputy Director  
Alcoholic beverages, government procure-  
ment, investment, services, technical  
barriers  
Tel: (613) 991-6581

#### U.S. Trade Relations Division (UET)

**Mr. C.L. Bland** - Director  
Tel: (613) 990-9171

**Mr. M. Robertson**  
Deputy Director (Trade Relations)  
Tel: (613) 990-9180

**Mr. R.G. Cairns**  
Deputy Director (Anti-dumping and  
Countervailing duties)  
Tel: (613) 991-9124

### TRADE COMMISSIONER SERVICE ABROAD

#### How Trade Commissioners Assist Exporters

Trade Commissioners abroad can  
help you:  
• promote your company to local

customers;

- advise on marketing channels;
- recommend appropriate trade fairs;
- identify suitable foreign firms to act as your agent;
- help you find credit and business information on potential foreign partners;
- intercede to help solve problems with duties, taxes or foreign exchange;
- advise you on a country's current trade, business and financial environment and practices; and
- advise and assist you with foreign joint ventures and licensing.

It is recommended that you develop a systematic marketing plan and contact only those Trade Commissioners in your target market area.

For help in developing your plan, contact your nearest International Trade Centre.

### Informing the Trade Commissioner

The first time you contact a particular Trade Commissioner abroad, please provide the following information:

- your name and title;
- full name and address of your company;
- your telephone number (with area code);
- your telex number (with answer-back);
- your facsimile number;
- precise description of your product(s) or service(s) and their use (avoid abbreviations);
- your marketing plan: direct sales, agency agreements, manufacture under licence, etc.;
- target markets;
- export experience - Where else are you exporting?;
- five copies of your product or service literature, preferably in colour and with a multilingual copy (as a follow-up to your telex or as an inclusion in your letter);
- a detailed description of the assistance you need;
- a summary of your discussions, and the results, with Trade Commissioners in Canada; and
- names and addresses of agents you have appointed.

### Trade Missions Abroad

The Trade Commissioner Service of External Affairs and International Trade Canada currently has over 120 offices around the world. When you have identified export markets of interest, contact the commercial section of the appropriate mission. In addition, the head of mission is ready to

assist on matters you prefer to bring to his or her attention.

Missions which do not have a resident Trade Commissioner are indicated with an asterisk and the location of the trade mission for the area is given. Where appropriate, territorial cross-references are also provided.

**NOTE:** All time differences are based on Eastern Standard Time (E.S.T.). Canada observes Daylight Savings Time from the first Sunday in April to the last Sunday in October. Consideration should be given to this Canadian custom when placing overseas calls. Not all provinces in Canada nor all countries observe Daylight Savings Time.

**Afghanistan (Republic of)**  
see Pakistan

**Albania (People's Republic of)**  
- see Yugoslavia

**Algeria (People's Democratic Republic of)**

**Canadian Embassy**

Street Address:

27 bis, rue Ali Massoudi, Hydra, Algiers 16000, People's Democratic Republic of Algeria

Mailing Address:

P.O. Box 225, Alger-Gare, Algiers, People's Democratic Republic of Algeria

Cable: CANAD DZ

Tel: (011-213-2) 60.66.11/60.61.90

Telex: (Destination code 408) 66043 (66043 CANAD DZ)

Fax: (011-213-2) 60.59.20

Office Hours: Sun-Tues: 0800-1630; Wed: 0800-1730; Thurs: 0800-1230

Major Holidays: (1990/91) Nov 1, Dec 25-26; Jan 1, Apr 15-16, May 1, June 26, July 5, Nov 1, Dec 25-26 (Ramadan Mar 14-Apr 14)

Time Difference (E.S.T.): (Summer) +5; (Winter) +6

Mr. Marc C. Lemieux - Ambassador

Mr. Roland J.A. Goulet

Counsellor (Commercial)

Mr. Amir Guindi

First Secretary (Commercial)

Mr. Abdelkader Zehani

Commercial Officer

Mr. Lahbib Benhacine

Commercial Officer

**Andorra** - see France

**Angola (People's Republic of)**  
see Zimbabwe

**Anguilla** - see Barbados

**Antigua** - see Barbados

**Argentina (Argentine Republic)**

**Canadian Embassy**

Street Address:

Suipacha 1111, 25th Floor, 1368 Buenos Aires, Argentina

Mailing Address:

Casilla de Correo 3898, 1000 Buenos Aires, Argentina

Cable: DOMCAN BUENOS AIRES

Tel: (011-54-1) 312-9081/88

Telex: (Destination code 033) 21383 (21383 CANAD AR)

Fax: (011-54-1) 312-9775

Territory: Argentina, Uruguay

Office Hours: Mon-Fri: 0900-1730

Major Holidays: (1990/91) Oct 9, Nov 13, Dec 25-26; Jan 1, Apr 12-13, May 25, July 2, Aug 20, Oct 8, Nov 12, Dec 25-26

Time Difference (E.S.T.): (May-Oct) +1; (Nov-Apr) +2

Mr. Clayton E. Bullis - Ambassador

Mr. Gregory Kostyrsky

Counsellor (Commercial/Economic)

Ms. Ghislaine Harquail

Second Secretary (Commercial)

Mr. G.L.B. (Bill) Perkins

Senior Commercial Officer

Mr. Hans Glansdorp

Commercial Officer (Agriculture/Fisheries)

Mrs. Elena Masciarelli

Commercial Officer

**Australia (Commonwealth of)**  
**Canberra\***

**Canadian High Commission**

Street and Mailing Address:

Commonwealth Avenue, Canberra ACT 2600, Australia

Cable: DOMCAN CANBERRA

Tel: (011-61-62) 73-3844

Telex: (Destination code 71) 62017 (DOMCAN AA62017)

Fax: (011-61-62) 73-3285

Office Hours: Mon-Fri: 0830-1630

Major Holidays: (1990/91) Oct 1, Dec 25-26; Jan 1, Jan 28, Mar 18, Mar 29, Apr 1, Apr 25, June 10, Oct 7, Dec 25-26

Time Difference (E.S.T.): +15

Mr. R. Allen Kilpatrick

High Commissioner

Mr. Graham Lochhead

Counsellor (Commercial/Economic)

Mr. D.A. Roberts

Counsellor (Agriculture/Fisheries)

Mr. Donald I. MacLeod

Trade Commissioner

Ms. J. Brown - Commercial Officer

\* The Canberra office handles those trade enquiries that require liaison with Australian government departments and agencies plus trade in the Australian Capital Territory, Papua New Guinea, Solomon Islands, Nauru, Vanuatu, and New Caledonia.

**Melbourne**

**Canadian Consulate**

Street and Mailing Address:

One Collins Street, 6th Floor, Melbourne, Victoria 3000, Australia

Cable: CANADIAN MELBOURNE

Tel: (011-61-3) 654-1433

Telex: (Destination code 71) AA30501 (CANGOVTT AA30501)

Fax: (011-61-3) 650-5939

Territory: States of Victoria, South

Australia, Tasmania, Western Australia

Office Hours: Mon-Fri: 0830-1700

Major Holidays: (1990/91) Sept 27, Nov 6, Dec 25-26; Jan 1, Jan 28, Mar 11, Mar 29,

Apr 1, Apr 25, June 10, Sept 26, Nov 5, Dec 25-26

Time Difference (E.S.T.): +15

**Mr. Graham B. Rush**  
Consul and Senior Trade Commissioner  
**Mr. Leon B. Stryker**  
Commercial Officer  
**Mr. Ross W. Haggert**  
Commercial Officer  
**Ms. Helen J. Rowell**  
Commercial Officer

### Sydney.

#### Canadian Consulate General

Street and Mailing Address:  
8th Floor, A.M.P. Centre,  
50 Bridge Street, Sydney, N.S.W.,  
Australia 2000

Cable: CANADIAN SYDNEY  
Tel: (011-61-2) 231-7022  
Telex: (Destination code 71) 20600  
(CANGOV AA20600)  
Fax: (011-61-2) 223-4230

Territory: New South Wales, Northern Territory, Queensland

Office Hours: Mon-Fri: 0830-1700

Major Holidays: (1990/91) Oct 1, Dec 25-26; Jan 1, Jan 28, Mar 29, Apr 1, Apr 25, June 10, Aug 5, Oct 7, Dec 25-26

Time Difference (E.S.T.): +15

**Mr. Roger B. Blake** - Consul General  
**Mr. Peter Belanger**  
Consul and Senior Trade Commissioner  
**Mr. Brian E. Cox**  
Consul and Trade Commissioner  
**Mr. M. Casey** - Commercial Officer  
**Mr. G. Adams** - Commercial Officer  
**Mrs. Eleanor Morton-Duff**  
Commercial Officer  
**Ms. Julie Matson**  
Commercial Officer (Tourism)

### Austria (Republic of)

#### Canadian Embassy

Street and Mailing Address:  
Dr. Karl Lueger Ring 10,  
A-1010 Vienna, Austria

Cable: DOMCAN VIENNA  
Tel: (011-43-1) 533-3691  
Telex: (Destination code 47) 11-5320  
(DMCAN A)

Fax: (011-43-1) 535-4473

Office Hours: Mon-Fri: 0800-1600

Major Holidays: (1990/91) Sept 3, Oct 26, Dec 25-26; Jan 1, Mar 29, Apr 1, May 1, May 20, July 1, Aug 5, Sept 2, Oct 26, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Edward G. Lee** - Ambassador  
**Mr. D.R. Punter** - Counsellor (Commercial)

**Mr. L.N. Decrinis**  
Commercial Officer (also Tourism)  
**Mr. R.J. Rossi** - Commercial Officer

**Azores** - see Portugal

**Bahamas (Commonwealth of the)** - see Jamaica

**Bahrain (State of)** - see Kuwait

**Balearic Islands** - see Spain

**Bangladesh (People's Repub-**

### lic of)

#### Canadian High Commission

Street Address:  
House CWN 16/A, Road 48, Gulshan,  
Dhaka 1212, People's Republic of  
Bangladesh

Mailing Address:  
G.P.O. Box 569, Dhaka 1000,  
People's Republic of Bangladesh

Cable: DOMCAN DHAKA  
Tel: (011-880-2) 883476  
Telex: 64-2328 (64-2328 DMCN BJ)  
Fax: (011-880-2) 883043

Office Hours: Sun-Wed: 0800-1630; Thurs:  
0800-1330

Major Holidays: (1990/91) Oct 3, Dec 16,  
Dec 25; Jan 1, Feb 21, Mar 26, Mar 29, Apr  
1, May 1, Nov 11, Dec 10, Dec 25 (Rama-  
dan Mar 14-Apr 14)

Time Difference (E.S.T.): +11

**Mr. Émile Gauvreau**  
High Commissioner  
**Ms. Patricia Oxley-Young** - Counsellor  
**Mr. Syed Shamimur Rahman**  
Senior Commercial Officer  
**Mr. M.D. Forhad Uddin**  
Commercial Officer

### Barbados

#### Canadian High Commission

Street Address:  
Bishop's Court Hill, Bridgetown,  
Barbados

Mailing Address:  
P.O. Box 404, Bridgetown, Barbados  
Cable: DOMCAN BRIDGETOWN  
Tel: (809) 429-3550  
Telex: (Destination code 392) 2247  
(2247 CANADA WB)

Fax: (809) 429-3780

Territory: Barbados, St. Martin, The  
Leeward and Windward Islands (Antigua,  
Barbuda, St. Kitts and Nevis, Anguilla,  
Montserrat, Dominica, St. Lucia, St. Vin-  
cent, Grenada), British Virgin Islands

Office Hours: Mon-Fri: 0800-1600  
Major Holidays: (1990/91) Oct 2, Nov 30,  
Dec 25-26; Jan 1, Mar 29, Apr 1, May 1,  
May 20, Aug 5, Oct 7, Nov 30, Dec 25-26

Time Difference (E.S.T.): +1

**Ms. Janet Zukowsky**  
High Commissioner  
**Mrs. Sylvia A. Potvin**  
Counsellor (Commercial)  
**Ms. Margaret B. Strybos**  
Commercial Officer  
**Mrs. Deborah A. Watkins**  
Assistant Commercial Officer

**Barbuda** - see Barbados

### Belgium (Kingdom of)

#### Canadian Embassy

Street and Mailing Address:  
2, avenue de Tervuren, 1040 Brussels,  
Kingdom of Belgium

Cable: CANADIAN BRUSSELS  
Tel: (011-32-2) 735-60-40  
Telex: (Destination code 46) 21613  
(DOMCAN B)

Fax: (011-32-2) 735-3383

Territory: Belgium, Luxembourg  
Office Hours: Mon-Fri: 0900-1730

Major Holidays: (1990/91) Sept 3, Oct 8,

Nov 1, Dec 25-26; Jan 1, Mar 29, May 1,  
May 24, July 1, Aug 15, Sept 2, Oct 14; Nov  
1, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Jacques J.A. Asselin** - Ambassador  
**Mr. Bruno Picard**  
Counsellor (Economic/Commercial)  
**Mr. Maurice Y. Bernier**  
First Secretary (Commercial)  
**Mr. Keith Aird**  
Counsellor (Forest Products)  
**Mr. Johannes Prinsen**  
Counsellor (Science/Technology)  
**Mr. Francis Keymolen**  
Commercial Officer  
**Mr. Freddy Dutoit** - Commercial Officer

**Belize** - see Jamaica

**Benin (People's Republic of)**  
see Nigeria

### Bermuda

see United States (New York City)

**Bhutan** - see India

**Bolivia (Republic of)** - see Peru

**Botswana (Republic of)**  
see Zimbabwe

### Brazil (Federative Republic of)

#### Brasilia

#### Canadian Embassy

Street Address:  
Av. das Nações, Lote 16,  
Setor de Embaixadas, Sul, Brasilia,  
Federative Republic of Brazil

Mailing Address:  
Caixa Postal 07-0961, 70.410 Brasilia D.F.,  
Federative Republic of Brazil

Cable: CANADA BRASILIA  
Tel: (011-55-61) 223-7515  
Telex: (Destination code 38) 611296  
(0611296 ECAN BR)  
Fax: (011-55-61) 225-5233

Territory: States of Goias, Tocantins,  
Minas Gerais, Sergipe, Alagoas,  
Pernambuco, Bahia, Espírito Santo,  
Paraíba, Rio Grande do Norte, Ceará,  
Piauí, Maranhão, Pará, Amazonas,  
Rondonia, Roraima, Federal District  
and relations with federal government

Office Hours: Mon-Fri: 0830-1730

Major Holidays: (1990/91) Sept 3, Oct 12,  
Nov 2, Nov 15, Dec 25; Jan 1, Feb 12-13,  
Mar 29, Apr 21, May 1, June 14, Sept 7,  
Nov 15, Dec 25

Time Difference (E.S.T.): +2

**Mr. William L. Clarke** - Ambassador  
**Mr. Frederick Spoke**  
Counsellor (Commercial/Economic)  
**Mr. Douglas Fortney**  
First Secretary (Commercial)  
**Ms. Lucia C. Cidade**  
Commercial Officer  
**Ms. Silvia B. Reis**  
Cultural and Travel Information Officer

### Sao Paulo

#### Canadian Consulate General

Street Address:  
Edifício Top Centre, Avenida Paulista 854,  
5 Andar\*, 01310 Sao Paulo SP,  
Federative Republic of Brazil

## Mailing Address:

Caixa Postal 22002, 01499 Sao Paulo SP,  
Federative Republic of Brazil

Cable: DOMCAN SPALO

Tel: (011-55-11) 287-2122/287-2234/287-2601/287-2176

Telex: (Destination code 38) 23230  
(CCAN BR)

Fax: (011-55-11) 251-5057

Territory: States of Sao Paulo, Rio de Janeiro, Parana, Santa Catarina, Rio Grande do Sul, Mato Grosso, and Mato Grosso do Sul

Office Hours: Mon-Thurs: 0900-1800, Fri: 0900-1430

Major Holidays: (1990/91) Sept 7, Oct 12, Nov 2, Dec 25; Jan 1, Feb 2, Mar 29, May 1, May 30, Sept 7, Nov 2, Nov 15, Dec 25  
Time Difference (E.S.T.): +2

\* Business persons are advised to send only letters to this address. To ensure prompt arrival of parcels of any kind, the sender should consult the Sao Paulo office first.

**Mr. C. William Ross** - Consul General

**Mr. Pierre Pichette**  
Consul and Trade Commissioner

**Mr. Jamal A. Khokhar**  
Vice-Consul and Assistant Trade Commissioner

**Mr. William A. Jackson**  
Commercial Officer

**Mr. Nelson Q. Schaefer**  
Commercial Officer

**Mr. Carlos A. Cerqueira Lima**  
Commercial Officer

**Mr. Marco Antonio de Oliveira**  
Commercial Officer

**Mr. Ricardo H. Duarte**  
Public Affairs and Tourism Officer

### Britain (United Kingdom of Great)

#### Canadian High Commission

Street and Mailing Address:  
Macdonald House, One Grosvenor Square,  
London W1X 0AB, England

Cable: DOMINION LONDON

Tel: (011-44-71) 629-9492

Telex: (Destination code 51) 261592  
(CDALDN G)

Fax: (011-44-71) 491-3968

Territory: England, Channel Islands, Gibraltar, Northern Ireland, Scotland, Wales

Office Hours: Mon-Fri: 0845-1700

Major Holidays: (1990/91) Sept 3, Oct 8, Dec 25-26; Jan 1, Mar 29, Apr 1, May 1, May 28, July 1, Aug 27, Sept 2, Oct 14, Dec 25-26

Time Difference (E.S.T.): +5

**The Hon. Donald Stovel MacDonald**  
High Commissioner

**Mr. Gaétan Lavertu**  
Deputy High Commissioner

**Mr. Ronald J.L. Berlet**  
Minister (Commercial/Economic)

**Mr. Ted Walker**  
Special Adviser (Investment)

#### Agriculture, Fisheries and Resource Industries Section

**Mr. Robert (Bob) D. Merner**  
Counsellor

**Mr. Gordon C. Parsons**

Counsellor (Agriculture/Fisheries)

**Mr. Curtis J. Copeland**  
Counsellor (Resource Industries)

**Mr. Kenneth P. Scott**  
Commercial Officer (Metals/Minerals and Energy)

**Miss Janet E. Farmer**  
Commercial Officer (Agriculture/Fisheries)

**Mr. Charles C.G. Trevor**  
Commercial Officer (Food/Forest Products, Building Materials)

#### Manufactured Products Section

**Mr. Robert (Bob) B. Mackenzie**  
Counsellor

**Mr. D. (Doug) A. Bieber**  
Counsellor (Transportation)

**Mr. W. (Bill) W. Reid**  
Counsellor (Defence/Machinery/Automotives)

**Mr. John C. Mercer**  
Commercial Officer (Consumer Products)

**Mr. George T. Edwards**  
Commercial Officer (High Technology/Pharmaceuticals)

#### Finance Section

**Mr. Hugh Young** - Counsellor (Finance)

**Ms. M. Ronnie MacLellan**  
First Secretary (Economic/Commercial)

#### Investment, Technology and Science Section

**Mr. W. (Bill) W. Johnston**  
Counsellor (Investment)

**Mr. J. Erle Jones**  
Counsellor (Science/Technology)

**Mr. Peter N. Whitby**  
Technology Development Officer

#### Tourism Program

Street and Mailing Address:  
Canada House, Trafalgar Square  
London SW1Y 5BJ, England

Cable: DOMINION LONDON

Tel: (011-44-71) 629-9492

Telex: (Destination code 51) 261592  
(CDALDN G)

Territory: United Kingdom

**Mr. Pierre-André Cusson** - Counsellor

**Mr. Christopher King-Walker**  
Commercial Officer (Tourism)

Group Tours

**Mrs. Jill White**

Commercial Officer (Tourism)

Market Intelligence/Meetings/Incentive Travel

**Mrs. Jan Johnston**

Commercial Officer (Tourism)

Media Relations/Travel Information

#### British Virgin Islands

see Barbados

**Brunei** - see Singapore

**Bulgaria (People's Republic of)**  
see Yugoslavia

**Burkina-Faso** - see Côte d'Ivoire

**Burundi** - see Zaire

**Cambodia** - see Thailand

#### Cameroon (Republic of)

Canadian Embassy

Street Address:  
Immeuble Stamatiades,

rue de l'Hôtel de Ville, Yaoundé,  
Republic of Cameroon

Mailing Address:

P.O. Box 572, Yaoundé,  
Republic of Cameroon

Cable: DOMCAN YAOUNDE

Tel: (011-237) 23-02-03/22-10-90

Telex: 8209 KN (DOMCAN 8209 KN)

Fax: (011-237) 22-10-90, Ext. 311

Territory: Cameroon, Central African Republic, Chad

Office Hours: Mon-Thurs: 0800-1730;  
Fri: 0730-1300

Major Holidays: (1990/91) Sept 3, Oct 8, Dec 25-26; Jan 1, Feb 12, Mar 29, Apr 1, May 20, July 1-2, Sept 2, Oct 14, Dec 25-26

Time Difference (E.S.T.): +6

**Ms. Anne Leahy** - Ambassador

**Mr. Jean-Yves Dionne**  
First Secretary (Commercial)

**Mr. Marcel LeBleu**  
Third Secretary (Commercial) and Vice-Consul

**Mr. Prosper Biabo** - Commercial Officer

**Canary Islands** - see Spain

**Cape Verde Islands** - see Senegal

**Cayman Islands** - see Jamaica

#### Central African Republic

see Cameroon

#### Chad (Republic of)

see Cameroon

#### Chile (Republic of)

##### Canadian Embassy

Street Address:  
Ahumada 11, 10th Floor\*, Santiago,  
Republic of Chile

Mailing Address:

Casilla 771, Santiago, Republic of Chile

Cable: DOMCAN SANTIAGO DE CHILE

Tel: (011-56-2) 696-2256

Telex: (Destination code 34) 240341

(240341 DMCAN CL)

Fax: (011-56-2) 696-0738

Territory: Chile, Paraguay

Office Hours: Mon-Thurs: 0830-1730; Fri: 0830-1300

Major Holidays: (1990/91) Oct 8, Nov 1, Dec 25-26; Jan 1, Apr 12, May 1, May 21, June 14, June 29, Sept 11, Sept 18-19, Nov 1, Dec 8, Dec 25

Time Difference (E.S.T.): (Mid-Mar to Mid-Oct) 0; (Mid-Oct to Mid-Mar) +2

\* To ensure prompt arrival of parcels of any kind, the sender should first consult the Santiago office about the best method to use.

**Mr. Michael T. Mace** - Ambassador

**Mr. D. Robert Turner**  
Counsellor (Commercial)

**Mr. Pierre Alarie**  
First Secretary (Commercial)

**Mr. Pablo Feres** - Commercial Officer

**Mr. Roberto Partarrieu**  
Commercial Officer

#### China (People's Republic of)

Beijing

##### Canadian Embassy

Street and Mailing Address:

10 San Li Tun Road, Chao Yang District,  
Beijing, People's Republic of China

Cable: DOMCAN PEKING  
Tel: (011-86-1) 532-3536  
Telex: (Destination code 85) 22717  
(CANAD CN)

Fax: (011-86-1) 532-1684  
Office Hours: Mon-Fri: 0800-1700

Major Holidays: (1990/91) Sept 3, Dec 25-26; Jan 1, Mar 29, Apr 1, May 1, May 20, July 1, Sept 2, Dec 25-26

Time Difference (E.S.T.): +13

**Mr. Fred Bild - Ambassador**

#### Trade Annex

Street Address:  
2-4-1 Ta Yuan Building,  
14 South Liangma He Nanlu, Beijing,  
People's Republic of China

Mailing Address:  
10 San Li Tun Road, Chao Yang District,  
Beijing, People's Republic of China

Tel: (011-86-1) 532-3031  
Telex: (Destination code 85) 222445  
(CANAD CN)

Territory: Municipalities of Beijing and Tianjin; Provinces of Xi-Zang, Xinjiang, Gansu, Qinghai, Sichuan, Yunnan, Guizhou, Guangxi, Hunan, Hubei, Henan, Shaanxi, Shandong, Shanxi, Ningxia, Hebei, Liaoning, Nei Monggol, Jilin, Heilongjiang

**Mr. Robert Craig**  
Minister (Commercial)

**Mr. Maher Abou-Guendia**  
Counsellor (Commercial)

**Mr. Robert Collette**  
Counsellor (Commercial)

**Mr. John Clapp**  
First Secretary (Commercial)

**Ms. Anne Argyris**  
Second Secretary (Commercial)

**Mr. Martin Charron**  
Third Secretary (Commercial)

#### South China Trade Program \*

(Resident in Hong Kong)  
Tel: (011-852) 847-7478

Territory: Provinces of Guangdong, Fujian, Hainan, Yunnan, Guangxi, Guizhou, Hunan

Office Hours: Mon-Fri: 0800-1700

**Miss Anne Whetham**  
First Secretary (Commercial)

**Mr. Lawrence Leung**  
Commercial Officer

\* South China Trade Program reports to Beijing Trade Program. See Hong Kong listing for street address, cable, telex, fax, major holidays and time difference.

#### Shanghai

Canadian Consulate General  
Street and Mailing Address:  
4th Floor, Union Building,  
100 Yan'an Road (East), Shanghai,  
People's Republic of China

Tel: (011-86-21) 320-2822  
Telex: (Destination code 85) 33608  
(CANAD CN)

Fax: (011-86-21) 320-3623

Territory: City of Shanghai, Provinces of Jiangsu, Zhejiang, Anhui and Jiangxi

Office Hours: Mon-Fri: 0830-1730

Major Holidays: (1990/91) Sept 3, Oct 1,

Dec 25-26; Jan 1, Feb 15, Mar 29, May 20,  
July 1, Sept 2, Oct 1, Nov 11, Dec 25-26  
Time Difference (E.S.T.): +12

**Mr. P.H. Norman Mailhot**  
Consul General

**Mr. G.E. (Ted) Benson**  
Consul (Commercial)

**Mr. Gu Zhen Yi - Trade Assistant**

**Mr. Che Jin Wen - Trade Assistant**

#### Colombia (Republic of) Canadian Embassy

Street Address:  
Calle 76, No. 11-52, Bogota,  
Republic of Colombia

Mailing Address:  
Apartado Aereo 53531/2, Bogota 2,  
Republic of Colombia

Cable: CANADIAN BOGOTA  
Tel: (011-57-1) 217-5555/217-5152  
Telex: (Destination code 35) 44568  
(DMCA CO)

Fax: (011-57-1) 235-6253

Territory: Colombia, Ecuador

Office Hours: Mon, Tues, Thurs, Fri: 0800-1700; Wed: 0800-1330

Major Holidays: (1990/91) Oct 14, Nov 5, Nov 12, Dec 8, Dec 25; Jan 1, Jan 8, Mar 19, Apr 12, May 1, May 14, June 11, June 18, Aug 7, Aug 20, Oct 14, Nov 5, Nov 12, Dec 25

Time Difference (E.S.T.): 0

**Mr. Dean Browne - Ambassador**

**Mr. Peter R. Zalite**  
Counsellor (Commercial)

**Mr. G.E. Salesse**  
Counsellor (Development)

**Mr. Ben Wassink**  
First Secretary (Commercial)

**Mr. Carlos E. Rivera**  
Commercial Officer

**Mr. Carlos Van Cotthem**  
Commercial Officer

**Ms. Jessica Faieta**  
Commercial Officer  
(Resident in Quito, Ecuador)

Street Address:  
Oficina 4 Norte, Edificio Josueth Gonzalez,  
6 de Diciembre, 2816 Quito,  
Republic of Ecuador

Mailing Address:  
Caja Postal 6512 CCI, Quito,  
Republic of Ecuador

Tel: (011-593-2) 525-044/543-214  
Telex: (Destination code 0308) 22622  
(OFCCDA ED)

Fax: (011-593-2) 564-795

#### Comoros (Islamic Federal Republic of) - see Kenya

#### Congo (People's Republic of) see Zaire

#### Cook Islands see New Zealand

#### Costa Rica (Republic of) Canadian Embassy

Street Address:  
Cronos Building,  
Calle 3 y Avenida Central, San José,  
Republic of Costa Rica

Mailing Address:  
Apartado Postal 10303-1000, San José,  
Republic of Costa Rica

Cable: DOMCAN SAN JOSÉ  
Tel: (011-506) 55-35-22  
Telex: (Destination code 376) 2179  
(DOMCAN CR)

Fax: (011-506) 23-23-95

Territory: Costa Rica, El Salvador, Honduras, Nicaragua, Panama

Office Hours: Mon-Thurs: 0800-1630; Fri: 0800-1500

Major Holidays: (1990/91) Sept 15, Oct 12, Dec 8, Dec 25-26; Jan 1, Feb 18, Mar 28-29, May 20, July 1, Aug 15, Nov 12, Dec 25-26

Time Difference (E.S.T.): -1

**Mr. H.G. Pardy - Ambassador**

**Mr. C. Donald Caldwell**  
Counsellor (Commercial) and Consul

**Ms. Danièle Ayotte**  
Second Secretary (Commercial) and Vice-Consul

**Mr. Manuel Ruiz**  
Commercial Officer

#### Côte d'Ivoire (République de) Canadian Embassy

Street Address:  
Immeuble Trade-Center, 23, rue Nogues,  
Le Plateau, Abidjan 01,  
République de Côte d'Ivoire

Mailing Address:  
C.P. 4104, Abidjan 01,  
République de Côte d'Ivoire

Cable: DOMCAN ABIDJAN  
Tel: (011-225) 32-20-09  
Telex: (Destination code 983) 23593  
(DOMCAN CI)

Fax: (011-225) 32-77-28

Territory: Côte d'Ivoire, Burkina-Faso, Liberia, Mali, Niger, Sierra Leone

Office Hours: Mon/Wed: 0730-1800; Tues/Thurs: 0730-1300; Fri: 0730-1730

Major Holidays: (1990/91) Oct 8, Dec 7, Dec 25-26; Jan 1, Mar 29, Apr 1, May 1, July 1, Oct 14, Dec 7, Dec 25-26  
(Ramadan Mar 14-Apr 14)

Time Difference (E.S.T.): +5

**Mr. Jean-Guy Saint-Martin**  
Ambassador

**Mr. Roch Ledoux**  
Counsellor (Commercial)

**Mr. Benoit Préfontaine**  
Second Secretary (Commercial)

**Mr. Faustin Kouassi**  
Commercial Officer

#### Cuba (Republic of) Canadian Embassy

Street Address:  
Calle 30 No. 518 Esquina a7a Avenida,  
Miramar, Havana, Republic of Cuba

NOTE: Send all mail to:  
Commercial Division  
P.O. Box 500 (HIVAN), Ottawa, Ontario  
K1N 8T7

Cable: CANADIAN HAVANA  
Tel: (011-53-7) 2-6516/17/27, 29-3392  
Telex: (Destination code 28) 511586 (CAN CU)

Fax: (011-53-7) 22-70-44

Office Hours: Mon/Tues/Thurs/Fri: 0800-1630; Wed: 0800-1330

Major Holidays: (1990/91) Sept 3, Oct 8, Nov 12, Dec 25-26; Jan 1, Mar 29, May 1, July 1, July 26, Sept 2, Oct 14, Nov 11, Dec 25-26



Time Difference (E.S.T.): 0

**Mr. Robert M. Middleton**  
Ambassador

**Mr. Donald H. Leavitt**  
Counsellor (Commercial) and Consul

**Mr. Edward C. Wang**  
First Secretary (Commercial) and Consul

**Mr. A.L. (Tino) Romaguera**  
Commercial Officer

**Mr. Jose L. Callado**  
Commercial Officer

**Cyprus (Republic of)** - see Israel

**Czechoslovakia (Czech and  
Slovak Federal Republic)**  
**Canadian Embassy**

Street and Mailing Address:  
Mickiewiczova 6, 125 33 Prague 6,  
Czechoslovakia

Cable: DOMCAN PRAGUE

Tel: (011-42-2) 312-0251

Telex: (Destination code 66) 121061  
(DMCN C)

Fax: (011-42-2) 341-596

Office Hours: Mon-Fri: 0800-1600

Major Holidays: (1990/91) Oct 28, Dec 24-26; Jan 1, Apr 1, May 1, May 9, July 6, Oct 28, Dec 24-26

Time Difference (E.S.T.): +6

**Mr. Alan P. McLaine** - Ambassador

**Mr. Ross Miller**

Counsellor (Commercial)

**Mr. M. Hudec** - Commercial Officer

**Mrs. I. Boldova** - Commercial Officer

**Denmark (Kingdom of)**

**Canadian Embassy**

Street and Mailing Address:  
Kp. Bernikowsgade 1, DK-1105  
Copenhagen K, Kingdom of Denmark

Cable: DOMCAN COPENHAGEN

Tel: (011-45-33) 12-22-99

Telex: (Destination code 55) 27036  
(DMCNC DK)

Fax: (011-45-33) 14-05-85

Territory: Denmark, Faroe Islands,  
Greenland

Office Hours: (Sept 1-Apr 30): Mon-Fri:  
0830-1645; (May 1-Aug 31): Mon-Fri: 0830-  
1600

Major Holidays: (1990/91) Sept 3, Oct 8,  
Dec 25-26; Jan 1, Mar 28-29, Apr 1, Apr 26,  
May 20, July 1, Sept 2, Oct 14, Dec 25-26

Time Difference (E.S.T.): +6

**Miss Dorothy J. Armstrong**  
Ambassador

**Mr. John N. Grantham**  
Counsellor (Commercial)

**Ms. Jade L. Neergaard**  
Commercial Officer

**Mr. David Horup** - Commercial Officer

**Mr. Mogens Dahm**  
Technology Development Office

**Djibouti (Republic of)**

see Ethiopia

**Dominica (Commonwealth of)**  
see Barbados

**Dominican Republic**  
**Canadian Consulate**

Street Address:  
30 Maximo Gomez, Santo Domingo,

Dominican Republic

Mailing Address:  
Apartado 2054, Santo Domingo,  
Dominican Republic

Tel: (809) 685-1136/37/38/39; 689-0002

Telex: ITT 3460270 (DOMICAN)

Fax: (809) 682-2691

Office Hours: Mon-Thurs: 0800-1700; Fri:  
0800-1400

Time Difference (E.S.T.): +1

**Mr. Russell Stubbert** - Consul

**Mr. Denis Thibault**  
Counsellor (Commercial)  
(Resident in Caracas, Venezuela)

**Mrs. Nancy Collado**

Commercial Officer

**Ecuador (Republic of)**

see Colombia

**Egypt (Arab Republic of)**

**Canadian Embassy**

Street Address:  
6 Mohamed Fahmy,  
el Sayed St., Garden City,  
Cairo, Arab Republic of Egypt

Mailing Address:

P.O. Box 2646, Cairo,

Arab Republic of Egypt

Cable: DOMCAN CAIRO

Tel: (011-20-2) 354-3110

Telex: (Destination code 91) 9-2677  
(CANCAR UN)

Fax: (011-20-2) 355-7276

Territory: Egypt, Sudan

Office Hours: Sun-Thurs: 0730-1500

Major Holidays: (1990/91) Nov 11, Dec 25-26; Jan 1, Mar 31, Apr 1, July 1, July 3-4,  
July 23, Nov 11, Dec 25-26 (Ramadan  
Mar 14-Apr 14)

Time Difference (E.S.T.): +7

**Mr. Jacques Simard** - Ambassador

**Mr. G.J. Shannon**  
Counsellor (Commercial) and Consul

**Mr. R.L. Laing**

Third Secretary (Commercial) and Vice-  
Consul

**Mr. M.E.S. Ghazal**  
Senior Commercial Officer

**Mr. J.H. Tadros**  
Commercial Officer

**El Salvador (Republic of)**

see Costa Rica

**England** - see Britain

**Equatorial Guinea (Republic  
of)** - see Gabon

**Ethiopia (People's Democratic  
Republic of)**

**Canadian Embassy**

Street Address:  
African Solidarity Insurance Building,  
6th Floor, Churchill Avertue, Addis Ababa,  
People's Democratic Republic of Ethiopia

Mailing Address:

P.O. Box 1130, Addis Ababa,  
People's Democratic Republic of Ethiopia

Cable: DOMCAN ADDIS ABABA

Tel: (011-251-1) 51.11.00/51.13.43/  
51.12.28/51.13.19

Telex: 21053 (DOMCAN ET)

Fax: (011-251-1) 51.28.18

Territory: Ethiopia, Djibouti

Office Hours: Mon-Thurs: 0800-1715; Fri:  
0800-1230

Major Holidays: (1990/91) Sept 11-12, Sept  
27, Dec 25-26; Jan 1, Jan 7, Apr 19, July 1,  
Sept 11-12, Sept 27, Nov 12, Dec 25-26

Time Difference (E.S.T.): +8

**Mr. Francis Filleul** - Ambassador

**Mr. Frank Chandleur** - Counsellor

**Mr. Tegegne Abraham**

Assistant Commercial Officer

**European Communities**

**Mission of Canada to the Euro-  
pean Communities**

Street and Mailing Address:  
2, Avenue de Tervuren, 1040 Brussels,  
Kingdom of Belgium

Cable: CANMISEUR

Tel: (011-32-2) 735-9125

Telex: (Destination code 46) 21613  
(DOMCAN B)

Fax: (011-32-2) 735-3383

Responsibilities: European Economic  
Community, European Atomic Energy  
Community, European Coal and Steel  
Community

Office Hours: Mon-Fri: 0845-1730

Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 1, Dec 25-26; Jan 1, Mar 29, Apr 1,  
May 1, June 4, July 1, Sept 2, Oct 7, Nov 1,  
Dec 25-26

Time Difference (E.S.T.): +6

The Mission is involved in market access  
issues and the development of industrial,  
economic and scientific co-operation  
between Canada and the EEC. Export  
market enquiries should be directed to the  
Canadian embassies and consulates in the  
member countries of the EEC.

**Mr. Daniel Molgat**

Ambassador and Head of Mission

**Mr. T.A. MacDonald**

Deputy Head of Mission and Minister-  
Counsellor

**Mr. Peter L. Eggleton**  
Counsellor (Science and Technology)

**Mr. Earl Wiseman**

Counsellor (Fisheries)

**Mr. Fred Veenema**

Counsellor (Commercial)

**Mr. Phil Jensen**

Counsellor (Agricultural Affairs)

**Mr. John Mundy**

Counsellor (Commercial)

**Mr. Randle Wilson**

Counsellor (Trade Policy)

**Mr. K. Aird**

First Secretary (Forest Products)

**Ms. Carole Robert**

First Secretary (Economic Affairs)

**Mr. D. Cumming**

Attaché (Agri-food Science)

**Faroe Islands** - see Denmark

**Fiji** - see New Zealand

**Finland (Republic of)**

**Canadian Embassy**

Street Address:  
Pohjois Esplanadi 25 B, 00100 Helsinki,  
Republic of Finland

Mailing Address:

P.O. Box 779, 00101 Helsinki,  
Republic of Finland

Cable: DOMCAN HELSINKI  
Tel: (011-358-0) 171-141  
Telex: (Destination code 57) 121363  
(121363 DMCNH SF)  
Fax: (011-358-0) 601-060  
Office Hours: (Winter) Mon-Fri: 0830-1630;  
(Summer) Mon-Thurs: 0800-1630; Fri:  
0800-1330  
Major Holidays: (1990/91) Dec 6, Dec 25-  
26; Jan 1, Mar 29, May 1, Dec 6, Dec 24-26  
Time Difference (E.S.T.): +7  
Mrs. Mary E. Vandenhoff - Ambassador  
Mr. Claude C. Charland  
Counsellor (Commercial) and Consul  
Mr. Kari H. Valjakka  
Commercial Officer  
Mrs. Karita Huotari  
Commercial Officer

**France (French Republic)****Paris****Canadian Embassy**

Street and Mailing Address:  
35, avenue Montaigne, 75008 Paris,  
France

Cable: CANADIAN PARIS  
Tel: (011-33-1) 47.23.01.01  
Telex: (Destination code 42) 280806  
(CANAD A 280806F)  
Fax: (011-33-1) 47.20.19.44 (Economic/  
Commercial)

Territory: France, Andorra, Monaco  
Office Hours: Mon-Fri: 0845-1730

Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 12, Dec 25-26; Jan 1, Apr 1, May 1,  
May 8-9, May 20, July 14, Aug 15, Nov 1,  
Nov 11, Dec 25

Time Difference (E.S.T.): +6

Mr. Claude T. Charland - Ambassador  
**Commercial/Economic Division**

Mr. Réjean Frenette  
Minister-Counsellor (Economic/  
Commercial)

Mrs. Patricia Lortie  
Counsellor (Economic)

Miss Geneviève Therre - Analyst

**High Technology/Industrial Products**

Mr. Richard J.R. Lecoq  
Counsellor (Commercial)

Mr. Peter Tanner  
Third Secretary (Commercial)

Mr. Musto Mitha  
Commercial Officer

Mr. Guy Ladki  
Commercial Officer

**Primary Products/Consumer Products**

Mr. Ronald Davidson  
Counsellor (Commercial) (Agriculture/  
Fisheries)

Miss Chantal Balas  
Commercial Officer

Vacant - Commercial Officer

Mr. Yannick Dheilley  
Commercial Officer

**Industrial Co-operation**

Mr. Pierre Bélanger  
Counsellor (Investment)

Miss Céline Bilodeau  
Commercial Officer

**Science and Technology**

Mr. Jean-Yves Tremblay  
Counsellor (Science/Technology)

Mr. Denis Lafeuille  
Technology Development Officer

**Tourism Program**

Territory: France, French-speaking  
Belgium, French-speaking Switzerland

Mr. Louis Poisson  
Counsellor (Tourism)

Mrs. D. Cordisco - Commercial Officer  
Mr. A. Jomphe - Commercial Officer

**Lyon****Canadian Consulate**

Street and Mailing Address:  
Bonnell Part-Dieu Building,  
74, rue de Bonnell, 3rd Floor,  
69428 Lyon Cedex 03, France

Tel: (011-33) 72.61.15.25  
Telex: (Destination code 42) 380003  
(CANADA)

Fax: (011-33) 78.62.09.36

Territory: Rhone-Alps/Auvergne region  
Office Hours: Mon-Fri: 0900-1800

Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 12, Dec 25-26; Jan 1, Mar 29, Apr 1,  
May 1, July 1, Sept. 2, Oct 14, Nov 11, Dec  
25-26

Time Difference (E.S.T.): +6

Mr. Bruno Goulet - Consul

Mr. Roy Woodroffe  
Commercial Officer

Mr. Michel Montet - Commercial Officer

**French Guiana**

see Trinidad and Tobago

**French Polynesia**

see New Zealand

**Gabon (Gabonese Republic)****Canadian Embassy**

Mailing Address:  
P.O. Box 4037, Libreville, Gabon

Cable: DOMCAN  
Tel: (011-241) 74.34.64/65  
Telex: 5527 GO (DOMCAN 5527 GO)  
Fax: (011-241) 74.34.66

Territory: Gabon, Equatorial Guinea, Sao  
Tome and Principe

Office Hours: Mon/Tues/Thurs/Fri: 0730-  
1800; Wed: 0730-1300

Major Holidays: (1990/91) Oct 8, Nov 12,  
Dec 25-26; Jan 1, Jan 4, Mar 14, Apr 1, May  
1, July 1, Oct 14, Nov 11, Dec 25-26

Time Difference (E.S.T.): +6

Mr. Jean Nadeau\* - Ambassador

\* The Ambassador handles all trade and  
tourism enquiries.

**Gambia (Republic of)**

see Senegal

**General Agreement on Tariffs and Trade - GATT****Permanent Mission of Canada to the Secretariat of the General Agreement on Tariffs and Trade**

Street and Mailing Address:  
1, rue du Pré de la Pichette, 1202 Geneva,  
Switzerland

Cable: DOMCAN GENEVA  
Tel: (011-41-22) 733.90.00

Telex: 412917 (DMCN CH)

Fax: (011-41-22) 734.79.19

Responsibilities: GATT and other Geneva-  
based multilateral economic institutions  
Office Hours: Mon-Fri: 0830-1730

Major Holidays: (1990/91) Sept 6, Dec 25-  
26; Jan 1, Mar 29, Apr 1, May 24, June 4,  
July 1, Aug 5, Sept 6, Dec 25-26

Time Difference (E.S.T.): +6

Mr. John Weekes

Ambassador and Permanent Repre-  
sentative

Mr. Robert G. Wright  
Minister (Economic) and Alternate Repre-  
sentative

Mr. Stewart Borland  
Counsellor (Agriculture)

Mr. John F. Donaghy - Counsellor

Mr. Gilles LeBlanc - Counsellor

Mr. John S. Gero - Counsellor

Mr. David Plunkett - Counsellor

Mr. John Sloan - Counsellor

Mr. François Nadeau - Counsellor

Ms. Jennifer L.O. Rosebrugh  
Counsellor

Ms. Elaine Feldman - First Secretary

Ms. Sheila Riordon - First Secretary

Mr. Alain Marcil - Third Secretary

**Germany**

Missions in Germany are organized on an  
industry sector basis as opposed to a  
geographic basis. Therefore, all trade  
enquiries should be directed to the mission  
identified as having specific responsibility  
for the product in question.

**Bonn**

Sector Responsibilities: defence products,  
security equipment, books, musical instru-  
ments, shipbuilding and ocean industries,  
bulk chemicals, bulk agricultural commodi-  
ties, basic telecommunications equipment  
and services, environment technology and  
services, policy and regulatory matters

**Canadian Embassy**

Street and Mailing Address:  
Friedrich-Wilhelm-Strasse 18,  
D-5300 Bonn 1, Germany

Cable: CANADIAN BONN  
Tel: (011-49-228) 23 10 61  
Telex: (Destination code 41) 886421  
(DOMCA D)

Fax: (011-49-228) 23 08 57

Office Hours: Mon-Fri: 0830-1700

Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 1, Nov 21, Dec 25-26; Jan 1, Feb 18,  
Mar 29, Apr 1, May 6, July 1, Sept 2, Oct 7,  
Nov 1, Dec 25-26

Time Difference (E.S.T.): +6

Mr. W.T. Delworth - Ambassador

Mr. Duane D. Van Beselaere  
Minister-Counsellor (Economic/  
Commercial)

Mr. Wayne R. Robinson  
Counsellor (Commercial)

Mr. O. Von Finckenstein  
Counsellor (Investment)

Dr. Walter Davidson  
First Secretary (Science/Technology)

Mr. Jean-Pierre Hamel  
Second Secretary (Commercial)

Mr. Jens-Peter Otto  
Commercial Officer

**Ms. Brigit Danner**  
Investment Development Officer  
**Ms. Jutta Zillgen-Schaefer**  
Technology Development Officer  
**Dr. Bruno Wiest**  
Technology Development Officer

**Berlin**

Sector Responsibilities: countertrade and Berlin market generally

**Canadian Military Mission and Consulate**

Street and Mailing Address:  
Europa Centre, D-1000 Berlin 30,  
Germany

Tel: (011-49-30) 261 11 61  
Telex: (Destination code 41) 185487  
(CANAD D)

Fax: (011-49-30) 262-9206

Office Hours: Mon-Fri: 0815-1645

Major Holidays: (1990/91) Nov 21, Dec 25-26; Jan 1, Mar 29, Apr 1, May 1, May 24, June 4, June 17, Nov 21, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Franco D. Pillarella**  
Deputy Head and Consul

**Mr. Malcolm Hobby**  
Commercial Officer

**Düsseldorf**

Sector Responsibilities: health care products, fish and food products, electrical energy, oil and gas, industrial machinery, forest products, minerals and metals, consulting services, capital project cooperation, clothing and furniture, furs and textiles, environmental machinery and systems

**Canadian Consulate General**

Street and Mailing Address:  
Immermannstrasse 65D,  
4000 Düsseldorf 1, Germany

Cable: CANADIAN DUSSELDORF  
Tel: (011-49-211) 35 34 71  
Telex: (Destination code 41) 8587144  
(DMCN D)

Fax: (011-49-211) 35 91 65

Office Hours: Mon-Fri: 0830-1700

Major Holidays: (1990/91) Sept 3, Oct 8, Nov 1, Dec 25-26; Jan 1, Mar 29, Apr 1, June 3, July 1, Sep 2, Oct 14, Nov 1, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Dennis S.M. Baker** - Consul General

**Mr. Rod Johnson**  
Consul and Senior Trade Commissioner  
**Mr. Christopher MacLean**  
Vice-Consul and Assistant Trade Commissioner

**Mr. S. Rung** - Commercial Officer

**Mr. Wolfgang M. Schefczyk**  
Commercial Officer

**Mr. W. Anke** - Commercial Officer

**Munich**

Sector Responsibilities: aerospace, automotive and surface transportation equipment, electrical and electronic products, computers and computer software, leisure and recreational products, medical equipment and instruments, film, video and sound recording equipment and services, enhanced telecommunications equipment and services

**Canadian Consulate General**

Street and Mailing Address:  
Tal 29, D-8000 Munich 2, Germany

Tel: (011-49-89) 22-26-61

Telex: (Destination code 0411) 5214139  
(CAND D)

Fax: (011-49-89) 228-5987

Office Hours: Mon-Thurs: 0900-1730; Fri: 0900-13

Major Holidays: (1990/91) Sept 3, Oct 8, Dec 25-26; Jan 1, Mar 29, Apr 1, June 4, June 17, July 1, Aug 5, Sept 2, Oct 14, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. George E.B. Blackstock**  
Consul General

**Mr. Douglas A. Rosenthal**  
Consul and Senior Trade Commissioner

**Mr. Rick A. Clynick**  
Consul and Trade Commissioner

**Mr. Wolfgang Boehmer**  
Commercial Officer

**Mr. Philippe J. Keller**  
Commercial Officer

**Frankfurt\* - Tourism Canada**

Street and Mailing Address:  
Taunusstrasse 52-60, 6000 Frankfurt 1,  
Germany

Cable: CANADIAN  
Tel: (011-49-69) 23 03 74  
Telex: (Destination code 04) 175874  
(CANAD FRANKFURT)

Fax: (011-49-69) 23 57 72

Territory: Germany

Office Hours: Mon-Fri: 0900-1730

Major Holidays: (1990/91) Nov 21, Dec 25-26; Jan 1, Mar 29, Apr 1, May 1, May 24, June 3-4, June 17, July 1, Nov 21, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. André C. Pascal**  
Trade Commissioner

**Ms. Gabriela Pollak**  
Assistant Manager

**Mr. Frank Juettner** - Marketing Officer

\* This office deals with questions relating to tourism only. Trade enquiries should be directed to one of the other four offices in Germany.

**Ghana\* (Republic of)  
Canadian High Commission**

Street Address:  
46 Independence Avenue, Accra,  
Republic of Ghana

Mailing Address:  
P.O. Box 1639, Accra, Republic of Ghana

Cable: DOMCANADA ACCRA  
Tel: (011) 228555  
Telex: (Destination code 94) 2024  
(DOMCAN GH)

Fax: (011) 228-535

Office Hours: Mon-Thurs: 0730-1600; Fri: 0730-1300

Major Holidays: (1990/91) Sept 3, Oct 8, Dec 25-26, Dec 31; Jan 1, Mar 9, Apr 12-15, May 1, June 4, July 1, Dec 25-26; Dec 31  
Time Difference (E.S.T.): +5

**Mr. Charles D. Fogerty**  
High Commissioner (Ghana)

Ambassador (Togo, Benin, Liberia)

**Mr. H.P.G. Fraser** - Counsellor  
**Mr. S.B. Martin-Daniels**  
Commercial Officer

\* Trade Commissioner responsible for Ghana, Togo and Benin resident in Lagos,

Nigeria. Trade Commissioner responsible for Liberia resident in Abidjan, Côte d'Ivoire.

**Gibraltar** - see Britain

**Gilbert Islands** - see New Zealand

**Greece (Hellenic Republic)**

**Canadian Embassy**  
Street and Mailing Address:  
4 Ioannou Ghennadiou Street,  
115 21 Athens, Greece

Cable: CANADIAN ATHENS  
Tel: (011-30-1) 723-9511  
Telex: (Destination code 601) 215584  
(215584 DOM GR)

Fax: (011-30-1) 724-7123

Office Hours: Mon-Fri: 0730-1515

Major Holidays: (1990/91) Dec 25-26; Jan 1, Feb 11, Mar 25, Mar 29, Apr 1, May 1, May 20, Aug 15, Dec 25-26

Time Difference (E.S.T.): +7

**Mr. Ernest Hebert** - Ambassador

**Mr. Stuart B. McDowall**  
Counsellor (Commercial)

**Mr. John Gerakis** - Commercial Officer

**Mr. Christos Diamandopoulos**  
Commercial Officer

**Greenland** - see Denmark

**Grenada** - see Barbados

**Guadeloupe**

see Trinidad and Tobago

**Guam** - see Philippines

**Guatemala (Republic of)**

**Canadian Embassy**  
Street Address:  
Edificio Galerías España, 6th Floor,  
7A Avenida 11-59, Zona 9, Guatemala City,  
Republic of Guatemala, C.A.

Mailing Address:  
P.O. Box 400, Guatemala City,  
Republic of Guatemala, C.A.

Cable: CANADIAN GUATEMALA CITY  
Tel: (011-502-2) 321411/321413/321418  
Telex: (Destination code 372) 5206  
(5206 CANADA GU)

Fax: (011-502-2) 321419

Office Hours: Mon-Thurs: 0800-1630; Fri: 0800-1330

Major Holidays: (1990/91) Oct 8, Nov 1, Nov 12, Dec 25-26; Jan 1, Feb 22, Mar 29, May 1, Aug 15, Oct 14, Nov 1, Nov 11, Dec 25-26

Time Difference (E.S.T.): -1

**Mr. Brian Dickson** - Ambassador

**Ms. Dilys Buckley-Jones**  
Chargé d'affaires, A.I.

**Mr. Hugo Cerezo** - Commercial Officer

**Guinea\* (Republic of)**

**Canadian Embassy**  
Street Address:  
Coleah Quarter, Conakry,  
Republic of Guinea

Mailing Address:  
P.O. Box 99, Conakry, Republic of Guinea  
Cable: DOMCAN CONAKRY  
Tel: (011-224) 44-23-95  
Telex: (Destination code 0995) 2170  
(DOMCAN GE)

Fax: (011-224) 44-42-36

Office Hours: Mon-Thurs: 0730-1530, Fri: 0730-1300

Major Holidays: (1990/91) Sept 3, Oct 3, Nov 12, Dec 25-26; Jan 1, Mar 29, Apr 1, July 1, Sept 2, Oct 3, Nov 11, Dec 25-26  
Time Difference (E.S.T.): (Summer) +4; (Winter) +5

**Mr. Paul-André Collin**  
Chargé d'affaires, A.I. and Consul

**Mr. Jacques Lamonde**  
First Secretary (Cooperation) and Consul  
**Mr. Christian Tardif**  
Second Secretary (Cooperation) and Vice-Consul

\* Trade Commissioner responsible for Guinea resident in Dakar, Senegal.

**Guinea-Bissau (Republic of)**  
see Senegal

**Guyana (Cooperative Republic of)**

**Canadian High Commission**

Street Address:  
High and Young Streets, Georgetown,  
Cooperative Republic of Guyana

Mailing Address:  
P.O. Box 10880, Georgetown,  
Cooperative Republic of Guyana

Cable: DOMCAN GEORGETOWN  
Tel: (011-592-2) 72081-5  
Telex: (Destination code 0295) 2215  
(DOMCAN GY)

Fax: (011-592-2) 58380

Office Hours: Mon-Fri: 0800-1600

Major Holidays: (1990/91) Sept 24, Dec 25-26; Jan 1, Mar 29, Apr 1, May 15, June 19, Aug 5, Sept 24, Dec 25-26

Time Difference (E.S.T.): +1

**Mr. John M. A. Zawisza**  
High Commissioner

**Mr. J. Bruce Motta**  
Counsellor (Commercial)  
(Resident in Port-of-Spain, Trinidad and Tobago)

**Haiti (Republic of)**  
**Canadian Embassy**

Street Address:  
Bank of Nova Scotia Building,  
Route de Delmas 18, Port-au-Prince,  
Republic of Haiti, W.I.

Mailing Address:  
P.O. Box 826, Port-au-Prince,  
Republic of Haiti, W.I.

Cable: DOMCAN PORT-AU-PRINCE  
Tel: (011-509-1) 3-2358  
Telex: 20320069 (20320069 DOMCAN)  
Fax: (011-509-1) 3-8720

Office Hours: Mon-Thurs: 0700-1530; Fri: 0700-1230

Major Holidays: (1990/91) Sept 3, Oct 17, Nov 1-2, Dec 5, Dec 25-26; Jan 1-2, Mar 6, Mar 29, May 1, June 14, July 1, Sept 2, Oct 17, Nov 1, Dec 5, Dec 25-26  
Time Difference (E.S.T.): 0

**Mr. Pierre Giguère - Ambassador**

**Mr. Georges Paquet**  
Counsellor and Consul

**Mrs. Eveline Dalencour**  
Program Assistant

**Mr. J. Bruce Motta**  
Counsellor (Commercial)  
(Resident in Port-of-Spain, Trinidad and Tobago)

**Honduras (Republic of)**

see Costa Rica

**Hong Kong**

**Commission for Canada**

Street Address:  
13th Floor, Tower 1, Exchange Square,  
8 Connaught Place, Hong Kong,  
Hong Kong

Mailing Address:  
G.P.O. 11142, Hong Kong, Hong Kong

Cable: DOMCA HONG KONG  
Tel: (011-852) 847-7414 (General-Commercial)

Telex: (Destination code 802) 73391  
(73391 DOMCA HX)

Fax: (011-852) 847-7441

Territory: Hong Kong, Macao

Office Hours: Mon-Fri: 0830-1700

Major Holidays: (1990/91) Oct 4, Oct 26, Dec 25-26; Jan 1, Jan 28-29, Mar 29, May 28, June 18, Aug 27, Oct 4, Dec 25-26

Time Difference (E.S.T.): +13

**Mr. John Higginbotham**  
Commissioner

**Mr. Colin S. Russel**  
Senior Trade Commissioner

**Mr. Steven J. Gawreletz**  
Trade Commissioner

**Mr. Leslie T. Reissner**  
Assistant Trade Commissioner

**Ms. Amy Yung - Investment Counsellor**

**Mr. Bernard Yeung**  
Commercial Officer

**Mr. Brian Wong - Commercial Officer**

**Ms. Yung Yung Lam**  
Commercial Officer

**Ms. Zita Yau - Commercial Officer**

**South China Trade Program**

(Reporting to Canadian Embassy, Beijing)

Tel: (011-852) 847-7478

Territory: Provinces of Guangdong, Fujian, Hainan, Yunnan, Guangxi, Guizhou, Hunan

**Miss Anne Whetham**  
First Secretary (Commercial) and Consul

**Mr. Lawrence Leung**  
Commercial Officer

**Ms. Eva Wong - Commercial Officer**

**Hungary (Republic of)**

**Canadian Embassy**

Street and Mailing Address:  
Budakeszi ut 32, H-1121 Budapest XII,  
Hungary

Cable: CANADA BUDAPEST  
Tel: (011-36-1) 767-686/767-711  
Telex: (Destination code 61) 224588  
(CDA H)

Fax: (011-36-1) 76-7689

Office Hours: Mon-Fri: 0800-1600

Major Holidays: (1990/91) Oct 8, Nov 12, Dec 25-26; Jan 1, Mar 29, Apr 1, Apr 4, May 1, Aug 20, Oct 14, Nov 11, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Derek R.T. Fraser - Ambassador**

**Mr. Hans J. Himmelsbach**  
Counsellor (Commercial) and Consul

**Mr. S. B. Gyonyor - Commercial Officer**

**Iceland (Republic of)**

see Norway

**India (Republic of)**

**New Delhi**

**Canadian High Commission**

Street Address:  
7/8 Shantipath, Chanakyapuri,  
New Delhi 110 021, Republic of India

Mailing Address:  
P.O. Box 5208, New Delhi,  
Republic of India

Cable: CANADIAN NEW DELHI  
Tel: (011-91-11) 687-6500

Telex: (Destination code 81) 031-72363  
(031-72363 DMCN IN)

Fax: (011-91-11) 687-6500, Ext. 401

Territory: India, Bhutan, Maldives, Nepal

Office Hours: Mon-Thurs: 0830-1730; Fri: 0830-1300

Major Holidays: (1990/91) Aug 15, Sept 3, Oct 2, Oct 18, Dec 25-26; Jan 1, Mar 29, Apr 1, Aug 15, Sept 2, Oct 2, Oct 18, Dec 25-26  
Time Difference (E.S.T.): +10 1/2

**Mr. James G. Harris**  
High Commissioner

**Mr. Robert (Bob) Logie**  
Counsellor (Commercial)

**Mr. Marvin K. Hough**  
First Secretary (Commercial)

**Mr. Brian MacKay**  
First Secretary (Commercial)

**Mr. T.V. Subramanian**  
Commercial Officer

**Mr. R.C. Kamo - Commercial Officer**

**Mr. R.N. Gupta - Commercial Officer**

**Mr. Viney Gupta - Commercial Officer**

**Bombay**

**Canadian Consulate**

Street and Mailing Address:  
Hotel Oberoi Towers, Suite 2401,  
Nairiman Point, Bombay 400 021,  
Republic of India

Tel: (011-91-22) 202-4343, Ext. 2401/2402/  
2406

Telex: 11-2334/5 (OBBY IN)

Fax: (011-91-22) 287-5514

Territory: States of Maharashtra, Gujarat, and Goa

Office Hours: Mon-Fri: 0900-1730

Major Holidays: (1990/91) Sept 3, Nov 9, Dec 25-26; Jan 1, Mar 29, Apr 1, Aug 15, Sept 2, Dec 25-26

Time Difference (E.S.T.): +10 1/2

**Ms. Susan Cartwright**  
Consul and Trade Commissioner

**Mr. Arun Sehgal - Commercial Officer**

**Indonesia (Republic of)**

**Canadian Embassy**

Street Address:  
5th Floor, Wisma Metropolitan 1,  
Jalan Jenderal Sudirman, Kav 29,  
Jakarta, Republic of Indonesia

Mailing Address:  
P.O. Box 1052/JKT, Jakarta 10010, Republic of Indonesia

Cable: DOMCAN JAKARTA

Tel: (011-62-21) 510-709

Telex: (Destination code 73) 62131  
(62131 DMCAN IA)

Fax: (011-62-21) 578-2251

Office Hours: Mon-Thurs: 0800-1645; Fri: 0800-1330

Major Holidays: (1990/91) Oct 1, Dec 25; Jan 1, Mar 29, Apr 1, Apr 26, July 3, July

23, Oct 1, Dec 25-26

Time Difference (E.S.T.): +12

**Ms. Ingrid M. Hall** - Ambassador**Mr. D. Hutton**

Counsellor (Commercial)

**Mr. Roger H. Bélanger**

Counsellor (Commercial)

**Mr. Ranjan Banerjee**

First Secretary (Commercial)

**Mr. Paul Hutasoit** - Commercial Officer**Ms. Lies Gonon** - Commercial Officer**Mr. Tommy Ruslin** - Commercial Officer**Mr. Husni Djaelani**

Commercial Officer

**Iran (Islamic Republic of)  
Canadian Embassy**

Street Address:

57 Shahid Javad Sarafraz Street,

Ostad Motahari Avenue, Tehran,

Islamic Republic of Iran

Mailing Address:

P.O. Box 11365 - 4547, Tehran,

Islamic Republic of Iran

Tel: (011-98-21) 622623

Telex: 212337 (MCAN IR)

Fax: (011-98-21) 623202

Office Hours: Sun-Thurs: 0800-1530

Major Holidays: (1990/91) Sept 9, Sept 17,  
Nov 4, Dec 25-26; Jan 1, Feb 11, Mar 20-21,  
Apr 1-2, May 26, June 4-5, Nov 4, Dec 25-  
26 (Ramadan Mar 14-Apr 14)

Time Difference (E.S.T.): +8 1/2

**Mr. Scott Mullin** - Charge d'Affaires**Mr. Randolph Harwood**

First Secretary (Commercial) and Consul

**Mr. James Hill**

Third Secretary and Vice-Consul

**Mr. Shahin Sheissi** - Commercial Officer**Iraq (Republic of)  
Canadian Embassy**

Street Address:

Hay Al-Mansour, Mahalla 609, Zuqaq 1,

House 33, Baghdad, Republic of Iraq

Mailing Address:

P.O. Box 323 Central Post Office,

Baghdad, Republic of Iraq

Cable: DMCAN BAGHDAD

Tel: (011-964-1) 542-1459/542-1932/542-  
1933Telex: (Destination code 0491) 212486  
(DMCAN IK)

Office Hours: Sun-Thurs: 0730-1500

Major Holidays: (1990/91) Sept 2, Sept 30,  
Nov 11, Dec 25-26; Jan 1, Mar 31, Apr 24,  
July 1, July 17, July 30, Sept 2, Sept 30,  
Nov 11, Dec 25-26 (Ramadan Mar 14-Apr  
14)

Time Difference (E.S.T.): +8

**Mr. J. Christopher Poole** - Ambassador**Mr. Dale E. Carl**

First Secretary (Commercial)

**Mr. Anis R. Sarkes** - Commercial Officer**Ireland (Republic of)  
Canadian Embassy**

Street and Mailing Address:

Canada House, 65 St. Stephen's Green,

Dublin 2, Ireland

Cable: DOMCAN DUBLIN

Tel: (011-353-1) 78 19 88

Telex: (Destination code 500) 93803  
(93803 DMCN EI)

Fax: (011-353-1) 78 12 85

Office Hours: Mon-Fri: 0830-1700

Major Holidays: (1990/91) Oct 29, Dec 25-  
26; Jan 1, Mar 18, Mar 29, Apr 1, June 3,  
July 1, Sept 2, Oct 28, Dec 25-26

Time Difference (E.S.T.): +5

**Mr. Michael A. Wadsworth**

Ambassador

**Mr. Gilles Morin**

Counsellor (Commercial)

**Mr. John Sullivan** - Commercial Officer**Israel (State of)  
Canadian Embassy**

Street Address:

220 Hayarkon Street,

Tel Aviv, State of Israel

Mailing Address:

P.O. Box 6410, Tel Aviv,

State of Israel 63405

Cable: CANADIAN TEL AVIV

Tel: (011-972-3) 527-2929/527-2931

Telex: (Destination code 606) 341293

(341293 CANAD IL)

Fax: (011-972-3) 527-2333

Territory: Israel, Cyprus

Office Hours: Mon-Thurs: 0800-1630; Fri:  
0800-1330Major Holidays: (1990/91) Oct 8, Dec 25-  
26; Jan 1, Apr 18, July 1, Sept 9-10, Sept  
18, Dec 25-26

Time Difference (E.S.T.): +7

**Mr. James K. Bartleman**

Ambassador

**Ms. Louise L. Léger**

First Secretary (Commercial)

**Ms. Atalia Hausvater**

Commercial Officer

**Mr. Avi Goldstein**

Commercial Officer

**Italy (Italian Republic)  
Rome****Canadian Embassy**

Street and Mailing Address:

Via G.B. de Rossi 27, 00161 Rome, Italy

Cable: CANADIAN ROME

Tel: (011-39-6) 841-5341

Telex: (Destination code 43) 610056

(DOMCAN I)

Fax: (011-39-6) 884-8752

Territory: Provinces of Toscana, Marche,  
Umbria, Lazio, Abruzzi-Molise, Puglia,  
Campania, Basilicata, Calabria, Sicilia,  
Sardegna

Other countries: Malta, Libya

Office Hours: Mon-Fri: 0800-1630

Major Holidays: (1990/91) Sept 3, Oct 8,  
Dec 25-26; Jan 1, Mar 29, Apr 1, Apr 25,  
July 1, Aug 15, Sept 2, Oct 14, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Alan W. Sullivan** - Ambassador**Mr. Dwayne D.H. Wright**Minister-Counsellor (Economic/  
Commercial)**Mr. Earl Weybrecht**Minister-Counsellor and Permanent Rep-  
resentative to the FAO**Mr. Bertin Côté**

Counsellor (Finance/Economic)

**Mr. Daniel K. Daley**

First Secretary (Commercial/Economic)

**Mr. Michael J. McDermott**

Commercial Officer

**Mr. John B. Picard** - Commercial Officer**Milan****Canadian Consulate General**

Street and Mailing Address:

Via Vittor Pisani 19,

20124 Milan, Italy

Cable: CANTRACOM MILAN

Tel: (011-39-2) 669-7451

Telex: (Destination code 43) 310368

(310368 CANCON I)

Fax: (011-39-2) 670-4450

Territory: Provinces of Liguria, Piemonte,  
Val d'Aosta, Lombardia, Trentino-Alto  
Adige, Friuli-Venezia Giulia, Emilia-  
Romagna e VenetoOffice Hours: (Sept 8-June 26) Mon-Fri:  
0845-1715; (June 27-Sept 7) Mon-Thurs:  
0830-1730; Fri: 0830-1300Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 1, Dec 25-26; Jan 1, Mar 29, Apr 1, Apr  
25, July 1, Aug 15, Sept 2, Oct 14, Nov 1,  
Dec 25-26

Time Difference (E.S.T.): +6

**Miss Marie-Andrée Beauchemin**

Consul General

**Mr. Claude N. Fontaine**

Consul and Senior Trade Commissioner

**Mr. Michael Farley**

Consul and Trade Commissioner

**Mr. R. Sudeyko**Vice-Consul and Assistant Trade Com-  
missioner**Mr. U. Corazzi** - Commercial Officer**Mr. J. Cargnello** - Commercial Officer**Mrs. C. Baglietto** - Commercial Officer**Ivory Coast** - see Côte d'Ivoire**Jamaica****Canadian High Commission**

Street Address:

30-36 Knutsford Boulevard, Kingston 5,  
Jamaica, W.I.

Mailing Address:

P.O. Box 1500, Kingston 10, Jamaica, W.I.

Cable: BEAVER KINGSTON JA

Tel: (809) 926-1500

Telex: (Destination code 291) 2130

(2130 BEAVER JA)

Fax: (809) 926-1702

Territory: Jamaica, Bahamas, Belize,  
Cayman Islands, Haiti, Turks and Caicos  
Islands

Office Hours: Mon-Fri: 0800-1630

Major Holidays: (1990/91) Sept 3, Oct 15,  
Dec 25-26; Jan 1, Feb 13, Mar 29, Apr 1,  
May 23, July 1, Aug 5, Sept 2, Oct 21, Dec  
25-26

Time Difference (E.S.T.): 0

**Miss Jennifer McQueen**

High Commissioner

**Mr. John D. Bonar**

First Secretary (Commercial)

**Ms. Anne L. Martel**

Second Secretary (Commercial)

**Ms. Yasmin M. Chong**

Commercial Officer

**Mrs. Geneviève E. Vassell**

Commercial Officer

**Mrs. Janice Casserly**

Commercial Assistant

Honorary Commercial Representative for  
Canada in the Bahamas:**Mr. Philip Cheetham,**

c/o Out Island Traders Bldg.,  
P.O. Box SS 6371, Nassau N.P.,  
Ernest St., Nassau, Bahamas  
Tel: (809) 324-1054  
Telex: 297 20246 (BEAVER BAH 246)  
Fax: (809) 324-5499, Attention: Philip  
Cheetham 3241054  
Honorary Consul in Belize:  
**Mr. Lester Young**, 120A New Road,  
Belize City, Belize, C.A.  
Tel: (501-02) 31060  
Telex: 178 MAPLELEAF BZ  
Fax: (501-02) 78234

## Japan Tokyo

### Canadian Embassy

Street and Mailing Address:  
7-3-38 Akasaka, Minato-ku,  
Tokyo 107, Japan

Cable: CANADIAN TOKYO

Tel: (011-81-3) 408-2101

Telex: (Destination code 72) 22218  
(DOMCAN J22218)

Fax: (G3System)(011-81-3)470-7280/479-  
5320

Office Hours: Mon-Fri: 0900-1730

Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 5, Dec 25-26; Jan 1, Mar 29, Apr 1,  
May 3, May 6, July 1, Sept 3, Oct 14, Dec  
23, Dec 25-26

Time Difference (E.S.T.): +14

**Mr. J.H. Taylor** - Ambassador

**Mr. Jon L. Swanson**

Minister (Economic/Commercial)

### Commercial Division

**Mr. John Treleaven**

Minister-Counsellor (Commercial)

**Ms. Deanna L. Horton**

First Secretary (Commercial)

### Agriculture, Fisheries and Consumer Products Section

**Mr. Ezio DiEmanuele**  
Counsellor (Commercial)

**Mr. Shun Ishiguro**

First Secretary (Commercial)

**Ms. Kathleen Mackay**

Third Secretary (Commercial)

**Mr. Yuzuru Kagi** - Commercial Officer

**Mr. Hiro Matsunaga**

Commercial Officer

**Mr. Masao Nakai** - Commercial Officer

**Mr. Isao Kaneko** - Commercial Officer

### Energy and Resources Section

**Mr. David E. Wynne**

Counsellor (Commercial)

**Mr. Pierre Lavallée**

Second Secretary (Commercial)

**Mr. Nick Yazaki** - Commercial Officer

**Mr. Seiichi Fukuda**

Commercial Officer

### High Technology and Industrial Products Section

**Mr. Michael G. Stinson**

Counsellor (Commercial)

**Mr. A. Duff Mitchell**

First Secretary (Commercial)

**Mr. Rene Wassill**

First Secretary (Commercial)

**Mr. Tony Yabe** - Commercial Officer

**Mr. Yoshio Tamai** - Commercial Officer

**Mr. Yoshihiko Saji** - Commercial Officer

**Mr. Hideyo Owaki** - Commercial Officer

**Mr. Noboru Aoki** - Commercial Officer

### Tourism Section

**Mr. Guy R. Simser**

First Secretary (Commercial)

**Mr. Tom Suzuki** - Commercial Officer

**Mr. Sam Yokoyama**

Commercial Officer

**Mr. Jun Saito** - Commercial Officer

### Investment Promotion Section

**Mr. Russell T. Mark, C.A.**

Special Advisor (Investment)

**Mr. Brian F. Wilkin**

First Secretary (Commercial)

**Mr. Shiro Kiyohara**

Commercial Officer

### Economic/Financial Section

**Mr. John Cheh** - Counsellor (Economic)

**Mr. Brian A. Smith**

Counsellor (Financial)

**Mr. Paul F. Robertson**

First Secretary (Economic)

**Mr. Haig Oghigian**

Second Secretary and Consul (Economic)

**Mr. Masaharu Iwata** - Staff Economist

### Science and Technology Section

**Mr. B. Carl Kuhnke**

Counsellor (Science & Technology)

**Mr. Gregory Rust**

Third Secretary (Science & Technology)

**Mr. Yasukuni Taira**

Technology Development Officer

**Dr. Yukiya Tobe**

Technology Development Officer

**Dr. Yoshimichi Kozuka**

Program Officer (Science & Technology)

**Mrs. Hiromi Saeki**

Program Officer (Science & Technology)

**Miss Noriko Abe**

Program Officer (Information & Logistics)

### Osaka

#### Canadian Consulate General

Street Address:

12th Floor, Daisan Shoho Building,  
2-3 Nishi-Shinsaibashi, 2-Chome,  
Chuo-Ku, Osaka 542, Japan

Mailing Address:

P.O. Box 150, Osaka Minami 542-91,  
Japan

Cable: Send through Embassy in Tokyo:  
DOMCAN TOKYO but indicate for CON-  
GEN OSAKA

Tel: (011-81-6) 212-4910

Telex: Send through Embassy in Tokyo  
but indicate for CONGEN OSAKA  
(Destination code 72) 22218 (DOMCAN  
J22218)

Fax: (G3 System) (011-81-6) 212-4914

Territory: Prefectures of Osaka, Hyogo,  
Kyoto, Nara, Mie, Shiga, Wakayama

Office Hours: Mon-Fri: 0900-1730

Major Holidays: (1990/91) Sept 3, Oct 8,  
Dec 25-26; Jan 1, Mar 29, Apr 1, May 7,  
July 1, Sept 2, Oct 14, Dec 25-26

Time Difference: +14

**Mr. Michael C. Spencer**

Consul General

**Mr. Terry Greenberg**

Consul and Trade Commissioner

**Mr. Yoji Umetani** - Commercial Officer

**Mr. Yoshio Horiuchi**

Commercial Officer

## Jordan (Hashemite Kingdom of)

### Canadian Embassy

Street Address:

Pearl of Shmeisani Building, Shmeisani,  
Amman, Hashemite Kingdom of Jordan

Mailing Address:

P.O. Box 815403, Amman,  
Hashemite Kingdom of Jordan

Cable: CANADA EMBASSY P.O. BOX  
815403

Tel: (011-962-6) 666-124/5/6;

Night Line: (011-962-6) 666-313

Telex: (Destination code 0493) 23080

(23080 CANAD JO)

Fax: (011-962-6) 689-227

Territory: Jordan, Lebanon, Syria

Office Hours: Sun-Thurs: 0800-1600

Major Holidays: (1990/91) Sept 2, Oct 7,  
Nov 14, Dec 24-25; Jan 1, Apr 15, May 2,  
May 21, June 20, June 30, Sept 1, Oct 6,  
Nov 14, Dec 25-26 (Ramadan Mar 14-Apr  
14)

Time Difference (E.S.T.): +7

Vacant - Ambassador

**Mr. William Pound**

First Secretary (Commercial/  
Development) and Consul

**Mr. Shahid Museitif**

Senior Commercial Officer

**Miss Lina Jardaneh**

Commercial Officer

**Mr. Nabil Anshasi**

Development Assistant Officer

## Kenya (Republic of)

### Canadian High Commission

Street Address:

Comcraft House, Hailé Sélassie Avenue,  
Nairobi, Republic of Kenya

Mailing Address:

P.O. Box 30481, Nairobi, Republic of Kenya

Cable: DOMCAN NAIROBI

Tel: (011-254-2) 334033-38

Telex: (Destination code 987) 22198

(22198 DOMCAN KE)

Fax: (011-254-2) 334-090

Territory: Kenya, Comoros Islands,  
Madagascar, Mauritius, Réunion,  
Seychelles, Somali, Tanzania, Uganda

Office Hours: Mon-Thurs: 0730-1630; Fri:  
0730-1300

Major Holidays: (1990/91) Sept 3, Oct 10,  
Oct 20, Dec 12, Dec 25-26; Jan 1, Mar 29,  
Apr 1, July 1, Sept 2, Oct 20, Dec 12, Dec  
25-26

Time Difference (E.S.T.): +8

**Mr. Lawrence A. H. Smith**

High Commissioner

**Mr. Murray K. Esselmont**

Counsellor (Commercial)

**Mr. Benjamin Wamahiu**

Commercial Officer

**Ms. Thelma R. Staussi**

Commercial Assistant

## Korea (South)

### Canadian Embassy

Street Address:

10th Floor, Kolon Building,  
45 Mugyo-Dong, Kung-Ku, Seoul 100-170,  
Republic of Korea

Mailing Address:

P.O. Box 6299, Seoul 100-662,  
Republic of Korea

Cable: SEOUL DOMCAN  
Tel: (011-82-2) 753-2605/8; 753-7290/3  
Telex: (Destination code 801) 27425  
(CANADA K27425)  
Fax: (011-82-2) 755-0686  
Office Hours: Mon-Fri: 0830-1700  
Major Holidays: (1990/91) Oct 3, Dec 25-26; Jan 1, Mar 29, Apr 1, Oct 3, Dec 25-26  
Time Difference (E.S.T.): +14  
**Mr. W. Brian Schumacher**  
Ambassador  
**Mr. Ken Sunquist**  
Minister-Counsellor (Commercial) and Consul  
**Mr. Ken Lewis**  
Counsellor (Commercial) and Consul  
**Mr. D. Grant**  
First Secretary (Commercial) (Ontario)  
**Mr. J. Kunzer**  
First Secretary (Commercial)  
**Mr. D. McMullin**  
Third Secretary (Commercial)  
**Mr. C.S. Lee** - Commercial Officer  
**Mr. C.W. Chang**  
Commercial Officer (Agriculture/  
Fisheries)  
**Mr. Y.H. Choi** - Commercial Officer  
**Mr. S.M. Kim** - Commercial Officer  
**Mr. Y.S. Kim**  
Commercial Officer (Ontario)  
**Mr. H.T. Park**  
Commercial Officer (British Columbia)

**Kuwait (State of)**  
**Canadian Embassy**  
Street Address:  
Block 4, House No. 24, Al-Mutawakel,  
Da Aiyah, Kuwait City, State of Kuwait  
Mailing Address:  
P.O. Box 25281, Safat 13113, Kuwait City,  
State of Kuwait  
Cable: CANADA KUWAIT  
Tel: (011-965) 256-3025  
Telex: (Destination code 496) 23546  
(MCAN KT)  
Fax: (011-965) 256-4167  
Territory: Kuwait, Bahrain, Oman, Qatar,  
United Arab Emirates  
Office Hours: Sat-Wed: 0700-1430  
Major Holidays: (1990/91) Sept 3, Dec 25-26; Jan 1, Feb 25, Mar 31, Apr 1, May 7-9,  
July 14, Sept 2, Dec 25-26 (Ramadan  
Mar 14-Apr 14)  
Time Difference (E.S.T.): +8  
**Mr. Lawrence T. Dickenson**  
Ambassador  
**Mr. Robert Mason**  
Counsellor (Commercial) and Consul  
**Mr. Michel Tétu**  
First Secretary (Commercial) and Vice-  
Consul  
**Mr. Gary Luton**  
Second Secretary (Commercial)  
**Mr. Mohammed Abdul Sattar**  
Commercial Officer  
**Mr. Osama Mughrabi**  
Commercial Officer  
**Mr. Adnan Anani** - Commercial Officer

**Laos (People's Democratic Republic)** - see Thailand

**Lebanon (Lebanese Republic)**

see Jordan

**Lesotho (Kingdom of)**  
see South Africa

**Liberia (Republic of)**  
see Côte d'Ivoire

**Libya (Socialist People's Libyan Arab Jamahiriya)**  
see Italy

**Liechtenstein** - see Switzerland

**Luxembourg (Grand Duchy of)**  
see Belgium

**Macao** - see Hong Kong

**Madagascar (Democratic Republic of)** - see Kenya

**Madeira** - see Portugal

**Malawi (Republic of)**  
see Zimbabwe

**Malaysia**  
**Canadian High Commission**  
Street Address:  
Plaza MBF, 7th Floor, Jalan Ampang,  
50450 Kuala Lumpur, Malaysia  
Mailing Address:  
P.O. Box 10990, 50732 Kuala Lumpur,  
Malaysia

Cable: DOMCAN KUALA LUMPUR  
Tel: (011-60-3) 261-2000  
Telex: (Destination code 84) 30269  
(DOMCAN MA 30269)  
Fax: (011-60-3) 261-3428/261-1270

Office Hours: Mon-Fri: 0800-1600

Major Holidays: (1990/91) Oct 1, Oct 17,  
Dec 25; Jan 1, Jan 29, Apr 26, May 1, May  
9, June 6, July 1, July 23, Oct 1, Oct 17, Dec  
25

Time Difference (E.S.T.): +12

**Vacant** - High Commissioner

**Mr. Melvyn L. MacDonald**  
Counsellor (Commercial)

**Ms. Judy St. George**  
Second Secretary (Commercial)

**Ms. Cherise Valles**  
Third Secretary (Commercial)

**Ms. Ng Kuai Heng** - Commercial Officer

**Mr. Low Ming Siong**  
Commercial Officer

**Maldives (Republic of)**  
see India (New Delhi)

**Mali (Republic of)**  
see Cote d'Ivoire

**Malta (Republic of)**  
see Italy (Rome)

**Marshall Islands (Republic of)**  
see Philippines

**Martinique**  
see Trinidad and Tobago

**Mauritania (Islamic Republic of)**  
see Senegal

**Mauritius**

see Kenya

**Mexico (United Mexican States)**

**Canadian Embassy**  
Street Address:  
Calle Schiller No. 529,  
Colonia Rincon del Bosque,  
11580 Mexico DF, Mexico

Mailing Address:  
Apartado Postal 105-05,  
11580 Mexico DF, Mexico

Cable: CANADIAN MEXICO CITY  
Tel: (011-525) 254-3288  
Telex: (Destination code 22) 1771191  
(DMCNME)

Fax: (011-525) 545-1769

Office Hours: Mon-Fri: 0845-1715

Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 20, Dec 24-26; Jan 1, Feb 5, Mar 29,  
Apr 1, May 20, July 1, Sept 2, Oct 14, Nov  
20, Dec 25-26

Time Difference (E.S.T.): -1

**Mr. David J.S. Winfield**  
Ambassador

**Mr. David G. Adam**  
Minister-Counsellor (Economic/  
Commercial)

**Mr. H. Graham Weber**  
Counsellor (Commercial)

**Mr. Dennis A. Gibson**  
Counsellor (Agriculture)

**Mr. Denis Robert**  
Third Secretary (Commercial)

**Mr. G.E. Belanger**  
Senior Commercial Officer

**Mr. J.A. Pahnke** - Commercial Officer

**Mr. M.A. Rodriguez**  
Commercial Officer

**Mr. J.M. Aguilar**  
Commercial Officer (Tourism)

**Micronesia (Federated States of)** - see Philippines

**Monaco** - see France

**Mongolia (Mongolian People's Republic)**

see Union of Soviet Socialist Republics (U.S.S.R.)

**Montserrat** - see Barbados

**Morocco (Kingdom of)**  
**Canadian Embassy**

Street Address:  
13 bis, rue Jaafar As-Sadik, Rabat-Agdal,  
Kingdom of Morocco

Mailing Address:  
C.P. 709, Rabat-Agdal,  
Kingdom of Morocco

Cable: DOMCAN RABAT  
Tel: (011-212-07) 728-80  
Telex: (Destination code 407) 31964M  
(CDARABAT)

Fax: (011-212-7) 728-87

Office Hours: (Sept-June) Mon-Thurs:  
0800-1730; Fri: 0800-1330; (July-Aug)  
Mon-Fri: 0730-1330

Major Holidays: (1990/91) Oct 22, Dec 25-26;  
Jan 1, Apr 1, July 1, July 25-26, Oct 22,  
Dec 25-26

Time Difference (E.S.T.): +5

**Mr. Wilfrid-Guy Licari** - Ambassador

**Mr. John Broadbent**  
Counsellor (Commercial)  
**Mr. Zouhair Kanouni**  
Commercial Officer  
**Ms. Najat Benyahia**  
Commercial Officer

**Mozambique (People's Republic of)** - see Zimbabwe

**Myanmar (formerly Burma)**  
see Thailand

(Note: For advice, contact in Yangon (formerly Rangoon): Kyaw Zaw Win, Officer at Canadian Interests Section, British Embassy.

Tel: 81708/81812/81700  
Telex: BM 21223 [CAN SEC]

**Namibia**

**Canadian High Commission**

Street Address:  
111-1A Cloudina Street, Ludwigsdorf,  
Windhoek 9000, Namibia

Mailing Address:  
P.O. Box 2147, Windhoek, Namibia

Tel.: (011-264-61) 222-941  
Telex: 402 WK  
Fax: (011-264-61) 22404

Office Hours: Mon-Fri: 0830-1630

Major Holidays: (1990/91) Oct 8, Dec 25-26; Jan 1, Mar 29, Apr 1, Oct 14, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Wayne Hammond**  
High Commissioner

**Nauru** - see Australia (Canberra)

**Nepal (Kingdom of)** - see India

**Netherlands (Kingdom of the)**  
**Canadian Embassy**

Street Address:  
Sophialaan 7, 2514 JP The Hague,  
Kingdom of the Netherlands

Mailing Address:  
Commercial Division, P.O. Box 30820,  
2500 GV The Hague,  
Kingdom of the Netherlands

Cable: DOMCAN THE HAGUE  
Tel: (011-31-70) 361-4111  
Telex: (Destination code 44) 31270  
(31270 DMCN NL)

Fax: (011-31-70) 356-1111

Office Hours: Mon-Fri: 0900-1730

Major Holidays: (1990/91) Sept 3, Oct 8,  
Dec 25-26; Jan 1, Mar 29, Apr 1, May 20,  
June 3, July 1, Sept 2, Oct 14, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Jacques Gignac** - Ambassador

**Mr. Paul A. Théberge**  
Minister (Commercial/Economic)

**Ms. Valerie Smith**  
First Secretary (Commercial/Tourism)

**Mr. Ron M. Hoffman**  
Third Secretary (Commercial/Tourism)

**Mr. Fritz W. Zechner**  
Commercial Officer

**Mr. J.A.J. ten Hoopen**  
Investment Officer

**Ms. Prisca Haemers**  
Technology Development Officer

**Mr. F. Van Cleef**  
Commercial Officer (Tourism)

**Netherlands Antilles**

see Venezuela

**New Caledonia**

see Australia (Canberra)

**New Zealand**

**Wellington**

**Canadian High Commission**

Street Address  
67 Molesworth Street, 4th Floor,  
Wellington, New Zealand

Mailing Address:  
P.O. Box 12-049, Wellington, New Zealand

Cable: DOMCAN WELLINGTON

Tel: (011-64-4) 739-577

Telex: (Destination code 74) 3577

(NZ3577 CANAD)

Fax: (011-64-4) 712-082

Territory: New Zealand, Cook Islands, Fiji,  
French Polynesia, Kiribati, Niue, Tonga,  
Tuvalu, Western Samoa

Office Hours: Mon-Fri: 0830-1630

Major Holidays: (1990/91) Oct 22, Dec 25-26;  
Jan 1, Feb 6, Mar 29, Apr 1, Apr 25,  
June 4, Oct 22, Dec 25-26

Time Difference (E.S.T.): (Winter) +18;  
(Summer) +16

**Mr. Esmond Jarvis**

High Commissioner

**Mr. J. Robert Brocklebank**

Counsellor (Commercial)

**Mr. Brian Emsley** - Commercial Officer

**Mrs. Colleen Poulter**

Commercial Officer

**Auckland**

**Canadian Consulate**

Street Address:  
Princes Court, 2 Princes Street, Auckland,  
New Zealand

Mailing Address:  
P.O. Box 6186, Wellesley St. Post Office,  
Auckland, New Zealand

Tel: (011-64-9) 393-690

Telex: NZ 21645 (NZ 21645 CANAD)

Fax: (011-64-9) 373-111

Time Difference (E.S.T.): (Winter) +18;  
(Summer) +16

**Mr. Richard D. Pennick**

Consul and Trade Commissioner

**Mr. Ronald E.W. Hey**

Commercial Officer

**Nicaragua (Republic of)**

see Costa Rica

**Niger (Republic of)**

see Côte d'Ivoire

**Nigeria (Federal Republic of)**

**Canadian High Commission**

Street Address:  
4 Idowu Taylor St., Victoria Island,  
Lagos, Federal Republic of Nigeria

Mailing Address:  
P.O. Box 54506, Ikoyi Station,  
Lagos, Federal Republic of Nigeria

Cable: CANADIAN LAGOS

Tel: (011-234-1) 612-382/612-385

Telex: (Destination code 905) 21275  
(21275 DOMCAN NG)

Fax: (011-234-1) 614-691

Territory: Nigeria, Benin, Ghana, Togo

Office Hours: Mon-Fri: 0730-1500

Major Holidays: (1990/91) Oct 2, Dec 25-26;  
Jan 1, Mar 29, Apr 1, May 1, July 1, Oct 1,  
Dec 25-26

Time Difference (E.S.T.): +5

**Mr. Robert L. Elliott**

High Commissioner

**Mr. Ron Merrick**

First Secretary (Commercial)

**Mr. Michael Danagher**

Second Secretary (Commercial)

**Mr. James C. Onochie**

Commercial Officer

**Mr. Africanus A. Sam-Epelle**

Commercial Officer

**Niue** - see New Zealand

**North Atlantic Council Delegation of Canada to the North Atlantic Council**

Street and Mailing Address:  
Leopold III Boulevard, 1110 Brussels,  
Kingdom of Belgium

Cable: CANDEL BRUSSELS

Tel: (011-32-2) 216-03-46

Telex: (Destination code 46) 21613

(DOMCAN B)

Fax: (011-32-2) 245-2462

Office Hours: Mon-Fri: 0900-1800

Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 1, Dec 25-26; Jan 1, Mar 29, May 1,  
May 24, July 1, Aug 15, Sept 2, Oct 14, Nov 1,  
Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Gordon S. Smith**

Ambassador and Permanent Representative

**Mr. James A. Holt**

Counsellor (Defence Production)

**Lt. Col. W. Bentley**

Counsellor (Armaments)

**Maj. B. Bowles**

First Secretary (Armaments)

**Northern Ireland** - see Britain

**Northern Marianas**

see Philippines

**Norway (Kingdom of)**

**Canadian Embassy**

Street Address:  
Oscars Gate 20, Oslo 3,  
Kingdom of Norway

Mailing Address:  
0244 Oslo 2, Kingdom of Norway

Cable: DOMCAN

Tel: (011-47-2) 46-69-55

Telex: (Destination code 56) 71880  
(71880 DOMCA N)

Fax: (011-47-2) 69-34-67

Territory: Norway, Iceland

Office Hours: (Sept-Apr) Mon-Fri: 0800-1615;  
(May-Aug) Mon-Fri: 0800-1530

Major Holidays: (1990/91) Dec 25-26; Jan 1,  
Mar 24-29, Apr 1, May 1, May 17, May 28,  
June 8, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. R.H. Graham Mitchell**

Ambassador

**Mr. Roger D. Chan**

Counsellor (Commercial) and Consul

**Ms. Jessie Hislop**

Third Secretary (Commercial) and



## Vice-Consul

**Mr. Bjorn J. Hanssen**  
Commercial Officer

**Mr. Tor-Eddie Fossbakk**  
Commercial Officer

**Oman (Sultanate of)**  
see Kuwait

**Pakistan (Islamic Republic of)**  
**Canadian High Commission**

Street Address:  
Diplomatic Enclave, Sector G-5,  
Islamabad, Islamic Republic of Pakistan

Mailing Address:  
G.P.O. Box 1042, Islamabad,  
Islamic Republic of Pakistan

Cable: DOMCAN ISLAMABAD  
Tel: (011-92-51) 821101-04  
Telex: (Destination code 82) 5700  
(5700 DOCAN PK)

Fax: (011-92-51) 823466

Territory: Pakistan, Afghanistan

Office Hours: Sun-Thurs: 0800-1600

Major Holidays: (1990/91) Sept 6, Sept 11,  
Nov 11, Dec 25-26; Jan 1, Mar 31, Apr 29,  
May 1, July 1, July 3-4, Aug 14, Sept 11,  
Nov 11, Dec 25-26

Time Difference (E.S.T.): +10

**Mr. Manfred G. von Nostitz**  
High Commissioner

**Mr. A.C.H. Smith**  
Counsellor (Commercial)

**Mr. Ahsan ul Haq** - Commercial Officer  
**Mr. Waheed Khan** - Commercial Officer

**Palau (Republic of)**  
see Philippines

**Panama (Republic of)**  
see Costa Rica

**Papua New Guinea**  
see Australia (Canberra)

**Paraguay (Republic of)**  
see Chile

**Peru (Republic of)**  
**Canadian Embassy**

Street Address:  
Federico Gerdes 130  
(Antes Libertad) Miraflores,  
Lima, Republic of Peru

Mailing Address:  
Casilla 18-1126, Lima, Republic of Peru

Cable: CANADIAN LIMA  
Tel: (011-51-14) 444-015  
(Night Line: 444-688)

Telex: (Destination code 36) 25323  
(25323PE DOMCAN)

Fax: (011-51-14) 444-347

Territory: Peru, Bolivia

Office Hours: Mon/Tues/Thurs/Fri: 0800-  
1700; Wed: 0800-1230

Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 1, Dec 24-25; Jan 1, Mar 29, Apr 1,  
May 20, July 1, Sept 2, Oct 14, Dec 24-25  
Time Difference (E.S.T.): 0

**Mr. James Leach** - Ambassador

**Mr. Wayne A. McKenzie**  
Counsellor (Commercial)

**Mr. Robert MacLean**  
Third Secretary (Commercial)

**Mr. Romeo Cubas** - Commercial Officer

**Mr. Oscar G. Vásquez**  
Commercial Officer

**Philippines (Republic of the)**  
**Canadian Embassy**

Street Address:  
9th Floor, Allied Bank Centre,  
6754 Ayala Avenue, Makati,  
Metro Manila, Republic of the Philippines

Mailing Address:  
P.O. Box 971, Makati Central Post Office,  
Makati, Metro Manila,  
Republic of the Philippines 1200

Cable: DOMCAN MANILA  
Tel: (011-63-2) 815-9536  
Telex: (Destination code 75) 63676  
(63676 DOMCAN PN)

Fax: (011-63-2) 815-9595/810-5142/816-  
0693

Territory: Philippines, Guam, Marshall  
Islands, Micronesia, Northern Marianas,  
Palau

Office Hours: Mon-Fri: 0830-1630

Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 1, Dec 25-26; Jan 1, Mar 28-29, May  
1, June 12, July 1, Sept 2, Oct 31, Dec 25-  
26

Time Difference (E.S.T.): +13

**Mr. André S. Simard** - Ambassador

**Mr. K. David McNamara**  
Counsellor (Commercial)

**Mr. Robert Shaw-Wood**  
Counsellor (Commercial) and  
ADB Liaison Officer

**Mr. Byron C. Lee** - Commercial Officer

**Mr. Alan M. Dacanay**  
Commercial Officer

**Ms. Elizabeth Aguilar**  
Commercial Officer

**Poland (Republic of)**  
**Canadian Embassy**

Street and Mailing Address:  
Ulica Matejki 1/5, 00-481 Warsaw, Poland

Cable: DOMCAN WARSAW  
Tel: (011-48-22) 29-80-51  
Telex: (Destination code 63) 813424  
(813424 CAA PL)

Fax: (011-48-22) 296457

Office Hours: Mon-Fri: 0830-1630

Major Holidays: (1990/91) Nov 1, Nov 12,  
Dec 25-26; Jan 1, Mar 29, Apr 1, May 3,  
May 30, Aug 15, Nov 1, Nov 11, Dec 25-26  
Time Difference (E.S.T.): +6

**Mr. Peter J.A. Hancock** - Ambassador

**Mr. A.J. Coles** - Counsellor (Commercial)

**Ms. Hanna Prozych** - Commercial Officer

**Mr. Frank Marzoch**  
Commercial Officer

**Portugal (Portuguese Repub-  
lic)**

**Canadian Embassy**  
Street and Mailing Address:  
Av. Da Liberdade 144/56-4, 1200 Lisbon,  
Portugal

Cable: CANADIAN LISBON  
Tel: (011-351-1) 347-4892  
Telex: (Destination code 404) 12377  
(DOMCAN P)

Fax: (011-351-1) 347-6466

Territory: Portugal, Azores, Madeira

Office Hours: Mon-Fri: 0830-1700

Major Holidays: (1990/91) Sept 3, Oct 5-8,

Dec 25-26; Jan 1, Mar 29, Apr 1, Apr 25,  
May 1, Aug 15, Sept 2, Oct 4-7, Dec 25-26  
Time Difference (E.S.T.): +5

**Mr. Geoffrey F. Bruce** - Ambassador  
**Ms. Chantal M. Tremblay**  
Counsellor (Commercial) and Consul  
**Mr. Manuel J.D. Lima**  
Commercial Officer

**Puerto Rico**  
**Canadian Trade Commission**

Street and Mailing Address:  
Plaza Scotia Bank, 6th Floor,  
273 Ponce de Leon, Hato Rey,  
Puerto Rico 00917

Tel: (809) 250-0367/758-3500  
Fax: (809) 250-0369

**Mr. James Bradford**  
Consul and Trade Commissioner

**Qatar (State of)** - see Kuwait

**Réunion** - see Kenya

**Romania**  
**Canadian Embassy**

Street Address:  
36, Nicolae Iorga, Bucharest,  
Romania

Mailing Address:  
P.O. Box 2966, Post Office No. 22,  
71118 Bucharest, Romania

Tel: (011-40-0) 50-63-30/50-59-56/  
50-65-80

Telex: (Destination code 651) 10690  
(CANAD R)

Office Hours: Mon-Fri: 0830-1700

Major Holidays: (1990/91) Sept 3, Oct 8,  
Dec 25-26; Jan 1, Mar 29, Apr 1, May 1-2,  
July 1, Aug 23, Sept 2, Oct 14, Dec 25-26  
Time Difference (E.S.T.): +7

**Mr. Saul Grey** - Ambassador

**Mr. Keith L. McFarlane**  
Counsellor (Commercial)

**Mr. Valeriu Costea** - Commercial Officer

**Mr. Octavian Bonea**  
Commercial Officer

**Russia**

see Union of Soviet Socialist Repub-  
lics (U.S.S.R.)

**Rwanda (Rwandese Republic)**  
see Zaire

**Sao Tome and Principe (Demo-  
cratic Republic of)**  
see Gabon

**Saudi Arabia (Kingdom of)**  
**Canadian Embassy**

Street Address:  
Diplomatic Quarter, Riyadh,  
Kingdom of Saudi Arabia

Mailing Address:  
P.O. Box 94321, Riyadh 11693,  
Kingdom of Saudi Arabia

Cable: DOMCAN RIYADH  
Tel: (011-966-1) 488-2288  
Telex: (Destination code 495) 404893  
(DOMCAN SJ)

Fax: (011-966-1) 488-0137

Territory: Saudi Arabia, Republic of Yemen

Office Hours: Sat-Wed: 0800-1600

Major Holidays: (1990/91) Oct 8, Dec 25-

26; Jan 1, Mar 31, July 1, Oct 14, Dec 25-26 (Ramadan Mar 14-Apr 14)  
Time Difference (E.S.T.): +8

**Mr. Allen N. Lever** - Ambassador  
**Mr. Donald P. McLennan**  
Minister-Counsellor (Commercial)

**Mr. Ron M. Bollman**  
Counsellor (Commercial)  
**Mr. Wayne M. House**  
Counsellor (Commercial)

**Mr. Andrew Shisko**  
Second Secretary (Commercial)

**Mr. Joe Fakhri** - Commercial Officer  
**Mr. Elie Salameh** - Commercial Officer  
**Mr. Mayez Teriak** - Commercial Officer  
(Resident in Jeddah, Saudi Arabia)

Street Address:  
Zahid Corporate Group,  
Headquarters Bldg., Jeddah,  
Kingdom of Saudi Arabia

Mailing Address:  
P.O. Box 8928, Jeddah 21492,  
Kingdom of Saudi Arabia

**Scotland** - see Britain

### Senegal (Republic of) Canadian Embassy

Street Address:  
4th Floor, Sorano Building,  
45, boul. de la République, Dakar,  
Republic of Senegal

Mailing Address:  
P.O. Box 3373, Dakar, Republic of Senegal

Cable: DOMCAN DAKAR  
Tel: (011-221) 23-87-49  
Telex: 5I632 (DOMCAN SG)  
Fax: (011-221) 23-87-49

Territory: Senegal, Cape Verde Islands,  
Gambia, Guinea-Bissau, Guinea-Conakry,  
Mauritania

Office Hours: Mon/Tues/Thurs/Fri: 0800-1730; Wed: 0800-1230

Major Holidays: (1990/91) Oct 12, Dec 25-26; Jan 1, Mar 29, Apr 1, Apr 4, May 1, May 9, July 1, Dec 25-26

Time Difference (E.S.T.): (Apr-Sept) +4;  
(Oct-Mar) +5

**Mr. Jacques Bilodeau** - Ambassador  
**Mr. Olivier Nicoloff**  
Second Secretary (Commercial/Political)  
and Vice-Consul

**Ms. Cecile Garnier**  
Program Assistant (Commercial)

### Seychelles (Republic of)

see Kenya

### Sierra Leone (Republic of)

see Côte d'Ivoire

### Singapore (Republic of) Canadian High Commission

Street Address:  
IBM Towers, 14th Floor, 80 Anson Road,  
Singapore 0207, Republic of Singapore

Mailing Address:  
Robinson Road P.O. Box 845,  
Singapore 9016, Republic of Singapore

Cable: CANADIAN SINGAPORE  
Tel: (011-65) 225-6363  
Telex: (Destination code 87) RS21277  
(DOMCAN RS21277)

Fax: (011-65) 225-2450; 226-1541 (Commercial)

Territory: Singapore, Brunei

Office Hours: Mon-Fri: 0800-1630

Major Holidays: (1990/91) Sept 3, Oct 8,  
Dec 25-26; Jan 1, Feb 15-16, Mar 29, Apr  
16, May 1, May 28, June 23, Aug 9, Nov 5,  
Dec 25

Time Difference (E.S.T.): +13

**Mr. Bernard A. Gagosz**  
High Commissioner

**Mr. Denis Comeau**  
Counsellor (Commercial/Economic)

**Mr. Kris Panday**  
Second Secretary (Commercial)

**Mr. Frank S.H. Quah**  
Commercial Officer

**Mr. Peter C.M. Ho** - Commercial Officer

**Mr. Francis S.S. Chan**  
Commercial Officer

### Solomon Islands

see Australia (Canberra)

### Somali (Democratic Republic of)

see Kenya

### South Africa\* (Republic of) Canadian Embassy

Street Address:  
5th Floor, Nedbank Plaza,  
Corner of Church and Beatrix Streets,  
Arcadia, Pretoria 0083,  
Republic of South Africa

Mailing Address:  
P.O. Box 26006, Arcadia, Pretoria 0007,  
Republic of South Africa

Cable: CANDOM PRETORIA  
Tel: (011-27-12) 324-3970  
Telex: (Destination code 95) 3-22112  
(322112 CANAD SA)  
Fax: (011-27-12) 323-1564

Territory: South Africa, Lesotho, Namibia,  
St. Helena, Swaziland

Office Hours: Mon-Fri: 0800-1600

Major Holidays: (1990/91) Oct 10, Dec 25-26; Jan 1, Mar 29, Apr 1, May 31, Oct 10,  
Dec 25-26

Time Difference (E.S.T.): +7

**Mr. Ronald S. MacLean** - Ambassador  
**Mr. B.B. Fraser**  
Economic Affairs Officer

\* The Canadian Embassy in Pretoria is responsible for promoting trade with Lesotho, Namibia, Swaziland and St. Helena. It does not promote trade with South Africa but provides normal consular assistance to all Canadian visitors.

### Spain (Kingdom of) Canadian Embassy

Street Address:  
Nunez de Balboa 35, 28001 Madrid,  
Kingdom of Spain

Mailing Address:  
Apartado 587, 28080 Madrid,  
Kingdom of Spain

Cable: CANADIAN MADRID  
Tel: (011-34-1) 431-4300  
Telex: (Destination code 52) 27347  
(27347 DOMCA E)  
Fax: (011-34-1) 431-2367

Territory: Includes provinces outside the peninsula-Balearic Islands, Canary Islands

Office Hours: (Sept 15-June 15) Mon-Fri: 0830-1730; (June 16-Sept 14) Mon-Fri: 0830-1430

Major Holidays: (1990/91) Oct 12, Dec 25-26; Jan 1, Mar 28-29, Oct 12, Dec 25-26

Time Difference (E.S.T.): +6

**Ms. Julie Loranger** - Ambassador

**Mr. Robert B. Noble**  
Counsellor (Commercial)

**Mr. Mike F. Crawcour**  
Commercial Officer

**Mr. Alonso Herrero**  
Commercial Officer

**Mrs. Isabel Cebas**  
Commercial Officer

**Mr. Isidro Garcia**  
Commercial Officer

**Mr. T. Cullen**  
Consul (Commercial)

(Resident in Barcelona, Spain)  
Street and Mailing Address:  
Muntaner 253, 08021 Barcelona, Spain

Tel: (011-34-3) 209-8388

Telex: 98246 CNBAR E

Fax: (011-34-3) 200-0559

### Sri Lanka (Democratic Socialist Republic of)

#### Canadian High Commission

Street Address:  
6 Gregory's Road, Colombo 7,  
Democratic Socialist Republic of Sri Lanka

Mailing Address:  
P.O. Box 1006, Colombo,  
Democratic Socialist Republic of Sri Lanka

Cable: DOMCANADA COLOMBO  
Tel: (011-94-1) 69-58-41/42/43; 69-87-97  
Telex: 21106 (21106 DOMCAN CE)

Office Hours: Mon-Thurs: 0800-1635; Fri: 0800-1310

Major Holidays: (1990/91) Oct 17, Dec 25; Jan 1, Mar 29, May 1, May 9-10, June 7, July 4, Oct 17, Dec 25

Time Difference (E.S.T.): +10 1/2

**Ms. Nancy M. Stiles**  
High Commissioner

**Mr. Percy Abols** - First Secretary

**Ms. T.N. Perera** - Commercial Assistant

**St. Helena** - see South Africa

**St. Kitts and Nevis** - see Barbados

**St. Lucia** - see Barbados

**St. Martin** - see Barbados

**St. Pierre-et-Miquelon**  
see United States (Boston)

**St. Vincent** - see Barbados

**Sudan (Democratic Republic of the)** - see Egypt

**Surinam (Republic of)**  
see Trinidad and Tobago

**Swaziland (Kingdom of)**  
see South Africa

### Sweden (Kingdom of) Canadian Embassy

Street Address:  
Tegelbacken 4, 7th Floor, Stockholm,  
Kingdom of Sweden

**Mailing Address:**

P.O. Box 16129, S-103 23 Stockholm,  
Kingdom of Sweden

Cable: CANADIAN STOCKHOLM

Tel: (011-46-8) 23 79 20

Telex: (Destination code 54) 10687  
(10687 DOMCAN S)

Fax: (011-46-8) 24 24 91

Office Hours: (Winter) Mon-Fri: 0815-1630;  
(Summer) Mon-Thurs: 0800-1630; Fri:  
0800-1515

Major Holidays: (1990/91) Nov 3, Dec 25-  
26; Jan 1, Mar 29, Apr 1, May 1, May 9,  
May 20, June 22, Nov 2, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Dennis B. Browne** - Ambassador

**Mr. E.C.H. Shelly**  
Counsellor (Commercial)

**Mr. C. Bonde** - Technology Officer

**Mr. W. Manston-Shorter**  
Commercial Officer

**Mrs. U. Hansson** - Commercial Officer

**Mrs. Monica Villot-Berling**  
Commercial Officer

### Switzerland (Swiss Confederation)

#### Canadian Embassy

Street Address:

Kirchenfeldstrasse 88, CH-3005 Berne,  
Switzerland

Mailing Address:

P.O. Box, CH-3000 Berne 6, Switzerland

Cable: CANADIAN BERNE

Tel: (011-41-31) 44-63-81

Telex: (Destination code 45) 911308  
(911308 DMCN CH)

Fax: (011-41-31) 44-73-15

Territory: Switzerland, Liechtenstein

Office Hours: (Winter) Mon-Fri: 0800-1700;  
(Summer) Mon-Fri: 0800-1600

Major Holidays: (1990/91) Sept 3, Oct 8,  
Dec 25-26; Jan 1, Mar 29, Apr 1, June 4,  
July 1, Aug 5, Sept 2, Oct 14, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Jacques S. Roy** - Ambassador

**Mr. Jean-Marc Duval**  
Counsellor (Commercial) and Consul

**Ms. Monica J. Siig**  
Counsellor (Commercial) and Consul

**Mrs. Odette Voulich**  
Commercial Officer

**Mr. Werner Naef** - Commercial Officer

**Ms. Graziella Piffaretti**  
Commercial Assistant

### Syria (Syrian Arab Republic)

#### Canadian Embassy

Street Address:

Sheraton Hotel, Damascus, Syria

Mailing Address:

P.O. Box 3394, Damascus, Syria

Tel: (011-963-11) 229-300/716-664

Telex: (Destination code 492) 412422  
(CANADA SY)

Fax: (011-963-11) 330-535

Office Hours: Mon-Thurs: 0730-1530; Fri:  
0730-1330

Major Holidays: (1990/91) Sept 3, Oct 8,  
Dec 25-26; Jan 1, Mar 29, Apr 1, Sept 2, Oct  
14, Dec 25-26 (Ramadan Mar 14-Apr 14)

Time Difference (E.S.T.): +7

**Vacant** - Ambassador

### Mr. William Pound

First Secretary (Commercial/  
Development) and Consul  
(Resident in Amman, Jordan)

### Taiwan (China)

#### Canadian Trade Office

Street and Mailing Address:

Suite 707, Bank Tower,  
205 Tun Hua North Road, Taipei, Taiwan

Tel: (011-886-2) 713-7268

Telex: 29484 CANTAI

Fax: (011-886-2) 712-7244

Time Difference (E.S.T.): +13

**Mr. John T. Clayden** - Director

**Mr. E.I.M. (Ted) Lipman**

Deputy Director (Trade and Tourism)

(This is an office of the Canadian Chamber  
of Commerce.)

### Tanzania (United Republic of)

#### Canadian High Commission

Street Address:

Pan African Insurance Building,  
Samora Machel Avenue, Dar-es-Salaam,  
United Republic of Tanzania

Mailing Address:

P.O. Box 1022, Dar-es-Salaam,  
United Republic of Tanzania

Cable: DOMCAN DAR-ES-SALAAM

Tel: (011-255-51) 20651/2/3

Telex: 41015 (41015 DOMCAN)

Fax: (011-255-51) 35752, Ext 205

Territory: Tanzania, Madagascar,  
Mauritius, Seychelles

Office Hours: Mon-Fri: 0730-1500

Major Holidays: (1990/91) Sept 3, Oct 8,  
Dec 25-26; Jan 1, Mar 29, Apr 1, Apr 26,  
May 1, July 1, July 11, Sept 2, Dec 25-26

Time Difference (E.S.T.): +8

**Mr. J.D.L. Rose** - High Commissioner

**Mr. M.K. Esselmont**

Counsellor (Commercial)

(Resident in Nairobi, Kenya)

**Ms. M.H. White** - First Secretary

Honorary Commercial Representative

for Canada in Madagascar:

**Ms. D. Cleroux**, P.O. Box 4016,

Antananarivo, Madagascar

Tel: (011-261-2) 29442

Telex: 22461 (MARCAM, MG)

### Thailand (Kingdom of)

#### Canadian Embassy

Street Address:

The Boonmitr Building, 11th Floor,  
138 Silom Road, Bangkok 10500,  
Kingdom of Thailand

Mailing Address:

P.O. Box 2090, Bangkok 10500,  
Kingdom of Thailand

Cable: DOMCAN BANGKOK

Tel: (011-66-2) 234-1561/8

Telex: (Destination code 86) 82671  
(82671 DOMCAN TH)

Fax: (011-66-2) 236-6463; 236-7119 (Com-  
mercial)

Territory: Thailand, Cambodia, Laos,  
Myanmar (Burma), Vietnam

Office Hours: Mon-Thurs: 030-1615; Fri:  
0730-1300

Major Holidays: (1990/91) Oct 8, Dec 5,  
Dec 25-26; Jan 1, Mar 29, Apr 1, July 1, Oct  
14, Dec 5, Dec 25-26

Time Difference (E.S.T.): +12

**Vacant** - Ambassador

**Mr. Robert Vanderloo**

Counsellor (Commercial) and Consul

**Mr. Bertrand Desjardins**

Counsellor (Commercial) and Consul

**Mr. David B. McKinnon**

Second Secretary (Commercial) and

Vice-Consul

**Mr. Thawee Thaiprasithiporn**

Senior Commercial Officer

**Mr. Sirichai Chanthachaiwat**

Commercial Officer

**Ms. Supawadee Laoleeyanurak**

Commercial Officer

### Togo (Togolese Republic)

see Nigeria

### Tonga (Kingdom of)

see New Zealand

### Trinidad and Tobago

#### (Republic of)

#### Canadian High Commission

Street Address:

Huggins Building, 72 South Quay,  
Port-of-Spain, Republic of Trinidad and  
Tobago

Mailing Address:

P.O. Box 1246, Port-of-Spain,  
Republic of Trinidad and Tobago

Cable: DOMCAN PORT OF SPAIN

Cable: Commercial Office (Trinidad):

CANADIAN PORT OF SPAIN

Tel: (809) 623-7254

Telex: (Destination code 294) 22429  
(22429 DOMCAN WG)

Fax: (809) 624-4016

Territory: Trinidad and Tobago, French  
Guiana, Guadeloupe, Guyana, Haiti,  
Martinique, Surinam

Office Hours: Mon-Thurs: 0730-1600; Fri:  
0730-1300

Major Holidays: (1990/91) Sept 24, Dec 25-  
26; Jan 1, Mar 29, Apr 1, June 4, June 14,  
June 19, Aug 1, Sept 24, Dec 25-26

Time Difference (E.S.T.): +1

**Vacant** - High Commissioner

**Mr. J. Bruce Motta**

Counsellor (Commercial)

**Mr. Desmond Hobson-Garcia**

Commercial Officer

**Mr. Ramesh Tiwari**

Commercial Officer

**Ms. Anne Borde** - Commercial Officer

### Tunisia (Republic of)

#### Canadian Embassy

Street Address:

3, rue du Sénégal, Place d'Afrique,  
1002 Le Belvédère, Tunis,  
Republic of Tunisia

Mailing Address:

C.P. 31, Le Belvédère, 1002 Tunis,  
Republic of Tunisia

Cable: DOMCAN TUNIS

Tel: (011-216-1) 286-577/337/619

Telex: (Destination code 409) 15324  
(15324 DOMCAN TN)

Fax: (011-216-1) 792-371

Office Hours: Mon-Thurs: 0800-1700; Fri:  
0800-1330; Summer & Ramadan: Mon-  
Fri: 0730-1400

Major Holidays: (1990/91) Sept 3, Dec 25-  
26; Jan 1, Mar 20-21, Apr 9, May 1, July 25,

Sept 2, Dec 25-26; (Ramadan Mar 14-Apr 14)

Time Difference (E.S.T.): +6

**Mr. Marius Bujold** - Ambassador

**Mr. Jean Prévost**

First Secretary (Commercial) and Consul

**Mr. Lassaad Bourguiba**

Commercial Officer

### Turkey (Republic of)

#### Canadian Embassy

Street and Mailing Address:

Nenehatun Caddesi 75, Gaziosmanpasa, 06700 Ankara, Republic of Turkey

Cable: DOMCAN ANKARA

Tel: (011-90-4) 136-1275

Telex: (Destination code 607) 42369

(A/B 42369 DCAN TR)

Fax: (011-90-4) 146-4437

Office Hours: Mon-Fri: 0830-1715; (July-Aug) Mon-Thurs: 0830-1700; Fri: 0830-1230

Major Holidays: (1990/91) Sept 3, Oct 8, Dec 25; Jan 1, Mar 29, Apr 16-18, June 23-26, Oct 14, Oct 29, Dec 27

Time Difference (E.S.T.): +7

**Mr. Paul A. Lapointe** - Ambassador

**Mr. David B. Collins**

Counsellor (Commercial)

**Mr. Michael Wondergem**

Counsellor (Commercial)

**Mr. Can Ozguc**

Senior Commercial Officer

**Mr. Akin Kosetorunu**

Commercial Officer

### Turks and Caicos Islands

see Jamaica

### Tuvalu - see New Zealand

### Uganda (Republic of) - see Kenya

### Union of Soviet Socialist Republics (U.S.S.R.)

#### Canadian Embassy

Street and Mailing Address:

Starokonyushenny Pereulok 23, Moscow, U.S.S.R.

Cable: CANAD MOSCOW

Tel: (011-7-95) 241-5070/241-5882/230-2156

Telex: (Destination code 64) 413401

(413401 DMCAN SU)

Fax: (011-7-95) 241-4400; 241-9034 (Commercial)

Territory: U.S.S.R., Mongolia

Office Hours: Mon-Fri: 0830-1700

Major Holidays: (1990/91) Oct 8, Nov 7, Dec 25-26; Jan 1, Mar 29, Apr 1, May 1, May 7, July 1, Oct 14, Nov 7, Dec 25-26

Time Difference (E.S.T.): +8

**Mr. Michael R. Bell** - Ambassador

**Mr. David E.F. Taylor** - Minister

**Mr. J. Reid Henry**

First Secretary (Commercial)

**Mr. Richard Bale**

Second Secretary (Commercial)

**Ms. Ann T. Collins**

Third Secretary (Commercial)

**Miss Irina Litvinova**

Commercial Officer

**Mr. Konstantin Kolishnikov**

Commercial Officer

**Mr. Nikolai Kalatozov** - Interpreter

### United Arab Emirates

see Kuwait

### United Kingdom - see Britain

### United Nations

#### Permanent Mission of Canada to the United Nations

Street and Mailing Address:

866 United Nations Plaza, Suite 250, New York, New York 10017, United States of America

Cable: CANINUN NEW YORK CITY

Tel: (212) 751-5600

Telex: (212) 126269

Fax: (212) 486-1295

Responsibilities: United Nations Secretariat, UNDP, UNICEF and other New York-based UN bodies

Office Hours: Mon-Fri: 0900-1730

**Mr. L. Yves Fortier**

Ambassador and Permanent

Representative

**Mr. Russell Merifield**

First Secretary

### United States of America

#### Washington

#### Canadian Embassy

Street and Mailing Address:

501 Pennsylvania Avenue, N.W., Washington, D.C. 20001, U.S.A.

Cable: CANADIAN WASHINGTON

Tel: (202) 682-1740

Telex: 0089664 (DOMCAN A WSH)

Fax: (202) 682-7726

Office Hours: Mon-Fri: 0830-1700

Major Holidays (observed in the U.S.A.): (1990/91) Sept 3, Oct 8, Nov 22, Dec 25-26; Jan 1, Feb 18, Mar 29, Apr 1, May 27, July 1, July 4, Sept 2, Oct 14, Nov 28, Dec 25-26

Time Difference (E.S.T.): 0

**Mr. Derek H. Burney** - Ambassador

**Mr. Marc Brault** - Minister (Economic)

### Trade Relations and Commercial Policy Section

**Mr. W.A. Dymond**

Minister-Counsellor (Commercial)

**Mr. T. D'Arcy McGee**

Counsellor (Energy)

**Ms. Margaret Martin**

Counsellor (Energy)

**Mr. Claude Carrière**

Counsellor (Commercial)

**Mr. John McNab**

First Secretary (Commercial)

**Mr. Peter Fawcett**

First Secretary (Agriculture)

**Mr. Ray Rush**

First Secretary (Commercial)

**Ms. Birgit Matthiesen**

Commercial Officer (Market Access)

### General Economic Relations Section

**Mr. Philip R.L. Somerville**

Minister-Counsellor (Economic)

**Mr. Michael Stephens**

Counsellor (Science/Technology)

**Mr. Alister Smith**

Counsellor (Financial Affairs)

**Mrs. Laurette Glasgow**

First Secretary (Transportation/

Communications)

**Mr. Ray Norton**

First Secretary (Investment/Intellectual Property)

### Office for Liaison with International Financial Institutions

**Mrs. Astrid Y. Pregel**

First Secretary (Commercial)

**Mr. Hugh Wilkinson**

Commercial Officer

**Ms. V. Hibbard** - Program Assistant

### Trade Promotion and Investment Development Section

**Mr. David Ryan**

Minister-Counsellor (Commercial)

### Defence Production Office, Philadelphia

**Mr. J. Ganderton** - Counsellor

Canadian Defence Production Office

(CNDA), Navy Aviation Supply Office

700 Robbins Avenue, Philadelphia,

Pennsylvania 19111

Tel: (215) 697-1264

Fax: (215) 697-1265

### Federal Government Procurement (Non-Defence)

**Ms. Judith A. Bradt**

Commercial Officer

### Defence Programs

**Mr. J. Max Reid**

Counsellor (Defence Production)

**Mr. Denis H. Douville**

First Secretary (Defence Production)

**Mr. R. Mahar** - Commercial Officer

### Trade and Investment Development

This Section is responsible for District of Columbia, Virginia, Maryland, Delaware, and Eastern Pennsylvania.

**Mr. Peter Drabble**

First Secretary (Commercial)

**Mr. M. Ellenbogen** - Commercial Officer

**Mr. C. Stevenson** - Commercial Officer

**Ms. Connie Conner**

Commercial Officer

### Tourism Section

This Section is responsible for District of Columbia, Virginia, Maryland, Delaware, and Eastern Pennsylvania.

**Mr. Harry van der Veer**

Counsellor (Commercial)

**Ms. Christelle Naumann**

Commercial Officer

**Mr. Frank LaFlèche**

Commercial Officer

### Atlanta

#### Canadian Consulate General

Street and Mailing Address:

Suite 400 South Tower, One CNN Center, Atlanta, Georgia, 30303-2705, U.S.A.

Tel: (404) 577-6810

Telex: 054-3197 (DOMCAN ATL)

Fax: (404) 524-5046

Territory: Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee

Other: Puerto Rico, U.S. Virgin Islands

Office Hours: Mon-Fri: 0830-1645

Time Difference (E.S.T.): 0

**Mr. James A. Elliot** - Consul General

**Mr. Douglas I. Ditto**  
Deputy Consul General and Senior Trade  
Commissioner

#### Commercial Division

**Mr. James C. Bradford**  
Consul and Trade Commissioner  
(Resident in San Juan, Puerto Rico)

**Mr. Ken G. DeWolff**  
Consul and Trade Commissioner

**Mr. Robert (Bob) J. Brown**  
Consul and Trade Commissioner  
(Resident in Orlando, Fla.)

**Mr. Stewart G. Beck**  
Consul and Trade Commissioner  
(Resident in Miami, Fla.)

**Mr. Burke E. Darling**  
Vice-Consul and Assistant Trade  
Commissioner

**Mr. Rafael (Ray) A. Munoz**  
Commercial Officer

**Mr. John F. Alexander**  
Commercial Officer

**Mr. Steven A. Flamm**  
Commercial Officer

**Mr. William B. Stolz**  
Commercial Officer

#### Tourism Division

**Mr. Saverio (Sam) N. Paglioni**  
Commercial Officer

**Ms. Barbara A. Bach**  
Commercial Officer

#### Boston

##### Canadian Consulate General

Street and Mailing Address:  
Three Copley Place, Suite 400, Boston,  
Massachusetts 02116, U.S.A.

Tel: (617) 262-3760

Telex: 94-0625 (DOMCAN BSN)

Fax: (617) 262-3415

Territory: Maine, Massachusetts, New  
Hampshire, Rhode Island, Vermont  
Other: Saint-Pierre-et-Miquelon

Office Hours: Mon-Fri: 0845-1700

Time Difference (E.S.T.): 0

**Mr. Thomas M. McMillan**  
Consul General

**Mr. Terence W. Colfer**  
Deputy Consul General and Senior Trade  
Commissioner

#### Commercial Division

**Ms. Marta Moszczenska**  
Consul and Trade Commissioner

**Mr. Daniel Caron**  
Consul and Trade Commissioner

**Mr. Jim Lovett**  
Consul and Trade Commissioner  
(New Brunswick)

**Mr. Martin Robichaud**  
Commercial Officer

**Ms. Martha Lanning**  
Commercial Officer

**Mr. Jack McManus**  
Commercial Officer

**Mr. John Macario**  
Technology Development Officer

**Ms. Christine Sarkisian**  
Commercial Officer

#### Tourism Division

**Mr. Jacques Duval**  
Consul and Trade Commissioner

**Mr. Ralph Johansen**  
Commercial Officer

**Ms. Janet Aiton - Commercial Officer**

#### Buffalo

##### Canadian Consulate

Street and Mailing Address:  
One Marine Midland Center, Suite 3150,  
Buffalo, New York 14203-2884, U.S.A.

Tel: (716) 852-1247

Telex: Easylink 62014371  
(DOMCAN BUF)

Fax: (716) 852-4340

Territory: Western, Central and Upstate  
New York

Office Hours: Mon-Fri: 0830-1630

Time Difference (E.S.T.): 0

**Mr. George H. Musgrove**  
Consul and Senior Trade Commissioner

#### Commercial Division

**Mr. Carl A. Rockburne**  
Consul and Trade Commissioner

**Mr. David T. Sinclair**  
Commercial Officer

**Ms. Marcia M. Grove**  
Commercial Officer

**Ms. Mary E. Mokka**  
Commercial Officer

#### Tourism Division

**Ms. Lynn Niederlander**  
Commercial Officer

#### Chicago

##### Canadian Consulate General

Street and Mailing Address:  
310 South Michigan Avenue, 12th Floor,  
Chicago, Illinois 60604-4295, U.S.A.

Cable: DOMCAN CHICAGO

Tel: (312) 427-1031

(Night Line: (312) 427-1035

Telex: 00254171 (DOMCAN CGO)

Fax: (312) 922-0637

Territory: Illinois, Missouri, Wisconsin,  
the Quad-City region of Iowa, Kansas City  
(Kan.)

Office Hours: Mon-Fri: 0830-1700

Time Difference (E.S.T.): -1

**Mr. George D. Valentine**  
Consul General

**Mr. Gaétan Bruneau**  
Deputy Consul General and Senior Trade  
Commissioner

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Consul and Trade Commissioner

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Consul and Trade Commissioner  
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Commercial Officer

**Ms. Natalie B. Cornell**  
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55 Public Square, Cleveland,  
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Cable: CANADIAN CLEVELAND

Tel: (216) 771-0150

Telex: 00985364 (DOMCAN CLV)

Fax: (216) 771-1688

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Consul and Trade Commissioner  
Canadian Government Defence Trade  
Office, MCLDDP, Building 11A,  
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Dayton, Ohio 45433-6503

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Fax: (513) 255-1821

#### Dallas

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Texas 75201-3281, U.S.A. (Registered  
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Cable: CANADIAN DALLAS

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Telex: 23-0715 (DOMCAN DET)

Fax: (313) 567-2164

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Tel: (213) 687-7432

Telex: 00674657 (DOMCAN LSA)

Fax: (213) 620-8827

Territory: Arizona, California (10 south-  
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Time Difference (E.S.T.): -3

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Fax: (213) 335-4185

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55415-1899, U.S.A.

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Telex: 29-0229 (DOMCAN MPS)

Fax: (612) 332-4061

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Tel: (212) 768-2400

Telex: 62014481 (DOMCAN NY)

Fax: (212) 768-2440

Territory: Connecticut, New Jersey,  
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San Francisco, California 94105, U.S.A.

Tel: (415) 495-6021

Telex: 0034321 (DOMCAN SFO)

Easylink 62014485

Fax: (415) 541-7708

Territory: California (except the 10  
southern counties), Colorado, Hawaii,  
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oming

Office Hours: Mon-Fri: 0845-1700

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Seattle, Washington 98101-1286, U.S.A.

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Telex: 032-8762 (DOMCAN SEA)/  
Easylink 62014458  
Fax: (206) 443-1782

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Washington

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Time Difference (E.S.T.): -3

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Marketing Officer

**Mr. Albert J. Shott**  
Marketing Officer

**Mr. Fredrick J. Babis**  
Marketing Officer

**Tourism Division**

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Consul and Trade Commissioner

**Mr. Robert (Bob) Brown**  
Tourism Marketing Officer

**Mr. Ken Erickson** - Marketing Officer

**Ms. Jill Seidel**  
Tourism Marketing Officer

**Upper Volta** - see Burkina Faso

**Uruguay (Eastern Republic of)**  
see Argentina

**U.S. Virgin Islands**  
see United States (Atlanta)

**Vanuatu (Republic of)**  
see Australia (Canberra)

**Venezuela (Republic of)**  
**Canadian Embassy**

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Edificio Torre Europa, Piso 7,  
Avenida Francisco de Miranda,  
Chacaito, Caracas, Republic of Venezuela

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Apartado 62302, Caracas 1060A,  
Republic of Venezuela

Cable: CANADIAN CARACAS  
Tel: (011-58-2) 951-6166  
Telex: (Destination code 31) 23377

(DOMCAN VE)

Fax: (011-58-2) 951-4950

Territory: Venezuela, Dominican  
Republic, Netherlands Antilles

Office Hours: Mon-Thurs: 0800-1700; Fri:  
0800-1330

Major Holidays: (1990/91) Oct 12, Dec 25;  
Jan 1, Feb 26, Mar 29, May 1, July 5, Sept  
2, Oct 14, Nov 11, Dec 25-26

Time Difference (E.S.T.): +1

**Mr. John W. Graham** - Ambassador

**Mr. Denis Thibault**  
Counsellor (Commercial) and Consul  
**Mr. Stephane Charbonneau**  
Second Secretary (Commercial) and  
Vice-Consul

**Mr. Nicolas Mesly**  
Second Secretary (Commercial) and  
Vice-Consul

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Commercial Officer  
(Resident in Santo Domingo, Dominican  
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see Thailand

**Western Samoa (Independent  
State of)** - see New Zealand

**Yemen (Republic of)**  
see Saudi Arabia

**Yugoslavia (Federal Republic  
of)**

**Canadian Embassy**

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Telex: (Destination code 62) 11137  
(11137 DOMCA YU)  
Fax: (011-38-11) 641-480

Territory: Yugoslavia, Albania, Bulgaria

Office Hours: Mon-Fri: 0800-1630  
Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 29, Dec 25-26; Jan 1, Mar 29, Apr 1,  
July 1, Aug 5, Sept 2, Oct 7, Nov 29, Dec 25-  
26

Time Difference (E.S.T.): +6

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**Ms. Suzanne Szukits**  
Third Secretary (Commercial)

**Mrs. Djurdia Ceramilac**  
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**Mr. Aleksandar Forenbahter**  
Commercial Officer

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Kinshasa, Republic of Zaire

Mailing Address:  
P.O. 8341, Kinshasa, Republic of Zaire

Cable: DOMCAN KINSHASA  
Tel: (011) 21-801, 21-907, 21-965,  
21-767, 21-768

Telex: (Destination code 982) 21303  
(21303 DOMCAN ZR)

Fax: (011) 21-767

Territory: Zaire, Burundi, Congo, Rwanda

Office Hours: Mon/Wed/Fri: 0730-1400;  
Tues/Thurs: 0730-1730

Major Holidays: (1990/91) Sept 3, Oct 8,  
Nov 12, Dec 25-26; Jan 1, Jan 4, Mar 29,  
Apr 1, July 1, Dec 25-26

Time Difference (E.S.T.): +6

**Mr. Claude Laverdure** - Ambassador

**Mr. Robert Catellier**  
Second Secretary (Commercial) and  
Vice-Consul

**Mr. Bongola W.A. Bilapo**  
Commercial Officer

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**Canadian High Commission**

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Republic of Zambia

Mailing Address:  
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Republic of Zambia

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Telex: (Destination code 902) 42480  
(DOMCAN ZA)

Fax: (011-260-1) 22-51-60

Office Hours: Mon-Fri: 0800-1530

Major Holidays: (1990/91) Oct 24, Dec 25-  
26; Jan 1, Mar 12, Mar 29, Apr 1, May 1,  
July 1-2, Aug 5, Oct 24, Dec 25-26

Time Difference (E.S.T.): +7

**Mr. David C. Reece**  
High Commissioner

**Mr. Gerry Ohlsen** - Counsellor

**Mrs. Shilpa Patel** - Trade Assistant

\* Trade Commissioner responsible for  
Zambia resident in Harare, Zimbabwe.

**Zimbabwe (Republic of)**  
**Canadian High Commission**

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45 Baines Avenue, Harare, Zimbabwe

Mailing Address:  
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Cable: CANAD HARARE

Tel: (011-263-4) 733881

Telex: (Destination code 907) 24465  
(24465 CANADA ZW)

Fax: (011-263-4) 732917

Territory: Zimbabwe, Angola, Botswana,  
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Office Hours: Mon/Tues/Thurs/Fri: 0800-  
1700; Wed: 0800-1330

Major Holidays: (1990/91) Dec 25-27; Jan  
1, Mar 29, Apr 1, Apr 18, May 1, May 25,  
Aug 11-12, Dec 25-26

Time Difference (E.S.T.): +6

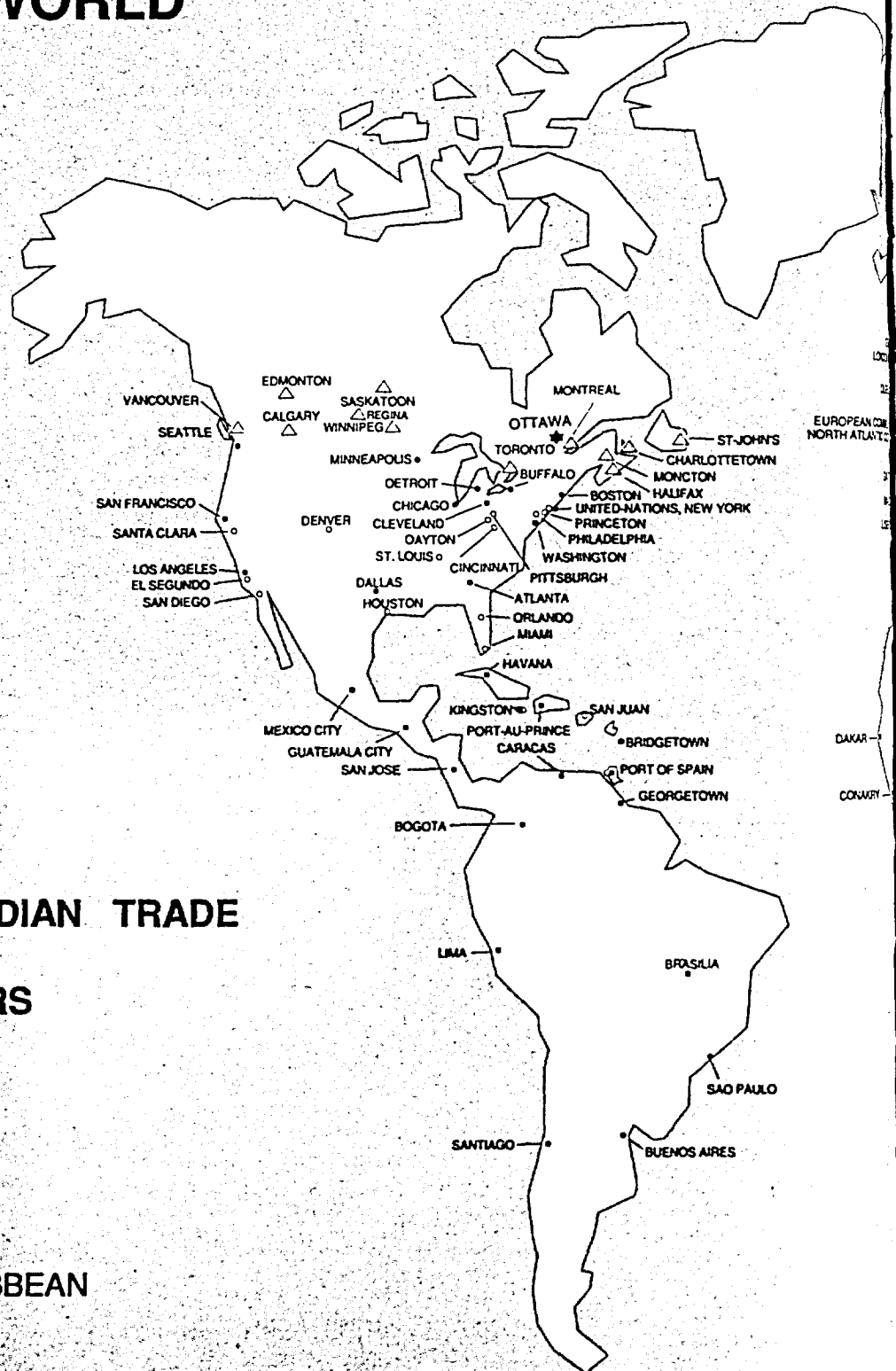
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**Vacant**

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**Mr. Thomas S. Mercer**  
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# CANADIAN TRADE OFFICES AROUND THE WORLD



## LOCATION OF CANADIAN TRADE COMMISSIONERS AND COMMERCIAL OFFICERS

279 CANADA

150 UNITED STATES

131 ASIA/PACIFIC

157 EUROPE

61 AFRICA/MIDDLE EAST

62 LATIN AMERICA/CARIBBEAN



## Electronic Components: A \$154 M Market in Mexico

A new *Market Study for Electronic Components in Mexico* indicates the country's recent trade liberalization policies have had a major impact on the electronics industry, with import duties having been reduced and the "prior import permit" previously required to import components having been eliminated.

Today, Mexico's domestic electronics industry continues to rely heavily on imported inputs, particularly in the high technology area. Indeed, the value of imported components has increased from US\$35.4 million in 1977 to US\$154 million in 1989. The latter figure is the highest in the history of Mexico's electronics industry.

"This is a very good time," the study notes, "to explore the Mexican market or increase market penetration in the face of rapidly changing political and economic conditions."

Traditionally, the most significant proportion of imports are passive components (inductors, transformers, condensers, printed circuits, relays and switches). The second largest import category is semiconductors, including transistors, thyristors and diodes. The third largest batch of imports includes valves and hybrid circuits.

By far, the most important supplier to the Mexican electronics industry is the United States with a 51.9 per cent market share in 1989, followed by Japan (13.4 per cent) and West Germany (11.8 per cent). Canadian exports of electronic components to Mexico in 1989 were valued at \$2.1 million, an import market share of 1 per cent.

"Canadian suppliers could take advantage of their proximity to the Mexican market and of the quality and reliability of their products to increase their share in this market," says the study, adding "it is important for Canadian companies to continue reinforcing their marketing efforts in Mexico."

Based on import statistics and trade interviews, some Canadian products with best sales prospects in Mexico include power supplies, bare boards, cable harnesses, integrated circuits, multilayer circuit boards, electronic tubes, cable and connectors, multiple connectors, relays, switches, resistors, capacitors, semiconductors, transistors, inductors and diodes.

The most important end users for electronic components are local computer, telecommunications, consumer electronics and office machine industries. Regulations pertaining to these four sectors are dealt with in the study.

### Encouraging Signs

As for market access, sales in Mexico usually are made through local agents and distributors, normally on a commission basis. All suppliers to the government have to be registered with the Ministry of Programming and Budget (SPP) and with the purchasing agency itself.

With the country's accession to the General Agreement on Tariffs and Trade (GATT), the government has gradually opened the economy to international suppliers. Import duties have been lowered from a maximum 100 per cent in 1983 to 20 per cent in December, 1988. The official import price system has been eliminated and import permits are required on only 325 of the total 11,950 items in the Mexican Tariff Act.

As a result of these liberalization measures, the import conditions for electronic components have improved significantly.

In addition to providing information (including names and addresses) on selling to the Mexican government and its agencies, the study also lists industrial chambers and associations, distributors of electronic equipment and components, and tells how to label imported products.

Copies of *Market Study for*

*Electronic Components in Mexico* are available through Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

## Participants Solicited for Panama International Fair

**Panama City** — Food products companies, construction and hardware firms, manufacturers of automotive accessories, informatics and office products suppliers, as well as telecommunications, medical and healthcare companies will find it worth their while to circle March 6 to 11, 1991 on their business calendars.

That's when **EXPOCOMER 91**, a unique international trade fair featuring products from around the world, will be held in this Panamanian capital.

This event, one of the largest and most important general trade fairs in Latin America, is now in its ninth consecutive year. The 1991 event, the largest in its history, also represents Canada's sixth consecutive year of participation.

Participation in **EXPOCOMER 91** is valuable for a number of reasons:

- It is the meeting place of buyers for the vast markets of the Caribbean, Central America and South America.
- Opportunities for Canadian exporters are enhanced in this region because of the Colon Free Zone, the second most important after Hong Kong; and
- Previous Canadian participants have developed new and lucrative markets and are now well placed in all of Central America.

For more information on **EXPOCOMER 91**, contact Jon Dundon, Latin America and Caribbean Branch, Fairs and Missions (LCTF), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 996-0677.

# BUSINESS AGENDA

**Vancouver** — November 5 — African Development Bank (ADB) Seminar. This event, which also will take place in **Toronto** on November 7 and in **Montreal** on November 8, is organized by EAITC in conjunction with the local ITCs. The seminar will inform participants of ADB opportunities and familiarize them with its structure, procedures and customs. The Bank's procurement policy and loan provisions will be addressed by ADB representatives. For further information on the seminar, contact, in **Vancouver**: Zen Burianyk, ITC. Tel.: (604) 666-1438. Fax: (604) 666-8330; in **Toronto**: David Clendenning, ITC. Tel.: (416) 973-6154. Fax: (416) 973-8161; and in **Montreal**: Michel Charland, ITC. Tel.: (514) 283-7048. Fax: (514) 283-3302.

**Fredericton** — November 6; **Halifax** — November 8 — Inter-American Development Bank Seminar. (Also planned for **St. John's** — date to be confirmed.) For further information, contact, in **Fredericton**: Kevin Bulmer, ISTC. Tel.: (506) 453-2875; in **Halifax**: Karine Valle-Cavero, ISTC. Tel.: (902) 424-4214. Fax: (902) 424-5739; and in **St. John's**: C.D. Reynolds, ITC. Tel.: (709) 772-4910.

**London** — November 13 — "Europe '92 - Opportunities and

Challenges". This one-day seminar will provide the business executive with a "hands-on" approach to aspects of doing business in light of Europe '92. Experienced speakers will outline ways of establishing a market presence in Europe and discuss such options as the sales agent; the joint venture approach; and the "personal touch". Afternoon one-on-one meetings with European specialists will allow participants to discuss questions of particular concern. The event, at the Lamp-lighter Inn in London, is co-sponsored by the London Chamber of Commerce, ISTC, MITT and City of London, Economic Development Office. For more information, or to register (the fee is \$45.00),

contact Bonnie Spencer-Bear, London Chamber of Commerce. Tel.: (519) 432-7551. Fax: (519) 432-8063.

**Moncton** — November 19 — Seminar: Selling non-defence products to the U.S. Government. Organized by EAITC in conjunction with the Canadian Exporters' Association (CEA) as a follow-up to last year's seminar series. Starting in **Moncton**, this seminar will also be held in **Montreal**, November 20; **Toronto**, November 21; **Calgary**, November 23; and **Vancouver**, November 26.

For further information, contact George Rogerson, CEA. Tel.: (613) 238-8888. Fax: (613) 563-9218; or Doreen Conrad, EAITC. Tel.: (613) 998-9441.

## PUBLICATIONS

A report, *Philippine Market for Used Equipment*, commissioned by the Canadian Embassy in Manila, could be a valuable tool for Canadian exporters.

The study points out that used equipment is being utilized in several industries and sectors in the Philippines—where real GNP is targeted to grow at the average annual rate of 6.3 per cent for the period 1989-92—including: agriculture, mining (gold, copper) and quarrying (growth expected with the current construction boom), oil and gas, manufacturing (food processing, textile, pulp and paper, chemicals), construction, and utilities (power generation).

Sectors of particular interest to Canadian exporters range from agriculture (the backbone of the Philippine economy, it includes crops, livestock, poultry, fishery and also forestry), to food and beverage (food processing is the country's largest manufacturing activity with some 30,000 establish-

ments), chemicals and chemical products (including drugs and medicines, soap and synthetic detergents, plastic industrial supplies and industrial gases), and construction (the average annual growth rate for this sector reached 13.4 per cent in 1987 and 1988).

The study also describes the factors affecting demand for used equipment, the distribution channels—including the names of some top distributors—government regulations and tariff rates governing imports, short-term prospects and a sectoral overview of the Philippine economy. It also lists the most common imported used equipment, the typical brands, technical specifications and countries of origin, together with local prices.

To obtain a copy of the study, contact External Affairs and International Trade Canada (EAITC)'s Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

### Trade Minister's Agenda

International Trade Minister John C. Crosbie will be in the USSR from October 19 to 28, 1990, at the head of a 30-member business executive trade mission. The trip coincides with the meeting of the Canada-USSR Mixed Economic Commission and a Canada-USSR Business Council seminar.

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# CANADA EXPORT

Vol.8, No. 18

November 1, 1990

## Guide on How to Export to the United States

Virtually everything a Canadian business person needs to know to successfully export "south of the border" can be found in *Canadian Exporter's Guide to the U.S. Market*.

And if the answers being sought are not found in the guide, readers — through lists of numerous and diverse contacts — will be directed to the appropriate source.

Export experience being the best teacher, the guide begins with the case history of two Canadian companies, pinpointing the obstacles — and ultimate success — they faced in penetrating the U.S. market.

While these case studies provide valuable insights into doing business in the U.S. and are used throughout to illustrate or highlight specific points, it is the straightforward, common sense, realistic — and abundant — information that makes the guide such a valuable tool.

The suggested step-by-step approach "to quickly generate sales in the United States" is detailed, with ample examples and elaboration, under such headings as:

- Gathering Information That Pays (What to Look For/How to Get It);
- Making Calculated Decisions (The Right Product/Select a Specific Market Segment/Find a Suitable Distribution Channel/ Determine the Export Price);
- Committing Resources to the Export Program; and
- Paying Attention to Details (Intellectual Property/Standards, Labelling and Packaging/Ship-ment and Customs Procedures/ Payment/ After-Sale Service).

In addition to a comprehensive section on Where To Find Assistance, the guide also summarizes various programs available to Canadian exporters to the U.S.

These include New Exporters to Border States (NEBS), New Exporters to U.S. South (NEXUS), participation in trade shows, and export programs and services provided by Chambers of Commerce, provincial and other trade associations.

Particularly enlightening, are the number of informative nuggets to be gleaned from the guide. Among them:

- U.S. markets are not replicas of

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Canadian ones. They are usually larger, more segmented and have distinctive characteristics that call for custom-tailored strategies.

- The most useful information for small businesses that want to export to the United States is usually gathered directly from people who have first-hand knowledge of the market and the industry.
- A little homework goes a long way.

- In the United States you need a precise target and a marketing plan.
- Gather as much information as you can on your competitors.
- Successful first-time exporters typically concentrate on a particular group of customers, a geographical market or a specialized application for which they face virtually no competition.
- Poor distribution accounts for a large share of failures in exporting to the United States.
- Never sign an agreement with the first firm that you meet.
- A Canadian product will be accepted more quickly in the United States if the price is quoted in U.S. dollars and if it includes the cost of shipping to a U.S. destination, the customs duties and the brokerage fees.
- It is crucial that doing business with a Canadian firm be just as easy as with a U.S. firm.

Such snippets are numerous and most are elaborated upon. But it's probably best to see for yourself. Copies of *Canadian Exporter's Guide to the U.S. Market* are available through Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

The guide was prepared by the Canadian Chamber of Commerce (assisted by Raymond Chabot International Inc., Montreal) with the assistance of External Affairs and International Trade Canada and Industry, Science and Technology Canada.

## Canadians See Their Country as Being Internationally Competitive

Compared to other developed countries, Canada is better able to sell goods and services internationally.

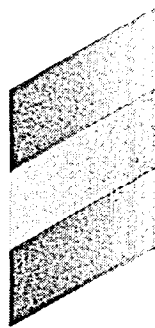
Canada has become more competitive in world markets over the last three years and will become even more so over the next three

years. Canada still should strive to become more competitive in world markets.

These are some of the Canadian attitudes and perceptions on international trade issues — spe-

*Continued on page 4— Canada's*

External Affairs and  
International Trade Canada



Canada

## A NEW LOOK AT EXPORTING

### The Right Product

Generally, a product must be successful at home before it can succeed abroad — unless, of course, it has been developed to meet the particular needs of a foreign market.

A product's domestic performance (Is it the best or among the best and most competitive in Canada?) must be closely scrutinized before being subjected to international markets — where a 'dog-eat-dog' competitiveness generally prevails.

If you are considering exporting because your product is doing poorly in Canada, you have little likelihood of success. Indeed, even being a leader in your field at home is no guarantee of success abroad.

Once your product is well established nationally, you must determine what countries are using this type of commodity, who the competitive suppliers are, and how the product is being utilized.

#### Adaptability

Often, and frequently overlooked, is the fact that products must be adapted to the needs of the consumer; not the consumer being obliged to adapt to the way the product was used in Canada.

You might also have to modify your product to suit a particular foreign market because of different climatic conditions. This creates additional risks that must be covered by a carefully prepared contract and by adequate export insurance.

#### Requirements/Standards

Regulatory requirements as well as new technical, marking, labelling, presentation and packaging standards must also be met. These standards are usually prescribed by regulations. Failure to conform will usually result in the product's being

barred from the market.

Outstanding packaging and translation of labels will help to sell your product. The marking and labelling must exceed the legal standards in the many countries where retailers will appreciate seeing a bar code, and consumers will appreciate receiving detailed information on a product and the way in which it is used.

In some cases, an export permit may be required from Canada, or an import permit from the target country (which may wish to protect an infant industry in your activity sector).

#### Constraints

More subtle and sometimes more constraining are the numerous non-regulatory standards and the problems they raise.

On the plus side is the fact that in many countries, the "Made in Canada" label lends an air of quality to your product. Conversely, many buyers in the United States prefer to "Buy American" out of a sense of nationalism or because they feel the supply is more secure.

Consumer and environmental organizations can place unexpected requirements on your product or even cause it to be banned on some markets. Witness the demise of the seal fur and asbestos-derived products markets following complaints from concerned environmental groups.

There are also transportation-related constraints. Some products cannot be transported by air for reasons of safety, weight or cost, while others require special packaging.

Would-be exporters must also face new challenges in regard to price. The same principles used in Canadian production apply to the method of calculating the cost of manufacturing for export.

A more extensive use of your production capability can improve your margin and cover part of the marketing costs and the financial expenses, including the cost of transportation, packaging, export insurance, documentation, financing, remuneration of middlemen and after-sale service.

**René-François Désamoré**  
Editor-in-Chief

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# EAITC's Trade Program is Expanded to Capitalize on the 'New' Germany Market

By Alan Minz

Last month's reunification of Germany will open up new opportunities for exporters to that huge market.

And with these momentous changes, External Affairs and International Trade Canada (EAITC) has moved ahead with an expanded trade program to assist Canadian companies in entering the radically changed eastern German market.

Recently, Canada expanded its representation in Berlin to a Consulate General—one of its responsibilities is to promote closer trade relations between Canada and the territory formerly occupied by Berlin and the German Democratic Republic (GDR). (Previously, trade relations with the GDR were handled through the Canadian Embassy in Poland.)

The proposed Consul General Franco D. Pillarella, will be assisted by a Trade Commissioner and locally engaged trade personnel to be appointed by the end of the year.

These steps are only part of the Canadian government's strategy for exploiting emerging opportunities for trade and investment in eastern Germany.

In October, close to 50 Canadian companies had an opportunity to meet with potential German partners—many of these partners already have a commercial presence or are contemplating establishing themselves in eastern Germany. The Canadians were participating in the "Strategic Partnering Marketplace" in Stuttgart—an event organized by EAITC to facilitate joint ventures in eastern Germany.

Strategic partnerships with German companies are one of the best ways of entering the eastern German market, and other newly reformed economies in Eastern

Europe. In addition, German companies are actively in search of partners with the complementary strengths to take advantage of the many opportunities.

And the long-term opportunities are overwhelming. The unification of Germany and the economic reforms in the Eastern Bloc have created new demands for Western capital, technology, and management. Unified Germany, now a country of almost 80 million consumers—and by far the most

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*"Strategic partnerships with German companies are one of the best ways of entering the eastern German market, and other newly reformed economies in Eastern Europe."*

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important economy in Europe—can serve as a springboard for entering this enormous market.

Reunification has taken place at break-neck speed. Unlike some other reformed Eastern Bloc countries which are gradually making the transition from a state controlled to a free market economy, the framework for economic growth in eastern Germany is already in place: private property, the freedom to engage in trade, market determined prices, one of the world's strongest currencies and integration into the world's third largest economy.

Furthermore, upon re-unification on October 3, eastern Germany was also integrated into the European Community. This means that firms established in eastern Germany now have complete access to Community markets and will be able to take advantage of considerable econo-

mies of scale.

Naturally, there are problems inherent with such a rapid transition: rising unemployment, excessive demands on an inefficient industrial and human infrastructure, firms unaccustomed to international competition. The abyss between a planned and market economy cannot be crossed in a single leap or legislated into effect. A change in attitude must occur for a competitive economy to fully take root.

Nevertheless, despite these adjustment difficulties, the medium and long-term prospects for eastern Germany are extremely favourable. And the companies which stand to benefit most are the ones that position themselves in the early stages.

Through such initiatives as Canadian trade representation in Berlin, the Stuttgart Strategic Partnering Marketplace and increased Canadian participation in German trade fairs, EAITC is providing leadership and support to Canadian companies willing to break new ground.

So it's: On your "Mark", get set, GO!

For more information on the eastern German market, contact your nearest International Trade Centre (ITC); or EAITC's Western Europe Trade, Investment and Technology Division (RWT), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-3774. Fax: (613) 995-6319

For Canadian exporters already doing business, or ready to market in eastern Germany, contact the Canadian Embassy, Friedrich-Wilhelm Strasse 18, D-5300, Bonn 1, Federal Republic of Germany. Tel.: (011-49-228) 23-10-61. Fax: (011-49-228) 23-08-57. Or, beginning in 1991, contact the Canadian Consulate General, Europa Centre, D-1000 Berlin 30, Federal Republic of Germany. Tel.: (011-49-30) 261-11-61. Fax: (011-49-30) 262-9206.

*Alan Minz is Desk Officer for Germany at EAITC's Western Europe Trade, Investment and Technology Division (RWT).*

## Canada's Competitiveness

Continued from page 1

cifically on the question of competitiveness — that have been detailed in *Trade Competitiveness Study—Final Report*, prepared for External Affairs and International Trade Canada by Angus Reid Group Inc.

The national sample for the telephone survey — the numbers were randomly generated by census division — included 1,500 Canadians, 18 years of age or older. The survey results are accurate within +/- 2.5 per cent at the 95 per cent confidence level.

Other findings among those polled were factors that most help Canada be competitive. They were:

- natural resources (21%);
- the quality of Canadian goods (9%);
- the value of the Canadian dollar (8%);
- Canada's relationship with the rest of the world (7%); and
- Canada's 'good reputation' internationally (7%).

On the other hand, a number of factors were identified as hindering Canada's competitiveness. They were:

- wage rates (8%);
- federal government (7%);
- lack of confidence (7%); and
- lack of risk taking (7%).

Very strong support (5.7 on a scale of 1 to 7) was registered for the suggestion that Canadian products are "as high quality as the products of our competition", while moderate support (5.0) was registered for the suggestion that "Canadian businesses are becoming more aggressive in selling to other countries", and comparatively less support (4.5) went to the assertion that Canadian businesses charge competitive prices in the international marketplace.

On structural issues in the economy (such as what we trade and how it affects our country's environment), respondents strongly (5.1) advocated a reduction in the export of natural resources in order

to preserve those resources for Canada's future use. (Notably, residents of resource-rich provinces were less agreeable to a reduction in the export of natural resources).

On labour issues, respondents strongly (5.2) believe that Canadian workers must work harder in order for Canada to be more competitive. As well, over two-thirds of the respondents (68%) said that businesses must spend more money themselves to sell their products internationally. However, when it comes to research

Eastern Europe offers Canada the greatest opportunities for selling our goods and services — with the ranking of manufactured goods (52%), natural resources (42%), and technology (24%) as the most effective potential exports to international markets.

Canada's greatest competition, the respondents noted, currently comes from the United States (47%) and Japan (37%), but 10 years from now, they predict a significant change, with the greatest international competition coming from Japan (33%), United States (25%), and Europe (23% — comprising Western Europe 15%, the Soviet Union and Eastern Europe 8%).

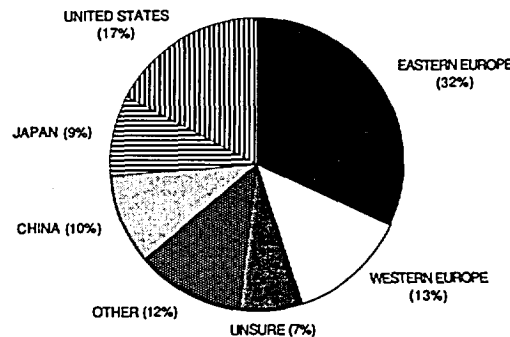
Interestingly, Canadians (56%) are more likely to feel that Canadian business and industry, rather than government, should take the lead in developing international trade opportunities. As well, two-thirds of Canadians believe, either strongly (25%) or moderately (42%) that, because of changes in the global economy, governments — including Canada — have less and less control over their individual economies, regardless of what they try to do.

As to the Free Trade Agreement, the survey shows that it is supported by a slim majority (50%) and opposed by 44% of those surveyed. "This figure," the study notes, "represents an increased support for the Free Trade Agreement in comparison to previous Angus Reid Group Poll results."

While relatively few (9%) Canadians feel there has been any benefit to date from the FTA, they feel that, over the long term, the FTA will benefit (44%) rather than hurt (40%) Canada.

In conclusion, the survey found that a majority (86%) believes that international trade may result in greater foreign ownership of the Canadian economy and that tight controls on foreign ownership are necessary to retain control of our economy — regardless of any benefits we might accrue (76%).

**Countries Perceived to Provide the Greatest Opportunity in the Future for Canadian Exports**



and development, about half (46%) felt that the government should provide subsidies for businesses to produce new and better products.

To remain internationally competitive, those polled said they would accept as either "somewhat necessary" or "completely necessary" the following changes (listed in increasing order of necessity) in current working conditions and benefits:

- keeping wage demands down (65%);
- changes in government social programs (71%);
- job relocation to another city (79%); and
- job retraining (94%).

While most Canadians (69%) view the United States as our current major trading partner, 32% believe that, in the future,

## Canadian Construction Industry Builds On Europe 1992

A new emphasis on strategic partnering and joint ventures will be required by the Canadian construction industry if it wants to capitalize on export opportunities in the market created by the Europe of 1992.

That's one of the preliminary findings of a comprehensive study on the opportunities for the Canadian construction industry in the Europe of 1992 that is being prepared by External Affairs and International Trade Canada's European Community Trade and Economic Relations Division (REM).

REM, in close collaboration with the Institute for Research on Construction (IRC), intends to ensure that this Canadian industry will be well equipped to target opportunities in the framework of the New Europe.

To date, only preliminary feasibility studies have been prepared. Consultations with key construction organizations and associations are expected to be completed shortly.

The amalgamation of the European Community's (EC's) 12-member states into a Single Integrated Market will unquestionably bring about a major reformation of the global trade climate.

The following, based on preliminary analysis and prior to the detailed forthcoming comprehensive report, are some of the changes and trends forecast in the construction industry of Europe 1992:

- Key sectors for construction activity include: core renewal, prestige buildings, large transport facilities, environmental systems and high-density housing in selected countries.
- There is an acceleration of corporate mergers, takeovers and strategic alliances occurring as firms position themselves for the larger, more international market groupings. This is an avenue which Canadian firms should consider. Capitalizing on EC opportunities will require a new emphasis on strategic partnering and joint ventures.
- The basis for competition on large projects is moving toward advanced technologies and cost management techniques. Construction technology is becoming more industrialized, automated and information dependent. This is occurring both on-site and in the factory/design offices. Computer Aided Design (CAD)/Computer Aided Manufacturing (CAM), lasers and some robotics are the key tools.
- Firms which can best assure both contemporary quality and effective budget and delivery control are more likely to succeed.
- Construction consumers are demanding greater durability, efficiency, and performance security—often in the form of warranties.
- The environment, along with health and safety, is rapidly assuming critical importance as a factor in development proposals (as both a constraint and an opportunity).
- The major urban challenge of infrastructure renewal and replacement is starting to attract attention from governments as a priority for the early 21st century. This will likely accelerate the development of environmental and communication technologies.
- There is intensified competition among various material types (steel, plastics, wood composites, ceramics) as new material combinations and applications are developed.
- The investment by Canada's construction industry into research and development is low and transfer of innovations is slow and difficult.

To date the EAITC/IRC project on Construction Technology and Trade has concluded that Canada's industry must become more attuned to emerging technologies and a rapidly changing international trade environment.

The study is expected to be completed and available in Spring'91.

**CanadExport** will carry details on the report when they are available.

## Protocol Tips: Middle East

A general knowledge of the customs—both business and social—and of the culture of foreigners with whom business is being conducted can often be the deciding factor in an exporter winning or losing a deal. An appreciation of the following may help Canadian exporters pursuing business in the Middle East:

- In the Moslem Middle East, business meetings begin with an obligatory cup of tea or coffee. Refusal is considered rude.
  - Meetings are rarely one-on-one. Expect to hold your sessions in the presence of other local associates, or even drop-in callers.
  - Lateness won't be held against you in Arab states. People assume there is a reason for it.
  - Sitting in a laid-back Canadian style can be offensive. Allowing the sole of your shoe to be seen or pointed at someone is taken as boorish.
  - Arabs are very protective of their women. Do not touch a Moslem woman except to shake her hand if offered.
  - When eating as a guest in an Arab household, try to use only your right hand. The left hand is considered unclean.
  - Don't bother trying to conduct business in the month of Ramadan in Islamic countries. In that month, Moslems are forbidden to touch food or drink from sunrise to sunset; consequently, little business can be accomplished. Ramadan varies with the lunar cycle, so check before you go.
- (Excerpted with permission from *Trader* (Spring 1990), World Trade Centre Toronto).

## Free Trade Agreement — Accelerated Tariff Elimination

Canada has entered into the second round of accelerated tariff elimination under the Free Trade Agreement (FTA).

The complete list of industry proposals for early removal of tariffs in this round was published in the *Canada Gazette* last month.

In light of the success of the process initiated last year, companies continue to propose changes to the FTA tariff schedules. Since Canadian industries are seeking such opportunities for further trade liberalization, the government is facilitating the consideration of their proposals (submission procedures at the end of this article).

The purpose of the government-initiated consultations is to obtain the views of domestic industry and other interested parties on the desirability of earlier tariff elimination on the items contained in this second list of requests.

Private-sector consultations will include the International Trade Advisory Committee (ITAC), the Sectoral Advisory Groups on International Trade (SAGITs), industry associations and labour organizations. (Canadian companies are encouraged to work with their industry associations). In addition, any interested party may submit written comments on the merits of particular requests.

On completion of these domestic consultations, proposals that enjoy broad industry support will be subject to consultations between the two governments.

The target date for implementing agreed changes to the respective tariff schedules is July 1, 1991.

Last year, through an exhaustive consultative process, followed by discussions between Canada and the U.S., agreement was reached to eliminate tariffs covering \$6 billion in bilateral trade.

As in the first round, the government intends to pursue, in subsequent consultations with the United States, only those proposals that are in the national interest and enjoy broad support in the industry sector concerned. Re-

quests that were examined in the first round will not be re-considered unless the applicant has demonstrated that circumstances in the industry have substantively changed.

The FTA provides for the elimination of all tariffs on Canadian and U.S. goods by 1998. For some categories of goods, tariffs disappeared when the Agreement came into force on January 1, 1989. For others, tariffs are scheduled to be phased out gradually in five or 10 equal annual stages.

The FTA also provides for accelerated elimination of duties on

particular items in the FTA tariff schedules, subject to consultation between the two governments. The results of the first round of accelerated tariff elimination were implemented on April 1, 1990.

Procedures for submitting comments are set out in the *Canada Gazette* Notice — published with the industry proposal list on October 6. Copies of the *Gazette* can be purchased from the Government Printing Centre, Department of Supply and Services, Ottawa, Ontario, (tel.: 819-997-2560), or from bookstores selling Government publications.

## Canada to Participate in Trade Talks with the U.S. and Mexico

On September 24, 1990, Canada's International Trade Minister John C. Crosbie announced that Canada, the United States and Mexico had agreed to participate in discussions designed to establish the basis for subsequent negotiations on a free trade arrangement that would link the three countries.

In his announcement, Crosbie said: "We want to ensure our trade opportunities in the vital North American market. Mexico is an increasingly important part of that market, and a partner of growing importance to Canada. We therefore have concluded that it is in the Canadian interest to participate from the outset in these free trade talks first initiated by Mexico with the United States. The alternative would be not to participate and to lose the opportunity to have a direct influence and role in negotiations which could affect our trading interests in the vital North American market."

### Canada-Mexico trade

Mexico is Canada's most important trading partner in Latin America and among our top 20 in the world. Trade between the two countries was worth \$2.88 billion in 1989, a 25 per cent increase over 1988.

Since the mid-1980s, Canada-Mexico trade has increased by more than 10 per cent each year. Improved access to the Mexican market will provide a distinct advantage to Canadian exporters as our products, services and technology are both competitive and in demand by a modernizing Mexico.

Crosbie's announcement follows earlier developments that have highlighted expanded trade and economic relations between Canada and Mexico, including Canada's decision last fall to join the Organization of American States, the visits to Mexico by Prime Minister Mulroney in March and Crosbie in April, and the September visit to Canada of Mexico's Secretary of Commerce and Industrial Development Dr. Jaime Serra Puche.

### A market larger than the EC

The three nations are seeking to reduce tariffs and other trade barriers in an area that would encompass some 360 million consumers—larger even than the 326 million consumers of the European Community. Combined, the three countries represent a total Gross National Product (GNP) of almost U.S. \$6 trillion compared to the European Community's total GNP of almost U.S. \$5.5 trillion.



## New Reforms and Oil-Related Opportunities in Venezuela

*Venezuela is currently engaged in a fast-paced program of economic liberalization directed at integrating its economy into the global trading system.*

### GATT Accession

On August 30, 1990, Venezuela formally acceded to the GATT. Accession means that Venezuela will dismantle non-tariff barriers to trade, such as import licensing requirements, in order to meet GATT rules.

Canada was able to secure specific tariff reductions on a range of products — from fish to machine parts. Furthermore, Venezuela has lowered its maximum tariff rate from 130 per cent to 50 per cent. This maximum rate will be lowered again to 40 per cent in 1991; 30 per cent in 1992; and 20 per cent in 1993.

### Oil Sector Boom

Venezuela's already solid energy sector has received significant benefits as a result of increased international oil prices.

Not only does this mean dramatically increased production for Venezuela's national oil company, Petroleos de Venezuela (PDVSA), but it also means significant new opportunities for Canadian oil and gas equipment and services companies.

An extra U.S. \$200 million was recently budgeted for expanded production.

PDVSA has already decided to go ahead with major expansion plans in exploration, production and refining.

Of specific interest to Canadian companies are expectations that PDVSA will be looking more extensively to secondary recovery methods in an effort to add 1 billion barrels to reserves. Furthermore, PDVSA announced last July that it would increase its potential capacity to 3.5 million barrels/day by 1995. This will require the drilling of 7,000 new wells, the upgrading of 10,000 existing wells and the installation of 120 million cubic meters of gas compression

capability, as well as the construction of 1,000 kilometres of oil and gas pipelines and four plants for the extraction of liquids from natural gas.

Radical increases in Venezuelan refining capacity, including plans to exploit heavy oil deposits, are also in the works. Existing Venezuelan plans to expand its petrochemical and orimulsion capabilities have also been given renewed impetus.

All this activity on the oil and gas sector in Venezuela will require substantial foreign investment and involvement. Canadian expertise in these areas could lead Canadian companies to take a leading role in these developments.

### New Venezuelan Public Bidding Law

Canadian companies should be aware of the new law governing public bidding and tendering in Venezuela.

This legislation requires that all contractors wishing to do business with any government agency, ministry or publicly held company register with the National Contractor's Registry (NCR).

Furthermore, information on registered companies is to be updated annually — failure to do so could prohibit companies from contracting with the government. Contracts with PDVSA and affiliated companies are subject to this new law although special tender provisions will be determined by a future Presidential Decree.

### Double Taxation and Air Services Agreements

Earlier this summer, Canada and Venezuela signed a treaty designed to eliminate double taxation on air and marine transport between the two countries.

Under the agreement, Canadian companies will be exempt from shipping taxes imposed on goods shipped by air or sea from Canada to Venezuela. Additionally, after nearly 17 years of negotiations, this agreement will provide Can-

ada with direct air access to Caracas and Porlamar, Margarita Island.

For more information on doing business in Venezuela, contact Jeremy Pallant, South America and Mexico Trade Division (LST) at External Affairs and International Trade Canada (EAITC). Tel.: (613) 995-8804. Fax: (613) 996-0677.

## Venezuela Heavy Crude Conference, Exhibit Targets Decision-Makers

Caracas — Canadian firms have an excellent opportunity to gain exposure to a large number of Venezuelan technical experts and decision-makers — including potential agents — at a conference and exhibit being held here February 17 to 22, 1991.

Participants will also be exposed to world-wide representatives from heavy oil-producing countries. They are a specialized, targeted audience with a dedicated interest in your technology and products.

The 5th International Conference on Heavy Crude and Tar Sands (Unitar'91) is the most prestigious conference of its kind, with over 200 technical presentations of the highest calibre. It's a measure of Canada's stature in heavy oil that 13 Canadian papers have been accepted for oral presentation and another three will be poster.

In conjunction with the conference, whose theme is "Transfer of Technology to Developing Countries", External Affairs and International Trade Canada will have Canadian participant display booths that are ideally situated next to Petroleos de Venezuela — conference host and the country's largest oil importing firm — and the Alberta Oil Sands Technology and Research Authority, confer-

*Continued on page 8 — Unitar'91*

## Mexico

# A \$500 M Telecommunications Market

"The Mexican telecommunications sector is undergoing fundamental changes. New policy initiatives (tariffs lowered to a maximum 20 per cent from 100 per cent, elimination of the need for prior import licenses, deregulation and privatization) are opening opportunities for Canadian and other foreign companies wishing to enter the market."

Those are some of the general conclusions reached in *Market Study on Telecommunications Equipment and Systems in Mexico*, a publication with plenty of specifics and statistics, prepared for the Canadian Embassy in Mexico City for use by Canadian exporters and would-be exporters to this market.

Specifically, the study details Mexico's telecommunications systems, the principal government and non-government organizations and corporations that control it, the Program for the Modernization of Telecommunications, the infrastructure supporting the

National Telecommunications Network (including cable and carrying circuits, ionospheric radio stations, microwave, satellite, telex, data communications, telephone, telegraph and television systems).

Generally, the market value of the services provided to that infrastructure in 1988 was \$500.9 million. Between 1988 and 1994, total apparent consumption is expected to increase at an average annual rate of seven per cent per year, rising to \$754 million by 1994.

As well, imports will continue to play an important role in the Mexican market, within the new regulatory environment, particularly in high technology areas such as satellite communications, fiber optics, data communications, cellular telephones, and TV and broadcasting equipment.

In these areas, the importation of parts also represents major opportunities, since most components of locally manufactured products are imported. (In 1989, imports of parts and components amounted to \$264 million, of which more than 70 per cent was for the assembly and manufacture of telephone and telegraph equipment).

The United States is the largest single supplier of telecommunications equipment to Mexico, with exports in 1989 totalling \$87 million for an import market share of over 60 per cent. This import market share was followed by Japan (20 per cent), Sweden (4.5 per cent), West Germany (3 per cent), France (3 per cent), and Canada (2 per cent).

Canadian trade statistics which, as opposed to Mexican data, include in-bond (maquiladora) transactions, report total Canadian telecommunications equipment exports to Mexico of Cdn\$5.1 million in 1989, an 82 per cent increase over the previous year. Canadian parts, mostly used by maquiladora plants, imported by

Mexico in 1988 totalled Cdn\$2 million, and, in 1989 totalled Cdn\$12.8 million.

"Both price and financing are the most important factors affecting demand for telecommunications equipment in Mexico," states the study.

"Third country competitors have been able to penetrate the market and increase their market share mostly as a result of offering attractive financing packages, both in terms of interest rates and payment periods. Canadian companies could increase sales by doing likewise, particularly since domestic credit is tight."

Best sales prospects for Canadian suppliers of telecommunications include: telephone switching equipment, PBXs, data transmission equipment, customer premise equipment, private networks, fiber optics, satellite support services and equipment, cellular telephone systems, digital switches, TV and broadcasting equipment, new test and maintenance products and, possibly in the future, value-added services.

*Market Study on Telecommunications Equipment and Systems in Mexico* also provides information on Mexico's import system and technical standards, itemizes procedures to follow when selling to the Mexican government and its agencies, lists useful government and decentralized government ministries and agencies, and local agencies.

The study may be obtained through Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

For assistance in doing business in Mexico's telecommunications equipment market, address questions directly to Commercial Division, Canadian Embassy, Calle Schiller No. 529, Colonia Polanco, Mexico City 11560 Mexico, D.F. Tel.: 254-32-88. Telex: 177-1191. Fax: 011 (525) 545-17-69.

### *Unitar'91* — Continued from page 7

ence co-sponsors.

The Canadian exhibit, in which companies are invited to participate, will feature the most advanced — and environmentally sound — equipment systems and services on the handling and management of heavy crude and tar sands, including boilers, heat exchangers, vapour producers, demulsifiers, electromagnetics, horizontal drilling, valves, pumps and chemicals.

For registration details or further information on *Unitar 91*, contact Jon Dundon, Latin America and Caribbean Branch, Fairs and Missions (LCTF), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 996-0677. Telex: 053-3745. Answerback: EXTOTT.

**BRITAIN**—Partnering with a company that has a \$16 million turnover and that is a subsidiary of a \$4 billion international manufacturing group provides an excellent opportunity for Canadian electronics companies to gain a foothold in the United Kingdom and European Economic Community markets. STC Electron Tubes is willing to explore any reasonable commercial arrangement, including product distribution, manufacturing, joint ventures and cross-marketing agreements involving proprietary technology, especially in automotive electronics. Components, sub-

systems and products selling in the unit-priced range of \$10 to \$100,000 are of particular interest. Interested companies should reply directly to Maurice Holland, Business Development Manager, STC Electron Tubes, Brixham Road, Paignton, Devon TQ4 7BE, United Kingdom. Tel.: 0808 550762, ext. 245/360. Telex: 42437 STCPAIG. Fax: 0803 550762, ext. 525. Copy of correspondence should be forwarded to George Edwards, Commercial Officer, Canadian High Commission, Macdonald House, One Grosvenor Square, London W1X OAB, England. Telex: (Destination code 51) 261592 (CDALDN G). Fax: (011-44-71) 491-3968.

**BRITAIN**—A company with good contacts in the marine and offshore industries seeks Canadian marine equipment manufacturers wishing to gain entry into British and European markets. Contact J.K. Atkinson, Managing Director, Allworld Marine and Technical Ltd., East Clere House, 2 Eastfields, Whitburn Village, Sunderland, Tyne and Wear SR6 7DA. Fax: 091-529-3103.

**BRITAIN**—A contract designer and manufacturer of wardrobes and kitchens for the elderly and disabled wishes to import or act as agents in the United Kingdom for Canadian manufacturers/suppliers of similar products.

Contact David Bailey, Dumville & Allen (Contracts) Ltd., Warmair House, Green Lane, Northwood, Middlesex HA6 2QB. Tel.: 09274 29024. Fax: 0923 835572.

**CZECHOSLOVAKIA**—Czechoslovakia is looking for manufacturing cooperation in the following industrial areas: construction machinery, especially forklifts with a lifting capacity of 16, 25 and 32 tonne; 136 HP (100 kW) mini loaders, cable loaders; excavators of small, medium and large capacity; road trucks (loading

telecommunications equipment, PC to mainframe communications products, cordless telephone equipment, and data communications products. Contact Tan Wai Liang, Suntze Communications Engineering Pte Ltd., 35 Tannery Road #11-10, Ruby Industrial Complex, Singapore 1334. Tel.: 747-1677. Fax: 747-1339.

**SINGAPORE**—A company here is seeking a variety of items that includes copper tubes, aluminum fin, galvanized iron sheets, electric motors, blower wheels and air foil, foam insulation tape, bolts, nuts and screws.

## Business Opportunities

capacity of one tonne and more); buses; and hydraulic equipment (hydraulic transmissions). Contact UTRIN (Institute for Technical Development and Information), U Sovovych mlynu 9, 113 56 Praha 1 -Kampa. Attn.: Ing. Jaroslav Kryl, Department Chief. Or contact the Canadian Embassy in Prague, Mickiewiczova 6, 125 33 Praha 6. Tel.: 3120251. Fax: 341-596. Telex: 121061 DMCN C.

**SAUDI ARABIA**—A Middle East distributor and representative wishes to import industrial knitting yarns, including fancy yarns for curtains, home textiles, furnishing fabrics, tapestry and knitting yarns, and dyed and raw white cotton yarns. Contact Adib El-Nouri, Manager, Nouri Textiles Exhibition, P.O. Box 19333, Jeddah 21435, Saudi Arabia. Tel.: (02) 6432243/6429467. Telex: 606639 ZUTEX SJ. Fax: (02) 6436865.

**SINGAPORE**—A computer systems firm wishes to import software, smart card applications, voice recognition systems, super computer packages and library systems. Contact Yat Siew Choon, General Manager, Singapore Computer Systems Pte Ltd., No. 3 Lim Teck Kim Road #02-01, Singapore Technologies Building, Singapore 0208. Tel.: 225-7555. Fax: 225-5447.

**SINGAPORE**—A communications company wishes to import

Contact C.S. Teo, Director/General Manager, O.S.L. Sinko Pte Ltd., 158 Gul Circle, Singapore 2262. Tel.: 861-5251. Fax: 861-0531.

**SINGAPORE**—A local supply firm wishes to import spare parts for commercial vehicles and cars, auto accessories, air compressors, cleaning equipment (car wash), materials handling equipment, storage racking and automated warehouse equipment and systems. Contact Teo You Tin, SAE Supplies Pte Ltd., 5 Portsdown Road, Singapore 0513. Tel.: 286-3566. Fax: 289-6072.

**SINGAPORE**—A firm wishes to import electronic components/modules for data communication (mitel semiconductors). Contact Dr. Koh Teng-Lam, Technical Director, System Interlace Co., 63 Jalan Pemimpin #03-02, Pemimpin Industrial Building, Singapore 2057. Tel.: 258-1968. Fax: 258-0888.

**SINGAPORE**—Being sought are distribution rights to books and magazine titles, educational and other toys, and educational video and audio tapes. Contact Neo Chia Reei, Corporate Planning & Business Development Executive, Times Publishing Group, 1 New Industrial Road, Singapore 1953. Tel.: 284-8844. Fax: 284-4733.

## Singapore and ASEAN Environmental Markets

A recent environmental study commissioned by the Canadian High Commission in Singapore gives an overview of the market opportunities in that field in Singapore and the other ASEAN countries.

*Assessing Environmental Opportunities in Singapore* reveals that of all the ASEAN countries, Singapore is the most environmentally conscious, with stringent laws dealing with industrial and hazardous waste.

This in turn has created an increasing demand in environmental engineering, with the local construction industry depending on the import of environmental engineering hardware for legal compliance.

Current work in Singapore involves building a S\$ 13 million 350 hectare offshore dumping site; a third incineration project; as well as sewage and drainage projects.

Another area offering potential is the rapid-growth chemical in-

dustry which produces large volumes of hazardous waste.

The study also points out that the other ASEAN countries — being less developed and urbanized than Singapore — offer greater opportunities in the environmental field as they try to catch up with other more industrialized countries such as Singapore.

In **Malaysia**, there are plans to build two incinerators; **Indonesia** is facing many environmental problems as it harnesses its natural resources; and **Thailand** plans to build five waste-water treatment plants by 1994, and introduce reforestation plans.

All of these ASEAN countries, including the **Philippines**, need help in the planning, construction and maintenance of drainage systems, industrial waste management systems, pollution control and air and water quality monitoring systems.

The best strategy for getting into these markets — the study advises — is to begin on a consulting level, since the standard procedure of registration is much easier at this level. This will also allow a firm to gain exposure and name-recognition in the market.

As a next step, where the work

includes hardware sales and highly technical services, the company can expand into providing the full range of goods and services on the local level.

The study also recommends bidding on World Bank and Asian Development Bank projects as a means of accessing the ASEAN market — such contracts are facilitated by joint ventures.

As far as the choice for a regional centre in the ASEAN, Singapore represents an ideal location with its excellent shipping lines, infrastructure, banks and telecommunications.

With its open door and free trade policy — total foreign ownership of local firms or subsidiaries as well as generous tax laws — Singapore is the natural choice for environmental engineering firms considering doing business in the ASEAN region.

The report also gives a glimpse of the environmental regulatory climate in these countries as well as a list of key government and industry contacts.

To obtain a copy of the study, contact EAITC's Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

### Study: The Aerospace Industry in Thailand

Prepared for the Canadian Embassy in Bangkok, this market study details the past, present and future of the industry — without providing concrete examples of export opportunities for Canadian aerospace companies, possibly because a number of projects either have been completed or are nearing completion and because future plans have yet to be projected or agreed to. One section of particular interest, **Thai Aerospace Market Structure**, provides specific information on procurement processes of government agencies and state enterprises, major bidding criteria, role of foreign governments, role of middlemen, and private sector role and its procurement. Copies of the market study are available through Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

### The Philippine Mining Industry: Report Says Export Prospects Modest for Canada

Prepared by the Southeast Asian Science Foundation Inc. of Metro Manila, this report paints a rather bleak picture of the industry — compared to the boom times of the 1970s. However, in the last few years the Philippine mining sector has been experiencing a slight recovery and there are some modest prospects for would-be investors and exporters.

New or additional investments in capacity are hardly justified, says the report, but foreign companies that can offer new cost efficient technology and that are knowledgeable in negotiating satisfactory mining agreements will have "a distinct advantage" in the country.

Demand for spare parts should grow considerably, particularly in the absence of any major expansion or equipment upgrading programs. As well, the country could shift its sourcing of supplies, depending on the type of technology that is adopted by joint venture firms with foreign equity participation.

Also in the report are chapters on industry structure, demand/supply analysis, industry issues and government policies. Copies are available through EAITC's Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

## Fish Products: What Sells and How to Sell It

External Affairs and International Trade Canada's Fisheries Division recently published the *Annotated Fish Product Export Market Opportunities Guide*.

Twenty-eight Canadian Trade Offices abroad identified the fish and seafood sector as a priority for export market development. The guide enumerates the specific species and seafood products identified as hot items by the posts.

Information provided by the Trade Offices ranges from general market assessments to descriptions of market niches (specific examples are cited), distribution channels and product specifications. By consulting the guide, Canada's exporters of fish products will get an idea of not only what sells but how to sell it.

The guide is organized on a geographical basis, but also provides an alphabetical index to specific opportunities by fish species and seafood product.

For fiscal year 1989-1990, Canada's Trade Offices identified 189 opportunities during the annual planning process. This total is up from 176 in the previous year.

The species and products in greatest demand relate to salmon, lobster, cod, roe, shrimp, crab, clams, herring, squid, redfish and hake. Salmon and lobster top the list with 23 and 18 international opportunities respectively.

Also identified were numerous export opportunities for fish species which are presently underutilized. These include: redfish, dogfish, monkfish and eel.

The guide offers a wealth of marketing tips and snippets of information on local market climates and receptivity to Canadian suppliers.

The Canadian Consulate in Chicago, for example, points out that a "good old boy" attitude toward Canadian fish suppliers exists in the Chicago area. Canadians are perceived as great, fair-minded people with quality products. Through the Consulate, interested Canadian exporters can easily make contact with appropriate and powerful buyers.

The Executive Vice President of

the world's largest wholesaler of fresh fish, The Chicago Fish House, says that his company alone could buy everything that Canada produces.

The guide points out that exporters should consider packaging or shipping fish products so that they are easily identifiable as "product of Canada". By taking

advantage of present foreign perceptions, Canadians can enhance acceptance and eventually foster demand.

To acquire a copy EAITC's *Annotated Fish Product Export Market Opportunities Guide*, contact Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

## 300 Canadian Companies Make Sales of \$739 M Through the CCC

The Canadian Commercial Corporation (CCC) provided assistance to some 300 Canadian exporters in 1989-90 that generated sales totalling \$739 million.

This is one of the highlights contained in the CCC's 1989-90 Annual Report.

Despite the ongoing reduction or deferment of U.S. Department of Defense procurements, the U.S. took the lion's share of these contracts with foreign governments, with sales matching last year's total of \$456 million.

In contrast, there was a \$38 million decrease in the volume of overseas and international agency purchases compared to the previous fiscal year.

But despite a decline in defence markets not only in the U.S. but worldwide — possibly as a result of the new spirit of detente in East-West relations — CCC predicts that Canada's major trade development initiatives will continue to contribute a stimulating environment for international trade by focusing on other, newly emerging markets such as Europe '92, Eastern Europe and the Asia-Pacific region.

A number of new countries were added to CCC's customer list in 1989-90, including Bulgaria, Peru, Singapore, Switzerland and Zaire. The Corporation also concluded new business transactions in many countries it had previously dealt with, notably Morocco.

Besides giving detailed breakdowns of sales to the U.S., overseas as well as to United Nations and other international agencies, the Report lists Canadian sales by

province and product category as well as the names of Canadian suppliers that CCC awarded contracts or value added amendments to in 1989-90.

The CCC was established by Act of Parliament in 1946. Its mandate includes:

- to assist in the development of trade between Canada and other nations;
- to provide an effective, responsive government-to-government contracting service to the private sectors in Canada, at the best cost to the Canadian taxpayer; and
- to provide an efficient and effective contract management service to foreign governmental customers.

Many Canadian firms have found that a combined private sector-CCC initiative can give them a competitive edge since it often provides an extra measure of assurance to the foreign governmental buyer that contract terms and conditions will be fully met.

CCC draws on the services of other Canadian government departments and agencies concerned with providing assistance to exporters. It also works with provincial ministries and agencies, and with private business organizations — banks, insurance companies, trading houses — when a government-to-government arrangement will contribute to their export efforts.

For more information on the Corporation or to obtain a copy of the Annual Report, contact the CCC, 50 O'Connor St., Ottawa K1A 0S6. Tel.: (613) 996-0034. Fax: (613) 995-2121. Telex: 053-4359.

# PUBLICATIONS

**The Defence Sector in Malaysia** — A research study conducted for the Canadian High Commission in Kuala Lumpur reveals, among the many details and specifics of the study — which is likely to be of interest only to those in the defence sector — that the Malaysian Ministry of Defence (Mindef) has "very little awareness of Canadian defence capabilities." A senior Navy Officer on a recently sponsored visit to Canada was "surprised" by the range and quality of Canadian defence products and felt that Canadian firms had suitable equipment for the Navy but that Canadian marketing "was not aggressive enough." Similarly, a senior contact in Mindef's Supply Division felt sure that Canada "could supply many items for the Defence Forces but that, to date, Canadian suppliers have not been very visible in the market place." In addition to reporting that the Malaysian government's defence expenditures in 1989 were between US\$780 and US\$800 million, the study covers the country's future defence plans, its local capabilities, and details procurement procedures, including countertrade practices. Copies of the study are available through External Affairs and International Trade Canada (EAITC's) Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

A just-released External Affairs and International Trade Canada (EAITC) publication, **GREENLAND: An Introduction to the Market**, offers valuable information to prospective Canadian exporters.

In addition to giving details on Greenland's location, population, language, government and foreign trade, the study shows where the market opportunities exist —

mainly in clothing, winter footwear, sports equipment, foodstuffs and construction materials — and how to take advantage of them. A list of useful contacts is also provided — transportation carriers, tradinghouses, Greenland importers and hotel and travel information as well as Canadian Government addresses. To obtain a copy of the bilingual study, contact EAITC's Info Export, toll-free tel.: 1-800-267-8376. (Ottawa area: 993-6435). Fax: (613) 996-9709.

**Market Study for Computer Software in Mexico** reveals that the market for computers has experienced "the most dynamic growth rate" of all that country's industrial product sectors, with the total Mexican market for computers, peripherals, software and services valued at \$806.2 million in 1989. Despite the liberalization of computer imports through the elimination of the import permit requirement and other measures, it is "still difficult to assess the changes in the market size and composition as a result of these measures," says the study. Also provided is information on how to do business with the government and its agencies, industrial chambers and associations, and potential agents and distributors. To obtain copies,

contact EAITC's Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

## BUSINESS AGENDA

**Toronto** — November 13 — The Impact of the GST on the Import, Export & Distribution of Goods and Services will be analyzed — by experienced practitioners in import, export and distribution tax planning — at one-day conferences slated for various cities throughout Canada this autumn. In addition to the Toronto date, the conferences, sponsored by The Canadian Institute, will be held in: **Montreal**, November 14; **Vancouver**, November 16; **Calgary**, November 19; and **Winnipeg**, November 20. Registration fee is \$595. Contact The Canadian Institute, 1329 Bay Street, 3rd Floor, Toronto, M5R 2C4. Tel.: (416) 927-0718.

**Ottawa** — November 26-28 — The Changing Soviet Union: Implications for Canada and the World. This major international conference on Canada-Soviet relations, will feature some of the world's leading experts on the Soviet Union. Panels will be held on a wide range of topics, including trade and the Soviet economy. The conference is co-sponsored by the Parliamentary Centre for Foreign Affairs and Foreign Trade, the Canada-USSR Business Council, and the Canadian Institute for International Peace and Security. To register, contact the Parliamentary Centre. Tel.: (613) 237-0143. Fax: (613) 235-8237.

**Toronto** — November 28 (evening)-30 — Canada-USSR Business Council (CUBC) Annual Meeting. Call Susan Santiago, CUBC. Tel.: (416) 862-2821.

## Trade Minister's Agenda

Important upcoming events on International Trade Minister John C. Crosbie's agenda are the **Meeting of APEC (Asia Pacific Economic Council) Trade Ministers**, which will take place on November 30-December 1 in Brussels, Belgium and the **Concluding MTN Conference**, slated for December 2-8, also in Brussels.

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# CANADEXPORT

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November 15, 1990

## Hong Kong Airport/Port Project Worth Pursuit by Canadian Firms

Canadian engineering, consulting and investment firms have an opportunity — in the face of international competition — to bid on Hong Kong's massive Port and Airport Development Strategy (PADS).

Indeed, the engineering consultant firm, Marshall Macklin Monaghan Ltd. (MMM) of Markham, Ontario, already has a foot in the door, becoming the first Canadian company chosen to take part in

**Evaluating Your Export Readiness**  
See page 6

the project which, in 1989 dollars, is estimated to cost US\$18 billion. MMM, in association with Wardley Capital Limited of Hong Kong, will serve as financial adviser on PADS' airport planning phase.

The project already has brought inquiries from around the world and will provide plenty of opportunities for overseas investors and contractors who will be invited to participate in the Hong Kong airport/port development.

### Get In On the Ground Floor

But to stand a chance, it is essential that Canadian companies get in on the ground floor and maintain a high profile in the early stages of the project.

That's one reason why External Affairs and International Trade Canada is inviting qualified Canadian companies to participate in its national stand at the International Airport, Port & Transportation Development Exhibition (APEX'91), being held January 24-27, 1991 at the Hong Kong Convention & Exhibition Centre.

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The focus of APEX'91 will be the new airport at Chep Lap Kok, the cornerstone to the entire PADS plan.

This major fair will provide Canadian participants with an excellent forum to present their expertise and products to Honk Kong government decision-makers and consultants who currently are drawing up specifications for the project.

APEX'91 also allows exhibitors to pursue other business opportunities; to enhance their relations with firms with which they may already be doing business; to

demonstrate their long-term commitment to the market; and to assess the competition.

### Major Feat/Major Components

Described as one of the world's biggest single civil engineering projects, the airport/port complex is massive by any standards. But given Hong Kong's size of just over 400 square miles, the project is colossal.

It will also be a major engineering feat involving huge reclamation works, with most of the land for the port and airport being reclaimed from the sea. Almost 1,000 hectares of land will have to be created for the airport alone.

The new state-of-the-art airport, to be open 24 hours a day, will have two runways (the first being operational in 1997) capable of handling 80 million passengers and 4.4 million tonnes of cargo per year.

What's more, ancillary infrastructure — for which Hong Kong also will require capital (the colony is seeking foreign private

*Continued on page 2—Port*

## Canadian Trade Office in Taipei Expands to Meet Exporters' Needs

Canadian exporters now have at their service a recently expanded Canadian Trade Office in Taipei (CTOT) to support their export initiatives into the burgeoning Taiwanese market.

Only about the size of Vancouver Island but with a population of 20 million, Taiwan's two-way foreign trade exceeds US\$100 billion annually. That makes it the world's 12th largest trading economy.

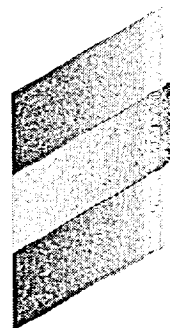
As well, over the past three years,

the Taiwanese government has been deregulating foreign exchange controls and gradually reducing import tariffs — moves which have created "significant opportunities" for Canadian exporters, says a CTOT report.

Responding to the increased demand for services and to support Canadian exporters to Taiwan, the CTOT, in September, moved into new premises and doubled its staff to twenty.

Dept. of External Affairs  
Min. des Affaires Étrangères  
OTTAWA

External Affairs and  
International Trade Canada



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RETURN TO DEPARTMENT

## Container Port to Expand Five-fold

*Continued from page 1*

investment of between 40% and 60% for the airport and between 30% and 40% for the port), expertise and equipment from all over the world — will include:

- a five-fold expansion of the colony's container port, already the world's busiest. (Volume of traffic is forecast to multiply from the 81 million tonnes of throughput in 1988 to 450 million tonnes in 2011);
- extensive transport links to connect the new port and airport with urban and industrial areas. Envisaged are: several dual two-lane and dual three-lane roads; a passenger rail line; a freight rail line; a road tunnel; and two suspension bridges, one with a span of about 1,410 metres;
- a new town of nearly 150,000 people to house workers and staff at the airport; and
- light industrial zones.

### Hong Kong Scouts Canada

In Toronto in September to observe Canadian capabilities, to brief companies on timetables for bids, and to keep investors posted on latest developments, Hong Kong's Secretary of Economic Services, Mrs. Anson Chan also allayed investors' fears regarding post-1997 Hong Kong and its reversion to control by the People's Republic of China (PRC).

Mrs. Chan's position was that Hong Kong has a future as a special administrative region of China and that PRC has a good record of respecting international treaties.

Although PRC has expressed concerns about the cost of the project, Mrs. Chan assured everyone that there was "no difference of opinion between Hong Kong and China on the importance of the new airport." As well, she did not have "the slightest doubt that the airport/port project will go ahead."

Secretary Chan welcomed Canadian companies' interest in the project, advising that approximately 50 companies from around the world have so far expressed their intent to bid on contracts.

For further information on Hong Kong's airport/port development project — a Canadian trade commissioner has been assigned to deal solely with the PADS — contact Mr. Leslie T. Reissner, Commission for Canada, G.P.O. 11142, Hong Kong, Hong Kong. Telex: (Destination code 802) 73391. Answerback: (73391 DOMCAHX). Fax: (011-852) 847-7441.

Information on PADS as well as on APEX'91 is also available from Dan Mrkich, External Affairs and International Trade Canada, East Asia Trade Development Division (PNC), 125 Sussex Drive, Ottawa K1A 0G2. Tel. (613) 943-0897. Fax: (613) 996-4309.

## Taipei Trade Office Open for Business

*Continued from page 1*

The expanded trade section, with a staff of seven, includes a Chinese-speaking trade commissioner (on loan from External Affairs and International Trade Canada) and three locally-engaged commercial officers, covering all industrial and agricultural sectors. There is also an increased emphasis on developing Taiwanese tourism to Canada.

The CTOT trade section offers the same basic services provided by those at other Canadian embassies and consulates and Canadian exporters seeking assistance should feel free to contact CTOT personnel directly.

Sectors which have been identified by CTOT as having "significant potential" for Canadian exporters include: fisheries, food and agricultural products; aerospace; transportation equipment; informatics; environmental products and services; telecommunications equipment; construction materials; and some high-end consumer products.

The Canadian Trade Office in Taipei was established in 1986 under the auspices of the Canadian Chamber of Commerce to — in the absence of official diplomatic recognition — promote trade and informal ties between Canada and Taiwan.

The appropriate contacts for further information on the Taiwanese market are:

Ted Lipman, Deputy Director (Trade and Tourism);

Edward Chu, Commercial Officer (Industrial Products, Electronics, Aerospace, Transportation Equipment);

Steven Chen (Fish, Food, Agriculture, Wood Products); and

Helen Chen (Tourism, Consumer Products).

All can be reached at the Canadian Trade Office in Taipei (CTOT), 13th Floor, 365, Fu Hsing North Road, Taipei, Taiwan. Tel.: 886-2-713-7268. Fax: 886-2-712-7244.

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## Europe 1992

# The Challenge for Professional Services

Canadian business law and public accounting firms that wish to benefit from the mergers, acquisitions and re-organizations accompanying the Europe 1992 Single Market initiative must themselves undergo the same types of organizational change.

In order to guide other businesses through the 'Europeanization' process, these professional services sectors must increase their

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*"...that many firms have the ability to work in both English and French are assets which should not be under-estimated."*

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size and means on a national level through mergers and acquisitions; form partnerships to expand foreign offices; use established international networks and/or develop niche markets in areas of traditional expertise. Failure to do so may mean the firms will be unable to face increasingly stiff competition in the Canadian domestic market.

The European Community Trade and Economic Relations Division (REM) of External Affairs and International Trade Canada (EAITC) has produced a report on the strategies available to Canadian law and accounting firms in the face of changes in these sectors under the European Single Market initiative.

Prime among the changes taking place in the European Community is the widespread move toward deregulation of business law and accounting within each of the Community's member countries. The Single Market initiative facilitates this national deregulation through a series of Community directives aimed at harmonizing standards and procedures and providing for freedom of practice and establishment across all member states.

The move towards the creation of multi-disciplinary consulting firms in continental Europe, even though the jurisprudence framework does not yet exist, also presents a challenge to Canadian firms in the international business law and public accounting markets.

**Business Law:** Europe 1992 creates new opportunities for Canadian legal firms but these opportunities must be seized or they could quickly become dangers. The risks facing Canadian firms are in many ways similar to those facing continental European firms, although Canadian firms should be better able to confront them.

One of the principal assets of Canadian legal firms is the quality and reliability of their work methods, which are similar to the leading American and British firms. In addition to giving them a size advantage over their col-

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*"The stakes are high and the international competition is growing."*

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leagues in continental Europe, the mergers and acquisitions which have recently been rocking the business law profession ensure Canadian firms a national dimension, or in other words, the size and influence they lacked in the past.

The mastery of English as the language of business and the fact that many firms have the ability to work in both English and French are assets which should not be under-estimated.

Canadian law firms are studying the opportunities and adding an international dimension to their strategies. Some of these include:

- a reinforced position — via mergers, acquisitions, associations, etc. — at the national level so as to have the means of growing at the international level;

- the development and fortification of foreign offices, either alone or with partners — an example being the association between Osler Hoskins & Harcourt and Ogilvy Renault of Montreal expanding common operations abroad under the name Osler Renault;

- the development of adequate expertise in Community Law — an increasing number of Canadian branch offices abroad have been addressing this matter over the past few years; and

- the development of specialized niches — such as euromissions for Canadian issuers of eurobonds, euronotes, etc.

The stakes are high and the international competition is growing — facts which seem to have been grasped by the leaders in the profession.

**Public Accountants:** The restructuring of European industry, the mergers and acquisitions taking place within Europe and those coupling European firms to companies outside the Community have resulted in an increased demand for business consulting and trans-European and international audits.

The past few years have also been marked by major reorgani-

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*"The principal assets of Canadian public accounting firms are their size and work methods."*

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zations of international networks of accounting firms. The clear winners have been the "big six" (formerly, the "big eight") — the world's largest consulting firms. They are experiencing phenomenal success worldwide and have absorbed the largest national firms in Europe.

The principal assets of Canadian public accounting firms are

*Continued on page 4— Europe 1992*

## Europe 1992: Services

*Continued from page 3*

their size and work methods. The major firms have a strong corporate culture, well-structured work methods and a size enabling them to invest in consulting activities.

The report suggests two options which are available to Canadian firms in the face of globalization and the challenges of Europe 1992:

- integrate into the networks of the "big six;" or
- opt for a more decentralized strategy aimed at certain target niches.

The first option has several advantages: It simultaneously pro-

vides firms with a national and international dimension; it gives them the benefits of the recognized international signature; and it offers them access to years of experience operating in international networks.

Niche strategies are specifically oriented towards developing a strong regional presence and personalized services adapted to the needs of medium-size businesses, and targeting international development in certain areas with common denominators.

In this regard, Quebec firms are concentrating their international

development efforts on New England, France and Mediterranean Europe which, business-wise, have more in common with their province.

To obtain a copy of *Implications of a Single European Market: Professional and Consulting Services*, contact the European Community Trade and Economic Relations Division (REM), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel: (613) 995-8297. Fax: (613) 995-1277 or call Info Export, toll-free: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

# Government's New Studies Examine Canada-U.S.-Mexico Free Trade

The federal government has just released four studies on various aspects of the proposed free trade agreement between Canada, the U.S. and Mexico.

The preliminary working papers were tabled by International Trade Minister John C. Crosbie when he appeared before the House of Commons Standing Committee on External Affairs and International Trade last month.

The first paper, by the Department of Finance, *Canada and a Mexico-United States Trade Agreement*, examines the prospects for future U.S.-Mexico trade and economic relations and sketches some of the possible implications for Canada.

Among the implications studied for Canada are those that would arise from Canada's participation in any trade liberalizing negotiations that might be held.

A second paper, *North American Trade Liberalization Sector Impact Analysis* by Industry, Science and Technology Canada, explores the possible impact of further trade liberalization on a number of industry sectors in Canada.

A third paper by Investment Canada, *Canada-U.S.-Mexico Free Trade Negotiations: The*

*Rationale and the Investment Dimension*, describes recent reforms in Mexico in relation to foreign investment.

This paper also examines the level of foreign investment directed at Canada, particularly from the United States, and concludes that "Whereas a bilateral agreement between Mexico and the United States might result in negative consequences for Canada, there is little reason to believe that a trilateral agreement would yield a zero sum result. On the contrary, productivity gains from greater economies of scale, lower cost inputs, and industry rationalization based on different comparative advantages should enable Canada to better compete in markets in North America, Asia and Europe."

A fourth paper by Agriculture Canada, *Canadian Participation in USA-Mexico Free Trade Discussions: Preliminary Agricultural Perspectives*, examines Mexico's agricultural industry as well as that country's capacity to absorb future Canadian agricultural exports.

Canadian agri-food exports to Mexico are valued at about \$150 million per year while Canadian imports from Mexico —

mainly complementary fresh and processed fruits and vegetables — are valued at \$110 million a year.

In addition, Labour Canada is in the final stages of completing a preliminary study titled *A Comparison of Labour Legislation of General Application in Canada, the U.S. and Mexico*. This study will review existing legislation affecting labour conditions in the three countries.

The working papers are not a formal statement of government policy but are intended to add to the public discussion of the issue of trilateral trade talks.

The Standing Committee, under Chairman John Bosley, is currently holding hearings on Canada's participation in trilateral consultations with the United States and Mexico with a view towards negotiating a comprehensive North American Free Trade Agreement.

To obtain copies of these studies, contact External Affairs and International Trade Canada (EAITC)'s Info Export. Tel. (toll-free): 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

## A NEW LOOK AT EXPORTING

### "I'm Ready to Export"

Before this assertion can be made, the prospective exporter must scrutinize his or her business from the viewpoints of management, marketing, production, finance and human resources.

To many companies, the challenge of exporting is simply to determine a market for their product or service. Little, if any, consideration is given to their export capability. They already assume that they are capable. The thought of carefully and objectively examining whether they actually are capable never crosses their mind.

Because of this, *CanadExport* and Info-Export are offering companies a unique opportunity to examine their export readiness. A software package (the questionnaire on pages 6-8 which you are invited to complete) was prepared to assist small-to-medium-size businesses in identifying and then tapping their export potential. The software's evaluation/assessment of your replies should enable you to objectively identify your company's strengths and weaknesses in terms of export potential.

The results of the evaluation are not the last word on all the questions that must be asked before you decide to export. The program uses relatively limited information about your company and therefore is able to generate only a tentative rating of your company's organizational and product strengths.

What we are providing is the first step in an in-depth examination of a company's export potential. With sound business judgement and the advice of independent specialists, particularly those at your region's International Trade Centre, you will be able to complete this self-examination and reach a mature decision.

Let us now consider a company in an ideal state of export readiness.

#### **Management**

Management is well-coordinated. When information flows smoothly at this level, it is rapidly available to those who need it. Coordination of the company's activities is an ongoing process.

#### **Marketing**

Competitors in the target market are known — as are their prices and their marketing methods. The target country's trade practices — the convertibility of its currency, its regulations and its barriers — have been studied. You can determine

your price in a flexible, competitive manner, taking possible margins for middlemen into account.

#### **Production**

Deadlines are always met. Substantial orders can be taken without compromising your operations or your viability. Adequate stocks are on hand, and you avoid leaving yourself at the mercy of only one supplier. Your products are improved continuously, are able to undergo modification to respond to customer needs, and are subject to effective quality control. Your after-sale service is well organized, and responds rapidly and efficiently when needed.

#### **Financing**

Operating budgets are perfectly up-to-date and include estimated costs produced by a careful international marketing effort. (Exporting costs generally exceed the most cautious estimates of new exporters, and solid reserves are needed to offset unexpected expenses). Commitment is complete in terms of both finances and human resources.

Of course, you are fully familiar with the methods of payment used in international trade, and with the risks that they can entail.

#### **Human Resources**

Management is keenly interested in international trade and is prepared to devote the time, money and personnel needed to succeed in it. These people have experience with international markets, speak the language of the target market and are familiar with its customs.

#### **In Practice**

You might not recognize your company in this theoretical model. The objective is to make you think of the alternatives and consider ways of strengthening your weak areas.

For example, if you do not know the language and cannot provide service to the target market, will you be able to find a distributor to take charge in these areas? The answers to many problems lie outside the company itself.

Only when you can answer "yes" to the question, "Am I ready to export?" is it reasonable to ask yourself, "Where to?"

**René-François Désamoré**  
Editor-in-Chief

# Evaluating Your Export Readiness

To be successful in the export market your company needs: good organization, strategic planning, motivation for going international, senior management commitment to the venture and a viable product or service.

Assessing your company's aptitudes in these areas can be a daunting task. That's where the following questionnaire can be of assistance.

Based on the computer software package *Evaluating Your Export Readiness*, which was developed by External Affairs and International Trade Canada (EAITC), the questionnaire is designed with small-to-medium-size businesses in mind.

*Evaluating Your Export Readiness* was derived, in part, from the "Company Readiness to Export (CORE)" program, which was developed by Dr. S. Tamer Cavusgil and owned by Bradley University in Illinois, United States.

EAITC obtained the copyright for CORE and further adapted the program, developing a multi-faceted exporting aid specifically geared to Canadians.

Please complete this exercise with your principal product/service for export in mind. Return the completed questionnaire to *CanadExport*.

The software program will evaluate the responses to the questions and the assessment of your company's potential for success in the export market will then be forwarded to you.

## 1. Background Information

Questions in this section provide background information on those aspects of your company which contribute to export readiness. Select one response per question.

1.1 Our primary product line consists of:

- Components
- Commercial products (office equipment, computers, furniture, etc)
- Final industrial or agricultural product
- Final consumer product
- Service

1.2 Our company has been in operation:

- Less than 2 years
- 2 to 5 years
- 6 to 10 years
- Over 10 years

1.3 Our company has:

- Under 20 full-time employees
- 20 to 49 full-time employees
- 50 to 99 full-time employees
- Over 100 full-time employees

1.4 Gross sales last year totalled:

- Less than \$1 million
- Between \$1 and \$5m
- Between \$5 and \$10m
- Between \$10 and \$20m

1.5 Over the past five years company sales have grown:

- Rapidly (company utilized full market potential)
- Moderately
- Slowly (company did not utilize full market potential)

1.6 Currently, our senior management is:

- Giving priority to immediate profitability
- Moderately interested in sales growth
- Highly interested in sales growth

1.7 Our five-year plan stresses:

- The avoidance of new business ventures
- The selective development of new business opportunities.
- Aggressively seeking out new business possibilities

1.8 Which of the following is true?

- We have our own sales/distribution organization
- We do not have our own sales/distribution organization

1.9 Which of the following is true?

- We sell mainly to a local customer base
- We sell only to one Canadian region
- We sell within several Canadian regions
- We sell nationally

1.10 Our company is currently:

- Not exporting
- Exporting by selling to middlemen in Canada
- Exporting directly to foreign distributors customers
- Exporting through company-owned sales organization
- Exporting through a subsidiary

1.11 External funds for expansion or working capital have been:

- Easy to obtain
- Moderately difficult to obtain
- Very difficult to obtain

1.12 Our staff's knowledge of foreign cultures and business customs is:

- Adequate for most markets
- Adequate for selected markets
- Inadequate for any market

1.13 Our staff has:

- No experience in international business
- Limited experience in international business
- Considerable experience in international business

1.14 Members of our management team are:

- Fluent in the language of the target market
- Have limited knowledge of the language of the target market
- Have no knowledge of the language of the target market

1.15 Resources for foreign market development

can be freed:

- Without endangering home market position or long-term prospects.
- Only at the risk of foregoing domestic market position

**1.16** Our company has the production capacity to meet foreign orders:

- Promptly
- With a short time delay
- With considerable delay

Factors such as: risk-taking attitudes of managers, expansion in the domestic market, access to experienced personnel and sufficient financial resources, help ease a company's initial entry into the export market.

The following questions (sections 2 to 5) should all be answered True, False, Don't Know or Not Applicable. Please check (✓) only one response per question.

## 2. Motivation for Going International

Companies enter overseas markets for a variety of reasons. Please indicate whether the following statements are true or false as they apply to your firm.

By entering foreign markets, our company would be able to:

- 2.1.** Dispose of excess domestic product.
- 2.2** Utilize plant capacity more effectively.
- 2.3** Export by filling unsolicited orders only.
- 2.4** Benefit solely by stabilizing seasonal market fluctuations.
- 2.5** Better plan long-term over-all expansion.
- 2.6** Extend the life-cycle of existing products.
- 2.7** Supplement domestic sales with occasional export sales.
- 2.8** Reduce future risk by selling to diverse markets.
- 2.9** Exploit our unique technology and know-how in extended marketplace.
- 2.10** Improve overall return on investment.
- 2.11** Acquire new knowledge and experience applicable to domestic market.

Question #	True	False	Don't Know	Not Applicable
2.1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.6.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.7.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.8.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.9.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.10.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Companies often expand overseas to seek diverse markets for their product or in a bid to improve competitiveness. Problems on the home front frequently provide the incentive to move into foreign markets. Conversely, oppor-

tunities abroad sometimes present an irresistible challenge. Whatever the reason, a viable business plan, outlining specific goals for development in your target market, is essential.

## 3. Senior Management Commitment to Going International

Please read the following statements and indicate whether they are true or false with regard to your present management team.

- 3.1** Senior management has reservations about entering foreign markets.
- 3.2** Export sales will be limited to middlemen in Canada.
- 3.3** Sufficient funds will be made available to develop overseas markets.
- 3.4** Management is willing to trade-off profits during start-up period.
- 3.5** Senior officer will devote minimum of 10% of time to foreign expansion.
- 3.6** International markets will be developed with a strategic marketing plan.
- 3.7** Management views exporting as a sporadic activity.
- 3.8** A scanning process will be initiated to locate potential foreign markets.
- 3.9** Company's overseas personnel will be adequately compensated.
- 3.10** Management will accept lower export profitability in short-term.
- 3.11** Management will accept a payback period of 3 years or more.
- 3.12** Management will seek long-term international relationships.

Question #	True	False	Don't Know	Not Applicable
3.1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.6.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.7.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.8.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.9.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.10.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.11.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.12.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Top management's commitment to overcoming initial difficulties involved in foreign market entry is instrumental to your company's success in the venture. They must be willing to dedicate sufficient funds and organizational expertise to the endeavour. It frequently takes more time and effort to establish oneself in the foreign market than at home and management must accept the fact that initial costs are high and time delays numerous. However, these early inconveniences are off-set by advantages of successful market entry over the long-term.

### 4. Product Strengths

Please read the following statements and indicate whether they are true or false with regard to your product.

- 4.1 Extensive training is required to operate or use product.
- 4.2 Product requires considerable after-sales support.
- 4.3 Product is versatile and can fulfill different needs.
- 4.4 Product is bulky; shipping costs are high.
- 4.5 Product category enjoys increasing market demand.
- 4.6 Product is unique.
- 4.7 Product represents advanced technology.
- 4.8 Company R&D level exceeds industry average.
- 4.9 Price of product is competitive in the domestic market.
- 4.10 Product has significant advantages over competing products.
- 4.11 No extensive inventory investment by distributors is needed.
- 4.12 Product requires special Canadian license for export.
- 4.13 Product requires special storage (ie. controlled temperature).

Question #	True	False	Don't Know	Not Applicable
4.1.	( )	( )	( )	( )
4.2.	( )	( )	( )	( )
4.3.	( )	( )	( )	( )
4.4.	( )	( )	( )	( )
4.5.	( )	( )	( )	( )
4.6.	( )	( )	( )	( )
4.7.	( )	( )	( )	( )
4.8.	( )	( )	( )	( )
4.9.	( )	( )	( )	( )
4.10.	( )	( )	( )	( )
4.11.	( )	( )	( )	( )
4.12.	( )	( )	( )	( )
4.13.	( )	( )	( )	( )

A competitive edge is a great aid in any overseas market and can result from: inherent advantages of your product (ie. exclusive process, latest technology, patent etc.), services your firm can offer (ie. after-sales service, appropriate packaging, efficient delivery, credit terms), advance knowledge of your product or company reputation in the target market.

### 5. Country Specific Strengths

The statements below illustrate factors which may facilitate or hinder your product's chance of success in a particular export market. Please respond to these statements in the context of the specific export market (ie. U.S.A., Poland) you wish to enter. Please indicate whether the statement is true or false as it applies to your particular product.

- 5.1 Product category is well accepted in foreign market.
- 5.2 Climate may restrict the use or life of product

in target market.

- 5.3 Tariff levels are generally low for this product.
- 5.4 Product can be shipped disassembled to obtain lower duties.
- 5.5 Patent/trademark protection will provide no advantage in target market.
- 5.6 Product can be modified to meet mandatory foreign standards.
- 5.7 Acceptable substitutes for product exist in target market.
- 5.8 Price is competitive in the foreign market.
- 5.9 There are serious non-tariff barriers to import this product.
- 5.10 Product, packaging and labelling can be adapted to meet foreign needs.
- 5.11 Reliable and experienced distributors for product are hard to find.
- 5.12 Credit terms and delivery requirements of target market can be met.

Question #	True	False	Don't Know	Not Applicable
5.1.	( )	( )	( )	( )
5.2.	( )	( )	( )	( )
5.3.	( )	( )	( )	( )
5.4.	( )	( )	( )	( )
5.5.	( )	( )	( )	( )
5.6.	( )	( )	( )	( )
5.7.	( )	( )	( )	( )
5.8.	( )	( )	( )	( )
5.9.	( )	( )	( )	( )
5.10.	( )	( )	( )	( )
5.11.	( )	( )	( )	( )
5.12.	( )	( )	( )	( )

You have now completed *Evaluating Your Export Readiness*.

Forward the completed questionnaire, the form below and a self-addressed mailing label to CanadExport (BPT), Export Evaluation, 125 Sussex Drive, Ottawa K1A 0G2.

Please allow four to six weeks to receive your evaluation. Questionnaires received after January 1, 1991 will not be evaluated.

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

Postal code \_\_\_\_\_

Type of business \_\_\_\_\_

**SINGAPORE**—A recently established communications and computer firm wishes to import **telecommunications products, computer hardware and software**. Contact Michael Leong, Managing Director, Communications and Computer Applications (CCA) Pte Ltd., 109 North Bridge Road #04-33/40, Funan Centre, Singapore 0106. Tel.: 339-1324. Fax: 339-0741.

**SINGAPORE**—A chemicals company wishes to import **fine chemicals and communications equipment**. Contact

Han Fann Chour, Pharmacist/Manager, Janson Chemicals Pte Ltd., 8 Chia Ping Road #05-17/20, Singapore 2261. Tel.: 265-4290. Fax: 264-4709.

**SINGAPORE**—Second-hand **printing equipment** is being sought by Jeffrey Lau, Marketing Manager, Karo Printing Pte Ltd., Blk 1003 Toa Payoh Industrial Park #01-1525, Lorong 8, Singapore 1231. Tel.: 251-4764. Fax: 250-8939.

**SINGAPORE**—A trading company is seeking all kinds of **seafood** suitable for Singaporean appetites. Contact Ben Chen Guek Min, Director, Seck Chin Trader, No. 3 Lorong 40, Geylang, Singapore 1439. Tel.: 744-8019/744-8020. Fax: 747-9510.

**SINGAPORE**—An environmental engineering firm wishes to enter into a **joint venture, transfer of technology** arrangement with companies engaged in **clean room, energy management and environmental engineering sectors**. The arrangement could also be with engineering firms **building projects in developing countries**. Contact Cheong Kum Yin, Technical Manager, Jurong Environmental Engineering Pte Ltd., Jurong Town Hall #01-02, Jurong Town Hall Road, Singapore 2260. Tel.: 560-9966. Fax: 563-0485.

**SINGAPORE**—A **transfer of technology** arrangement, especially in the areas of **maintenance**

**management software, lift and escalator maintenance, and maintenance of transfer and booster pumping installations**. Contact Daniel Yeow, Personnel Administrative Executive, EM Services Pte Ltd., 3451 Jalan Bukit Merah, HDB Centre, Tower B, Singapore 0315. Tel.: 278-8282. Fax: 273-2800.

**SINGAPORE**—A trading company wishes to import **pork products**. Contact Chung Suan Lim,

Ltd., 100 Beach Road # 17-02, Shaw Towers, Singapore 0718. Tel.: 293-7400. Fax: 298-3537.

**SINGAPORE**—A metal industries firm engaged in **ordnance ammunition manufacture, high precision metal component manufacture and aerospace component manufacture** wishes to enter into a **joint venture, franchising, transfer of technology** arrangement. Contact George Chow, V.P./General Manager, Chartered Metal Industries Pte Ltd., 249 Jalan Boon Lay, Singapore 2261. Tel.: 660-7110. Fax: 265-5349.

## Business Opportunities

Manager, Xie Chun Trading Pte Ltd., Robinson Road, P.O. Box 2500, Singapore 9049. Tel.: 278-2488. Fax: 273-0149.

**SINGAPORE**—A 13-year-old company wishes to import **cement, clinker and steel**. Contact Lee Ngok Meng, Managing Director, Polytex Enterprise Pte Ltd., 15 McCallum Street #06-01, Natwest Centre, Singapore 0106. Tel.: 223-3157. Fax: 221-3200.

**SINGAPORE**—A **computer-related products** company wishes to enter a **transfer of technology, franchising** arrangement. Contact Jason Leow, Product Manager, B & Lee Electronics Pte Ltd., 4 New Industrial Road # 06-01, Mainland Industrial Building, Singapore 1953. Tel.: 288-2725. Fax: 284-4914.

**SINGAPORE**—A **transfer of technology** arrangement is being sought by a company engaged in **microwave technology, microwave contract manufacturing**. Contact Tan Hock Eang, General Manager, Chartered Microwave Pte Ltd., Unit 57 Blk 2 Faraday, Science Park Drive, Singapore 0511. Tel.: 776-2388. Fax: 777-4603.

**SINGAPORE**—A biotechnology firm engaged in **super intensive food crop farming, cut flowers and aqua culture** wishes to enter into a **joint venture, transfer of technology** arrangement. Contact Patrick Yeo, Marketing Manager, Applied Biotech Pte

**SINGAPORE**—A nine-year-old firm wishes to import **frozen meat, frozen pork, dairy and bakery products**. Contact Harry H.K. Chung, Managing Director, Harry Chung Co. Pte Ltd., Robinson Road, P.O. Box 2916, Singapore 9049. Tel.: 278-2488. Fax: 273-0149.

**SINGAPORE**—A **ladies fashionwear and accessories** company would like to enter into a **joint venture, franchising or licensing** arrangement. Contact Judy Ng, Marketing Executive, Chomel Pte Ltd., 50J Armenian Street, Singapore 0617. Tel.: 336-2383. Fax: 338-1317.

**SINGAPORE**—A **franchising, transfer of technology or licensing** arrangement is being sought by a company engaged in **computer and related peripherals and communication-radio for data transmission**. Contact Carlton Parker, Managing Director/James Tan, General Manager, General Automation(S) Pte Ltd., 10 Anson Road # 21-15, International Plaza, Singapore 0207. Tel.: 222-1611. Fax: 224-1514.

**SINGAPORE**—**Diving, sports equipment and accessories** are being sought by Joseph Lim, Managing Director, Trim Systems Pte Ltd., 36 Lorong 1, Realty Park, Singapore 1954. Tel.: 282-6298/288-7527. Fax: 284-5534.

## Canadian Companies Should Maintain Momentum in Exporting to Syria's Rich Oil, Gas Sectors

"Unaffected by the Gulf crisis, Syria's overall economic situation is steadily improving—fuelled by a boom following recent oil and natural gas discoveries," says a report from the post in Amman, Jordan.

Indeed, in the past 18 months, Canadian exporters have been increasingly successful in this market, with Canadian goods exports growing by over 350 per cent. Canadian services exports have grown substantially, to an estimated \$20 million annually.

And, while some Canadian companies are active in Syria's oil and gas sector and several have estab-

lished offices in the country, Canadian oil and gas equipment and services exports account for only a small portion of a market that is estimated to be worth more than US\$500 million annually.

This discrepancy, the report suggests, could be due to the perceived "situation in the Gulf which has caused many exporters with excellent potential in the region to curtail activities"—when, in fact, the momentum should be sustained.

That's because "the outlook is decidedly optimistic," says the report, "creating a plethora of opportunities for Canadian export-

ers of oil and gas exploration and production equipment and services—in addition to widespread opportunities in other sectors."

Those other sectors—strongly supported by the Government of Syria and the country's adept private sector—include agricultural equipment and services, industrial equipment, commodities such as fertilizers, industrial chemicals and resins, and wood, pulp and paper.

Also in constant demand by both public and private sectors are iron and wood working machinery, laboratory materials and tools, computer systems and software, and telecommunications equipment.

However, oil and gas remains "the single most vibrant sector", with purchases—of exploration and production equipment and services, seismic and engineering services, well drilling/servicing/logging machinery and equipment, and gas pipeline construction—by local and foreign multinational firms normally being made through international tenders sent to prequalified suppliers.

And you must be registered to benefit, advises the post, whose commercial section can provide guidance on registration procedures, agent selection and other relevant information. A full report on Syria's oil and gas sector can also be made available.

"It is not too late to mount a marketing effort," advises the report, "since all oil and gas companies active in Syria have an enormous appetite for equipment and services."

Interested Canadian suppliers to this industry are encouraged to contact—supplying brochures and specific enquiries—Mr. Shahid Museitif, Senior Commercial Officer, Canadian Embassy, P.O. Box 815403, Amman, Jordan. Telex: (Destination code 0493) 23080. Answerback: 23080 CANAD JO. Fax: (011-962-6) 689-227.

## Canadian Exporters, Investors Can Compete in Singapore's Growing Healthcare Industry

**Sectoral Analysis-Singapore Healthcare Products Industry**, a brochure prepared for the Canadian High Commission in Singapore, indicates the government intends to provide its population with preventive, curative and rehabilitative healthcare services and to transform Singapore into an international medical centre—creating opportunities for Canadian exporters and investors.

The healthcare products market basically consists of two categories: medical equipment (electro-medical, mechano-therapy, respiratory, orthopedic and x-ray) and pharmaceuticals and medicines (antibiotics, vitamins, natural food supplements).

Canada's share in the growing healthcare market in Singapore is relatively small. For example, in 1988, medical equipment imports from Canada amounted to S\$42,000, while imports of pharmaceutical products were valued at S\$2.1 million. Nevertheless, the report, in its future trends section, indicates that opportunities for Canadians do exist in this field. For instance:

- internationally reputed medical centres are being encouraged to set up branches in Singapore or form joint ventures with private or government hospitals—with tax incentives (eg. pioneer status) being made available to investors in this sector;
- Singapore allows 100 per cent foreign ownership of companies; there will be a continued demand for dialysis machines;
- medical equipment purchases (pulmonary and cardiotherapy equipment for heart disease, renal equipment and imaging equipment, electro-medical and basic hospital room equipment) are expected to continue; and
- the demand for western-type medicines will continue as Singapore moves away from its traditional herbal-type medicines.

The study also outlines the three basic ways of selling medical equipment in Singapore: sales through an appointed distributor or agent; sales through local equipment suppliers which are subsidiaries or branches of international medical equipment suppliers; and sales

*Continued on page 12—Singapore*



# Technology Inflow Program Improves Canadian Firms' Competitiveness

The Technology Inflow Program (TIP) is reaching its target client group and is helping firms improve their competitiveness and create jobs.

That's the conclusion of a recent independent survey of External Affairs and International Trade Canada (EAITC)'s TIP funding recipients.

The survey, conducted by COMPAS Inc. under contract to EAITC, evaluated the effectiveness of TIP in meeting its objectives. It involved a questionnaire survey of some 700 organizations which had previously received TIP funding to enable them to find and transfer foreign technology to Canada.

## TIP Aimed at Small- and Medium-Size Companies

According to the survey, some 38 per cent of respondents were successful in obtaining new or improved product or process technology, and another large segment was still involved in technical evaluation or negotiations, which may lead to future technology acquisitions.

TIP targets small- and medium-size companies, primarily in the manufacturing sector. The program is designed to help firms with little or no research and development capability —these firms comprise over 95 per cent of Canadian industry.

The study showed that 63 per cent of recipients employed less than 50 people, and most had few technical staff. Clients came from all parts of Canada, and all industrial sectors —61 per cent of recipients were manufacturers, 30 per cent were in the service sector.

## TIP Promotes Exports

TIP, like many other government programs, tries to stimulate companies to acquire technology that

will make them internationally more competitive, or to accelerate the process —thereby helping to strengthen and enlarge the Canadian exporting community. For this reason, it was an important aspect of the study to determine what companies did, or did not do, as a result of the project EAITC helped to fund.

The survey showed that 19 per cent of TIP clients already earn more than half of their revenues from exports, while another 46 per cent have some export earnings. Many of the non-exporters are among the smallest and newest firms —exporters of the future.

## TIP Benefits

While 84 per cent of respondents spent little or nothing to acquire the rights to technology or gain know-how, about half decided to make investments into their plant or equipment.

Over half of all recipients had increased revenues attributable to their TIP work. For some, the increase was dramatic. For 33 per cent of companies, revenues went up by more than \$100,000. Taken together, the respondents reported new earnings of \$156 million.

Client operations became more efficient as well. About 70 per cent of respondents saved money on their normal operating costs.

Cumulatively, they saved \$178 million.

Finally, the survey measured the impact of TIP funding on new job creation. Respondents said they had already created 1,550 new jobs associated with their TIP projects —an average of 4.1 new jobs per client organization.

## How TIP Works

The Technology Inflow Program has been providing cost-shared funding to Canadian industry since 1986. TIP contributions mainly fund travel expenses for Canadians to go abroad to explore new technologies, or for longer term visits by Canadians or foreigners to transfer valuable technical know-how.

Through a cooperative arrangement with the National Research Council (NRC)'s Industrial Research Assistance Program (IRAP), client firms throughout Canada can receive information and advice on TIP locally. Often, approvals can be done locally as well. Check local Yellow Pages under "Technology Assistance" for the nearest NRC-IRAP office.

Copies of the COMPAS survey report are available in English and French by contacting EAITC's Info Export. Tel. (toll-free): 1-800-267-8376 (Ottawa area: 613-993-6435). Fax: (613)996-9709.

## Food, Foodservices Companies Sought for Trade Show in Puerto Rico

**San Juan**—Canadian companies have an opportunity to meet potential buyers, agents and distributors throughout the Caribbean when they participate in the 19th Annual Food and Foodservices Equipment Trade Show being held here April 13 to 15, 1991.

The event will mark the sixth time that the Canadian Government, through External Affairs and International Trade Canada (EAITC), will sponsor a full-scale product display at this international show.

Geared primarily to the Puerto Rico  
*Continued on page 12— Puerto Rico*

## Singapore Health Care

Continued from page 10

through a permanent sales office.

In addition to listing and explaining various tax incentives and regulations, the sectoral analysis also lists key government and industry contacts, major government and private hospitals, major distributors of pharmaceutical products, and major pharmacies.

Copies of *Sectoral Analysis-Singapore Healthcare Products Industry* are available through Info Export, toll free 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

# PUBLICATIONS

*Assessment of Singapore as a Regional Center* is an analytical overview of investment and business opportunities in Singapore. The brochure, prepared for the Commercial Section of the Canadian High Commission in Singapore, provides the initial information needs of Canadian organizations interested in participating in these business areas. The analysis reveals that the Singapore government has an array of incentives designed to attract

foreign technology enterprises to upgrade its local technology base. Among the incentives are such 'sweeteners' as a corporate tax rate of 10 per cent for 10 years — the regular corporate tax rate is 32 per cent — for companies establishing their regional headquarters in Singapore and the Special Pioneer Status arrangement — for manufacturing and service businesses — which gives incoming businesses full tax exemption from corporate income taxes for a period of five to 10 years. In addition to being a leading entrepot and the gateway to Asia Pacific markets, Singapore also offers abundant capital for joint ventures and allows 100 per cent foreign ownership of companies. As well, there is no capital gains tax. Copies of the analysis are available through Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

## Puerto Rico Food Show — Continued from page 11

Rican market — which generates sales in excess of \$4.5 million annually, 85 per cent of which represents imported goods — the show also attracts potential buyers and agents from many nearby islands.

Canadian food exports to Puerto Rico in 1988 totalled \$525 million and participation in the show which, in recent years, has matured into an excellent venue for the promotion of Canadian goods

and services to the region, could help increase that figure.

For further information on the **19th Annual Food and Food-services Equipment Trade Show**, contact Jon Dundon of EAITC's Latin America and Caribbean Branch, Fairs and Missions (LCTF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 996-0677. Telex: 053-3745. Answerback: EXTOTT.

The premier edition of the *Canadian-Soviet 1990 Trade Directory* is now available. The Directory contains paid listings — by company name and by industry sector — of Canadian companies wishing to establish business contacts in the Soviet Union. Also included is information on government assistance for Canadian exporters to the Soviet Union. The Directory will be distributed free to government, business organizations and individuals in the USSR. Copies of the *Canadian-Soviet 1990 Trade Directory* are available in Canada at a cost of \$49.95 (20 % discount for 5 or more copies). To obtain copies or to look into advertising your own products and services in next year's Directory, contact Mike McVean of Southam Business Information and Communications Group Inc., 1450 Don Mills Road, Don Mills, Ontario M3B 2X7. Tel.: (416) 445-6641. Fax: (416) 442-2077.

## BUSINESS AGENDA

**Montreal** — November 21 — The Canadian Exporters' Association's (CEA's) Exporters' Breakfast Discussion Series: Doing Business with Korea and Taiwan. Contact R. Turcotte, CEA Montreal. Tel.: (514) 499-2162. Fax: (514) 873-1161.

**Regina** — November 24-30 — Canadian Western Agribition, whose theme this year is: "Twenty Years of Building for the Future". Contact David C. Dix, ITC Regina. Tel.: (306) 780-6099. Fax: (306) 780-6679.

**Toronto** — December 4 (in other major centres in Spring 1991) — Standards and Europe 1992 Seminars, covering impact on your

business plan; testing and certification requirements in the European Community; European standards and the GATT Uruguay round; and market access strategies. Sponsored by EAITC, Ontario Ministry of Industry, Trade and Technology, Standards Council of Canada, and the Canadian Exporters' Association (CEA). Contact George Rogerson, CEA. Tel.: (613) 238-8888.

**Montreal** — December 5 — The Canadian Exporters' Association's (CEA's) Exporters' Breakfast Discussion Series: Doing Business with Japan. Contact R. Turcotte, CEA Montreal. Tel.: (514) 499-2162. Fax: (514) 873-1161.

Return requested  
if undeliverable:  
CANADEXPORT (BPT)  
125 Sussex Drive  
Ottawa, Ont.  
K1A 0G2



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# CANADExPORT

LATEST ISSUE  
DERNIER  
NUMERO

Vol.8, No. 20

Dept. of External Affairs  
Min. des Affaires extérieures  
OTTAWA

December 3, 1990

## Renaissance Eastern Europe

# New Program for Exporters to USSR, Eastern Europe

NOV 27 1990  
RETURNER A LA 1800 RUE DU MINISTRE

A new EAITC program — Renaissance Eastern Europe (REE)— could help Canadian exporters get a foothold in the fast evolving Central and East European market.

### Objective

This External Affairs and International Trade Canada (EAITC) trade and industrial development program is designed to increase the involvement of Canadian companies in the markets of Central and Eastern Europe and the Soviet Union.

Recognizing the inherent disadvantage for Canadian firms of geography and traditional trading links, the program also considers the evolving market circumstances in this unique region and the local need for models of successful private enterprise.

REE will share certain business development costs associated with market penetration and new forms of business cooperation. The fundamental objective remains increased trade with the region. Eligible markets include Bulgaria, the Czech and Slovak Federal Republic, Hungary, Poland, Ro-

mania, the USSR and Yugoslavia.

### Assistance Available

REE is not a duplication of EAITC's Program for Export Market Development (PEMD) but supplements this marketing support program in certain respects.

There must be a commercial purpose to the cost-shared activities —an approved project is one that demonstrates convincingly that there are future trade and industrial development benefits for Canada.

There also must be evidence of benefit to the target market consistent with the objectives of the development of a market economy and the modernization of domestic industry and agriculture.

Projects for funding can include proposals by the Canadian private sector or government-initiated activities.

### Eligibility

Applicant categories for support under REE include incorporated businesses; independent firms of professionals; and private sector non-sales trade associations.

Incorporated businesses and firms of professionals must be registered (or in the process of registering) with EAITC's World Information Network for Exports (WIN Exports) data bank.

### Eligible Programs

Program funding is available to support Canadian companies evaluating joint venture opportunities or structured cooperation agreements in the target markets; and to companies proposing training for partners or target clients in

BRAZIL IS  
LIBERALIZING  
ITS INFORMATICS  
MARKET

See story page 6

Central and Eastern Europe and the Soviet Union.

### Program Funding

Funding will be available for return economy air fares between the target Central/East European market and the applicant's location; as well as per diem allowances in Canada and in the target market.

Total project costs will be shared with the applicant, but REE will contribute not more than 50 per cent of the activity costs (max. \$50,000 per activity for front-end studies or \$25,000 per activity for enterprise-specific training).

### Government Proposed Projects

EAITC will supplement its trade development and information programs to meet the challenge of increased business opportunities across Central and Eastern Europe and the Soviet Union.

More quality, up-to-date, commercial information will be made available to the Canadian business community to allow companies to assess the various market opportunities.

### Trade Missions

REE will provide funding to allow an increase in trade missions —both incoming and outgoing— involving the countries of Central/Eastern Europe and the USSR.

### Trade Fairs

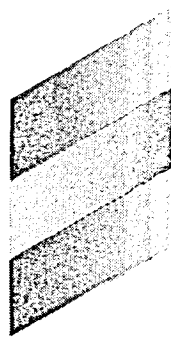
REE will also supplement

Continued on page 3 — Renaissance

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External Affairs and International Trade Canada



Canada

## A NEW LOOK AT EXPORTING

### "Where Can I Export?"

Having examined your ability to negotiate with cultures different from your own, having evaluated whether your business is ready to export, and having looked at how competitive your product is — at least on the Canadian market — you are now ready to ask, "Where can I export?"

It should be understood from the outset that it takes from three to five years to become established on a foreign market. Travel is costly, and the business investment involved makes penetrating a new market an expensive undertaking.

Market studies and documentary research are the exporter's most accessible work instruments. Too often regarded as having no value by those who wish to rapidly explore the possibilities abroad, they are actually the most important phase in the export operation.

This phase may be carried out by you, by an international marketing consultant or by an international trading company. The purpose is to determine which countries use your product or service.

Every exporter must have an information network. Such a network exists in Canada. There are many sources of information available to businesses, usually free of charge. The libraries contain treasures such as the *United Nations International Trade Statistics Yearbook*, where you can find the names of the countries that import your product and those that export it, along with the value of the products imported and exported.

The information contained in these statistics can be fine-tuned by, among others, your sectoral association, the sectoral divisions of External Affairs and International Trade Canada (EAITC), the provincial trade ministries, and chambers of commerce.

This research should enable you to screen the parts of the world that import your product, focussing on an area that appears most suited to a more detailed market study of one or two countries.

The statistics will also tell you what the competition is in these countries: If it is international, does it originate in countries with cheap labour or extremely high productivity? Can you compete with them?

When all the information sources — available in Canada — have been exhausted, you might consider consulting with the Canadian Embassy's trade commissioner in the target country.

In view of the serious documentary research you have put forth in Canada, the trade commissioner will help you to determine whether your product suits the tastes of this market. The trade officer will tell you about the local competition, and provide you with documentation on the existing products.

To be taken seriously by a trade commissioner — one who is often overburdened with sometimes unrealistic requests — explain the results of your research, a solid indication that you are serious and committed. Also ask specific questions to which you have not yet found an answer. Do not write, "I make such-and-such a gadget. Can you help me?"

A close look at the local and foreign competition will provide you with some interesting information. Do not rely on snap judgments (eg.: since the local product is not as fancy, the Canadian one must be better). You must learn to judge objectively.

A market study must have precise objectives and at least tell you what the size of the market is, how accessible it is, what the business practices are, whether there are distribution networks suited to

your product, what modes of transportation are available, who the manufacturer's agents and importers are, how much of the market is held by your competitors, what prices are in effect, and what the customs are.

Having analyzed the information extensively — and without leaving Canada — you will be prepared to decide whether an exploratory visit is desirable at this time.

The next article will tell you how to prepare for such a visit.

### CANADEXPORT

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

ISSN 0823-3330

**René-François Désamoré**  
Editor-in-Chief

## Renaissance Eastern Europe — *Continued from page 1*

EAITC's existing trade fair program allowing for increased market exposure for Canadian companies. It will also foster pursuit of "niche" market opportunities through participation at specialized trade fairs.

### Business Information/Seminars

While there is no substitute for the market intelligence generated through direct investigation by the respective business, this experience will be supplemented by seminars and a series of publications, commissioned studies describing market opportunities for trade and industrial development activities. The purpose of this program component is to provide Canadian business with enough timely advance information and counselling on market opportunities/techniques to judge the potential for business development and to utilize effectively scarce marketing time and dollars.

### Support for Bilateral Business Councils

Associations that represent Canadian business, and focus on the problems and opportunities of international business development in specific markets are important for increased export awareness and success. REE will provide support funding for bilateral business councils to help them achieve the critical mass required to be self-sustaining.

### How to Apply

For more information on program eligibility and project possibilities, contact the USSR and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada (EAITC), 125 Sussex Drive, Ottawa, Ont. K1A 0G2. Tel.: (613) 996-2858. Fax: (613) 995-1277. Telex: 053-3745.

## Business Opportunities

**ALGERIA**—An Algerian manufacturing company of local agricultural equipment is looking for Canadian firms interested in breaking into the Algerian agricultural equipment and tool market. Interested companies can contact Mr. Kherbouche at AGRO EQUIPMENT, Zone Industrielle de Chetouane, Chetouane, Tlemcen, Algeria. Tel.: (213)(7)20.60.50 or 20.43.44. Telex: 18938 EREAL.

**SINGAPORE**—A telecommunications products, computer hardware/software firm wishes to enter a **franchising, licensing and transfer of technology arrangement**. Contact Communications & Computer Applications (CCA) Pte Ltd., 109 North Bridge Road #04-33/40, Funan Centre, Singapore 0106. Tel.: 339-1324. Fax: 339-0741.

**SINGAPORE**—A company here wishes to import **apparel, upholstery fabrics and toys**. Contact Celia Koh, Manager, Bizone Enterprises, 10 Anson Road #15-16, International Plaza, Singapore 0207. Tel.: 226-0796. Fax: 222-1391.

**SINGAPORE**—A 16-year-old company seeks to import **industrial products (capital and consumer), engineering products and computer-related products**. Contact Lim Hock Heng, President, Union Alloy (Pte) Ltd., 440 Serangoon Road, Singapore 0821. Tel.: 298-1077. Fax: 298-7877.

**SINGAPORE**—A company in the mushroom business wishes to import **fresh exotic and button mushrooms**. Contact Dr. K.K. Tan, Managing Director, Everbloom Mushroom Pte Ltd., No. 9 Jeletar West, Farmway 5, Sin-

gapore 2879. Tel.: 482-1071. Fax: 482-1657.

**SINGAPORE**—A fine chemicals, communications equipment company wishes to enter a **joint venture, transfer of technology arrangement**. Contact Han Fann Chour, Pharmacist/Manager, Janson Chemicals Pte Ltd., 8 Chia Ping Road #05-17/20, Singapore 2261. Tel.: 265-4290. Fax: 264-4709.

**SINGAPORE**—Being sought by a trading establishment is **polypropylene prime virgin MI 10 grade**. Contact Khoo Sian Chua, Director/Eric Khoo, Manager, Sian Chua Trading Company, No. 27 Robin Close, Singapore 1025. Tel.: 737-3331. Fax: 296-0380.

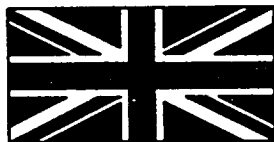
**SINGAPORE**—**Marine safety and fire fighting equipment** are being sought by Stephen Tan, Administration Manager, Straits Marine Co. Pte Ltd., 30 Jalan Kilang Barat, Kewalram House, Singapore 0315. Tel.: 278-9011. Fax: 272-6687.

**SINGAPORE**—A company engaged in food technologies, wood products and automobile spares wishes to enter into a **joint venture or transfer of technology arrangement**. Contact Freddie Heng, Business Development Manager, Aaron & Shaun Trading, 150 Robinson Road #05-03, Chow House, Singapore 0106. Tel.: 222-0087. Fax: 224-1439.

**SINGAPORE**—An engineering firm wishes to import **industrial and consumer products**. Contact Thomas Quah, Managing Director, AVOM & E Engineering Pte Ltd., 240 MacPherson Road #07-01C, Siong Huat Building, Singapore 1334. Tel.: 743-0601. Fax: 747-1441.

# UK SECTOR PROFILES

A series of sector profiles on the United Kingdom has been prepared by the Canadian High Commission in London. The first in the series was reprinted in *CanadExport*, Vol. 8, No. 9, May 15, 1990. The sixth in the series is reprinted here.



## Fish and Shellfish

### Market Facts

Canadian fish, shellfish and related products — valued at \$110 million — were sold to the UK in 1988. More than half (\$61 million) consisted of canned salmon, primarily sockeye. Most canned salmon is sold to three companies — John West, Princes Foods and S & W Berisford.

Canadian cod sales to the UK in 1988 amounted to \$19 million, the major portions being fillet and minced-blocks (for further processing) and skin-on fillet. The UK fish processing industry is very dependant on imported cod, with Iceland, Norway and Denmark being the main suppliers.

A market — Canadian exports were \$5 million in 1988 — also exists for frozen salmon, largely for use in the smoking trade. This sector faces growing competition because of the increased availability of farmed fish from Norway and Scotland. The market for Canadian smoked salmon is minimal because the duty levels are relatively high and the preference is for the local type of smoking.

Frozen crab sales are significant (\$7 million in 1988). In the same year, Canadian trade in lobster was valued at \$6 million, with sales of live lobster totalling \$4 million. The live lobster market, though small, is growing rapidly.

Canadian lobster sales to the UK are mainly in the October-May period when locally caught Scottish lobster is scarce. The Scottish product sells at a higher price because of local preference.

Canadian shrimp, worth approximately \$2.5 million, entered the UK in 1988. The UK is the world's largest market for cooked

and peeled shrimp. Products in this category, however, face high duties, while those from certain other non-EEC countries have preferred access.

A small market exists for a variety of other fish and shellfish, including large-size herring, monkfish tails, Atlantic halibut, roe-on scallops, dogfish backs, and live shellfish.

### Duty Levels

Levels of duty vary considerably between products but, in general, the more processed the product, the higher the duty. As of January 1990 the following rates applied:

- Canned Salmon (5.5%)
- Cod: (whole or headless) (12.0% max.)
  - fillet, fresh (18.0% max.)
  - fillet frozen (15.0% max.)
  - minced fresh (15.0% max.)
  - minced blocks frozen (12.0% max.)

There is a GATT-bound quota into the whole EEC of 8% for 10,000t for frozen cod fillets. Since 1987 there have also been autonomous tariff reductions for certain fish for further processing. In the UK, whole cod is the category of interest. This year there is an EEC-wide quota for 40,000t for whole cod at 3.7%.

- Frozen Salmon (2%)
- Smoked Salmon (13%)
- Frozen Snow crab (8%)
- Shrimp (*Pandalus borealis*) unpeeled (12%)
- Shrimp (*Pandalus borealis*) cooked and peeled (20%)
- Whole frozen lobster (8%)
- Frozen lobster (other) (8%)
- Live lobster (8%)
- Herring (Free Feb. 15-June 15)
- Herring (15 % June 16-Feb. 14)

### Trade Promotion Events

The International Food Exhibition (IFE) takes place biannually. The next event, April 1991, is in London. There is also an annual Chilled and Frozen Food show at the National Exhibition Centre, Birmingham, which takes place every May.

A new trade show, Fish Trades, started in 1988. The 1990 event was held in November.

### Sources of Information

Commercial/Economic Division  
Canadian High Commission  
1 Grosvenor Square  
London, England W1X 0AB  
Tel.: 01-629 9492  
Fax: 01-491 3968  
Telex: 261592 CDALDN G

### Publications

Fish Trader, Retail Journals Ltd.,  
Queensway, Redhill, Surrey RH1 1QS  
Tel.: 0737-768611  
Telex: 94669 TOP JNL G

Seafood International,  
AGB Heighway Ltd., Cloister Court,  
22-26 Farrington Lane,  
London EC1R 3AU  
Tel.: 01-253-3456  
Telex: 21977 SYSMAG  
Fax: 01-250-3343  
(Also publishes Seafood News).

The Grocer, William Reed Ltd.,  
5-7 Southwark Street,  
London SE1 1RQ  
Tel.: 01-407-6981  
Telex: 8812648  
Fax: 01-378-6781

Frozen and Chilled Foods,  
Retail Journals Ltd.,  
Queensway House, 2 Queensway,  
Surrey RH1 1QS  
Tel.: 0737 768611  
Telex: 948669 TOPJNL G

Foodnews, 22a Sidcup High Street  
Sidcup, Kent DA14 6TH  
Tel.: 01-300 786415  
Telex: 8954109 FN LDNG  
Fax: 01-302 547264

### Associations

UK Association of Frozen Food Producers, 1 Green Street,  
Grosvenor Square, London W1Y 3RG  
Tel.: 01-629-0655

British Association of Canned & Preserved Food Importers & Distributors (BACFID), 15-16 Dufferin Street,  
London EC1Y 8PD

*Continued on page 5 — UK Fish*

# Canadian Companies Are Being Recruited for Food Shows in Japan ... One in Tokyo

Food and beverages companies from all over the world — including Canada — have “outstanding opportunities” between March 12 to 16, 1991 to expand their business internationally.

The venue for such market potential is **Foodex Japan '91**, at which External Affairs and International Trade Canada will, for the twelfth year, have a national exhibit, located at the Nippon Convention Center in Makuhari Messe, a suburb of Tokyo.

But space is limited and application forms will be treated on a first come, first served basis. Interested Canadian companies should act now for a chance to participate in what is “the only integrated exhibition for food and beverages throughout the expanding markets of Japan and Asia.”

Products exhibited will range from meats, poultry, game, sea-

food, health and natural foods, to cereals, grains, fats, oils, fruits, vegetables and dairy products. As well, there will be a wide variety of alcoholic and non-alcoholic beverages.

As of August, 1990, more than 45 countries had signed up to participate in **Foodex Japan '91**, which is expected to attract 85,000 professionals — the majority of whom are looking for new products and new sources of purchase.

These professionals include buyers and specifiers from supermarkets (where consumers who live in the Tokyo metropolitan area now buy 70 per cent to 80 per cent of the food for their daily meals);

representatives from restaurants (where the market in 1989 was valued at 23 trillion yen) and fast-food industries; wholesalers; importers; and food processors.

That's what makes **Foodex** the meeting point to: renew business contacts, meet new prospects, get your company known and fill your company's order books.

Companies interested in more information on **Foodex Japan '91** should contact G.H. Bates, Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8628. Fax: (613) 996-4309.

## ... The Other in Osaka

Marking its sixth year of sponsorship by the Canadian Consulate General, the **Osaka Solo Food Show** (March 18-19, 1991) is timed to take advantage of the presence of Canadian companies at **Foodex Japan '91**.

The Osaka event will give such Canadian participants the opportunity to reach buyers in the Kansai region of Japan, the country's second most populated region after Tokyo.

With a population of some 22 million people, the Kansai consists of four major cities, Osaka, Kobe, Kyoto and Nara, which offer numerous opportunities for doing business and establishing or renewing business contacts.

At the fifth **Osaka Solo Food Show** (held March 19-20, 1990), 31 Canadian companies participated, registering on-site sales of

\$260,000. Follow-up sales over a 12-month period were projected at \$3.5 million.

The items of greatest appeal to visitors to the 1990 show were water, beef and lobster. These same visitors requested that, at future shows, displayed items should also include fresh salmon, shellfish (crab), mushrooms, whisky and other alcoholic beverages, soft drinks, juices, various dairy products, cheese, honey, fruit, vegetables, biscuits and pork.

For further information on the 1991 **Osaka Solo Food Show**, to be held in the city's modern Mydome Exhibit Hall, contact G.H. Bates, Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8628. Fax: (613) 996-4309.

## UK Fish and Shellfish

*Continued from page 4*

Tel.: 01-253-9421  
Telex: 297968

Shellfish Association of Great Britain,  
Fishmongers' Hall, London Bridge,  
London EC4R 9EL  
Tel.: 01-283-8305

Grimsby Fish Merchants Association,  
Fish Dock Road, Grimsby  
Tel.: Grimsby 350022

### Government

Ministry of Agriculture, Fisheries  
and Food, Whitehall Place,  
London SW1A 2HH  
Tel.: 01-270-3000  
Telex: 889351

Sea Fish Industry Authority (SFIA),  
10 Young Street, Edinburgh, Scotland  
Tel.: 031 225 2515  
Telex: 727225 SEFISH G

# Brazil Liberalizes Its Informatics Market

Brazil has called for an end to the market reserve for the domestic informatics industry.

The plan, announced on September 12, recognizes the need for Brazilian manufacturers to improve their technological capacity.

The Brazilian authorities have proposed that by 1992 all the restrictions and incentives in the existing Informatics Law be completely eliminated. This will mean that:

- the requirement to obtain prior import authorization and official production approval will disappear; and
- existing fiscal incentives and the prohibition to form joint ventures will also be eliminated.

However, there will remain a list — just published — of informatics products that will receive residual protection until 1992. This list includes processors and related higher-end technology (for details, see contacts at end of article).

The Brazilian government will also be taking steps to assist Brazilian companies in improving their technological bases. The specific changes that were announced and that could indirectly benefit Canadian exporters, include:

- Brazilian companies will be able to deduct up to 8 per cent of the income tax they owe if they invest in technological research activities;
- Brazilian companies will be exempt from paying the IPE (Industrial Production Tax) for machinery and equipment which is to be used for research and development;
- pre-consultations in respect of technology acquisition with the National Institute for Industrial Production (INPI) will no longer be necessary — instead a guide on the legal requirements relating to technology transfer contracts will be issued;
- import tariffs rates for inputs,

components and parts used by the informatics industry, will be reduced; and

— joint ventures with foreign companies that wish to transfer technology will be permitted — within 30 days, a commission is to prepare a revision of the present software laws.

These measures are consistent with the intent of the new Brazilian government to adopt industrial policies that will allow Brazil to integrate itself more fully into the global economy.

Informatics, a sector of well-developed Canadian expertise, should offer significant opportunities for Canadian exporters in the near term.

For more information on the liberalizing Brazilian market and trade opportunities it has to offer, contact Roman Hruby at External Affairs and International Trade Canada (EAITC)'s South America and Mexico Trade Development Division (LST). Tel.: (613) 996-4199. Fax: (613) 952-3904.

## Letter to the Editor

I would like to comment on a few articles/sections in your October 1 (Vol. 8, No. 16) issue.

We are an export marketing organization with over 20 years of practical export experience.

I fully agree with your article "The Human Factor". Unfortunately, many Canadian companies do not see this very important aspect of selling internationally and, as a result, many opportunities are lost.

The section on "Contracts Awarded" appears to me great reason for concern. It gives the impression that without some form of EDC financing no export transaction can be successfully concluded. I know this not to be the case and therefore I would suggest you point this out in future issues.

The section of "Business Opportunities" is always read by our company, but I find it odd that in every issue, Singapore seems to be the main source. In the October 1 issue, 16 are from Singapore, 2 from England and nothing from the rest of the world. Moreover, how practical are the Singapore "opportunities" for

Canadian manufacturers?

I look forward to receiving many more issues of CanadExport in the future.

John Tesselaar  
Scarborough, Ontario

*More Canadian companies than we can count export successfully — without assistance from the Export Development Corporation (EDC). However, the EDC-financed contracts primarily are the ones on which we receive information or press releases.*

*"Business Opportunities" (for the time being, at least), is weighted in Singapore's favour — basically because Singapore, with the necessary material available, was selected as a test case for this type of feature. We are making every effort to have other posts from around the world supply information suitable for publication in this section.*

*Geographically limited as it is, "Business Opportunities" has proved very popular — and has led to specific exchanges between businesses in Singapore and Canadian businesses.*



## Establish Presence Now in EEC

# Canadian High Tech Firms Plan New Strategies

Canadian high tech firms will have to establish a presence in Europe now if they want to take advantage of the new government procurement rules which favour products with 50 per cent European content.

Canadian high tech industry leaders offer this advice to firms wanting to compete in the newly liberalized and standardized telecommunications markets—where the powers of the local telephone administrations (TA's) have been limited. Such firms may want to influence the ongoing harmonization of European standards, and to take advantage of this burgeoning and wealthy market.

### The Market

The telecommunications market, more than most other sectors, will undergo a more fundamental liberalization through the establishment of the European Single Market. TA's will be subject to government procurement regulations, forcing them to treat all potential suppliers of network and terminal equipment equally—subject only to European Community (EC) content regulations.

The TA monopoly over telecommunications services is to be limited to telephony and telex. The provision of value-added services such as electronic mail, and data storage and retrieval services, will be opened to intra-EC competition.

The adoption of a common technology—Integrated Services Digital Network (ISDN)—will further the ability of EC firms to compete throughout the Community. There will be greatly increased scope for niche firms to supply new products that interface with the ISDN.

"The Canadian market alone will not support the investment required for product development. We need world class competition to sharpen our abilities and products."

So says Lyle Wharton, President of Westronic Inc. of Calgary, when talking about the need for information technology companies to develop markets in the European Community.

Success, Mr. Wharton advises, comes from truly being a niche player and not trying to compete with the major industries. Domination of a niche is achieved through product and service differentiation.

### Case Studies/ Market Strategy

For Sci-Tec Instruments Inc. of Saskatoon, which produces sophisticated atmospheric instrumentation (in particular the Brewer Ozone Spectrophotometer), participation in conferences, seminars and the publication and presentation of scientific papers is central to its market development strategy.

Greg Elms of Intera Information Technologies of Calgary agrees that participation of expert personnel in EC symposia enhances the company's image as an innovative leader and reinforces its linkages in the technical community.

David Bensted, President of DBA Communication Systems Inc. of Vancouver (the manufacturer of SmarTalk, a telephone system for small businesses), developed a network of distributors in Europe, with the help of External Affairs and International Trade Canada (EAITC)'s Trade Commissioner Service. These distributors have enabled DBA to successfully enter the European market. They provide access to markets in the U.K., Italy and Norway from DBA's Vancouver base.

While going through distributors was an appropriate strategy, given the company's stage of development, Bensted now feels he must strengthen his presence on the continent to maintain a leading position.

Adam Bardach, Vice President, Government Relations and International Affairs, Memotech Data Inc. of St. Laurent, agrees that local service must be established in Europe. Manuals and telephone consulting must be available in the local language—accessible from within Europe so that time differences do not inhibit communication between the company and the customer. Bardach believes that good strategic partners are necessary—and that Canadian companies don't have to be large to establish themselves in Europe through this route.

Comptec International Ltd., Surrey, B.C., followed the acquisition route. A manufacturer of precision plastic components for the computer and telecom industries with a strong base in North America, Comptec was able to take over the operations—with a majority equity interest—of a French keyboard maker that had run into trouble. This move gave the company the necessary European manufacturing base and the firm began to transfer Canadian designs and manufacturing technology to the new French subsidiary.

The first orders came from telecommunications equipment manufacturers, including Alcatel, with the company building its market through its own sales people as well as through distributors. John Cavers, President, sees his commitment to Europe as a long-term one.

Calgary-based Intera Information Technologies Corporation, a company providing data processing products and services (including airborne data acquisition) to resource companies, entered the European market in 1981 only to be greeted by modest (less than \$400,000 in 1985) sales.

In 1986, the company acquired Exploration Consultants Ltd.

*Continued on page 12—Europe 1992*

# FTA: Temporary Entry Rules Amended

At its October meeting in St. John's, Newfoundland, the Canada-U.S. Trade Commission adopted several recommendations, including ones dealing with the Free Trade Agreement (FTA) Temporary Entry provisions.

Specifically, the fourth meeting of the Commission noted that the necessary domestic review processes have been completed for the amendments to Chapter 15 approved by the Commission at its November 30, 1989 meeting.

These amendments include the addition of the following professions: apiculturist, astronomer, chemist, geologist, geographic designer, land surveyor, landscape architect, meteorologist, occupational therapist, pharmacist, physio/physical therapist, recreational therapist and urban planner.

One profession, journalist, is to be deleted.

These amendments are to be implemented, likely by the end of

1990, after publication in the *Canada Gazette* and in the U.S. *Federal Register*.

In addition, the Commission approved new recommendations to include minimum educational requirements/alternative credentials for a number of professions already in Chapter 15 but for which credentials had not been previously established. It was also recommended to add some new professions, including: geochemist, industrial designer and interior designer.

These proposed amendments will go through the domestic review process commencing with publication in the *Canada Gazette* and the *Federal Register*. The final text will be determined in light of comments from interested groups and individuals.

For more information on the proposed temporary entry changes, contact Rod Fields, United States General Relations and Programs Division (URR), External Affairs

and International Trade Canada (EAITC). Tel.: (613) 993-7660. Fax: (613) 990-8314.

## EAITC Promotes International Trade at Universities

Recognizing the vital importance of international business education, Minister for International Trade John C. Crosbie has donated a trophy honouring top Canadian students.

The trophy — announced at the October 1 Export Awards ceremony and known as the Minister's Challenge Cup — will be awarded to the top Canadian team in the Dalhousie University international business case competition.

The four year-old competition — open to Canadian and foreign business faculties — is run annually by the Dalhousie University International Business Society in Nova Scotia.

Teams of students from participating business schools examine a "case" based on the real experience of a firm, and offer analyses and possible solutions.

The Dalhousie competition — sponsored by Maritime Telegraph and Telephone — is unique in that it is run using the electronic media, such as fax and video conferencing, to transmit the "case" and solutions between the competing universities and the panel of judges.

The two-round competition will be held January 31 and February 2, 1991. It will be judged by separate panels of business leaders from Canada and abroad.

For competition information, contact David Knowles, External Affairs and International Trade Canada's International Trade Centres and Export Education Division (TPO). Tel.: (613) 996-7104; or contact directly Kirsten Tisdale, Centre for International Business Studies, Dalhousie University, Halifax, N.S. Tel.: (902) 494-6553. Fax: (902) 494-1107.

## Export Charge Lowered on Lumber

The export charge on softwood lumber exported from Quebec to the U.S. was reduced from 8 per cent to 6.2 per cent on November 1.

The reduction is based on an agreement reached October 31 with the U.S.

The charge will be further reduced to 3.1 per cent on November 1, 1991, and to 3 per cent beginning November 1, 1992.

The reductions follow an agreement on the value of a package of replacement measures introduced by the government of Quebec — such reductions are provided for in a 1986 Memorandum of Understanding (MOU) between Canada and the U.S. concerning trade in softwood lumber products.

The MOU provides that Canada may reduce or eliminate the export charge on the basis of increased stumpage or other charges by provincial softwood lumber production.

It also provides that the calculation of the value of provincial replacement measures in relation to the export charge will be the subject of further consultation and agreement between the two governments.

Quebec's softwood lumber exports to the U.S. were valued in excess of \$300 million in 1989-90 — about 10 per cent of the \$3.4 billion overall Canadian exports in softwood lumber South of the border.

British Columbia has already fully replaced the export charge. As well, the four Atlantic Provinces have been exempt from the MOU since January 1, 1988.

For more information on the agreement, contact Bob Cairns, United States Trade Relations Division (UET), EAITC. Tel.: (613) 990-9169. Fax: (613) 996-7411.

## Canadian Exporters Could Channel Their Energies to the Philippine Cable TV, Broadcast Equipment Market

Canadian telecommunications/broadcast equipment exporters may be interested in knowing that, while policy and implementation issues have yet to be resolved, the *Study on the Philippine Market for Cable Television and Broadcast Equipment* indicates that the Philippines relies primarily on imports for its supplies to this industry sector.

In fact, Canada leads all competitors in the export to the Philippines of radio broadcasting transmitters, capturing 63.2 per cent of the Philippine market.

Foreign trade statistics of the National Statistics Office show that, in 1988, Philippine imports of transmitting, video, audio and recording equipment, as well as parts and accessories specially fabricated for TV studio equipment, reached CIF US\$5.5 million, up by 77.6 per cent from the 1987 level.

Also in 1988, the Philippines imported CIF US\$3.2 million worth of lighting equipment (reflector lamp bulbs, special purpose bulbs, discharge lamps, lamp and lighting fittings). CIF US\$22.1 million worth of drop cables were imported as well. The latter, used extensively in the cable TV industry, represents a 19.4 per cent increase over the 1987 level.

### Industry Overview

The Philippine broadcast industry — which is highly regulated — consists primarily of radio (359 stations), television (82 stations, 5 networks) and cable TV (13 stations).

Overall, Japan and the United States dominate in the export of cable television and broadcast and accessory equipment to the Philippines, with Canada, Great Britain, Taiwan and South Korea enjoying significant market shares in specific products.

While the sources of broadcast equipment in the Philippines are not likely to change drastically over the next few years, there are

indications of the growing importance of other countries — aside from Japan and the U.S. — as suppliers of equipment and parts.

Already the exports of the newly industrialized countries of Taiwan, South Korea and Hong Kong are considerable. A close examination of the trade statistics also reveals that imports are originating from diverse country sources, including Canada, the UK, West Germany and Norway.

While opportunities for export exist in this field, the study notes that the "uncertainties in the telecommunications sector arising from policy and implementation issues which have yet to be resolved make it difficult to project demand for broadcast equipment."

However, it can be anticipated, at least in the short term, that:

- expansion programs of radio and television stations will result in increased demand for imported broadcast equipment;
- growth in demand for broadcast equipment will have its highest potential in the opening of new stations;
- the upgrading of technology will be a major source of demand; and
- the replacement of equipment by existing radio and TV stations is, and will continue to be, a regular source of growth demand.

Other activities that will spur the growth in demand for broadcast equipment include disco and other entertainment establishments using the latest video, audio and lighting equipment.

"These businesses continue to thrive in the Philippines," acknowledges the report.

Notwithstanding the ambiguities in current policy, major local distributors project a 20-30 per cent annual growth in demand over the next few years.

This will result from the continued positive economic growth which will require wider use of

media and facilities and the entry of new products to the market.

### Import Regulations

Radio and TV stations are allowed to import equipment, spare parts and allied technical and program materials, provided these are for their exclusive use.

Imports of radio and TV equipment are subject to tariff duties ranging from 30 to 50 per cent based on dutiable value. Aside from tariff duty, imported broadcast equipment is subject to a 5 per cent ad valorem and a 10 per cent value-added tax.

### Sales Practices of Local Distributors

Imported broadcast equipment is generally sold through local distributors or sales agents. Only the large radio and television networks import equipment directly from foreign suppliers. Also, local distributors either sell a range of products and brands or tie up as exclusive distributors of a foreign supplier.

Further information on broadcast business opportunities in the Philippines is available through the Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7474. Fax: (613) 996-4309.

Copies of the study, prepared for the Canadian Embassy in Manila, are available through Info Export (BPTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-9709.

### Trade Contacts Update

The facsimile number for the Canadian Embassy in Vienna, Austria is (011-43-1) 535-4473.

The new facsimile number for the Canadian Embassy in Manila, Philippines is 632-810-5142.

## Demand for Fashion, Jewelry Increases in Singapore

The increasing demand in Singapore for fashion (clothing, footwear and apparel) and jewelry products may offer opportunities for Canadian exporters to these sectors.

*Sectoral Analysis-Singapore Fashion and Jewelry Industry*, a study prepared for the Canadian High Commission, says that the total private expenditure for clothing and footwear has been growing steadily since 1985 and amounted to S\$2.2 billion (S\$1=Cdn\$0.63) in 1988.

In the same year, imports of clothing and apparel amounted to S\$1,209 million, out of which about two-thirds were re-exported.

Jewelry imports, consisting primarily of precious and rolled precious metal (51 per cent), totalled S\$98 million in 1988.

Canada's share of the Singapore imports of fashion and jewelry the same year was modest, amounting to S\$180,000 and S\$1.78 million, respectively.

One government objective is to encourage local and foreign companies to use Singapore as a base for production and trading of fashion and jewelry (100 per cent foreign ownership is allowed).

These trends are highlighted:

- The demand for casual wear for men, women and children is expected to grow.
- The demand for imitation custom jewelry will continue to grow. In 1988, Singapore imported some S\$36 million of imitation earrings, necklaces and other jewelry.
- Trade promotion programs are increasing the potential for selling locally-produced fashion wear.
- Singapore, because of its strategic location and liberal import regulations — jewelers can import and export gold, precious metals and stones duty-free — will remain an important source for gem stones and diamonds.
- Singapore can constitute a

spring-board to other markets for jewelry, clothing and apparel.

For a copy of *Sectoral Analysis-Singapore Fashion and Jewelry Industry*, contact Info Export (BPTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-9709.

Information on Singapore trade matters may be obtained from the Asia Pacific South Trade Development Division (PST), External

## Ottawa to Host HiTech Conference

Ottawa — More than 50 Canadian trade commissioners from Canada's trade posts abroad and representatives from 20 Canadian government and foreign agencies will be on hand to assist companies in their export endeavours during a three-day **High Technology Export Conference (HiTEC'91)** to be held February 27 to March 1 at the Ottawa Congress Centre.

Sponsored by External Affairs and International Trade Canada, **HiTECH'91** is designed to assist the Canadian high technology industry in exporting its products and services to international markets.

The trade commissioners will be available to answer questions on opportunities for the export of commercial and defence products and services to their territories as well as to discuss the possibilities of sourcing technology.

For further information on **HiTECH'91**, contact Gisele Laframboise, Programs Officer, International Defence Programs, Aerospace and Marine Division (TDA), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-8040. Fax: (613) 996-9265.

Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-4309.

## Technology Trends Exhibition Set for India

New Delhi — Canadian companies are invited to participate in the **Second Seminar and Exhibition on Information Technology Trends (INFOTEK'91)**, being held January 11 to 13 in this city's Hotel Taj Palace International.

The three-day high technology show will feature international and Indian exhibits in the areas of communications, computers, office automation (systems and equipment), and telephony (instruments, answering machines, pagers, cordless telephones).

Exhibits also will cover the latest in networking (satellite, optical, fibre, microwave), consumer electronics (TV, radio, audio systems), and components/products (PCBs, copper-clad laminated boards, tuners, chips, microchips, uninterrupted power supplies).

The five-session seminar, with papers being presented by international and Indian experts in the above categories, will cover such topics as India's telecommunications scene in the 1990s, mobile communication and cellular radio, the changing scene in telecom terminal equipment, global trends for the office of the future, and the future of cable television in India.

Canadian companies wishing to participate or to obtain further details on **INFOTEK'91** should contact Marcel Saucier, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5903. Fax: (613) 996-4309.

# EAITC's Science and Technology Division

The very survival of Canada's economy depends in large part on companies getting a healthy dose of innovation through the development and acquisition of world science and technology — particularly if they wish to compete successfully in international markets.

The importance to the Canadian business community of incorporating — from both domestic and foreign sources — technological advances into corporate strategies has been recognized by a number of associations and organizations, including The Canadian Research Management Association, the Canadian Manufacturers' Association and the Canadian Chamber of Commerce.

## How TDS Helps

That clear message is also very much a part of the role of the Science and Technology Division (TDS) of External Affairs and International Trade Canada (EAITC).

Maintaining the pulse on world science and technology, TDS can provide a range of services to Canadian companies and research organizations to facilitate access to and knowledge about technological development and scientific achievement from around the world.

## Extensive World Network

The Division has an extensive Science and Technology Counsellor and Technology Development Officer network at several key posts around the world.

They can facilitate technology acquisition and technology transfer, search out contracts, make introductions, and locate foreign firms interested in such arrangements as joint ventures and/or R&D collaborative projects; gather information on specific science and technology (S&T) areas; and familiarize Canadian organizations with the operation of science and technology institutions in host countries. They also promote Canada's scientific and technological capability abroad.

## Technology Inflow Program

TDS uses its foreign network to deliver the Technology Inflow Program (TIP) which is aimed at assisting Canadian companies to acquire foreign technology. TIP operates closely with the National Research Council's Industrial Technology Advisors across Canada who assist clients to determine their needs and to take advantage of TIP services and support.

## Policies, Interests Ensured

The Division is responsible for ensuring the policy framework for Canada's science and technology arrangements with other countries, including those with Germany, France, Japan, Belgium, the UK, Finland, Norway and the European Community.

Sectoral technology interests are also maintained through TDS, with much work being spent to ensure that Canadian organizations are aware of, and can strengthen: collaborative work in space (in conjunction with the Canadian Space Agency); in Canada's participation in the Space Station; in opportunities through the National Aeronautics and Space Administration (NASA); and in joint activity through the European Space Agency.

The Division's other sectoral strengths include knowledge on international opportunities for biotechnology, advanced industrial materials, communications, environmental technologies, and cold regions (Arctic/Antarctic) science and technology. To accomplish this work, TDS maintains consultations on international science and technology relations with the federal government's science-based departments and agencies.

## International Affiliation

Among other functions, TDS ensures Canada's position and interests are well represented in a number of major multilateral organizations. These include EUREKA, the Human Frontier

Science Program, the NATO Science Committee, the Japanese Intelligent Manufacturing Systems Program, the International Institute of Applied Systems Analysis, and the Committee on Science and Technology Policy of the Organization for Economic Cooperation and Development (OECD).

All TDS' operations dovetail well with the thrusts of the government's **Going Global** initiative and, in particular, with the Japan Science and Technology Fund and the European Program to Stimulate Science and Technological Cooperation which are managed respectively by EAITC's North Asia Relations Division (PNR) and EAITC's European Community Science and Technology Division (REP)—in conjunction with Industry, Science and Technology Canada.

Both of these funds are designed to enhance joint technology development and partnerships in key sectors with Japanese and European collaborators. Funds through these programs are available to defray partial costs of activities such as travel, studies, and organization of workshops and missions.

For further information on EAITC's Science and Technology Division (TDS), contact, citing area of special interest, TDS at 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-8054. Fax: (613) 996-9265.

For specific information on the Technology Inflow Program, tel.: (613) 996-0971. Fax: (613) 996-9265.

The following science and technology-related publications/brochures, prepared for External Affairs and International Trade Canada, are available through Info Export (BPTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-9709.

. *TIP*, a brochure explaining the

*Continued on page 12—TDS Pubs*

# BUSINESS AGENDA

**Toronto — December 4 — The Rules are Changing: Standards and Europe 1992.** Seminar organized by EAITC, Ontario's MITT, Canadian Standards Association, Standards Council of Canada and Canadian Exporters' Association (CEA). Contact George Rogerson, CEA. Tel.: (613) 238-8888. Fax: (613) 563-9218.

**Toronto — December 5 — Doing Business with Hong Kong.** This seminar will help participants understand the rules and regulations that govern the Hong Kong market; the legal considerations and Canadian tax issues involved in establishing a business in Hong Kong; and how to deal with agents, distributors and joint-venture partners. Case studies of companies who have succeeded on the Hong Kong market will provide helpful "do's" and "don'ts". Canadian government assistance to exporters as well as the provisions of the Canadian Immigrant Investor Program will also be outlined. Sponsoring organizations are the Hong Kong-Canada Business Association, the Asia Pacific Foundation of Canada, the Joint Centre for Asia Pacific Studies and the Ontario Centre for International Business. To register (the fee is \$100), contact Angie Paau, Hong Kong-Canada Business Association. Tel.: (416) 366-2642. Fax: (416) 366-1569.

**Halifax — December 7 — Starting Right with Japanese Business,** a one-day seminar, will provide marketing, cultural and business information to first time exporters to Japan. A Nova Scotia success story and an insider's view of Japanese trading companies will help demystify this challenging but rewarding market. Pre-registration fee is \$100. Contact the International Briefing Centre. Tel.: (902) 420-5441. Fax: (902) 420-5561.

**Toronto — December 12 — The economic realities of the Canada-U.S. Free Trade Agreement, free trade with Mexico and the Uruguay Round of GATT negotiations** will be discussed at a luncheon

workshop, jointly organized by the Canada-U.S. Business Association (CUSBA) and the Toronto Association of Business Economists. Contact CUSBA. Tel.: (416) 621-1507. Fax: (416) 620-5392.

## PUBLICATIONS

### TDS Publications —

*Continued from page 11*

Technology Inflow Program.

**TIP Application Forms**

***Extending the Network: The Science and Technology Mechanisms and Programs of External Affairs and International Trade Canada,*** covers TDS services and lists its science and technology network abroad.

A report on the agri-food and fish sector, prepared by the Canadian High Commission in Port-of-Spain, says that the Trinidad and Tobago Government has designated agri-food/fish as a priority sector for development. Activity in this sector declined dramatically during and after the 1973-

1982 "oil-boom" period.

The report outlines the means by which the Trinidad and Tobago Government will double this sector's contribution to the national income, and describes new opportunities for Canadian companies in agricultural mechanization, farm management, crop management, and marine resource development.

Projects in the sectors which will likely be of interest to Canadian companies include the development of dairy and beef livestock, as well as the supply of feed mills, food processing equipment, and bulk food products.

To obtain a copy of the report, contact Info-Export (BPTE), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-9709.

### Europe 1992: High Tech — *Continued from page 7*

(ECL), a complementary U.K. firm providing a well established base in the EC. By 1989, with the combined resources of Intera (Calgary), Intera-Kenting, and ECL, European sales topped \$14 million.

#### Information-Contact

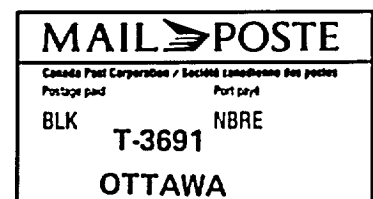
For more details on the advanced technologies industries, consult EAITC's ***Telecommunications and Computers*** report, one of the ***1992 Implications of a Single European Market*** sectoral reports available from Info Export (BPTE), External Affairs and International Trade Canada,

125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-6435. Fax: (613) 996-9709.

For information on participating in trade, investment, technology, and strategic partnering missions to EC countries, contact EAITC's Western Europe Trade and Investment Development Division (RWT). Tel.: (613) 995-9401. Fax: (613) 952-3904/07.

For more information on Europe 1992, contact EAITC's European Community Trade and Economic Relations Division (REM). Tel.: (613) 996-5665. Fax: (613) 952-3904/07.

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# CANADEXPORT

Vol.8, No. 21

December 17, 1990

## Expert Advice on Exporting to Japan

A top Japanese professional is now on hand in Canada to help exporters take advantage of Japan's import expansion program designed to stimulate imports into Japan.

As a six-year produce and general products import-export manager in the large Japanese trading company Sumitomo Corporation's Toronto office, Mizuyuki Kurata is eminently qualified to guide Canadian exporters to the demanding but highly lucrative Japanese market.

The Japan External Trade Organization (JETRO) and the Canadian Exporters' Association (CEA)—with External Affairs and International Trade Canada (EAITC)'s initial support and encouragement—established an agreement for Kurata's two-year secondment, as senior trade advisor, to the CEA.

This appointment will allow Kurata to not only respond to exporters' and export-ready companies' queries but above all to take to the Canadian exporting community the message that Japan has liberalized its import laws.

To promote exporter awareness and exporter readiness, Kurata has already taken the "message" to major Canadian cities, including Vancouver, Toronto, Ottawa, Montreal and Halifax—it was here that his arrival was officially announced at CEA's Annual Convention in October.

At these visits, Kurata explains Japan's import expansion program; how Japanese trade companies work and what their requirements are; how Japanese trade shows operate; and the possibilities of product modi-

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fications for the Japanese market.

Japan's trade expert suggests different ways for product exposure, including:

- contacting Japanese trading companies in Canada for networking, gaining market intelligence, consulting trade indexes of Japanese firms (the Canadian Chamber of Commerce in Tokyo has some 100 members, and there are up to 500 Japanese companies in Canada, 15-20 of them being trading houses);
- inviting a Japanese mission

to Canada;

- sending product samples to trade fairs in Japan (contrary to practices in major trade fairs in other parts of the world, products are rarely sold at trade shows in Japan);

- visiting the Japanese market to assess size, depth, and meet prospective clients, distributors, importers.

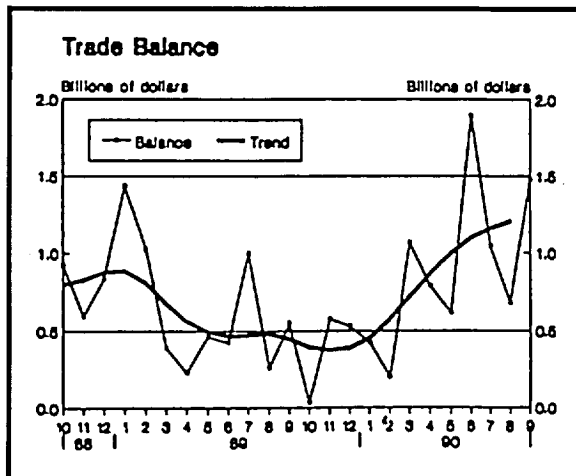
Kurata's daily work includes preparing for seminars given across the country, and answering calls.

About 50 to 60 per cent of these calls, Kurata says, come from novice exporters seeking advice on such questions as import duties, product specifications, customs clearance, and a list of contacts—importers, trade indexes.

Calls received from companies already exporting to Japan range from list of contacts to what is the next step in exporting to Japan. Kurata's expert advice covers a range of topics, including:

- sending product brochures, data, samples;
- shipment requirements, customs clearance;
- the benefits of Japanese trade shows;
- what response to expect from prospective customers;
- need for change in specifications;
- competitive pricing, sharing expenses;
- negotiating pricing.

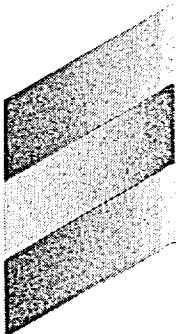
However, the advisor is quick to point out that one must take seriously any Japanese proposal for product modification, and that the development stage in Japanese market penetra-



Canadian merchandise exports for September increased by \$424.3 million over August—for a total of \$12.2 billion—while imports declined by \$373.1 million—to \$10.8 billion—giving an increase in the trade surplus of \$797.4 million. The surplus in September stood at \$1.5 billion.

Continued on page 3 — Tapping

External Affairs and  
International Trade Canada



Canada

## A NEW LOOK AT EXPORTING

### The Prospecting Visit

Previous articles have shown that, without leaving Canada and without too much financial outlay, an exporter can conduct a serious documentary search that will provide a good deal of material to complete his market study.

After looking at all the available documentation, talking to the experts in the International Trade Centres and to the sectoral and geographical experts of the federal and provincial governments, and obtaining answers to specific questions from the trade commissioners abroad, you may find that some of the matters pertaining to your target market will require a personal visit to the country — unless you have placed your marketing task in the hands of international marketing consultants or international trade companies.

The purpose of the prospecting visit differs from that of the implementation or promotional visit. It is designed to:

- confirm the information collected in the study done in Canada;
- discover new elements;
- evaluate the market; and
- determine ways of setting the operation in motion.

The prospecting visit consists of two stages, making preparations in Canada and in the target country; and making contacts.

#### Preparation in Canada and in the Target Country

In addition to obtaining a passport, visas and airline tickets, you must obtain solid documentation on your company and on your products, including the price (cif) at their destination (local duty and tax included). Your factory price is of no value to a prospective client.

Be prepared to answer all possible questions — on the spot.

Giving samples is ideal, providing this is possible with your product.

Distance yourself from the "Canadian" mode of thinking and adopt a "mindset" appropriate to the country you are visiting.

You must plan and organize your program as much as possible, yet retain sufficient flexibility to react to the unexpected. Seek the opinion and the assistance of the trade commissioner whom you should visit as soon as you arrive. It is essential that you develop a rapport if you are to work together effectively on a long-term basis. The trade commissioner will help you organize the final stage of your visit — before you leave Canada.

Consider the language, cultural, religious and climatic characteristics of the people whom you are visiting. Do not expect them to automatically speak your language.

Establish a prospecting plan and see it through, even if the second person you meet seems to be an ideal partner. To "sleep on it" is a wise practice even in exporting. Looking at things from a distance may help you to realize that the one who needs your products the most is not necessarily the best client, partner or distributor.

Set an agenda and a clear objective for each of your meetings. Prepare written questionnaires. Obtain complete answers to any questions you might have. It will be too late to obtain further details when you return to Canada.

#### Establishing Contacts

Your prospective contacts must be chosen before you leave Canada and must have received your general documentation before you arrive. Your market study will enable you to determine whom to see, and the trade commissioner will help you complete or adjust your list — again, before your departure from Canada. Before leaving home, check the reputation of your prospects with the assistance of the embassy or of Dun and Bradstreet. It may seem a time-consuming, tedious process, but with this information you will avoid trouble and will be able to take a more personalized, more effective approach to your potential partners.

Special attention must be given to sending some good, general but personalized, documentation — in the prospect's language — on your company. This documentation must specify why you excel in your field. Who should make the prospecting visit? Any open-minded manager who is thoroughly familiar with the company and its product.

(A prospecting visit can also be planned in the context of a trade mission or participation in a trade fair. I will discuss these possibilities in a future article).

Careful preparation is the key to the success of a prospecting mission.

The Program for Export Market Development (PEMD) of External Affairs and International Trade Canada offers financial support for these visits. A number of provincial programs is also available.

**René-François Désamoré**  
Editor-in-Chief

### CANADEXPORT

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# Tapping Into the Japanese Market

*Continued from page 1*

tion can be costly, both money- and time-wise. But, says Kurata, after initial funding for market prospecting, a sale could be well worth the effort and turn out to be lucrative.

The assignment of Japanese business experts—25 around the world, including the U.S., Europe and Australia—was initiated by Japan's Ministry of International Trade and Industry (MITI) following the introduction of Japan's import expansion program package.

EAITC is providing financial assistance—under the auspices of the Pacific 2000 element of the Going Global strategy—to the CEA in support of this initiative. The program is seen as complementary to the export guidance provided to Canadian companies by the Canadian Embassy in Tokyo and the Consulate General in Osaka as well as by EAITC's Japan Trade Development Division (PNJ).

Created in 1958, JETRO has a world-wide network system—including offices in Toronto, Montreal and Vancouver—with 48 cities in Japan besides Tokyo.

Originally an export organization, in the last ten years JETRO shifted its focus to imports into Japan, offering assistance programs worldwide to exporters to that country.

Japan's comprehensive import expansion program, designed to make that country an import superpower, includes:

- tax incentives for manufactured imports;
- elimination of tariffs (tariffs have already been eliminated on over 1,000 manufactured items, with almost all machinery entering duty-free);
- expanded budget for import promotion;
- expansion of import loan programs;

- expanded budget for import promotion programs;
- invitations to visit Japan and outgoing Japanese expert and trade missions seeking new products;
- import expansion loan programs and import promotion exhibitions.

These measures cover almost half of all manufactured goods—worth US \$40 billion in 1989—imported into Japan.

Canadian companies looking for

advice on how to break into the Japanese market or on how to find new markets for their products in Japan, can contact Mizuyuki Kurata, Senior Trade Advisor, the Canadian Exporters' Association, 99 Bank St., Suite 250, Ottawa K1P 6B9. Tel.: (613) 238-8731. Fax: (613) 563-9218.

Or contact EAITC's Japan Trade Development Division (PNJ). Tel.: (613) 995-1281. Fax: (613) 996-4309.

## Business Opportunities

### Biotechnology Firms in Australia Seek Canadian Joint Venture Partners

Australian biotechnology firms have expressed an interest in forming joint ventures with Canadian companies to develop and market products in this field.

One company, Genesearch Pte Ltd., is on the verge of developing technology to biodegrade PCBs, while another is said to have commercially viable technology to decompose solid grease waste in sewage.

However, both companies, as well as universities, are having difficulty commercializing their products because of the small domestic market and a lack of funding.

They are seeking Canadian joint venture partners because of this domestic situation. They also find Canada attractive because of its proximity to the United States market and the Australian perception that Canadian firms are easier to deal with and less liable to being taken over.

For more information on Australia-Canada biotechnology joint venture possibilities, contact Gilles Potvin, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive,

Ottawa K1A 0G2. Tel.: (613) 995-7662. Fax: (613) 996-4309.

**BRITAIN** — One of Europe's leading manufacturers of injection-moulded plastic containers for materials handling applications wishes to enter into a joint venture with Canadian companies. Contact Philip Lofthouse, Sales and Marketing Manager, George Utz Limited, Amber Business Centre, Greenhill Lane, Riddings, Alfreton, Derbyshire DE66 4BR. Tel.: (0773) 540980. Fax: (0773) 540779.

**BRITAIN** — A company engaged in the manufacture of lighting equipment for lorries and trailers wishes to act as a UK agent for Canadian production assembly manufacturers of similar products. Contact Denis W. Eagles, Development Manager, PHASA Developments, 5 Hollands Road, Haverhill, Suffolk CB9 8PU. Tel.: (0440) 62014. Fax: (0440) 706255.

**TURKEY** — A leading food processing firm has an annual requirement for 500 tonnes of honey, preferably of the pine tree or dark flow variety. Contact Akin Ulku, Import Manager, Pinar Sut A.S., Kemalpaşa Asfaltı Nr 1, Pınarbası, İzmir, Turkey. Telex: 53163. Fax: 90-51-183497.

# Selling Non-Defence Products to the U.S. Federal Government: How EAITC Can Help

*This is the fourth in a series of articles designed to assist Canadian companies interested in pursuing opportunities in the U.S. federal government procurement market. The first article appeared in **CanadExport**, Vol. 8, No. 10, June 1, 1990.*

Commercial presentations can be an effective complement to your federal marketing strategy. Think about holding a briefing at the Canadian Embassy in Washington, or at any of our consulates and trade offices throughout the U.S. Dozens of companies demonstrate their capabilities this way, with excellent results. The Washington Embassy can accommodate more than 170 attendees in its theatre. Interested?

**1.** Assemble your list of potential customers (the commercial office can help). Do they know about your company? How can you make them aware of what you offer and catch their interest? You want to attract those officials whom you know have a need for what you offer and are curious about how you can make their jobs easier.

Tell the commercial office about your product or service, and the departments or agencies you feel are your best prospects. Have you sold to any of them already? Are any of them willing to be cited as a reference? Could any of them take a small part in your presentation to talk about how your product or service helps their agency accomplish its mission? Can you demonstrate your product? Can your audience try it for themselves? Will you have to rent audio-visual or computer equipment?

**2.** Are you new to the federal market? You need to learn about how products or services like yours are currently procured. Find out who is buying from your competition today — and why. That's going to effect how you position and present yourself against other market offerings. How are you different — and better?

**3.** Once you have completed your research as completely as you are able, call the commercial office at the embassy or consulate with which you would like to work. Let them know what you'd like to do, and how a presentation fits into your federal marketing plans. A commercial presentation should build on your efforts to establish your firm in the U.S. government market.

**4.** Make the initial contact yourself, through direct mail, tele-marketing or personal visits. Find out more about the federal programs and missions your prospects manage, and how you can help them. That information is critical to designing a presentation that addresses their need — to succeed — as well as yours — to sell.

**5.** Draw up your list of key prospects, and get your presentation ready for them. You'll probably need six weeks lead time, on top of your background presentation. These events are co-operative; the invitations are sent by the Canadian government, but we work with you to develop the plans as well as the audience.

**6.** Follow up! Let us know how you do, and how else we can help.

The U.S. Trade and Tourism Development Division (UTO) also sponsors participation in trade shows which attract federal government buyers. These shows include the following Washington-based events:

- Communication Networks (ComNet) — January
- Federal Office Systems Exposition (FOSE) — March
- Federal Computer Conference (FCC) — September
- Federal Computer Conference West (FCC West: Anaheim) — May.

Trade missions usually revolve around advertising rather than direct selling. Missions to the U.S. General Services Administration

(GSA) are frequently offered for furniture, information technology, sporting goods, fire fighting and other sectors. Federal agencies, such as the Department of Veterans Affairs, also participate in Incoming Buyers Missions to Canada. Call (613) 998-9441 for a schedule of events.

Available from UTO are kit folders, *Your Introduction to US Federal Government Procurement of Non-Defence Products*, as well as an information video.

For further information on selling non-defence products to the U.S. Government, contact Dennis Doermer — (613) 993-6466 or Doreen Conrad — (613) 998-9441 — both of the United States Trade and Tourism Development Division (UTO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

## China Opens Procurement Office in Toronto

One of China's key trade agencies, China National Technical Import Corporation (CNTIC), has opened an office in Toronto.

On November 1, 1990, Mr. Xu Deen, President of CNTIC, officially threw open the doors to this newest addition to the network of CNTIC procurement offices.

Mr. Deen told Canadian companies to expect to do more business with China as, next year, China begins its eighth five-year economic plan which emphasizes the development of the country's energy, transportation and telecommunications sectors.

CNTIC is the Chinese Government's chief foreign procurement arm, importing technology and equipment and negotiating major international contracts.

In the past five years alone,

*Continued on page 9 — China*

# Taiwan Trade Show Program for 1991

*The following is a list of trade shows slated for Taipei, Taiwan, in 1991. For more information on participating in these events, contact your closest International Trade Centre (ITC); or Ted Lipman, Canadian Trade Office in Taipei (CTOT), 13th Floor, 365 Fu Hsing North Road, Taipei, Taiwan. Tel.: 886-2-713-7268. Fax: 886-2-712-7244.*

• **Taipei International Furniture Show** — March 1-5 — Indoor, outdoor & office furniture, furniture parts & accessories, home furnishings & decorations.

• **Taipei ELEC '91: International Electronics & Electrical Show** — March 11-15 — parts & components, meters, instruments, electronic manufacturing equipment, electrical machinery & apparatus, computers & peripherals, etc.

• **Taipei International Gift & Stationery Spring Show** — March 22-26 — Seasonal gifts, souvenir/premium/incentive items, glassware, ceramics, electronic novelties, houseware, handicrafts, school & office supplies.

• **Taipei International Metalworking Machinery Show** — April 4-10 — Machinery for drilling, boring, milling, grinding, shearing, sawing, lathes, presses, FMS/FMC & CAD/CAM equipment, industrial robots, machining centers, electric discharge machinery, machine parts & accessories.

• **Taipei International Flower Show** — April 17-21 — Cut flowers, potted plants, bonsai, floral designs/supplies, seeds, bulbs, cuttings, plugs, seedlings, saplings, garden tools, greenhouse technology, landscaping materials.

• **TIDEX '91: Taipei International Design Exhibition** — April 17-21 — Product/package design from Taiwan and abroad, corporate identity systems, international brand image, product design interaction projects, displays from emerging young designers.

• **Taipei International Footwear & Leather Goods Show** — April 26-30 — Shoes, boots, travelware, handbags, garments, small leather items, materials, accessories, special focus on manufacturing machinery.

• **Taipei International Sporting Goods Show** — April 26-30 — Equipment for ball games, water sports, martial arts, skiing, skating, camping, fishing, indoor games, etc.; also sports bags, covers, garments, shoes.

• **Taipei International Cycle Show** — May 6-10 — Bicycles, motorcycles, parts, accessories, tires & tubes.

• **Taipei International Auto Show** — May 15-19 — Auto parts & accessories, automobiles.

• **Taipei International Hardware, Houseware & Building Materials Show** — May 24-28 — All kinds of tools & building materials, lighting fixtures, kitchenware, tableware, plumbing fixtures, locks & hinges, DIY machinery.

• **Taipei International Construction Show** — May 24-28 — Building materials, equipment, machinery, vehicles, automation & maintenance systems, site facilities, architectural CAD/CAM systems, technology transfer packages, consulting services, etc.

• **Computex Taipei 91** — June 4-10 — Computers, peripherals, software, components, office automation systems, data communications.

• **Taipei Computer Applications Show** — August 13-19 — Computers, peripherals, software, office automation, data communications, applications, mass storage, components, CAD/CAM/CAE.

• **Taipei International Jewelry & Timepiece Show** — September 6-10 — Costume jewelry, semi-precious stones, fine jewelry, watches, clocks, components, parts, manufacturing equipment.

• **Taipei PACK '91: Interna-**

**tional Packaging Industry Show** — September 17-21 — Packaging machinery & materials, converting machinery, printing machinery & materials for packaging purposes.

• **Taipei PLAS '91: International Plastics & Rubber Industry Show** — September 17-21 — Raw materials molds, machinery, engineering components, semifinished & finished products, auxiliary equipment.

• **Taipei International Electronics Show** — October 7-13 — Consumer electronics, meters, instruments, electronic components & parts, communications equipment, computers & peripherals, satellite TV reception products, etc.

• **Taipei International Toy Show** — October 21-25 — Toys, games, amusements, Christmas items.

• **Taipei International Gift & Stationery Show** — October 30-November 3 — Seasonal items, souvenirs, premium/incentives, houseware, porcelain, school & office supplies.

• **Taipei International Medical Equipment & Pharmaceuticals Show** — November 8-11 — Medical materials instruments, hospital supplies, pharmaceuticals, computer systems, publications, biotech products, educational items.

• **Taipei Aerospace Technology Exhibition** — November 19-23 — Satellites, aerospace, components & parts, ground equipment, engines, control & navigation equipment, airport equipment, ground & traffic control, manufacturing equipment & technology.

• **Taipei International Woodworking Machinery Show** — November 19-23 — General machinery, plywood working machinery, rattan processing machinery, DIY machinery, bamboo processing equipment, raw materials, parts, accessories.

## Establish Presence Now in EEC

# Changes in Government Procurement and the Europe'92 Industrial Products Market

Changes in the European Community (EC)'s public procurement rules promise to have a significant impact on the European industrial products market, especially the large electrical equipment, wire and cable sub-sectors for which public utilities are the principal buyers.

### The Market

Industrial products make up 32.7 per cent of EC government purchasing—higher than any other sector.

The increased transparency and liberalization in procurement practices will transform the European market for construction equipment, resource industries equipment, mining equipment, pulp and paper manufacturers and environmental equipment.

For all areas of the industrial products sector, it is suggested that Canadian firms establish a European presence, via alliances or mergers; locate and exploit appropriate market niches; and direct more emphasis towards R&D to make them technologically competitive on the EC market.

### The Competition

Instead of the current scenario in which the German government gives priority and preference to German suppliers, the French government to French suppliers, etc., implementation of the new EC legislation will open public procurement in all EC countries to European and non-European companies alike, provided that EC content requirements are met.

Under new EC directives, governments will have difficulty protecting their national industries. Companies from every EC Member State, and even companies from outside the EC, will be able to obtain contracts that were previously the reserve

of domestic interests.

### Electrical Equipment

The electrical equipment sub-sector—including electrical generators and motors, engines and turbines—should see new opportunities as a result of Europe 1992.

The main customers for large custom-built electrical products (hydro-generators, turbines, power transformers, switchgear)

public procurement rules as regards local content, but also because their low value-weight ratio cannot support ocean-going shipping costs.

### Construction Equipment

In the construction equipment sector, there are some market segments, such as large road repair equipment, in which Canadian firms have an edge.

In order to be competitive, smaller Canadian firms will need to develop strategies involving technology transfer, international licensing, joint ventures and modern production methods. For those who can find an adequate partner, and meet the other requirements, Europe 1992 offers possibilities for growth.

### Resource Industry Equipment

The resource industries equipment sector should consider enlarging its market outside

Canada, particularly in the areas of oil and gas field equipment. Due to the climate and geographical structure of Canada, Canadian firms have developed specialized products and have become international leaders in particular segments of the market.

Similarly, the Canadian mining equipment industry has developed leadership in high-technology geological exploration, reduced labour mining methods and high-efficiency smelting techniques. Where flexibility is more important than economy of scale—due to the custom-built nature of mining equipment—the strength of an innovative Canadian industry stands it in good stead for Europe 1992.

Canadian pulp and paper manufacturers have developed the technical expertise to compete in

## Europe in Transition: Major Conference on Europe'92

Date: January 15, 1991

Place: Toronto, Delta Chelsea Inn

Sponsors: External Affairs and International Trade Canada (EAITC) and Ontario Ministry of Industry, Trade and Technology

Contact: Europe'92 Secretariat.

Tel.: (613) 238-1070. Fax: (613) 238-3805.

are public utilities.

With the changes in regulations governing procurement practices, competitive Canadian-owned companies with subsidiaries in the EC stand to increase their business. This is a market where European firms are already making moves, growing larger and lobbying for their own interests.

### Electrical Wire and Cable

The electrical wire and cable products sector is dominated in Canada by three companies, two of which, Canada Wire and Cable, and Northern Telecom, are Canadian. Canadian products, especially the more advanced (e.g. power and telecommunications cables) are competitive internationally, but were previously frozen out of EC markets because of utility purchasing practices and standards.

To market these products, a European presence will remain essential, not only to meet EC

*Continued on page 7 — Europe 1992*

## Food & Drink Exhibit Lures Exporters to UK Venue

London — Canadian exporters have a unique opportunity to exhibit their quality food and beverage products at the most important exhibition of its kind in the United Kingdom.

The event is the **7th International Food and Drink Exhibit (IFE'91)** to be held in London Earls Court and at which External Affairs and International Trade Canada (EAITC) again will support a Canadian Pavilion.

The **IFE'91** move from Olympia to Earls Court in central London means that 40 per cent more exhibitors can be accommodated. In fact, show organizers anticipate a 40 per cent growth over the 1989 exhibit.

The 1989 IFE — the largest exhibition to date and at which Canadian participants recorded on-site sales in excess of \$1 million — attracted a record 1,350 companies from more than 50 countries, and more than 42,000 trade visitors, 70 per cent of whom were from senior management levels.

Indeed, **IFE** participants come from every aspect of the food and beverage distribution chain — from importers, exporters, distributors and caterers to food processors, equipment manufacturers, the trade sector, trade publications and associations.

The move to the larger Earls Court also permits the introduction of a new 'shows within a show' as well as the expansion of the highly popular specialist shows, Frozen Food at IFE and the International Cheese Show.

The innovative 'shows within a show' will be dedicated to wines and spirits, bakery, health foods and confectionery. Each product sector will be promoted as a distinctive yet integral part of **IFE'91**.

The concept of the specialist show has been an acclaimed success: Frozen Food at IFE (introduced in 1983) is now the largest single-site exhibition for frozen foods in Europe; the International Cheese Show (introduced in 1989) is expected to be equally

successful at **IFE'91**.

Canadian companies wishing to expand or new companies wishing to launch their products in this international marketplace for food and drink, may obtain more information on participating at the **IFE'91** Canadian Pavilion from Derek Complin, Unilink, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

### *Agri-Products Firms Recruited for Fair in Italy*

Verona—A limited number of Canadian manufacturers/producers of agricultural commodities still have an opportunity to exhibit in an External Affairs and International Trade Canada (EAITC) national stand at **Fieragricola** — a major international fair being held in this Italian city March 10-17, 1991.

At the March, 1990 event, seven Canadian companies—all of whom have reported increased sales to Italy — promoted such items as generic material, live animals, potatoes, seeds, and maple syrup.

At the 1991 **Fieragricola**, Italian interest is expected to be focussed on cereals, seeds and pulses, beans, lentils, soybeans, peat moss, generic material and animal semen.

Despite import restrictions on certain agricultural commodities, Italy annually imports \$30 billion worth of agri-products, making the country a market well worth pursuing.

Companies wishing to participate in or seeking further information on **Fieragricola** should contact Wesley S. Rathwell, Trade Fairs and Missions Europe (RWTF), Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0893. Fax: (613) 995-6319.

## Europe 1992 Procurement

*Continued from page 6*

both domestic and overseas markets, keeping pace with international developments and investing in their own R&D programs.

Even though current exports go mostly to the U.S., Canadian companies are well positioned to enter the EC with such products as chemical pulping equipment, high-speed paper machines and pulp-drying machines.

In the **environmental equipment** area, Canadian firms are technologically competitive on a world scale, and could find markets within the EC for specialized high-tech products and processes. Canadian companies are particularly strong in water cleaningsystems, advanced waste water treatment and some air

pollution control systems.

### **Information**

External Affairs and International Trade Canada (EAITC), as part of its Going Global program is planning partnership marketplaces to assist Canadian firms in establishing complementary relationships with European firms.

For more information on this or on other fairs and missions, contact EAITC's Western Europe Trade and Investment Development Division (RWT). Tel.: (613) 995-9401. Fax: (613) 995-6319.

For more information on Europe 1992, contact EAITC's European Community Trade and Economic Relations Division (REM). Tel: (613) 995-8297. Fax: (613) 995-1277.

## Progress Made in Developing Common Standards for Plywood

The development of common Canada-U.S. standards for plywood and other wood-based sheathing panels has entered an important new stage.

The process of developing the new standards has been under way since 1988, under the guidance of the Binational Committee on Plywood Standards (BNC). The process over which the BNC is presiding is aimed at resolving the long-standing bilateral issue of plywood standards through the inclusion of common standards in building codes in the two countries.

The process has included a joint binational project to generate technical information needed to develop the common standards. On the basis of the test results, the Binational Committee recommended changes to both the Canadian and U.S. standards, and a joint Canada-U.S. drafting group was established in March 1990 to draft common standards for plywood.

The drafting is now complete and the draft standards have been endorsed by the BNC and submitted to the national standards bodies in both countries—the Canadian Standards Association and the National Institute of Standards and Technology—for adoption as national standards.

Over the coming months, these two organizations will be subjecting the draft standards to the consensus approval processes, and once approved, the standards will be submitted for adoption into building codes in both countries.

The U.S. withheld Free Trade Agreement (FTA) tariff cuts on plywood, waferboard, oriented strand board and particle board on January 1, 1989 pending development of common Canada-U.S. standards for plywood and other construction sheathing products. Canada has withheld tariff cuts on the same products.

The U.S. FTA implementing legislation allows the cuts to proceed only when the common standards

have been "sufficiently incorporated" in building codes in the two countries.

For more information, contact Jim Ross, United States Trade Relations Division, EAITC. Tel.: (613) 991-3215. Fax: (613) 996-7411.

## U.S. Merchandise Processing Fee Extended

Amendments to the U.S. Merchandise Processing Fee went into effect on October 1, 1990.

The amendments were in response to a GATT (General Agreement on Tariffs and Trade) panel finding of two years ago.

They extend the fee on U.S. imports—which had expired on September 30—for another year at the previous ad valorem rate of 0.17 per cent and add a maximum fee of \$400 as well as a minimum fee of \$21.

On October 26, Congress passed the Omnibus Budget Reconciliation Act of 1990.

In addition to extending the fee through to 1995, the legislation provides for the adjustment of the ad valorem rate to no higher than 0.19 per cent or no lower than 0.15 per cent—the determination of the rate must be justified to Congress as offsetting the cost of Customs service.

The Free Trade Agreement (FTA) provides for the elimination in equal stages of the user fee for shipments originating in Canada within five years of implementation. The first reduction was implemented January 1, 1990. The fee on Canadian shipments will be eliminated completely by January 1, 1994.

For more information on the fee, contact Mike Robertson, United States Trade Relations Division (UET), EAITC. Tel.: (613) 990-9180. Fax: (613) 996-7441.

## Trade Commissioner Receives Award

Senior Trade Commissioner Paul Desbiens, formerly at the Canadian Consulate in Buffalo, received a Merit Award Certificate for his outstanding contribution to the development and implementation of the highly successful New Exporters to Border States Program (NEBS). The award was presented to him by Minister for International Trade John C. Crosbie during a luncheon ceremony for External Affairs and International Trade Canada (EAITC) Trade Commissioners. Desbiens is Director of EAITC's United States Trade and Tourism Development Division (UTO). For more information on the NEBS Program, contact EAITC's Info Export. Fax: (613) 996-9709.



Paul Desbiens (left) with Minister Crosbie

## Exposition Services' Role in Trade Fairs

Firms participating in international trade shows—especially in the U.S.—under the Canadian banner will become increasingly familiar with a key player in the field.

The Canada Communication Group - Expositions & Audio-Visual Services (EAVS)—formerly part of Supply and Services Canada—recently signed a Memorandum of Understanding (MOU) with EAITC's United States Trade, Tourism and Investment Development Bureau (UTD) for the provision of trade fair participation services.

Services to be offered by EAVS include recruitment of and contact with participants. EAVS

*Continued on page 10 — U.S.*

## Hardware, Houseware Show Gateway to Caribbean Market

**San Juan** — If you're in the building/construction/hardware and alternate energy products fields and looking to develop existing and explore future markets in the Caribbean, then this Puerto Rico capital is the place to be February 1-3, 1991.

That's when the **Hardware/Houseware Show of the Caribbean** will be held at the Roberto Clemente Coliseum.

Some space still is available — first come-first served — at a stand secured by External Affairs and International Trade Canada (EAITC), which has mounted successful national exhibits here on four separate occasions.

Previous Canadian exhibitors have always been satisfied with the show, primarily because of the 12,000 to 15,000 trade visitors it attracts, but also because it affords an excellent opportunity to make contacts, appoint agents and distributors, and meet wholesalers, contractors and end users.

Show participants are likely to find their products in great demand as the construction and refurbishing of hotels, office towers and stores is evident throughout the Caribbean — a region in which 43 million people can make a potentially lucrative market.

For further information on the **Hardware/Houseware Show of the Caribbean** contact Mrs. E. Kelso, Fairs and Missions (LCTF), Caribbean and Central America Trade Development Division, EAITC. Tel.: (613) 996-5359. Fax: (613) 996-0677.

## When Opportunity Knocks, Franchising Can Open the Door

Opportunity is knocking for Canadian firms seeking to franchise their operations in the growing and lucrative Asia Pacific region.

That's one of the conclusions reached in *Assessing Franchising Opportunities in Singapore*, one of a number of market studies being produced by Canadian posts worldwide.

Growth in services has made Singapore an internationally competitive and strategic service centre. The report also reveals that the government in Singapore is promoting the development of technical, creative, entertainment and leisure services.

While the market study indicates that, in 1989, retail franchises accounted for only 1 per cent of total retail sales in Singapore (compared to 35 per cent in the United States and 15 per cent to 20 per cent in Europe), it envisages that, with a continuing strong economic growth, combined with a growing and affluent population, and an increase in local consumer spending, the demand for franchising opportunities in the Singapore market will multiply.

This prognosis bodes well for potential Canadian franchisors — especially those engaged in the two categories of franchising which the study describes as being relatively untapped. These are:

- Business to Consumer Franchises (fast food, restaurant, hotel, fashion retail outlets) that sell products or services directly to the public.

- Business to Business Franchises (hotel management, mail services, copying and printing, computer and software distribution and training) that cater to other business that cannot provide these services for themselves.

At this time, no established relationship between franchises and banks exists in Singapore. Financing of such businesses often must take the form of equity.

Furthermore, as the report points out, "Canadians should be aware of ethnocentrism in the way they do business. Singapore and Malaysia, as former British colonies, have a pseudo-British fashion of doing business which relies on the 'old boy' network. Consulting local consultants or merchant banks can pave over many of the stumbling blocks."

Like all the sectoral reports produced by the Canadian High Commission in Singapore, *Assessing Franchising Opportunities in Singapore*, includes a list of key government and industry contacts. Consult the appendices to best target your marketing approach.

For a copy of the report, contact Info Export (BPTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-9709.

## China Opens Office

*Continued from page 4*

CNTIC has negotiated contracts worth more than \$500 million with Canadian companies, including Northern Telecom Ltd., GE Canada Inc., and ABB Lummus Canada.

For further information on doing business with the CNTIC, contact China National Technical Import Corporation (CNTIC), 2 Pardee Avenue, Suite 102, Toronto, Ontario, M6K 3H5. Tel.: (416) 516-0923. Fax: (416) 516-0529.

## Trade Contacts Update

The telephone and facsimile numbers have changed at the Canadian Embassy in Budapest, Hungary. The new numbers are, tel.: (011-36-1) 176-7686/176-7712; fax: (011-36-1) 176-7689.

The facsimile number for the Canadian High Commission in

New Delhi, India is: (011-91-11) 687-6579.

Effective January 1, 1991, the telephone number at the Canadian Embassy in Tokyo, Japan will be: (011-81-3) 3408-2101. Fax numbers will be: (011-81-3) 3470-7280/3479-5320.

## Industrial Cooperation Program Promotes Trade With India

A program that will enable Canadian companies to identify potential technology transfer, licensing and joint venture partners in India is being introduced by The Canadian Manufacturers' Association (CMA) in cooperation with the Canadian International Development Agency (CIDA).

Recognizing the "exceptional opportunities" for promoting these potential arrangements, the CMA has been at the forefront in advancing initiatives to enhance Canada's industrial presence in India — a country whose Gross Domestic Product in 1989 amounted to US\$270 billion.

CMA's **Industrial Cooperation Business Development Program for India** offers participating Canadian companies:

- a specific information base on which companies can effectively negotiate with potential Indian joint venture and technology sharing partners;
- a short list (based on an extensive search in India) of potential partners; and
- a business program in India, enabling participants to meet potential Indian business partners.

Canadian companies interested in participating should contact Doreen Wallace Ruso, Director, Trade Development or Natesan Subramanian, Trade Advisor, The Canadian Manufacturers' Association, One Yonge Street, 14th Floor, Toronto M5E 1J9. Tel.: (416) 363-7261. Fax: (416) 363-3779.

## U.S. Trade Fairs — Continued from page 8

preferential rates will allow UTD to bring more Canadian companies to the U.S. market through participation in trade fairs.

UTD is sponsoring some 400 trade fairs and missions — both incoming and outgoing — during this fiscal year (1990-91), costing close to \$16 million. Every dollar invested in this program gener-

# Brazil: Market-Oriented Agricultural Reforms

The Brazilian government has adopted a plan to modernize and rationalize agricultural production.

The plan, announced on August 15, is in keeping with that country's program to liberalize its economy and open the country to imports.

Brazil will abandon its traditional approach to agriculture — it was characterized by state controls of production and marketing of basic crops and included an extensive and costly system of fiscal incentives and producer subsidies.

Establishment of cartels, price supports and other interventionist measures will now be replaced by free market principles.

Brazil will abandon its past attempts to become self-sufficient in all agricultural production and will now concentrate on crops such as beans, rice, corn and manioc in which it possesses a natural competitive advantage.

That, in turn, should offer good export prospects for such traditional Canadian products as feed grains, specialty seeds, and forage. Canada already supplies cereal grains to Brazil, a market that is expected to remain attractive.

Specific elements of Brazil's new agricultural initiative — aimed at making that country more market oriented as well as open to foreign imports — are:

- up to 50 per cent reduction of

tariffs on imports of agricultural machinery and raw materials;

- government involvement in marketing will be reduced — the state monopoly on the marketing of Brazilian-grown wheat will be removed, with producers selling directly to flour mills;

- environmental concerns will translate into greater control of agricultural activities, including reduction of agricultural credit for the Amazon region;

- the amount of agricultural credit (US\$6.7 billion) available to farmers will be allocated on the basis of the actual costs of production — it will be aimed to assist, in particular, the small producer and it will be adjusted regionally depending on the crop to be produced in order to encourage the development of crops suitable for a given region;
- guaranteed minimum prices paid to producers will be limited to crops in the "basic basket" (e.g. rice, corn, soy, cotton, manioc, sisal, grapes) — these prices will be "regionalized" to provide greater revenues for crops deemed to be more suitable for a given area;

- the government will encourage the establishment of agro-industrial facilities in the area of cultivation such as soy processing complexes;

- financial assistance for irrigation projects in the impoverished Northeastern part of the country, the development of the cerrado (dry central) region of Brazil and for small producers.

These market-oriented measures are intended to support increased Brazilian production of traditional crops, and reduce Government expenditures relating to subsidies.

For more information on the liberalizing Brazilian market and trade opportunities it offers, contact Roman Hruby, South America and Mexico Trade Development Division (LST), EAITC. Tel.: (613) 996-4199. Fax: (613) 952-3904.



## EAITC's Resources and Chemicals Division (TAR)

The importance of natural resources to Canada's economic well-being cannot be overstated. The forest products sector alone, with net exports exceeding \$19 billion in 1989, represents the single largest contributor to Canada's balance of trade.

Coupled with Canada's superabundance of metals and minerals and the omnipresence of chemicals in our era, it is hardly surprising that External Affairs and International Trade Canada (EAITC) has in place a group of persons expert in trading these products.

For the resources, metals/minerals, and chemicals sectors, EAITC's Resources and Chemicals Division (TAR) identifies market opportunities for Canada's suppliers, relays market intelligence to Canadian industry, and promotes Canadian products abroad to expand our market share wherever possible.

How does TAR do all this?

TAR works closely with industry associations interested in promoting their members' production to external markets. Regular consultations are key to keeping TAR in the know.

Associations such as the Canadian Manufactured Homes Institute, Canadian Sphagnum Peat Moss Association, Canadian Ceramics Society (CCS), and the Society of the Plastics Industry of Canada (SPI) provide invaluable information on the export capabilities of their members.

In this way, TAR is kept up to date on domestic industry trends and, often with the assistance of EAITC's Program for Export Market Development (PEMD) funding, can develop and implement specific marketing plans.

Equally important is TAR's collaboration with other government departments. Industry, Science, and Technology Canada (ISTC), Energy, Mines and Resources (EMR), Forestry Canada and the National Research Council (NRC) all figure prominently in maximizing TAR's effectiveness in the

assessment of Canadian industry's needs and in determining its export capabilities.

For example, TAR is now collaborating with ISTC in the formation of a council to assess building industry requirements for export promotion assistance.

In order for Canadian industry to remain competitive and be able to sell its production of resources, metals and minerals and chemicals abroad, it must have access to foreign market information.

To that end, TAR is plugged into the best source of international trade information available to Canadians: EAITC's network of posts and missions abroad.

This network, which communicates with TAR and all trade divisions of EAITC, provides market climate and opportunity data available from no other source.

Reciprocally, TAR constantly updates World Information Network (WIN) database so that Canada's posts can respond immediately to foreign firms' requests for the supply of resources or chemicals.

The WIN database consists of records of over 30,000 Canadian companies, their products and capabilities, their current export activities and markets of interest.

TAR's role in assisting small- to medium-sized firms to begin exporting and to diversify their export markets goes beyond information gathering and paper work: TAR is no stranger to trade fairs and missions around the world.

Every year, TAR organizes and participates in a wide variety of promotional activities. These activities include trade shows focussing on building products (Interbuild-UK, Saudibuild-Saudi Arabia), chemicals, plastics and advanced materials (Stockholm Technical Fair), high technology products (Canadian High Tech Products Show-Seoul), ceramics (Ceramic Tile Show-Los Angeles), and veterinary pharmaceuticals (Foire International-Bucharest). Missions for New Exporters Over-

seas (NEXOS) are becoming more frequent as their educational value is realized by Canadian exporters. Last year, 16 firms travelled to London and Birmingham, England, to participate in export seminars and the Interbuild trade show. Missions such as this one are a great first step in determining whether you're ready to take the export plunge.

John Lang, Deputy Director of TAR, reports that in follow-up conversations with the participants to the UK mission, some had decided they were not yet ready to export to that market. Others had since returned on numerous occasions to finalize sales arrangements.

As in the case of this NEXOS mission, TAR places highest priority on export promotional activities for producers of value-added products.

In each sector, TAR focuses on the following products:

- **Forestry Sector:** Resource-based products such as window frames, stair parts, panelling, pre-fabricated housing and hardwood flooring exemplify the type of processed items which can readily find market acceptance abroad.
- **Metals and Minerals Sector:** Sophisticated industrial materials such as ceramics and resource-based products such as tile are good Canadian export prospects.
- **Chemicals Sector:** In the chemicals field, advanced pharmaceuticals and biologicals, fertilizers and thermo-plastics are prime candidates for export promotion and licensing of production abroad.

TAR has produced Canadian industry synopses for these products and innumerable others including: peat, forest products, sulphur, copper, graphite, aluminum, gypsum, granite and innumerable metals and minerals.

For copies of these industry synopses, or for further information on how TAR assist you, contact Resources and Chemicals Division (TAR), EAITC. Tel.: (613) 996-3436. Fax: (613) 995-8384.

# BUSINESS AGENDA

**Toronto** — January 16 — Europe in Transition: A Major Conference on Europe '92. Sponsored by External Affairs and International Trade Canada (EAITC), together with Ontario Ministry of Industry, Trade and Technology. Contact: Europe '92 Secretariat. Tel.: (613) 238-1070. Fax: (613) 238-3805.

**Vancouver** — January 21-22; **Calgary** — January 23; **Regina** — January 24; **Winnipeg** — January 25; **Halifax** — January 28; **Montreal** — January 29-30; and **Toronto** — January 31-February 1 — Market Opportunities for Consulting Engineers in Latin America. As an extension to Marketplace '90, Canadian Trade Commissioners from several Latin American countries will be touring Canada during this period to outline the current market for consulting engineers in Central and South America. EAITC tour contact is M. Vujnovich, TPO. Tel.: (613) 996-8544; Fax: (613) 996-8688. City contacts are: in Vancouver: Del Bacon, ITC. Tel.: (604) 666-1437; Fax: (604) 666-8330; Calgary: Doug Caston, ITC. Tel.: (403) 292-6642; Fax: (403) 292-4578; Regina: David Dix, ITC. Tel.: (306) 780-6900; Fax: (306) 780-6679; Winnipeg: Roy Read, ITC. Tel.: (204) 983-7508; Fax: (204) 983-2187; Toronto: George Wright, ITC. Tel.: (416) 973-5187; Fax: (416) 973-8161; Montreal: Irving Friedman, ITC. Tel.: (514) 283-8795; Fax: (514) 283-3302; and Halifax: Janet Steele, ITC. Tel.: (902) 426-9416; Fax: (902) 426-2624.

**Charlottetown** — January 30 — How To Get The Most Out Of A Trade Show is the theme of a one-day workshop organized by the International Trade Center here.

To register (the fee is \$25), contact B. Postma, ITC. Tel.: (902) 566-7426. Fax: (902) 566-7450.

**Ottawa** — February 13 — Forum for Industrial Participation (FIP) - Winter meeting on industrial benefits management and international offsets. Contact Bob Brown, FIP. Tel.: (613) 733-0704.

**Vancouver** — February 22-23 — Import/Export: The International Dealer. A two-day seminar covering banking, accounting, insurance, shipping, customs and business start-up. Contact Jim O'Hara, Executive Director, Vancouver World Trade Centre. Tel.: (604) 641-1261. Fax: (604) 681-0437.

**Calgary** — March 11-13 — Seventh Pacific Rim Opportunities Conference (PROC VII). Canada's premiere conference on doing business in the dynamic markets of the Pacific Rim is organized on the theme: Keeping Pace with the Competition: Meeting the Challenge of the Pacific. For more information, contact Dianne Caldbick, Asia/Pacific Group, Canadian Chamber of Commerce. Tel.: (613) 238-4000. Fax: (613) 238-7643.

**Quebec** — March 20-24 — Salon Nautique de Quebec. Contact Gaétan Marcoux, Pro Expo Inc., Quebec. Tel.: (418) 871-6130. Fax: (418) 871-3831.

## PUBLICATIONS

*Environmental Products and Services, America's Industrial Heartland* describes the market potential for such products and services in Ohio, Kentucky, West Virginia and Western Pennsylvania — the territories covered by the Canadian Government Trade Office in Pittsburgh. The U.S. market for environmental technology and related pollution control products is estimated at \$100 billion and is expected to expand by 20 per cent to 30 per cent annually. Copies of the report may be obtained from its producers, the Canadian Government Trade Office, One Gateway Center, 9th Floor, South Wing, Pittsburgh, Pennsylvania 15222, USA. Tel.: (412) 392-2308.

*Directory of Canadian Business in Hong Kong* (seventh edition) provides information on services and assistance available

to Canadian and Hong Kong businesses interested in trade and investment. Included is information on the Hong Kong-Canada Business Association, provincial government contacts, the Canadian Chamber of Commerce in Hong Kong and Canadian Immigration and Visitor Services. There are also alphabetical and sectoral listings of Canadian companies active in Hong Kong and a wide range of market profiles such as electronic components, food and beverages, environmental protection technology, telecommunications, hospital, dental and medical equipment and services, construction materials and building products and equipment, and. To obtain a copy of the Directory, contact Info Export (BPTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-9709.

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