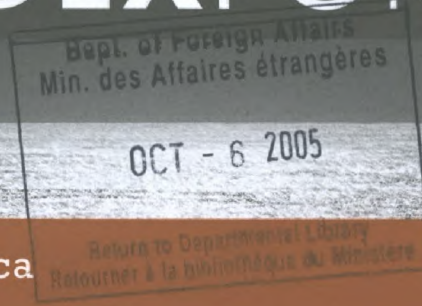


DOCS
CA1
EA
C16
ENG
v. 23
October
3, 2005
Copy 2

CANADEXPORT



www.canadexport.gc.ca

Volume 23 > Number 16
October 3, 2005

IN THIS ISSUE > ART SHOW OPPORTUNITIES >

***Moules frites* with a distinctly Canadian flavour**

Earlier this year, Canadian Mussels Ltd. of Prince Edward Island announced a strategic partnership with the Dutch company Prins & Dingemanse (P&D) to supply them with rope-cultured mussels for the European market. P&D is

one of Europe's largest mussel distributors.

Canadian Mussels Ltd. is an innovative supplier of high quality blue mussels with an annual output of over 5,000 tons. Shipments to Europe are made possible using a revolutionary modified atmospheric pack (MAP), developed by P&D in 1997.



Both the Canadian Embassies in Brussels and The Hague have been working closely with P&D to promote the launch of Canadian mussels into the Dutch and Belgian markets. Presented in a bright yellow MAP with a distinctive red maple leaf, the Canadian mussels have been well-received by the market, especially from October to April when the supply of Dutch mussels is limited. Canadian mussels are free of sand and grit, and are larger and softer in texture and slightly sweeter than Dutch mussels.

Europe is an excellent market for Canadian mussels, as Europeans consume large quantities of the tasty molluscs.

see page 2 - Moules Frites

Canada and U.S. aerospace industries meet at B.C. air show

Abbotsford, B.C. > With a long-term goal of developing the Pacific Northwest aerospace cluster in mind, representatives from prominent U.S. and Canadian engineering, manufacturing and maintenance, repair and overhaul (MRO) companies met in Abbotsford, B.C., for an informal networking mission organized in part by the Canadian Consulate General in Seattle.

The August mission focused on building personal and professional contacts between Canadian aerospace leaders and companies across the border. Hosted by the City of Abbotsford, in partnership with the Aerospace Industry Association of British Columbia (AIABC), the Pacific Northwest Aerospace Alliance (PNAA), the Canadian Consulate General in Seattle, the Snohomish County Economic Development Council and the State of Washington, the "sold-out" event succeeded by uniting potential business partners.

In Abbotsford, a delegation of 150 U.S. and Canadian representatives engaged in a series of tours to British Columbia aerospace and educational facilities. Following a tour of the state-of-the-art Cascade Aerospace operation, the guests enjoyed a spectacular performance at the Abbotsford International Air Show.

The CEO of Aviation Alberta, the AIABC Executive Director, the PNAA Chairman and the Canadian Consulate agreed to the next level of cooperation, furthering the reciprocity accord between the associations.

see page 2 - B.C. Air Show



International Trade
Canada

Commerce international
Canada

Canada

Moules frites - from page 1

Belgians are the highest consumers in the world, averaging 4.2 kg of mussels per person annually. Current domestic production of mussels in the Netherlands is around 50 million kg per year—about half of the supply needed to meet the estimated market demand.

Through their strategic partnership, Canadian Mussels Ltd. (www.canadianmussels.com) and Prins & Dingemanse (www.prinsendingemanse.com) have cemented an important supply arrangement

for this growing market. They are also assuring that mussels will be available in restaurants and supermarkets year round, to the delight of customers in the Netherlands and Belgium.

For more information, contact Julie Ferguson-Ceniti, Trade Commissioner, Canadian Embassy in Belgium, tel.: (011-32-2) 741-0635, e-mail: julie.ferguson-ceniti@international.gc.ca or Diederik Beutener, Trade Commissioner, Canadian Embassy in The Hague, tel.: (011-31-70) 311-1665, e-mail: diederik.beutener@international.gc.ca.

Export Café set for Toronto art fair

Toronto, November 4, 2005 > The Canadian Trade Commissioner Service is inviting businesses to attend their Export Café at the Toronto International Art Fair, Canada's leading contemporary visual arts exhibition. Canadian trade commissioners and cultural affairs officers from offices in Atlanta, Berlin, Brussels, Houston, Mexico City, Miami, New York, Paris, Rome, Sydney, Taipei, Tokyo, Vienna, Montréal and Toronto will be present to make Canadian companies aware of export opportunities in these markets.

Don't miss the chance to meet with them at the Export Café on Friday, November 4, from 10:30 a.m. to 12:00 p.m. at the Metro Toronto Convention Centre.

For more information, contact Chantal Rodier, International Trade Canada, e-mail: chantal.rodier@international.gc.ca. To register for one-on-one meetings, contact TIAF, e-mail: tiaf_registration@sympatico.ca, Web site: www.tiafair.com.

B.C. air show - from page 1

The networking sessions explored areas of collaborative work and provided the U.S. delegation with insight into the aerospace industries located in B.C. Both U.S. and Canadian participants stressed the importance of being able to meet face-to-face.

Home to the burgeoning Cascade Aircraft facility plus a host of allied suppliers, producers and technical colleges, B.C. employs nearly 8,000 aerospace workers in dozens of companies.

For more information, and to obtain a copy of the Washington and Oregon aerospace company database, contact Jim Sheehan, Canadian Consulate Seattle, tel.: (206) 770-4082, e-mail: jim.sheehan@international.gc.ca.



American aerospace executives return from networking with Canadian companies.

EDITORIAL TEAM

Yen Le, Aaron Annable,
Jean-Philippe Dumas

WEB SITE

www.canadexport.gc.ca

For address changes and cancellations, return your mailing label with changes. Allow four to six weeks.

Publication Mail Agreement
Number: 40064047

SUBSCRIPTIONS

Tel > (613) 992-7114
Fax > (613) 992-5791
canad.export@international.gc.ca

Return undeliverable Canadian addresses to:
CanadExport (BCS)
125 Sussex Drive
Ottawa, ON K1A 0G2

CanadExport is published twice a month by International Trade Canada's Communications Services Division.
Circulation: 54,000

CanadExport paraît aussi en français.
ISSN 0823-3330

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication in whole or in part for purposes of resale or redistribution requires written permission from CanadExport.

CHINA MINING 2005 coming up in November

Beijing, China, November 14-17, 2005 > In support of the Canadian private sector, Natural Resources Canada (NRCan)—with the active involvement of the Canadian Embassy in Beijing—will participate in **CHINA MINING 2005**, Asia's premier mining congress and exhibition. They are also working with the Canadian Association of Mining Equipment and Services for Export (CAMESE) on setting up a Canadian pavilion to increase the visibility of Canadian companies at the exhibit. Businesses active in the Chinese mining sector, or contemplating new opportunities in this burgeoning economy, are invited to attend CHINA MINING and exhibit in the Canadian pavilion.

NRCan has been supporting China's reform towards a full market economy and has been working to increase mutually beneficial mining investment and trade between Canada and China. Special emphasis has been placed on improving the investment climate in China for Canadian investors, and on attracting Chinese mining investment to Canada.

In support of these efforts, NRCan signed two memorandums of understanding with China during Prime Minister Martin's visit in January. These memo-

randums, one with the National Development and Reform Commission and the other with the Chinese Ministry of Land and Resources, enable NRCan to engage key Chinese decision makers in regular bilateral discussions on cooperation and activities related to investment, mining and earth sciences.

To increase the benefits of Canadian companies participating in CHINA MINING 2005, NRCan is planning two parallel events prior to the start of the show:

- an informal meeting between Canadian companies and federal government officials to discuss experiences with China; and
- a workshop for Canadian companies to promote their capacity and technology to a selected group of Chinese government and industry representatives, followed by a networking reception.

For more information on the NRCan events, contact Ghislain Robichaud, NRCan, tel.: (613) 944-6367, e-mail: grobicha@nrcan.gc.ca. For Canadian pavilion exhibitor information, contact Maurice Bichsel, CAMESE, tel.: (905) 513-0046, ext. 303, e-mail: bichsel@cameese.org. Web site: www.china-mining.com.

Canadian mooncakes celebrate China's Mid-Autumn Festival

Beijing, China > On the occasion of the Chinese Mid-Autumn Festival and in recognition of the 35th anniversary of China-Canada diplomatic relations, the Canadian Embassy in China has partnered with Beijing's award-winning mooncake maker, Fangshan Restaurant, to provide the first-ever version of Canadian mooncakes.

The Embassy has taken one of the finest traditions of the Mid-Autumn Festival and combined it with the flavours most closely identified with Canada, to offer mooncakes in the traditional Canadian flavours of ice wine, smoked salmon and maple syrup.

These mooncakes showcase the high quality of Canada's specialty food ingredients and products, and how easily they can be adapted to suit Chinese tastes and traditional cuisine. The Canadian Embassy worked in close cooperation with Imperial cuisine specialists at the Fangshan Restaurant, Nolan Ledarney, Chief Chef at Canada's Official Residence in Beijing, and the Canadian suppliers of ice wine (www.vqaontario.com),

smoked salmon (www.bcsalmon.ca) and maple syrup (www.ontariomaplesyrup.com and www.maple-erable.qc.ca). Together, these experts created and then perfected the recipes and production techniques, enabling mooncake lovers in China to sample these tasty Canadian flavours.

These delicious and distinctive cakes bring together the old and the new, east and west, imperial Chinese cuisine and contemporary Canadian flavours. More significantly, they celebrate the very special Canada-China friendship and close people-to-people ties.

For more information, contact Yao Xu, Canadian Embassy in China, e-mail: yao.xu@international.gc.ca.



NEW TO THE WORLD OF EXPORTING?

Get closer to success with your Virtual Trade Commissioner

Your organization is preparing to export, but with so much information out there, where do you begin? Am I ready to export? Are my export plan and marketing strategy sound? Do I have the resources to export? How do I establish the right business relationships in my target market? The answers and assistance you need are at your fingertips.

Now, in collaboration with the Regional Offices of the Canadian Trade Commissioner Service, the Virtual Trade Commissioner can help smooth your company's path to exporting.

How does it work?

Through your Virtual Trade Commissioner—an interactive Web page tailored to your company's international business interests—you can access our network of trade commissioners across Canada, request export services on-line and receive business leads and current information targeted to your sector and markets. Registering for your Virtual Trade Commissioner will give you a full range of trade development services and assistance from your Regional Office, including:

- **One-on-one export help**

We help you implement your export strategy and recommend other specialized export services.

- **Market and industry information**

We analyze and provide up-to-date foreign market information and business intelligence to guide your export strategy and plans.

- **Advice on export financing**

We offer valuable advice on export financing, including information on costs and risks of entering and expanding in foreign markets.

- **Trade fairs, missions and events**

We provide recommendations for trade fairs and trade missions that match your company's needs.

Exporting can be challenging, but you don't have to go it alone. Register today for your Virtual Trade Commissioner at

www.infoexport.gc.ca

CANADEXPORT supplement

BUSINESS OPPORTUNITIES in the Andean Region

OCTOBER
2005



Did you know that Canada exported more to the Andean region in 2004 than to the Mercosur countries of Brazil, Argentina, Paraguay and Uruguay combined? That year, Canadian exports to the Andean region reached \$1.2 billion!

Blessed with significant natural resources including ore, minerals, petroleum, natural gas, vast tropical forests and extensive coastlines, as well as good conditions for agricultural development, the Andean region offers wide-ranging opportunities for Canadian companies. More importantly, the region, which includes Bolivia, Colombia, Ecuador, Peru and Venezuela, offers significant potential in sectors where Canadian firms have strong capabilities and a clear competitive advantage.

Growing exports to the region, coupled with a significant increase in Canadian foreign direct investment, highlight not only the strength of the local market, but also the Canadian ability to meet the needs of the Andean countries for social and economic development.

Andean countries share many characteristics and when viewed as a region, the true scale of opportunities offered becomes clear. The area has a total population of over 120 million and had a combined GDP of \$415 billion in 2004.

Canadian exports and investments have traditionally been concentrated in extractive and primary resources; in industries such as mining and oil and gas. In addition to these sectors, there is room for significant growth in non-traditional areas, including wireless, geomatics and security technologies, as well as environmental technologies and services, to mention but a few.

We invite you to explore this supplement and find out more about some of the key opportunities that lie within the Andean market.

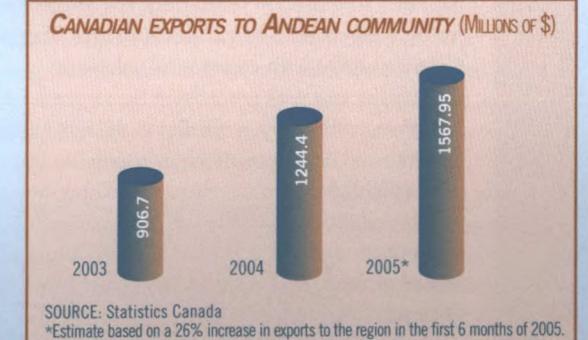
Given Bolivia's complex political and social environment, we strongly recommend that close contact be maintained with the Trade Commissioner Service to explore opportunities in a number of sectors.

SECTORS WITH OPPORTUNITIES SPANNING THE REGION:

- information and communications technologies (ICT);
- environmental technologies and services;
- oil and gas (exploration, production, equipment and services); and
- mining equipment and services

QUICK FACTS

- Canadian exports to the Andean region increased by 37% in 2004.
- Total bilateral trade was up 48% over the same period.



INFORMATION AND COMMUNICATIONS TECHNOLOGIES

Opportunities abound in the Andean region's ICT sector. Major investments are planned by both domestic and foreign companies offering fixed-line and wireless products. The market is characterized by the growing implementation of Voice over Internet Protocol (VoIP) and wireless technologies, and is entirely dependant on imported solutions. Demand is also increasing in the areas of e-learning, IT security products, geomatics and optical technologies. The presence of Canadian mining and oil and gas companies has created the opportunity for Canadian firms to provide enterprise resource planning systems, customized managerial solutions, portal solutions and other intelligent business systems.

In 2004, **Colombia's** telecommunications sector grew at a rate of 4.9%. With three mobile phone operators and 12.1 million subscribers, Colombia has the fourth-largest cellular telephone market in Latin America, creating export possibilities in the areas of equipment, software, SMS services and technology consulting.

With a fixed-line penetration rate of 13.1%, Ecuador has one of the lowest tele-density rates in Latin America, creating immediate demand for wireless communications solutions, particularly in rural areas. **Ecuador's** wireless carriers are aggressively expanding their networks and fixed-line carriers are keen on investing in VoIP technologies. Broadband Internet technologies are a fairly recent but growing addition to the market.

The market in **Peru** is expanding at a rate of 8% annually and generated income is expected to top \$2 billion this year. Opportunities exist in the long-distance carrier sector, broadcast services, fixed telephony, wireless Internet/VoIP communications, broadband, satellite communications and value-added services. Exciting pilot projects using free Wireless Fidelity bands and other wireless technologies are being launched in rural areas.



High urban growth is driving demand for telecom and environmental technologies/services.

Bolivia opened up its market for competition in 2001, with a strong demand for local telephone systems, long-distance carriers, cellular telephony, radio broadcasting, cable TV and data transmission. Imports are critical to Bolivia, as there is no domestic production of high-tech equipment or materials. Best prospects are related to the leading operator's investment plan.

Venezuela's telecommunications sector continues to experience strong growth, primarily in mobile telephony. There are close to 9 million subscribers, demonstrating a market penetration rate of 33%—more than double that of fixed-line services. Opportunities exist in VoIP technologies, broadband, security applications, Supervisory Control and Data Acquisition and Wireless Fidelity communications.

ENVIRONMENT

While environmental protection in the region has lagged behind other regions of the world, increasing environmental awareness is creating interesting opportunities for Canadian environmental companies in the Andean region. Particularly strong sectors include water and wastewater, soil remediation, environmental services in the energy, mining, and oil and gas sectors, and the development of CDM projects. With significant environmental projects under way across the region, the Inter-American Development Bank, the World Bank and the *Corporación Andina de Fomento* are key players and should be kept in mind by Canadian environmental firms searching for projects in the region.

For the most part, water treatment for the larger municipalities has been addressed in **Colombia**, but small-scale water treatment for outlying towns and villages is an area of opportunity for Canadian firms with economical solutions.

Another area with potential in the region is with mining-related initiatives, particularly in relation to the remediation of environmental liabilities and development of environmental impact assessments. These highlight **Peru's** environmental opportunities, and present good possibilities in **Bolivia** as well. Environmental impact assessments are required by law in **Ecuador** for all extractive-sector related projects and Canadian firms have shown they can compete for these service contracts locally.

As South America's major oil and gas producer and exporter, **Venezuela** presents the largest opportunities for related clean-up

projects in the region. Canadian companies with expertise in water and wastewater treatment, underground water contamination by hydrocarbons, oil tank cleaning, water efficiency in the oil sector, and environmental technologies related to heavy oil and natural gas are particularly well-placed for this market. Soil remediation and associated technology is another area Canadians should pay particular attention to in Ecuador, Peru and Venezuela.

Bolivia, Colombia, Peru and Ecuador have all signed memorandums of understanding with Canada on climate change and Clean Development Mechanism projects.

Development of projects involving clean technologies, particularly renewable energy initiatives, and the resulting carbon credits generated, offer significant opportunities for Canadian companies in those countries.



OIL AND GAS

Activity in the oil and gas sector is growing as Andean countries seek to increase their production to meet both domestic and export demand. In general, all five countries offer potential business for exploration and development companies.

Venezuela is the heavy hitter in the region, with conventional oil reserves of 77.8 billion barrels, non-conventional reserves of 235 billion barrels and gas reserves of 148 trillion cubic feet (tcf). This presents short-term opportunities for goods and services providers—especially those with expertise in extra-heavy crude, refinery upgrading and onshore/offshore gas operations. Licensing rounds and projects for gas have been accelerated due to critical shortages in the country.

In **Colombia**, crude oil and gas have typically accounted for over 25% of exports. Economic and security concerns around private investment, however, have resulted in little exploration over the past few years, threatening to make the country a net oil importer by 2007. Thanks to a 2003 reform of oil and gas legislation that established attractive terms and is beginning to

attract significant new foreign investment, the time is ripe for further exploration and production.

With close to 6 billion barrels of oil reserves, **Ecuador** expects to upgrade the state-owned Esmeraldas oil refinery, creating opportunities for firms with downstream technologies and expertise. In the short term Ecuador offers opportunities in downstream activities while in the mid-to-long term, good opportunities will develop for upstream activities as a result of international tenders for marginal and other oil field concessions.

Bolivia is an important natural gas producer. Its reserves are second only to those of Venezuela and it has an enormous potential to become a leading exporter.

In **Peru**, the most significant opportunities relate to development of the Camisea gas project (reserves of 13.0 tcf) that started operations last year in the country's southeastern region. The export of liquefied natural gas to Mexico and the replacement of diesel fuel/gasoline in the automotive and energy generation sectors offer the best niche markets for Canadian exporters.



Courtesy of the Ministerio de Energía y Minas, PLUSPETROL, TGP and CALIDDA of Peru

MINING

With one of the richest mining belts in the world, the Andean region holds significant potential for Canadian companies in the mining sector. Local authorities welcome new investments and exploitation activities and have put in place modern and appropriate mining legislation. As mining activities continue to increase in the Andean region, there will be a corresponding increase in the demand for mining equipment and services, including engineering services, security equipment and related environmental services. Canadian companies in the region are generally considered as models of corporate social responsibility and environmental consciousness.

Peru is Latin America's leading gold producer and the world's sixth-largest producer of the precious metal. Peru's Ministry of Energy and Mines has estimated that a total of \$24 billion will be invested in exploration and development, mine expansion and new projects within the next 10 years. At present, Canada is leading the exploration market and investments in both the Peruvian and Ecuadorean mining operations.

Located under the same geological structures as the other Andean mining countries of South America, **Ecuador** may be considered an unexploited market. Ecuador has significant mining, metallic and non-metallic resources, and the sector is on the verge of a boom. Large deposits

of copper and gold are currently being developed by junior Canadian mining companies.

Mining has become one of **Colombia's** most important economic sectors, accounting for 3% of its GDP and over 20% of its total exports in 2004, with a significant unexploited mining potential remaining. Resource development has become a priority in Colombia's national economic growth. Sector reforms and a democratic security policy are being implemented to address issues related to rural area security.

A growing number of international mining companies are turning their eyes to a relatively unexplored territory and considering opportunities in **Venezuela**, as mineral resources become scarce in other parts of the world. Venezuela depends primarily on imported services and technology in order to meet the demand in this sector. It offers opportunities in exploitation for gold, copper and diamonds. Canadian engineering and consulting firms have proved successful in providing services to bauxite, iron ore and alumina projects.

Bolivia has a rich mineral endowment and offers good market opportunities for Canadian exporters of equipment and services.



YOUR CONNECTION TO BUSINESS OPPORTUNITIES IN THE ANDEAN REGION

To learn more about how your company can find success in the Andean Region, please contact the Trade Commissioner Service at one of the locations listed below. By contacting us you can obtain practical advice on implementing your export strategy, valuable foreign market information and intelligence, business leads, advice on funding opportunities and business contacts to smooth your path to exporting. We can help you connect with potential partners in your target markets or recommend international trade fairs and trade missions that will match your company's needs. We also work with partners to organize seminars and events in Canada that will help you learn about international business and export opportunities in the region.

COLOMBIA

The Embassy of Canada in Colombia
Carrera 7, No. 115-33, 14th floor
Bogota, Colombia
Tel.: (011-57-1) 657-9853
Fax: (011-57-1) 657-9915
E-mail: bgota-td@international.gc.ca
Web site: www.infoexport.gc.ca/co

ECUADOR

The Embassy of Canada in Ecuador
Avda. 6 de Diciembre 2816 and Paul Rivet
Edificio Josueth Gonzalez, 4th Floor
Quito, Ecuador
Tel.: (011-593-2) 250-6162 / 223-2114
Fax: (011-593-2) 250-3108
E-mail: quito-td@international.gc.ca
Web site: www.infoexport.gc.ca/ec

PERU and BOLIVIA

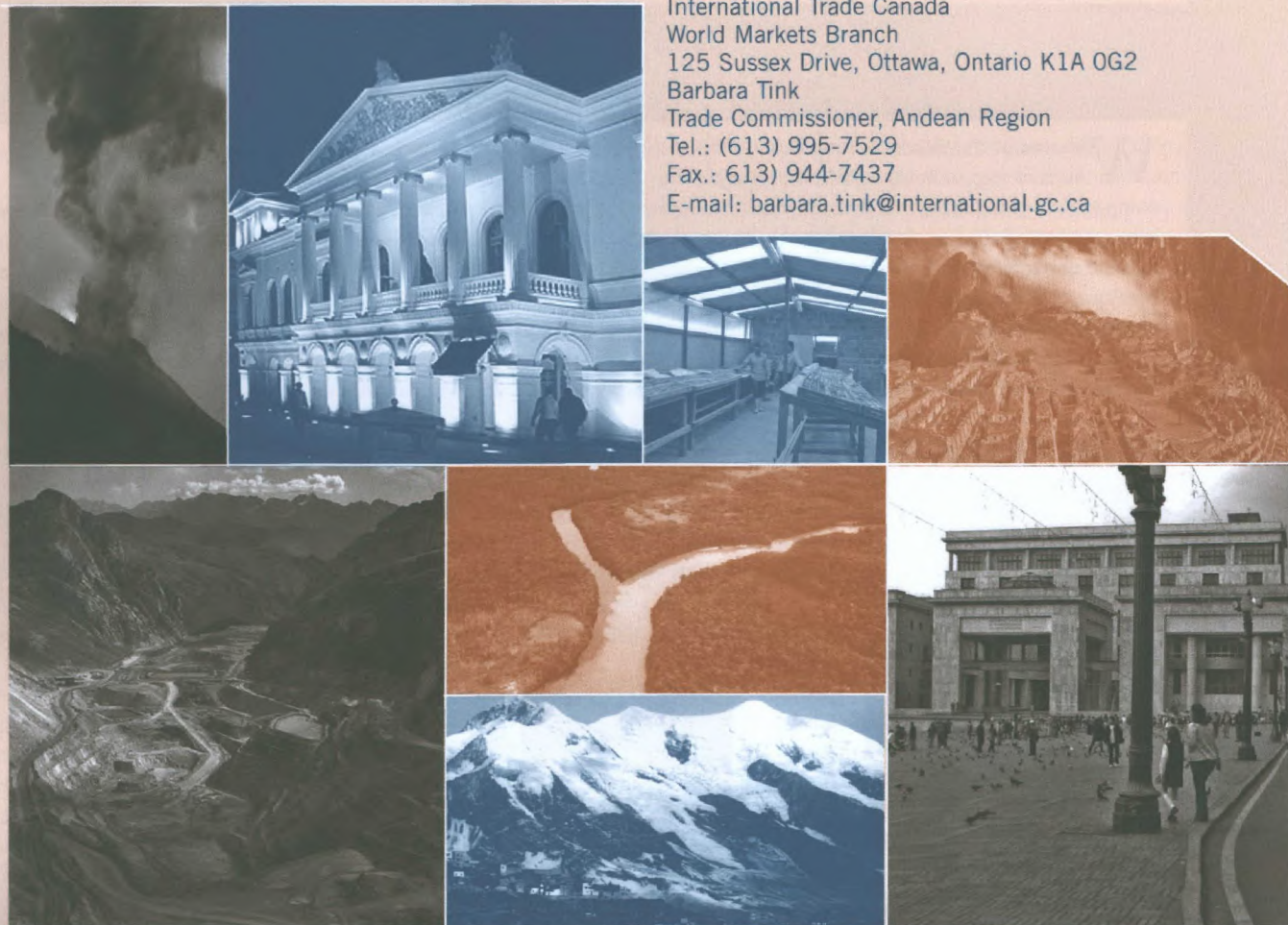
The Embassy of Canada in Peru
Calle Libertad 130
Lima 18, Peru
Tel.: (011-511) 444-4015
Fax: (011-511) 444-4347
E-mail: lima.commerce@international.gc.ca
Web site: www.infoexport.gc.ca/pe

VENEZUELA

The Embassy of Canada in Venezuela
Avenida Francisco de Miranda con Avenida Sur Altamira
Caracas, Venezuela
Tel.: (011-58-212) 600-3000
Fax: (011-58-212) 263-5349
E-mail: crcas-td@international.gc.ca
Web site: www.infoexport.gc.ca/ve

CANADA

International Trade Canada
World Markets Branch
125 Sussex Drive, Ottawa, Ontario K1A 0G2
Barbara Tink
Trade Commissioner, Andean Region
Tel.: (613) 995-7529
Fax: (613) 944-7437
E-mail: barbara.tink@international.gc.ca



TRADE EVENTS

U.S. wireless event attracts the world

Las Vegas, Nevada, April 5-7, 2006 > International Trade Canada is organizing a Canadian pavilion at **CTIA Wireless 2006**. This global event draws attendees from a variety of industries from nearly 90 countries, and serves all aspects of the industry for wireless service providers, users, developers, buyers and manufacturers.

Other national pavilions exhibiting in 2006 as of this writing include Finland, Ireland, South Korea, Taiwan and the U.K. Major multinationals already confirmed as exhibitors this year include Alcatel, America OnLine, Audivox, Ericsson, Huawei Technologies, Intel, Kyocera, LG Electronics, Lucent, Microsoft, Motorola, NTT DoCoMo, Nokia, Qualcomm, Samsung Telecommunications, Siemens Mobile, and Sony Ericsson, to name a few.

This major international trade event is where the world shops for wireless, Internet and mobile technology. Running concurrently with CTIA Wireless are the Mobile

Entertainment Expo (music, games and streaming video), the Tower Summit (wireless infrastructure) and, new for 2006, the Private Wireless Networks Pavilion, dedicated to meeting the wireless communications needs of businesses, utilities and public safety agencies. All together, this event will present tremendous networking and international commerce opportunities for the Canadian wireless community.

For more information on the Canadian pavilion, a Canada reception, matchmaking programs with companies in other national pavilions and value-added services such as assistance with press materials, contact Pat Fera, International Trade Canada, tel.: (613) 944-9475, e-mail: pat.fera@international.gc.ca, or Charlene Wheatley, tel.: (613) 944-8823, e-mail: charlene.wheatley@international.gc.ca. Web site: www.ctiawireless.com.

Don't miss Aerodrome India 2005

Bangalore, India, December 7-10, 2005 > The Canadian Trade Commissioner Service in India will participate in the upcoming **Aerodrome India 2005 International Exhibition & Seminar on Airport Security & Infrastructure**, to be held in Bangalore this December. AMEXPO, an international exposition on aircraft maintenance, will run parallel to Aerodrome India.

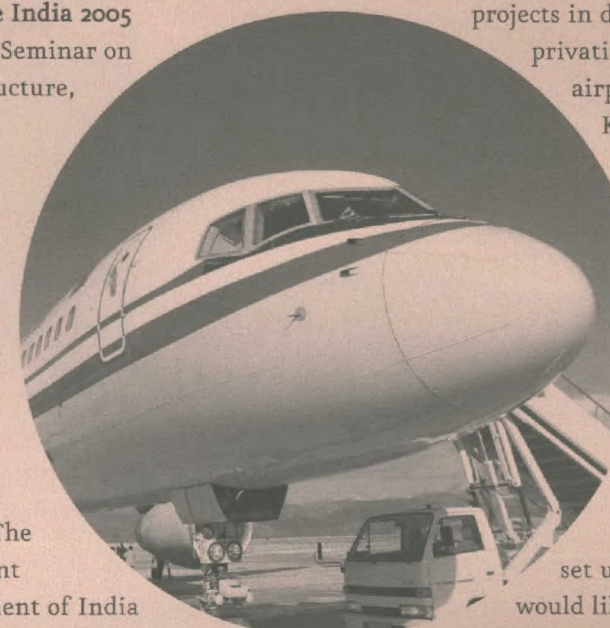
India's civil aviation sector is changing dramatically, with growth in this industry in line with India's current annual economic increase of 6-7%. The most significant development undertaken by the Government of India in this sector is the deregulation of the domestic airline market, inviting private participation in the development of airport infrastructure and the modernization of the air traffic system.

India's Government is also in the midst of implementing major expansions of 26 airports and setting up three or four greenfield projects in different parts of the country. The proposed privatization of the four largest international airports—in Delhi, Mumbai, Chennai and

Kolkata—is a key element of this strategy and is leading up to a major demand for airport upgrades in the country. Aerodrome India will be attended by members of the civil aviation community and the Indian aircraft industry. It promises tremendous prospects for Canadian companies and associations to conduct business and establish joint ventures and working relationships with the best names in the industry.

A partially funded Canada booth will be set up at the show for Canadian companies who would like to participate. Don't miss the chance to highlight your presence in this emerging market.

For more information, contact Harleen Sharma, Canadian Consulate General Chandigarh, tel.: (011-91-172) 505-0454, e-mail: harleen.sharma@international.gc.ca. Web site: www.aerodromeindia.com.



JOIN THE CANADA PAVILION AT FOODEX JAPAN 2006

March 14-17, 2006, at the Makuhari Messe Nippon Convention Centre, Tokyo, Japan.

- FOODEX JAPAN is the leading food and beverage trade event in Asia Pacific.
- Over 90,000 industry visitors attend each year. FOODEX JAPAN is the perfect occasion to showcase your products to buyers from across the region.

Japan imports 60% of its total food supply—worth C\$74 billion.

Want an opportunity to enter this exciting market?

Looking to launch new and exciting products to increase your share of this lucrative market?

Exhibit at FOODEX JAPAN 2006 and network with new and established contacts in the world's most dynamic consumer food market.

NEW PAVILION! FIRST CLASS SUPPORT!

Managed by Agriculture and Agri-Food Canada (AAFC), the newly designed Canadian pavilion will be a major attraction for trade visitors. This is Canada's 24th consecutive year as a leading national pavilion organizer. Talk to us about the first class support and on-site services provided to our pavilion exhibitors.

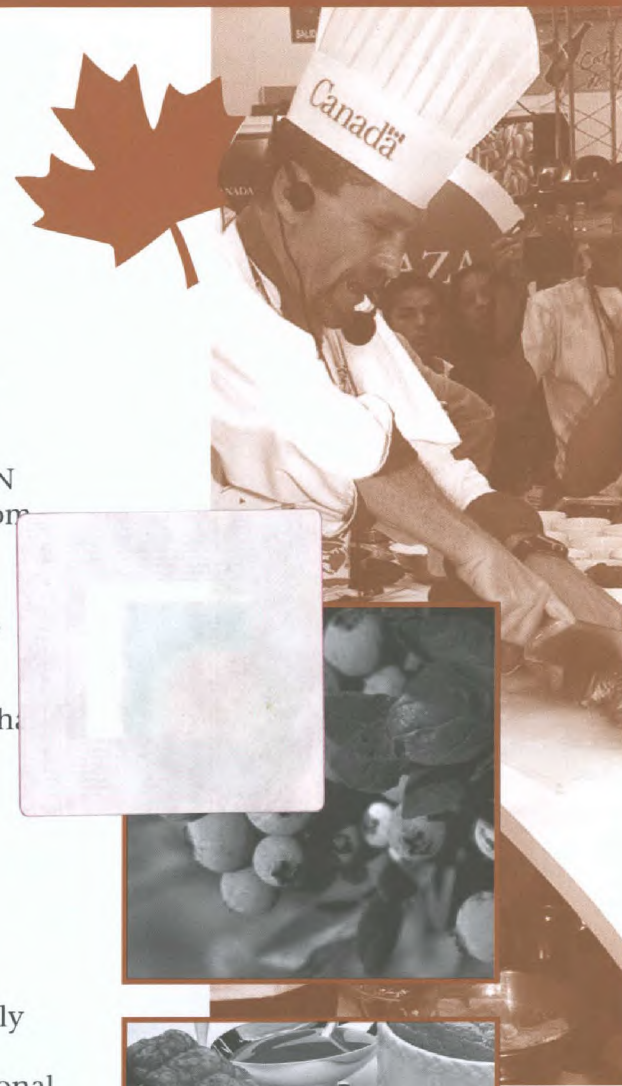
SPECIAL EVENTS & FOOD TASTINGS

- We offer a live cooking demonstration area featuring all exhibitor products
- Escorted market tours will be available exclusively to exhibitors.
- The Canada pavilion has excellent visibility and an outstanding reputation—we consistently attract quality leads from across Asia Pacific.

For additional information on FOODEX or other agri-food export opportunities in the Japan market, please contact:

Amitabh Dutt, International Markets and Trade Officer,
Agriculture and Agri-Food Canada
930 Carling Ave, SJC, Suite 1049, Ottawa, ON, K1A 0C5
Tel.: (613) 759-7523 Fax: (613) 759-7506 Email: dutta@agr.gc.ca

Visit us on-line for more information on FOODEX at: <http://ats-sea.agr.gc.ca/>



Canada pavilion set for major Middle East health show

Dubai, U.A.E., January 22-25, 2006 > For the sixth consecutive year, the Canadian Consulate in Dubai will be organizing a national pavilion at Arab Health 2006, the region's largest and most important health exhibition, to be held at the Dubai World Trade Centre.

In 2005, the Arab Health exhibition saw more than 25,000 trade visitors, mainly from the Gulf countries, the Commonwealth of Independent States countries, Africa and the Indian sub-continent. There were 1,400 exhibitors from more than 50 countries and 28 international pavilions.

For 30 years, Arab Health has led the way in health care exhibitions and conferences throughout the Gulf and Middle East regions. It is the ideal forum for Canadian companies to demonstrate their latest products and technologies in one of the world's fastest growing health care markets.

The market for health care products, services and expertise is strong throughout the Gulf region. In the U.A.E. alone, the government is planning to double its hospital bed capacity over the next decade. With the launch last year of the Dubai Healthcare City, a health industry mega-project intended to service the whole area, Canada could be well-positioned to share its

capabilities and expertise. Many international companies in different medical fields have been approaching the Dubai government to be registered within the Healthcare City.

The Arab Health 2006 show profile will include state-of-the-art health and medical industry products and technologies in areas such as international health services, surgery, biotechnology, dentistry, radiology, laboratory equipment, pharmaceuticals, rehabilitation, telehealth and pathology.

Canada will have a 321 square-metre pavilion, where completely furnished nine square-metre booths will be available at a cost of approximately US\$5,250. Don't miss this unique platform for overseas manufacturers to establish a foothold in this very affluent Gulf region, to develop existing business, or to recruit agents from across three continents.

For more information, contact: Fouad Soueid, Trade Commissioner, Canadian Consulate in Dubai, tel.: (011-971) 4-314-5555, e-mail: fouad.soueid@international.gc.ca or Venky Rao, Organizer's Representative, tel.: (905) 896-7815, e-mail: arabhealth@rogers.com. Web site: www.arabhealthonline.com.

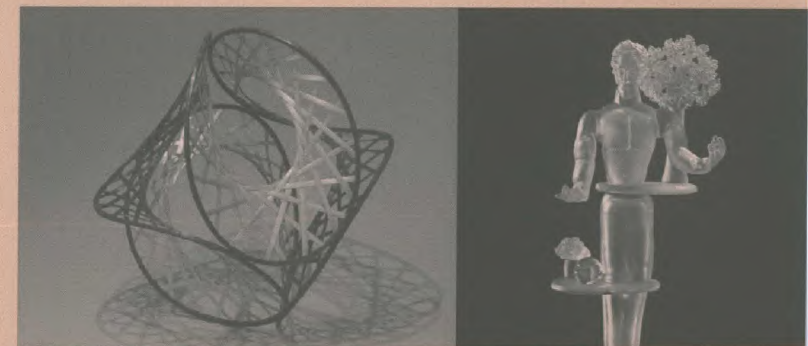
Trade mission set for Chicago international art show

Chicago, Illinois (U.S.), October 28-30, 2005 > Are you a Canadian artist or gallery owner who wishes to export to the U.S. market? Do you need additional market information to make a decision on your market entry strategy? The Canadian Consulate General in Chicago is inviting high-end 3D Canadian artists, gallery owners and craft industry personnel who have little or no experience exporting to the U.S. to attend the New Exporters to Border States (NEBS) mission to the SOFA art show in Chicago.

SOFA is one of the most renowned, juried, 3D fine arts shows for high-end glass, ceramics, wood, metal, fibre, and sculpture in the U.S. Regarded by many as one of North America's most prestigious contemporary craft exhibitions, SOFA showcases sculpture objects and functional art to both wholesale buyers and private collectors.

This trade mission will contain three parts: an educational session with industry experts, entry to the

SOFA show as a visitor (not as an exhibitor) and networking opportunities with arts collectors from the Mint Museum and Renwick Gallery at the International Visitors Reception.



The deadline to participate in the mission is **Wednesday, October 19th, 2005**. Registration is on a first-come, first-served basis.

For more information, contact Ann Rosen, Business Development Officer, Canadian Consulate General in Chicago, e-mail: ann.rosen@international.gc.ca, Web site: www.chicago.gc.ca. SOFA Web site: www.sofaexpo.com.

TRADE EVENTS

ADVANCED MANUFACTURING TECHNOLOGIES

Hannover, Germany
April 24-28, 2006

Hannover Fair 2006 is a leading international trade show for the engineering, electronics, automotive and energy sectors. The 11 high-profile trade fairs, all held at the same time in the same place, make it a show not to be missed.

Contact: Co-Mar Management Services Inc., toll-free: 1 800 727-4183, e-mail: info@hf-canada.com. Web site: www.hannovermesse.de

ARTS AND CULTURAL INDUSTRIES

Palm Beach, Florida (U.S.)
January 12-16, 2006

Three distinct art shows in one location, **palmbeach 3** features contemporary art, photography, sculptural objects and functional art produced by new and emerging talent.

Contact: Andrée Poitras-Emard, Canadian Consulate General in Miami, e-mail: infocentre.miami@international.gc.ca. Web site: www.ifae.com

Park City, Utah (U.S.)
January 19-29, 2006

The **Sundance Film Festival**, one of the North American industry's premiere events, showcases the best up-and-coming film talent from around the world to buyers, producers and other key industry players.

Contact: Jennifer Price, Trade Commissioner, Canadian Consulate General in Los Angeles, e-mail: cal.info@international.gc.ca. Web site: www.sundance.org

Cannes, France
January 22-26, 2006

Attend **MIDEM**, where over 9,000 recording industry professionals from more than 90 countries meet to network, do business and explore emerging trends and opportunities.

Contact: André Dubois, Trade Commissioner, Canadian Embassy in France, e-mail: france-td@international.gc.ca. Web site: www.midem.com

BUILDING MATERIALS AND CONSTRUCTION

Birmingham, U.K.
April 23-27, 2005

Interbuild is the U.K.'s largest biennial building and construction exhibition, featuring bathrooms, flooring and kitchens, heating and plumbing, doors, windows and facades, structural building, lighting and tools and woodworking. Canada had a strong and successful presence in 2004.

Contact: Jason Kee, Trade Commissioner, Canadian High Commission in the U.K., tel.: (011-44-20) 7258-6664, e-mail: jason.kee@international.gc.ca. Web site: www.interbuild.com

CONSUMER PRODUCTS

Dhaka, Bangladesh
December 12, 2005-January 10, 2006

Don't miss the **11th Dhaka International Trade Fair, DITF-2005**, where international participants will be able to display their products and technologies, and experience the quality of Bangladesh's exports at the same time.

Contact: Bangladesh High Commission in Canada, tel.: (613) 234-3633, e-mail: bangla@rogers.com. Web site: www.epb.gov.bd/ditf

ICT
Dhaka, Bangladesh

November 27-December 1, 2005
This year's **BASIS SOFT EXPO** will showcase software products, IT-enabled services and ICT system solutions in Bangladesh. More than 150 exhibitors are expected, including software vendors, ICT companies and associations, and IT training institutes.

Contact: Bangladesh High Commission in Canada, tel.: (613) 234-3633, e-mail: bangla@rogers.com. Web site: www.softexpo.com.bd/2005

OIL & GAS

Kuwait
March 6-8, 2006

The **Kuwait Second International Oil and Gas Conference and Exhibition** will take place under the patronage of Kuwait's Minister of Energy and will serve as a platform for getting professionals together to improve communications, promote dialogues and present new trends and technologies.

Contact: Raed Bishara, Commercial Officer, Canadian Embassy in Kuwait, e-mail: raed.bishara@international.gc.ca. Web site: www.kuwaitoilexpo.com

SAFETY AND SECURITY

Kuwait
April 10-12, 2006

Tap into the Kuwait and Gulf Cooperation Council markets at **SECUREXPO**, an exhibition dedicated to the safety and security industries and a good venue to present solutions, systems and equipment for safety, security and fire protection.

Contact: Raed Bishara, Commercial Officer, Canadian Embassy in Kuwait, e-mail: raed.bishara@international.gc.ca.

ENQUIRIES SERVICE

International Trade Canada's Enquiries Service provides departmental information, publications and referral services to Canadian exporters. Contact us at: **1 800 267-8376** (National Capital Region: (613) 944-4000), TTY: (613) 944-9136, e-mail: **enqserv@international.gc.ca**, Web site: **www.international.gc.ca**.

Return requested if undeliverable:
CanadExport (BCS)
125 Sussex Drive
Ottawa, ON K1A 0G2
Canada Post Agreement Number 40064047