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CANADEXPORT

Vol.12, No. 1

Dept. of External Affairs
Min. des Affaires étrangères
January 17, 1994

NAFTA Implementation

Revenue Canada Customs Provides NAFTA Services

Well, it's January 1994 and NAFTA is off and running!

How is this new reality likely to affect your business as a Canadian exporter?

Here, and in months to come, our new feature **NAFTA NEWS** (see p. 2) will endeavour to provide practical information on NAFTA implementation issues.

One Department which will be front and centre with NAFTA implementation is Revenue Canada Customs. In fact, as exporters already know, when it comes to the nuts and bolts of shipping and exporting, Revenue Canada Customs is the Department in charge. In anticipation of a huge demand for information, Revenue Canada Customs has put in place the following NAFTA customs informa-

tion services to help you out: **Revenue Canada Customs NAFTA Enquiry Line**

To access the Revenue Canada Customs NAFTA enquiry line, call 1-800-661-6121 between 8:00 a.m. and 5:00 p.m. (Eastern Time). Their officers will find the answers to your questions on NAFTA. You can also fax your enquiries to (613) 954-4494.

You can also order other Revenue Canada publications, including Memoranda and Customs notices, by calling the NAFTA enquiry line.

The United States and Mexico have set up their own NAFTA enquiry lines:

U.S. Customs Information - (202) 927-0066.

Mexico Customs Information - (525) 211-35-45.

Business Program Links Canada-India

The Canadian Manufacturers' Association (CMA) has launched a two-year **Business Linkage Program** (Phase 11) for India.

Under this program, CMA, in cooperation with the Industrial Cooperation Division of the Canadian International Development Agency (CIDA), will assist 30 Canadian companies to access the Indian market by establishing strategic marketing linkages with Indian companies.

CMA will work directly with Canadian industry and its Indian counterparts to identify potential partners for technology transfer, licensing and joint ventures, as well as joint marketing arrangements

in India.

In the last 10 years, CMA has assisted over 200 Canadian companies to access the Indian market.

India represents a large market of 900 million people. In 1992, Canadian exports to India totalled \$510 million; imports from India stood at \$278 million.

The process of economic reforms is stabilizing the economy and integrating India into the world economy. Market-led reforms have removed many import controls. Except for consumer goods, almost all capital goods, raw and processed materials can be freely imported—subject only to payment of import

Continued on page 8 — India

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North America

Supplement pp. I-IV

Electronic Access to NAFTA Customs Information The Electronic Bulletin Board

To access the bulletin board, you need a computer, a communications software package, and a modem. Through an interactive NAFTA question-and-answer service, you can read answers to specific questions, or you can ask your own questions about NAFTA.

Revenue Canada Customs has also listed other NAFTA information services on the bulletin board.

To access it:

- set your communications package as an ANSI terminal;
- set the databits field to 8;
- set the stopbits field to 1;
- set parity to N;
- set the baud rate to 2400; and
- set the phone number to 1-800-267-5979.

Continued on page 8 — Revenue

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• NAFTA NEWS •

Answers to the Questions of Tariffs

With the coming into force on January 1, 1994 of the North American Free Trade Agreement (NAFTA), Canada and Mexico will eliminate or reduce duties on a wide variety of goods. Mexican duties add an average of 10 per cent to the cost of Canadian goods and are often as high as 20 per cent. Their elimination will open the market for Canadian exports.

Close to 80 per cent of Mexican goods already enter Canada duty-free. Tariffs on the remaining imports will be phased-out, with the duties on import-sensitive products eliminated over 10 years. This will give Canadians time to adjust.

Canada-U.S. products will continue to trade under the schedule negotiated in the FTA. The last remaining tariffs with the United States will be phased out by 1988, while tariffs will remain on some Mexican imports until 2003.

Here is an overview of tariffs which were to be eliminated on January 1, 1994:

Aerospace

Mexico — all aircraft, parts, radar and navigational equipment.

Canada — already duty-free.

Auto parts

Canada and Mexico — tariffs on

passenger cars and light trucks will be reduced by 50 per cent.

Agriculture

Mexico — dried peas, some dried beans, mustard, flour, millet, honey, lentils, rye, buckwheat, whisky.

Canada — most Mexican food imports are already duty-free, including tropical fruit and vegetables. There will be no phase-out for sugar or our supply-managed dairy, poultry or eggs.

Fish

Mexico — most fresh and frozen fish including trout, salmon, sole, herring, mackerel, haddock, hake; most dried and smoked fish and many shellfish, including crabs.

Canada — most items duty-free.

Forest Products

Mexico — immediate phase-out for Canadian export interests including chemical pulp, softwood lumber for timber frame construction, beech lumber, veneers, shakes and shingles, some newsprint and wooden prefabricated houses.

Canada — already duty-free for most items.

Chemicals, Pharmaceuticals and Plastics

Mexico — a number of compounds including sulphur, aluminum oxide and hydroxide, sulphates, po-

tassium chloride and other mineral/chemical fertilizers.

Canada — generally matches Mexico's phase-out.

Industrial Equipment

Mexico — generally immediate elimination, with some five-year phase outs, for Canadian export interests in heavy equipment for resource, construction, agricultural, environmental and industrial sectors. Includes bulldozers, front end loaders, excavators, tractors and ploughs.

Canada — most industrial equipment is duty-free; immediate elimination for most remaining items.

Information Technology

Mexico — telecommunications and high-tech products including pbx switching and apparatus, fibre optic cables and cathode ray tubes.

Canada — remaining tariffs are eliminated on most products.

Rail and Urban Transit

Mexico — most rail products (locomotives, urban rail cars, parts).

Canada — immediate elimination for products and parts except self-discharging railway containers and cargo containers.

Recreational, Household and Healthcare Products

Mexico — immediate phase-out for Canadian export interests in health and medical equipment including electro-diagnostic apparatus, x-ray equipment and medical furniture.

Canada — immediate elimination for consumer products not made in Canada (hairdryers, toasters).

Textiles and Apparel

Mexico and Canada — denim, linen yarns and fabrics.

Exporters should consult the **NAFTA Tariff Schedules** for full details.

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CANADEXPORT is available in Canada to interested exporters and business-oriented people. For subscription send your business card. For address changes and cancellations, please send your mailing label. Allow four to six weeks.

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

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — A major Chinese brewery with fixed assets of U.S. \$60 million and annual sales of U.S. \$6 million is looking for joint venture partners to help improve its productivity and to upgrade its products. The brewery will provide the cash flow, lands and people and the partner will provide new/used equipment, advanced technology and/or part of the cash. Construction and real estate concerns also are interested in foreign involvement. Contact Walden Lee, Oliway Enterprises Inc., 695 Markham Street, Toronto M6G 2M2. Tel.: (416) 538-9743/534-8360. Fax: (416) 538-6285.

CHINA (People's Republic) — A locally-based company with liaison offices in Hong Kong, Guangzhou, Shanghai, Qingdao and Chengdu, offers its joint venture, transfer know-how and marketing services to companies interested in the Chinese market. The greatest interest is in buying complete manufacturing plants to be relocated in China. Contact C.Y. Hung, Managing Director, Sahari Trading Limited, Suite 101, 416 Sixth Street, New Westminster, British Columbia V3L 3B2. Tel.: (604) 521-7008. Fax: (604) 521-4007.

CZECH REPUBLIC — An import/export trading house seeks to import various Canadian consumer products. ISES is located at Madrova 9, 143 00 Prague 4, Czech Republic. Fax: (011) 42-2-401-1266. Companies may forward their products list to the firm's Canadian representative, George

Sigmund, GDS Business Services, 94 Ridgfield Crescent, Nepean, Ontario K2H 6T2. Fax: (613) 726-1390.

INDIA — Companies interested in entering joint venture/licensing arrangements, technology sales or distributorships in India might wish to contact Sagar Sachdev who, in the last week of January, 1994, will be heading on a two-months business trip to India. With wide contacts and an office in

India, Mr. Sachdev, formerly CEO of Alcan's subsidiary in India and Vice President of Alcan International Ltd., currently is President, ASU International Holdings Inc., 335 Kensington Avenue, Montreal, Quebec H3Z 2H2. Tel.: (514) 939-5890. Fax: (514) 939-3299.

IRAN — A Canadian-owned, Iranian-based company with more than 22 years of experience in that market, wishes to reach Canadian manufacturers interested in exporting to Iran. The firm will act as a distributor, with all orders being financially supported by the head office in Canada. Contact Roger Mahlouji, General Manager, Taim Canada Inc., 350 Highway 7 East, Suite 4, Richmond Hill, Ontario L4B 3N2. Tel.: (416) 882-0968. Fax: (416) 882-1292. Telex: 06-986967.

NEWZEALAND — Involved in the New Zealand packaging industry for 20 years, an Auckland-based company seeks Canadian suppliers to this sector. Particularly sought are: polypropylene strapping tape; strapping machines and hand tools; shrink-wrapping machines; blister-packing and tamper-evident sealing machines. Contact: Kevin Newton,

Sales Manager, W. Rutter & Associates, P.O. Box 4268, Auckland 1, New Zealand. Tel.: 0064-9-629-3410. Fax: 0064-9-262-0324.

SAUDI ARABIA — A Saudi company is seeking a Canadian joint venture technical partner for the manufacture of fluorescent tubes in Saudi Arabia. Contact Mr. Sulaiman M. Al-Saadi, Director, Gulf Lighting Factory, P.O. Box 3467, Dammam 31471, Saudi Arabia. Tel.: (966-3) 834-5194. Fax:

(966-3)
832-2683.
Interested parties may also

contact Fouad R. Soueid, Commercial Officer, Commercial Section, Canadian Embassy, P.O. Box 94321, Riyadh 11693, Saudi Arabia. Tel.: (966-1) 488-2288. Fax: (966-1) 488-0137.

THAILAND — A well-established Thai company that manufactures Sorbitol, Dextrose and Maltitol for domestic and export markets, is looking for a joint venture/licensing arrangement or technology for the manufacture of other starch-based products. Interested parties may contact the firm's Canadian representative, Sagar Sachdev, 335 Kensington Avenue, Montreal, Quebec H3Z 2H2. Tel.: (514) 939-5890. Fax: (514) 939-3299.

VENEZUELA — A well-established, reputable, Caracas-based trader seeks Canadian exporters of innovative bank security products, medical and surgical equipment and mass consumer products (except foodstuffs and pharmaceuticals). Contact Jorge Besos, Banvalor Trading, C.A., Ave. Ppapl de la Castellana, Esq. FCO, de Miranda, Edificio Castellana Uno, Ofic 301, Caracas. Tel.: 582-263-6847/261-9304. Fax: 582-261-7749.

BUSINESS OPPORTUNITIES

An Introduction to the Indian Market

By Michael Wondergem, *Trade Commissioner, Department of Foreign Affairs and International Trade*

Much has been written about the remarkable economic growth of Asia's developing countries and the exciting opportunities this represents for Canadians.

The largest part of the world's population lives there and one would conclude that there lies a huge market to be tapped. Right, but it's not as easy as that. It takes lots of adaptability; a lot of promotion and marketing effort; an exchange of technology; and lots and lots of patience.

Sometimes you've done all the foregoing and then find that your client is unable to finance a much-wanted transaction.

Take India, for instance: close to one billion inhabitants; a middle class — with an excellent purchasing power — bigger than that of the United States; and a well-educated workforce, bar none.

It also is a country: where red tape has been perfected; where one cannot achieve good results without having excellent connections (and everybody says they have them); where everybody wants to trade.

One has to be prepared to physically spend time in the marketplace — to conduct market research; to set up a realistic marketing strategy; and to be well represented by a local company.

If you wish to make use of the inexpensive labour force and, at the same time, avoid certain tariffs or duties, you may wish to explore a strategic alliance with a local firm.

The proof is in the pudding — BATA, one of Canada's largest investors in India, is selling lots of shoes.

If you have a solid marketing plan the Government of Canada will assist you in many ways:

- Foreign Affairs and International Trade's Program for Export Mar-

ket Development (PEMD) is delivered through its International Trade Centres across Canada;

- CIDA Inc. operates an excellent industrial cooperation program;

- the commercial staff at the High Commission in New Delhi and the Consulate in Bombay always is prepared to provide valuable assistance; as is

- the Canada-India Business Council in Ottawa.

Promotional Events

Often, in cooperation with other government departments, Foreign Affairs and International Trade organizes various promotional events (such as participation in international trade fairs) and operates trade missions.

On a recent mission, a group of nine telecommunications company representatives travelled to New Delhi, Bombay and Bangalore, where they had the opportunity to address several hundred potential partners at seminars organized in each city.

"Useful", "Considerable potential", "Excellent prospects", "Projects identified" were some of the superlatives voiced by the participants.

A short time ago, a Canadian Power and Energy Mission was enroute to India to cater to the country's dire need for more power, needed to support India's booming industry. Within 24 hours of their arrival, word was received of their first success!

At time of writing, a Canadian group of airport development experts had just arrived in India, aiming to get in on the ground floor of India's plan to modernize its major airports.

Other organizations are involved, as well, in the promotion of opportunities in India:

- The Canada-India Business Council conducts seminars across Canada;

- The Canadian Manufacturers' Association operates a successful Business Linkage Program (see article page 1); and

- Several provincial ministries organize trade missions, as do Chambers of Commerce.

Winnipeg Mission

A recent mission coordinated by the Winnipeg Chamber of Commerce is an oft-quoted success story.

(In brief, 11 senior businesspersons from Pune, India had more than 100 face-to-face meetings with prairie businesses.

Some of the more than eight business agreements that already have resulted include:

- Letter of Interest for development of a first-ever-in-India Imax theatre in Pune;

- Letter of interest signed to explore a joint venture in bioculture technology;

- Development of a software company marketing agreement; and

- Training and technology transfer agreement developed on dairy herd enhancement).

Your company may have had much success in selling to the United States and there may be additional opportunities there under the Free Trade Agreement. But it is also time to look ahead and diversify.

India has the market — and it is a large one. The language of business is English, so there is no language barrier. The country is open to business and it has the labour force.

For trade/business information on India, contact Michael Wondergem, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5903. Fax: (613) 996-1248.

Canada to Dig In at Chile Mining Show

Santiago — Companies are invited to participate in the Canadian pavilion at **Expomin '94**, an international mining equipment/services trade show being held here May 10-14, 1994.

The first 25 participating companies may also elect to join a post show mission to Lima, Buenos Aires or Belo Horizonte where a one-day seminar/reception will permit a first hand appraisal of the new opportunities in that market.

Regarding **Expomin**, the following statistics speak for themselves:

Expomineria '90 — 53 companies reported sales prospects of \$14.6 million.

Expomin '92 — 106 companies reported sales prospects of \$68.0 million.

Plastics Show Set for Caracas

Caracas — About 20,000 companies from 11 different countries, including Canada, are expected to participate in the **XI International Plastics Trade Show** being held here March 11-15, 1994.

Sectors in the spotlight will include: packaging, raw materials, machinery, equipment, and plastic end products.

Complete details are available from Ricardo Espinoza, Commercial Section, Canadian Embassy, Caracas, Venezuela. Tel.: 582-951-6166 to 68. Fax: 582-951-4950.

In 1994, Canada will move to a larger pavilion that will accommodate the 140 companies that are expected to apply for participation, making this the largest single-sector trade fair participation ever undertaken by Canada.

With the world's largest cash market for mining equipment/services to support it, **Expomin** has become one of the world's most important mining equipment/services trade fairs.

The concurrent technical symposium, in which Canada will play an important role, will virtually guarantee the expected attendance of 25,000 Latin American mining professionals.

An advance survey indicates that the response to this invitation will exceed Canadian pavilion space.

Interested participants, therefore, should, at their earliest convenience, contact Paul Schutte LGT, Foreign Affairs and International Trade, Ottawa. Fax: (613) 944-0479. Tel.: (613) 995-5358.

Interested participants, therefore, should, at their earliest convenience, contact Paul Schutte LGT, Foreign Affairs and International Trade, Ottawa. Fax: (613) 944-0479. Tel.: (613) 995-5358.

Packaging, Furniture Fairs in Mexico

Mexico — Companies now are being recruited to participate in two shows taking place later this year in Mexico City and Guadalajara. They are:

EXPO PAK'94 — May 17-20 — Mexico City — **9th Annual International Show**, featuring packaging equipment and materials.

TECNO MEUBLE — July 8-

10 — Guadalajara — **8th Annual International Show**, featuring furniture manufacturing equipment and accessories.

For details, contact Jon Dundon, Fairs and Missions, Latin America and Caribbean Trade Division, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-6921. Fax: (613) 944-0479.

Car Firms Fan Out to Portugal

Oporto — "Cars for Everybody" is the theme of **International Motor Show Portugal '94**, an exhibition in which Canadian companies are invited to participate.

Running from May 20 to 29, 1994, the exhibition will include automobile manufacturers, importers and designers, as well as importers

of auto parts and accessories, tires, and service centre equipment.

This event is recognized by the International Organization of Motor Vehicle Manufacturers.

For more information, contact: Publisalao S.A., Praça da Alegria, 6 - Cave, 1200 Lisboa, Portugal. Fax: 351-1-347-3564.

Show "Builds" Markets in U.S. Mid-West

Minneapolis — Limited space remains for companies interested in participating in the **Northwestern Building Products Expo**, February 2-4, 1994.

The popular event covers all

types of building products — from bricks, mortar and sidings to sophisticated software for air control in the buildings.

An improving housing and construction market should see the

event attract record crowds.

Interested firms should contact Peter Aikat, Canadian Consulate General, Minneapolis. Tel.: (612) 333-4641. Telex: 29-0229.

Toronto Hosts Conference On Pacific Rim

Toronto — The Eighth Pacific Rim Opportunities Conference (PROC VIII), the theme of which is "Business Strategies for the Future", will be held here April 17-19, 1994.

The event is an opportunity for participants to learn about doing business with the dynamic markets of the Pacific Basin: Brunei Darussalam, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Mexico, the Philippines, Singapore, Taiwan, Thailand and the

United States.

Participants will learn first-hand from leading Canadian, Asian, Mexican and American speakers what business strategies work best in the Pacific Rim; what Asian venture capital financing is available for Canadian enterprises; and what opportunities and challenges are provided by the trend towards regionalism.

Senior Canadian trade commissioners also will be on hand to answer your specific questions about

the opportunities for your products and services.

Registration brochures will be available in February 1994 for this event which is sponsored by The Pacific Basin Economic Council-Canadian Committee (PBEC-CC), in cooperation with the Asia Pacific Foundation of Canada.

For more information, contact Bronwyn Best, (PBEC-CC), 65 Queen Street West, Suite 1100, Toronto M5H 2M5. Tel.: (416) 869-0541. Fax: (416) 869-1696.

Business, Environment Global Concern at Conference

Vancouver — GLOBE 94, the third **GLOBE Conference and Trade Fair on Business and the Environment**, will be held here March 24-25, 1994.

Prime Minister Jean Chrétien has invited environment ministers from the Asia Pacific Economic Cooperation (APEC) Nations to participate in GLOBE 94 — North America's premier international environmental business event!

Environment Minister and Deputy Minister Sheila Copps will chair the APEC meeting.

At the trade fair, more than 450 companies from around the world will be displaying the newest in environmental technologies, while more than 1,000 delegates will hear experts from some 20 countries speaking on a range of subjects.

Topics include: regulations and competitiveness; corporate environmental strategy; finance and investment; emerging international markets; and technology cooperation.

APEC, established in 1989, represents the economies of Australia, Brunei Darussalam, Canada, People's Republic of China, Hong Kong, Indonesia, Japan, Korea,

Malaysia, Mexico, New Zealand, Papua New Guinea, Philippines, Taiwan, Thailand, and the United States.

Contact Alastair Gordon, tel.: (604)

684-5986, fax: (604) 666-8123; or Suzanne Armstrong, tel.: (604) 775-7517, fax: (604) 666-8123, both with GLOBE Foundation of Canada, Vancouver.

SIBEX '94

Building Markets in the ASEAN

Singapore — Companies wanting to build markets throughout the ASEAN could find it well worth their while to exhibit at **SIBEX**, the **Singapore Building Exposition**, being held here in mid-May, 1994.

Virtually anything that is used to build — from walls, floors, and ceilings, to cabinets, plumbing, electrical equipment — will be highlighted at the exposition.

In this region of Asia, say trade officials, every aspect of the building industry is booming — in residential, commercial and industrial fields.

SIBEX attracts buyers from all the ASEAN (Malaysia, Philippines, Thailand, Indonesia and Brunei) as well as from Singapore — so the market is well worth exploring, especially since Canadian goods and services enjoy an excellent

reputation in the region.

Indeed, the Canadian High Commission in Singapore, which will have an information booth at the show, is encouraging Canadian companies to participate.

The show organizer, who should be contacted for booth information (and exact date of the event), is Sarala Govindan, Reed Exhibition Services, Stamford, Connecticut. Tel.: (203) 352-8356. Fax: (203) 964-9209.

Companies that cannot exhibit in person but wish to have their literature distributed at the information booth should send multiple copies of their brochures to Canadian High Commission, Robinson Road, Post Office Box 845, Singapore 9016, Republic of Singapore. Tel.: (011-65) 225-6363. Fax: (011-65) 225-2450.

PUBLICATIONS

Philippines Packaging

A market study on *The Packaging and Labelling Industry in the Philippines* reveals opportunities for Canadian participation in that sector — one that is a major beneficiary of recent economic resurgence in that country.

Product competition in the local market has intensified, following growth in per capita incomes. Increasing consumer demand has

led industry to register an impressive annual growth rate of 39 per cent for the same period.

These developments are likely to trigger demand for food and beverages, pharmaceuticals, garments, soaps and detergents, toiletries and cosmetics.

The food and beverage sectors, as examples, are expected to grow annually by, respectively, 3.6 per cent and 7.5 per cent over the next five years. This will have a direct impact on the packaging and labelling industry, since food and beverages consume the bulk of the packaging and labelling products.

The study addresses, as well, opportunities that exist in this sector for the supply of raw materials, machinery and equipment.

Copies of the publication can be obtained by contacting the International Trade Centre in your province or territory, or the trade desk of the Asia Pacific South Trade Development Division, Department of Foreign Affairs and International Trade, Ottawa. Fax: (613) 996-4309.

Power Distribution in the Philippines

Prospects and opportunities in the Philippines for Canadian firms engaged in electric power distribution are outlined in a brief market study prepared recently by the Commercial Division of the Canadian Embassy in Manila.

Among other items, the study notes that the Philippine government has made this sector a top priority, with plans to increase electrification nationally from the current 62 per cent level to almost 85 per cent by the year 2000.

These plans will include system expansion and program rehabilitation that will involve the import of, among other products and services,

poleline hardware, transformers and sub-station equipment.

Readers may obtain a copy of *Philippine Power Distribution* from the International Trade Centre in their province, InfoEx (see box page 8), or the trade office in Manila, fax: 011-63-2-810-1699.

Global Apparel

Global Market Opportunities Review for Apparel, an interim report designed to enhance Canadian export performance and international competitiveness in this field, now is available in English or French versions, from its publishers, the Sectoral Liaison Secretariat (TOS) of the Department of Foreign Affairs and International Trade.

The report is based on global market data — on apparel for men, women and children — obtained from Canadian embassies, consulates and trade missions.

Topics include: territory overview, market access, market opportunities, distribution channels, currency regulations, duties, publicity methods, names of agents, associations, retailers and boutiques.

For a copy of the report, contact TOS. Fax: (613) 943-8820.

Clarification

Our December 15, 1993 issue announced the publication of a *Directory of Canadian Export Capability in the Environmental Sector*.

Contrary to earlier indications, the publication is not available through InfoEx.

You may obtain it from the regional offices of Industry Canada.

Detroit the Venue for Army Vehicles

Detroit — Companies with innovative products or developments applicable to army vehicles and automotive systems are invited to participate in **TACOM**, being held February 17, 1994 in the Detroit suburb of Warren, Michigan.

The date marks the second annual Canada Day at **TACOM** (The U.S. Army Tank-Automotive Command) and trade officers at the Canadian Consulate General in Detroit are hoping to build on the very successful program that was held for the first time last year.

The goal is to obtain research and development (R&D) contracts — either directly with the U.S. Army or in joint-venture Canada-U.S. programs that are funded through the Defence Development Sharing Agreement.

For further information, contact Ralph Reich, Commercial Officer, Canadian Consulate General, 600 Renaissance Center, Suite 1100, Detroit, Michigan 48243-1798. Tel.: (313) 567-2340. Fax: (313) 567-2164.

BUSINESS AGENDA

Toronto — January 22, 1994 — **How to Start an Import/Export Business.** January 23, 1994 — **International Marketing and Distribution.** These seminars are designed for entrepreneurs who may register for one or both events. Contact Glenn Schmelzle. Tel.: (905) 889-4083 or (416) 366-8490. Fax: (416) 947-1534.

Markham — January 27, 1994;
Kanata — February 15; **Kingston**

— February 17; **Cambridge** — March 3; **Mississauga** — March 22 — **Trade Shows Made Profitable** workshops, featuring Barry Siskind, a trade show expert. The workshops will attract company show co-ordinators, sales managers, and other staff involved in or planning to become involved in trade fairs. Sponsored by the Federal Government's International Trade Centre in Toronto and by the On-

tario Ministry of Economic Development and Trade. For details, phone/fax: (416) 483-3836.

Ottawa — February 23, 1994 — Winter meeting of the **Industrial Benefits Association of Canada** will deal with international offset, government reorganization, and Canadian industrial regional benefit policy. Contact Bob Brown, Ottawa. Tel/fax: (613) 733-0704.

Revenue Canada NAFTA — from page 1

The Automated Customs Information System (ACIS)

You can use this recorded information system if you have a Touch-Tone telephone. When you call ACIS in your region, you will have access to a variety of customs information, including NAFTA.

To use this service, call ACIS at one of the following numbers:

Halifax - (902) 426-2911
Moncton - (506) 851-7020
Québec - (514) 283-9900
Ottawa - (613) 993-0354
Toronto - (416) 973-8022
Hamilton - (905) 308-8715
Windsor - (519) 257-6400
Winnipeg - (204) 983-6004
Calgary - (403) 292-8750
Edmonton - (403) 495-3400
Vancouver - (604) 666-0545

Seminars and Conferences

If you would like to stage a seminar on NAFTA for your organization, Revenue Canada Customs has technical experts and speakers who

can answer questions about NAFTA and how it affects your organization. Call NAFTA Consultations at (613) 957-7092 and speak to an officer.

Workshops for Business

Revenue Canada Customs can help develop sector-specific training packages to help any business affected by the new NAFTA rules. For details, call NAFTA Consultations at (613) 957-7092.

United States Customs Automated Facsimile System (FLASHFAX)

This system provides 24-hour access to United States' NAFTA customs information through any fax machine. All you need is a Touch-Tone telephone and access to a fax machine. Please note that this service is available in English only. For a list of topics available on FLASHFAX, call (613) 952-9174 and follow the instructions.

Numbers to Note

Corrections to telephone numbers listed in the recent departmental publication, *Directory of the Canadian Trade Commissioner Service*, are:

- Paris, France, Canadian Embassy: Tel.: (011-33-1) 44.43.29.00.
- Tunis, Tunisia, Canadian Embassy: Tel.: (011-216-1) 798-004/796-577.

India Link — from page 1

duties, which have been reduced from 150 per cent to 85 per cent.

Oil, food processing, chemicals, electrical equipment, telecommunications, transportation, environmental technologies, and industrial plant machinery are some priority sectors which could be attractive to Canadian exporters.

Contact Doreen Ruso or Natesan Subramanian, CMA. Toronto. Tel.: (416) 798-8000. Fax: (416) 798-8050.

InfoEx

InfoEx (formerly Info Export) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoEx (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order DFAIT publications, fax (613-996-9709) your request. Include the publication code (in brackets).

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CANAD^EEXPORT

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Input Solicited

Japan, EC Investment Policy Under Review

The Department of Foreign Affairs and International Trade (DFAIT) is reviewing the investment policies of Japan and the European Community (EC).

DFAIT would like to hear from Canadians who have experienced government barriers in these countries affecting their investment or their plans to invest.

Barriers could include measures that favour a domestic investor over a Canadian investor, or grant special status to some foreign investors but not to Canadians. Unclear administrative requirements may also impede investment.

As well, the Department would be interested in hearing about investment restrictions in certain sectors or industries that have deterred Canadian investment.

The Department recognizes that the structure of the world economy is changing, and more Canadian firms are making foreign investment a part of their business strategy.

These reviews will examine how barriers to foreign investment may hinder efforts by Canadian firms to globalize, diversify, and gain access to new markets and new technologies.

To discuss these or other kinds of government barriers, or other opinions regarding investment in the EC or Japan, contact Tim Miller, tel. (613) 996-4921, or Steve Rhealt-Kihara, tel. (613) 992-9094, Economic and Trade Policy Branch (DFAIT). Fax: (613) 944-0679.

Defence Sector Recruits Participants

If your product has anything to do with defence or high technology, or if you have had either the Canadian Department of Defence (DND) or the U.S. Department of Defence (DOD) as a client, you are probably familiar with the Canada-United States Defence Development Sharing Agreement (DDSA).

You may not know that it has recently been "re-engineered" to broaden the Canadian funding/participation base.

A multi-department coordinating committee now meets regularly to encourage new opportunities identified in the bilateral Air Force, Army and Navy working groups. For instance, the December 1993 meeting of the bilateral working group on Air Force identi-

fied **eight** potential projects which need sponsor (s) and support.

If your company is interested in exporting, and possesses new or unique technology, please contact one of the following DDSA Coordinating Committee members:

- Foreign Affairs & International Trade/U.S. Trade Development (UTO): Bob Mahar/Max Reid. Fax: (613) 944-9119.
- National Defence/DDIR: Wayne Hodgson. Fax: (613) 995-2305.
- Industry Canada/Defence Electronics: Pierre Lalaonde. Fax: (613) 954-4246.
- PublicWorks & Government Services Canada: Eric Fresque; fax: (819) 997-2229 or Ron Beach; fax: (819) 956-4962.

Business, Environment Global Concern

Vancouver — GLOBE 94, the third **GLOBE Conference and Trade Fair on Business and the Environment**, will be held here March 24-25, 1994.

Prime Minister Jean Chrétien has invited environment ministers from the Asia Pacific Economic

Cooperation (APEC) Nations to participate in GLOBE 94.

Environment Minister and Deputy Minister Sheila Copps will chair the APEC meeting.

More than 450 companies will be displaying the newest in environ-

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• NAFTA NEWS •

Changes Now In Effect

The North American Free Trade Agreement came into force on January 1. Aside from tariff reductions, what other changes are now in effect?

- North America becomes an **integrated market** of 360 million people.
- Mexico eliminates a number of **import licensing requirements** for Canadian exports.
- **Duty drawback** under the Canada-U.S. Free Trade Agreement is extended for two years until December 31 1995, at which time it will be replaced by a permanent duty refund system that will reduce input costs for Canadian manufacturers.
- For the first time, Canadian companies may bid on **government procurement** contracts in Mexico. In the U.S., Canadians may bid on government contracts for services and construction. The scope and coverage of government procurement contracts in the NAFTA exceeds that of the FTA and GATT.
- All **investors** from the NAFTA countries are to be treated equally. Investment restrictions in Mexico will be reduced in numerous sectors including autos, agriculture, financial services, mining, transportation and most manufacturing.
- Canadian **financial services** may expand into Mexico, open subsidiaries, invest in and acquire Mexican, banking, securities and insurance companies.
- Clear and precise **rules of origin** will narrow the scope in disputes.
- A clear and straightforward method to calculate the **North American content** of autos should avoid repetition of the customs dispute over Honda Civics from Canada.
- Expanded access to the U.S. market for textiles and apparel under **special quotas**.
- Improved **dispute settlement** procedures.
- New **intellectual property rights** to protect the work and inventions of Canadian creators, inventors and researchers.
- Business people will find it easier to gain **temporary entry** to any NAFTA country and may bring their equipment and samples with them duty free.
- Canadian **truckers** can now carry goods to the U.S., pick up cargo for Mexico and make the return trip carrying cargo to both the U.S. and Canada.
- Further **discipline on U.S. energy regulators** to reduce their capacity to interfere with Canadian sales in the U.S.
- **Specialty air service** markets will be opened up over a five-year period beginning with aerial surveying and mapping services into the U.S. market.

Global Concern — from page 1

mental technologies; more than 1,000 delegates will hear experts from 20 countries.

Topics include: corporate environmental strategy; emerging international markets; and technology cooperation.

APEC represents Australia, Brunei Darussalam, Canada, People's Republic of China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Philippines, Taiwan, Thailand, and the U.S.

Contact Alastair Gordon, tel.: (604) 684-5986, fax: (604) 666-8123; or Suzanne Armstrong, tel.: (604) 775-7517, fax: (604) 666-8123, both with GLOBE Foundation of Canada, Vancouver.

CANADEXPORT

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

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

SPAIN

The Canadian Trade Office in Barcelona has identified a number of potential joint venture and business opportunities in Spain. Canadian firms interested in the following should — quoting the appropriate reference code number — send general information on their companies to René-François Désamoré, Commercial Officer, Canadian Consulate, Travessera de les Corts, 265 Entl. 1, 08014 Barcelona, Spain. Fax: 343-410-77-55.

Ref NOS — A twenty-three-year-old Barcelona-based company that produces **panels and soundproofing products seeks agreements with partners in the same field.** The firm is particularly interested in products for the **soundproofing of walls and ceilings and electronic active/passive soundproofing** (i.e. devices that produce sounds that eliminate other noises).

Ref RUM — A company engaged primarily in the manufacture and construction of industrial factories, using prefabricated module methods, **seeks agreements with Canadian firms that could offer manufacturing licenses for, to name a few: prefabricated concrete tanks for liquid containment; and anti-sound and anti-acoustic screens to block highway noise.**

Ref REI — A company whose main activity is the **engineering, design, execution and installation of all types of interior and exterior sign lettering** seeks agreements with Canadian companies that manufacture: neon tubes; transformers for neon tubes; methacrylate plates for sign lettering; interior/exterior electronic lettering signs; and interior neon displays for bars.

Ref DAM — A technology and services company wishes to **co-operate with Canadian companies engaged in the recycling, recovery and/or reusing of computer components and equipment, printing circuits and electrical components used in computers.**

INDIA

INDIA — A company active in the field of manufacturing stainless steel, alloy steel castings and ingots is interested in **technical and financial collaboration** with Canadian companies in the field of **carbide tool tips, coolant water for automobile radiators, bi-metal bearings** for the automobile industry. Contact Mr. Vijender Kumar Garg, Kumar Steels, Ambala, Jagadari -135 003, Haryana. Fax: 91-01732-23531.

INDIA — A limited liability company is interested in **importing materials for plain paper copier viz toner resins, magnetite, waxes, carbon black, additives and other copier related machinery and parts.** Contact Mr. P.K. Aggarwal, Project Manager, Rathi Graphic Tech-

nologies Ltd., A-3 Industrial Area, South of G.T. Road, Ispat Nagar, Ghaziabad - 201009, Uttar Pradesh. Tel.: 91-11-8722005. Fax: 91-11-8722359.

INDIA — A private limited company is interested in representing **Canadian manufacturers of ultra-violet water disinfection units.** Contact Mr. S.M. Khera, Director, Digital Promoters (India) PVT Ltd., 505 Vishal Bhavan, 95 Nehru Place, New Delhi - 110 019. Tel.: 91-11-6425146. Fax: 91-11-6437849.

INDIA — A public limited company currently manufacturing food mixers and grinders, washing machines, is looking for **supply sources of plant, machinery & components for manufacturing washing machines, refrigerators and dish washers.** Contact Mr. Harish Kumar, Managing Director, Maharaja International Ltd., 806 Vikram Tower, 16 Rajendra Place, New Delhi - 110 060. Tel.: 91-11-5732921. Fax: 91-11-5752484, 91-11-7532413.

CHINA

CHINA (People's Republic) — A maker of sheepskins for garments, shoes and carpets, seeks joint-venture with partner willing to invest \$2 million to \$4 million US to enable the factory to come on stream immediately. Opportunity also exists for Canadian exports of **chemicals, tanning technology and effluent treatment equipment.** Contact Mr. Tin Yap, Garsen Garcy Enterprises Inc., Ottawa. Tel: (613) 521-3331. Fax: (613) 521-6482.

Companies Take Wing at Asia Aerospace Show

Singapore — Product literature or corporate videos must reach the Canadian High Commission in Singapore by **February 12, 1994** for companies interested in displaying them at the Government of Canada Information Booth being set up at **Asian Aerospace'94**, being held here Fe-

bruary 22-27, 1994.

The Booth will display material describing Canadian capability in the aerospace, airport equipment and design and services sectors.

Parcels should be marked clearly: **Asian Aerospace'94**.

Asian Aerospace'94, incorporating **Asian Airport Equip-**

ment & Technology'94, marks the seventh edition of what is now by far the most significant air show in the Asia-Pacific region.

More than 22 Canadian companies will be exhibiting under the Canada Stand banner and other Canadian participants will be present with their own booths or represented by local firms.

Singapore has a thriving aerospace sector. By 1995, sector output is expected to exceed \$1.1 billion, based on aero-component manufacturing and repair, and overhaul services.

Opportunities exist for sales of related products, technologies and services. Greater potential exists for linkages and strategic alliances with Singapore-based groups that are increasingly active in regional markets.

For more information on exporting to Singapore, contact (and also send above-mentioned materials to) Canadian High Commission, IBM Towers, 14th Floor, 80 Anson Road, Singapore 9016. Tel.: (011-65) 225-6363. Fax: (011-65) 226-1541.

Houston Hosts Offshore Tech

Houston — 30,000 registrants from around the world are expected at Houston's Astrodome, U.S.A. Complex for the annual **Offshore Technology Conference (OTC)**.

The world's largest oil and natural gas show, **OTC** is being held May 2-5, 1994.

OTC has established itself as the world's leading forum on offshore technology. It is an event where smaller companies can meet and form alliances with other companies to foster agreements that are mutually beneficial. In addition, a number of about three hundred trade press and general media representatives will cover the activities.

Canada will participate with a national stand. Canadian companies wishing to exhibit should contact Robert McNally, Marketing Officer, United States Trade Investment Development Division of the Department of Foreign Affairs and International Trade (DFAIT), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 944-7486. Fax: (613) 944-9119. The Canadian Consulate in Dallas will handle local arrangements.

For further information, contact Joe Mingori, Commercial Officer, Canadian Consulate General, 750 N. St. Paul, Suite 1700, Dallas, Texas 75201. Tel.: (214) 922-9806. Fax: (214) 922-9815.

International Trade Theme of Expo

Miami — Limited exhibit space still is available for companies interested in participating in **World Trade Expo'94**, being held here April 15-19, 1994.

Exhibits and seminars will revolve around the import-export industry as it exists today and the possibilities for the future. They will complement the event's "Expanding International Trade" theme.

Expo's first day is reserved exclusively for the trade (and the

press), with the remaining two days open to the public and invited guests interested in the import-export industry.

Organizers say participation in this event allows well-established and new companies to network with each other, to establish new contacts and to display their products and services to an interested audience.

For further information, tel.: (407) 394-2317; fax: (407) 393-0617.

Agriculture the Field at Morocco Fair

Rabat — The Office des foires et expositions de Casablanca (OFEC) will host the third edition of the International Fair of Agriculture, from April 19 to 24, 1994. This event is sponsored by the Moroccan Department of Agriculture. The agro-food sector tops the Canada-Morocco trade exchanges and Canadian expertise is well recognized in Morocco. Interested firms may contact the Commercial Section of the Canadian Embassy in Rabat, Morocco. Fax: (011-212-7). Or contact the OFEC directly. Fax: (011-212-2) 26-49-49.

CHINA 1994 Trade Events Calendar

The following calendar of trade shows has been provided by the Canadian Embassy in Beijing. The letters in brackets after each show indicate the information contact (listed at the end of the calendar) for the specific event.

CONSTRUCTION

Shanghai — May 11-15, 1994 — International Construction, Interior Decoration & Hotel Facility Expo'94 (B).

Shanghai — November 9-12, 1994 — Chinabox'94. Building and construction exhibition. (A).

Beijing — November 25-29, 1994 — China Building'94. (D)

AUTOMOTIVE

Beijing — April 4-8, 1994 — International Automotive Parts & Accessories Exhibition (D).

Beijing — June 23-29, 1994 — Auto China'94. (C).

Guangzhou — December 7-11, 1994 — Auto South China'94. (C).

ENVIRONMENT

Shanghai — July 13-17, 1994 — Recycling China'94. (E).

Beijing — September 12-16, 1994 — International Environmental Protection Technology Exhibition'94. (D).

Beijing — October 27-31, 1994 — Enviro-Pro China. Environmental industry exhibition. (F).

AVIATION

Beijing — October 2-6, 1994 — China International Airport Equipment & Technology Fair. (G).

Guangzhou — November 22-26, 1994 — South China & Hong Kong Airport & Aviation Expo'94. (B).

Beijing — October 10-13, 1995 — Aviation Expo/China'95. (B).

TRANSPORT

Shanghai — June 18-22, 1994 — Urban Transport, Subway & Railway Expo/China'94. (B).

Beijing — October 8-12, 1994 — Modern Railways'94. (D).

The contacts for more information on these events are:

(A) Reed Exhibition Pte Ltd., Singapore.

Fax: 65-2744666;

(B) China Promotion Ltd., Hong Kong.

Fax: 852-511-9692;

(C) Adsale Exhibition Services Ltd., Hong Kong.

Fax: 852-516-5024;

(D) China World Trade Centre, Beijing.

Fax: 1-5053260;

(E) Look Ease Enterprise Ltd., Hong Kong.

Fax: 852-5-8613523;

(F) E.J. Krause & Associates Inc., Beijing.

Fax: 1-8411728;

(G) Headway Trade Fairs Ltd., Hong Kong.

Fax: 852-827-7064.

Singapore The Site for Several Shows

Singapore — A number of trade events being held here this year could be of interest to Canadian companies. These events include:

Communicasia/Broadcast-Asia — June 1-4, 1994 — The region's premiere telecommunications and information technology conference and exhibition, will feature a full range of products and services relating to these areas.

Being held at the same time are two new shows, **NetworkAsia 94**

and **MobileCommAsia94**, which will attract buyers in the communications network and mobile communications fields.

For the above events, the Canadian High Commission in Singapore will staff an information booth at which Canadian companies can display their product literature and company brochures.

Interested participants should send copies of their material, including specifications and price lists, to: Canadian High Commis-

sion, Robinson Road, P.O. Box 845, Singapore 9016, Republic of Singapore. Tel.: (011-065) 225-6363. Fax: (011-65) 225-2450.

At the same events there also will be a joint Canadian group stand, coordinated by the shows' Canadian representative, Unilink.

Contact Derek Complin, Unilink, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Continued on page 8 — Singapore

LATIN AMERICA AND THE CARIBBEAN

Periodically, **CanadExport** will publish "fact sheets" on countries or regions with which Canada does business. Presented here are Canada-Latin America / Caribbean facts.

- By the year 2000, the Caribbean and Latin America will provide a market of **600 million people** with purchasing power of **US\$1 trillion**.
- Canadian exports to Latin American and Caribbean markets reached **\$3.2 billion in 1992**, while imports from this region to Canada amounted to **\$5.8 billion**.
- The asset value of Canadian investment in Latin America now tops **\$7 billion**, with Chile accounting for about **\$2.2 billion**.
- **Major Canadian exports** to this region (January to March 1993) include wheat, wood pulp and paper products, newsprint, automotive vehicles and parts, coal, sulphur, telecommunications equipment, potassium chloride, and electrical parts.
- **Major Canadian imports** from the Latin American region (January to March 1993) include agri-food products, metals, telecommunications equipment, and consumer products.
- Sectors offering **Canadian export opportunities** in this region include automotive, agri-industrial, computer software, consumer products, environmental protection and control, oil and gas, plastics, pulp and paper, mining, telecommunications, engineering, and construction services.
- Recent Canadian company **success stories** based on export performance in Latin America and the Caribbean include *Agrodev Canada Inc.*, *Omega Recycling Systems*, *Ven-Rez Products Limited*, *Millar Western Industries Ltd.*, *Kenonic Controls*, *GM Canada Diesel Division*, and *Good Year Canada*.
- During the October-December 1992 period, **14 Canadian missions** reported the following business activities:
 - 70 export sales worth \$119.54 million;
 - 13 new buying connections and 42 agency agreements;
 - 14 new joint ventures worth \$1.19 million;
 - 1 Canadian investment in this region; and
 - 7 technology transfers worth \$1.69 million.

Latin America Trade

HIGHLIGHTS

\$22 million sale of fibre optics (Sao Paulo)

\$12.3 million sale of radar system (Santiago)

\$2.5 million sale of oxygen plant (Lima)

\$1.65 million sale of sensors for rolling mills (Caracas)

\$1.5 million sale of filtration system (Mexico)

\$1.2 million sale of the data centre automation system (Mexico)

PUBLICATIONS

Philippine Labels

A market study on *The Packaging and Labelling Industry in the Philippines* reveals opportunities for Canadian participation in that sector — one that is a major beneficiary of recent economic resurgence in that country.

Product competition in the local market has intensified, following growth in per capita incomes. Increasing consumer demand has led industry to register an impressive annual growth rate of 39 per cent for the same period.

These developments are likely to trigger growth in demand for basic consumer items such as food and beverages, pharmaceuticals, garments, soaps and detergents, toiletries and cosmetics.

The food and beverage sectors, as examples, are expected to grow annually by, respectively, 3.6 per cent and 7.5 per cent over the next five years. This will have a direct impact on the packaging and labelling industry, since food and beverages consume the bulk of the packaging and labelling products.

The study addresses, as well, opportunities that exist in this sector for the supply of raw materials, machinery and equipment.

Copies of the publication, which was prepared for the Canadian trade office in Manila, can be obtained by contacting the International Trade Centre in your province or territory, or the trade desk of the Asia Pacific South Trade Development Division, DFAIT, Ottawa. Fax: (613) 996-4309.

Venezuela Gold

The Gold Industry in Venezuela, a market study prepared by the Commercial Section of the Canadian Embassy in Caracas, indicates that Canadian industry

could play a major role in the development of an industry that is beginning a boom period.

In addition to providing an overview of the industry and its importance to the economy, the study includes an appendix that presents a useful directory of key Venezuelan mining industry contacts.

Since 1988, Venezuela has been the 10th-largest Western world gold producer and has one of the highest positive growth rates among South America countries.

Over the next three years, this sector is expected to generate from 10,000 to 20,000 new jobs and annual foreign exchange earnings of U.S.\$1.8 billion.

A copy of the study, code number 147LA, can be obtained through InfoEx. Tel.: 1-800-267-8376 (Ottawa area 944-4000). Fax: (613) 996-9709.

NAFTA Software

The Livingston Group, well known for its expertise in logistics management and customs brokerage, has just put on the market its "Origin Expert-System Software". This ORIGIN Programme is a user-friendly guide to the intricate NAFTA Rules of Origin. It guides businesspeople step-by-step through the multiple operations involved in the re-qualifying of a company's products under the new NAFTA Rules of Origin. It sells in Canada for \$4,595.00 plus GST. For more information on ORIGIN, phone 1-800-387-7582 (Extension 3500) or contact Darlene Kuhn, at (905) 677-3080.

Fish, Seafood Market

Global Market Opportunities Review - Fish and Seafood is one of a series of publications produced by the International Business De-

velopment Branch of the Department of Foreign Affairs and International Trade.

These publications cover a wide range of product sectors and are part of an on-going program to assist Canadian exporters to expand in new markets.

This particular study reviews the global market for fish and seafood, in general, and addresses issues relevant to the sector as a whole.

The review identifies the marketing factors which should be addressed to secure higher and more stable revenues from export sales so that those in the industry can gain a reasonable return and better value for the time and effort invested.

Also included in the review are: a sector description; a summary chart of 42 Canadian Trade Offices abroad that have specifically identified fish and seafood as candidates for attention in their territory; the Canadian competitive strengths; sectoral market problems; the elements of an export market strategy; and other market initiatives.

So far, the publication has been distributed to companies, and to federal and provincial government departments.

If you have been missed, you may order your copy, citing code 158TB, from InfoEx. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Numbers to Note

The phone number for the Canadian Consulate in Miami has been changed to: (305) 579-1600. The facsimile number remains the same: (305) 374-6774.

BUSINESS AGENDA

Montreal — February 1, 1994 (tel.: 514-982-9300; fax: 514-982-9060); **Toronto** — February 2 (tel.: 416-869-0541; fax: 416-869-1696); **Winnipeg** — February 3 (tel.: 204-942-2561; fax: 204-942-2227); **Vancouver** — February 4 (tel.: 604-684-5986; fax: 604-681-1370)

— **Vietnam: Emerging Opportunities, Challenges and Strategies for Success.** These seminars will feature presentations on: the current status of projects and lending by international financing institutions; making and sustaining business relationships in Vietnam; and market entry strategies. The seminars, the contacts for which are in brackets above, are co-sponsored by the Department of Foreign Affairs and International Trade and the Asia Pacific Foundation of Canada.

Vancouver — February 8, 1994 — *Business Opportunities in the Environment and Agri-food Industries in the ASEAN*; **Etobicoke** — February 10 — *Business Opportunities in the Telecommunications and Environment Industries in Malaysia and Indonesia*; **Montreal** — February 11 — *Business Opportunities in the Environment and Power Industries in the ASEAN.* These one-day seminars, in addition to covering several topics, also allow participants to arrange private appointments with federal and provincial government specialists and representatives of

the Asian Development Bank and the Export Development Corporation. Contact Elsie Lee, ASEAN-Canada Business Council of the Canadian Chamber of Commerce, Ottawa. Tel.: (613) 238-4000. Fax: (613) 238-7643.

Montreal — February 9, 1994, The Queen Elizabeth Hotel - **Assessing Markets in the Developing World:** an export workshop, organized by the Canadian Exporters' Association (CEA) and the Canadian International Development Agency (CIDA), in partnership with le Ministère des Affaires Internationales, l'Association des ingénieurs-conseils du Québec and le Forum des Affaires. With the participation of **The Honourable André Ouellet**, Minister of Foreign Affairs, **The Honourable Robert de Cotret**, Canadian Executive Director, World Bank, and **Mr. Jean-Guy Saint-Martin**, Vice President, CIDA. For information contact: The CEA at (514) 499-2162.

Kanata — February 15; **Kingston** — February 17; **Cambridge** — March 3; **Mississauga** — March 22 — **Trade Shows Made Profitable** workshops, featuring Barry Siskind, a trade show expert. The workshops will attract company show co-ordinators, sales managers, and other staff involved in or planning to become involved in trade fairs. Sponsored by the Federal Government's Interna-

tional Trade Centre in Toronto and by the Ontario Ministry of Economic Development and Trade. For details, phone/fax: (416) 483-3836.

Ottawa-Hull — February/March, 1994 — The Federal Business Development Bank (FBDB), in what is a pilot project, is offering a two-month (45 hours) **Strategic Planning Program** specifically aimed at Ottawa-Hull area companies wanting to enter or expand their export markets. For further information, contact Douglas L. Marshall, Manager, Business Counselling, FBDB, Ottawa. Tel.: (613) 995-5068. Fax: (613) 995-9045.

Singapore — from page 5

Companies that exhibit in these shows should advise the Canadian High Commission in Singapore.

Numbers to Note

Following the introduction of a new three-digit area code, the Canadian Government Trade Office in Philadelphia now can be reached, by telephone, at 610-667-8210, and, by fax, at 610-667-8148. The previous area code was 215.

InfoEx

InfoEx (formerly **Info Export**) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **InfoEx** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order DFAIT publications, fax (613-996-9709) your requests on company. Include the publication code (in brackets).

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CANADIAN EXPORT

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A North American Perspective

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RETOURNER A LA BIBLIOTHEQUE DU MINISTERE

The Challenge of Global Competitiveness

As Canada assumes its position within a global, knowledge-based economy, it is in the country's interest that higher education institutions, government and the private sector forge stronger partnerships to support the international dimension of higher education, research and training.

To this end, trilateral initiatives began in September 1992 at the 'Wingspread' Conference Centre in Racine, Wisconsin, where 60 senior representatives of post-secondary institutions from Canada, the U.S. and Mexico gathered to discuss possibilities for North American cooperation in higher education, research and training.

Out of these discussions, the North American Task Force was formed: six representatives from each country from the private sector, foundations, universities, colleges and associations.

The task force developed an action plan and organized the International Symposium on Higher Education and Strategic Partnerships: The Challenge of Global Competitiveness from a North American Perspective (September 10-13, 1993, Vancouver).

The Vancouver symposium occurred at a time when the relationship among the three countries was undergoing profound change brought on by NAFTA, an electronics and information revo-

lution, and the development of knowledge-based economies on a global scale.

The Vancouver symposium was attended by 300 senior Canadian, Mexican and American representatives from business, higher education, foundations and governments. A strong consensus emerged, reflected in the Vancouver communiqué, identifying nine interrelated conclusions for quick implementation. Three conclusions of specific interest to the business community are:

- The establishment of a North American Distance Education and Research Network (NADERN); a consortium to facilitate access to information and support education, research and training among participating institutions.
- The formation of an enterprise/education trilateral mechanism to examine issues of mobility, portability and certification of skills and common interests and approaches in technical, applied and life-long career education.
- The establishment of a North American Corporate Higher Education Council comprised of senior

Continued on page 4 — Initial

Seminars Slated

Marketing to U.S. State Government

How to do business with U.S. state governments is the subject of an educational seminar being held March 7-8, 1994 in Huntington Beach, California.

Following last year's successful mission, the Department of Foreign Affairs and International Trade (DFAIT) is coordinating another mission.

The event is sponsored by the U.S.A. National Association of State Purchasing Officials, in cooperation with *GOVERNING Magazine*.

The seminar will offer an in-depth perspective about the purchasing policies and proce-

dures of the 50 state governments, providing an insight into procurement opportunities for those interested in selling to these markets.

Provisions in the North American Free Trade Agreement (NAFTA) and developments in the General Agreement on Tariffs and Trade (GATT) relating to government purchasing will also be addressed.

As well, one-on-one meetings with state representatives will be possible.

Contact W.P. (Pat) Molson, DFAIT, Ottawa. Tel.: (613) 944-9440. Fax: (613) 944-9119.

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• NAFTA NEWS •

Accelerated Tariff Elimination: Round One

The Government of Canada will participate in negotiations with the U.S. and Mexican governments to accelerate tariff elimination under the North American Free Trade Agreement (NAFTA).

The NAFTA provides for the eventual elimination of most tariffs on goods of North American origin traded among the three countries.

On January 6, 1994, International Trade Minister Roy MacLaren and Finance Minister Paul Martin invited interested parties to submit proposals for early tariff elimination under the NAFTA. Details on how companies can submit proposals were published in the *Canada Gazette* on January 8. The deadline for new proposals is February 22, 1994. The ministers also asked for comments by February 1, 1994 on the early tariff removal proposals already put forward by industries in the three countries. (See list).

While tariffs on some products traded between Canada and Mexico were eliminated on January 1, 1994, others will be phased out in five or 10 equal annual stages. Tariffs on goods traded between Canada and the United States will continue to be elimi-

nated at the rate negotiated under the Canada-U.S. Free Trade Agreement (FTA), but could be eliminated faster under the NAFTA accelerated tariff elimination process outlined in Article 302.

"The success of early tariff elimination under the FTA has prompted companies to propose accelerated reductions in tariffs under the NAFTA," Mr. MacLaren said. Three rounds of accelerated tariff elimination under the FTA resulted in the elimination of duties on approximately \$9 billion in bilateral trade.

As in the FTA, the NAFTA accelerated tariff elimination process is industry-driven. The government proceeds to negotiate only on those requests that are in the national interest and enjoy broadly based support in the industry concerned. The government will consult with companies, industry associations, labour groups, provincial governments and the Sectoral Advisory Groups on International Trade.

Products Under Consideration for Early Tariff Elimination Under the NAFTA: Dry beans; bedding components; cream cheese (under U.S. and Mexican customs tariffs only); flat glass;

major household appliances; potatoes; wine; appliance timers; sesame tape for corrugated containers (i.e. narrow woven fabric); debris netting; keyed padlocks; fabric for banners; aircraft fasteners; medium density fibreboard.

The following components for railcars: articles of bedding and similar furnishings, cushions; plastic light lenses; lamps and lighting fittings; laminated safety glass for railway vehicles; steel or aluminum hinges; rubber hoses; lighting equipment; plywood and similar laminated wood, with metal on one or both faces; receptacle boxes of metal; suspension shock-absorbers; insulated wire over 600 volts; propulsion system A.C. motors; mirrors; destination signs and fuses.

Budapest Office Temporarily Closes

The Trade Section of the Canadian Embassy in Budapest, Hungary will be closed temporarily (February 24 to March 1, 1994) to install new equipment and systems.

Revenue Numbers

In the "Revenue Canada Customs Provides NAFTA Services" article (Vol. 12, No. 1, January 17, 1994), some telephone numbers for the Automated Customs Information System were incorrect. The correct numbers are: Montreal (514) 283-9900; Ottawa (613) 993-0534; Quebec City (418) 648-4445; Vancouver (604) 666-0545.

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

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BELGIUM — A Canadian-owned marketing company has prospective firms that seek to import the following products from Canadian exporters: **health foods; innovative prepared convenience foods; organic maple syrup; environmentally-friendly consumer products and technologies.** The firm will act as broker and/or provide direct marketing and communications support. Contact John C. Lindsay, Director, Sirius, Suite 18, Ige Beeldekensstraat, 2060 Antwerp, Belgium. Tel/Fax: 32-3-235-9056.

CHINA (People's Republic) — A Canadian company with an office in the economic centre of southwest China is interested in representing Canadian firms engaged in **all types of commodities and services.** The company will display, without charge, your product literature and brochures in its Chongqing office. Contact Canrith Limited, 35 Howard Street, Toronto M4X 1J6. Tel.: (416) 363-1141. Fax: (416) 363-8893.

CHINA (People's Republic) — A company engaged in **oil field equipment and the general tools industry** wishes to enter into a **joint venture** with interested Canadian firms. Contact Lily W.L. He, CW International Trade Company, 3920 Robinson Street, Suite 5, Regina, Saskatchewan S4S 3C8. Tel.: (306) 584-5628. Fax: (306) 584-9648.

CHINA (People's Republic) — A Chinese company wishes to purchase complete equipment for the production of **phosphate-free washing (laundry) powder.** Contact the firm's Canadian representative: Alex Wu, Multiway International Exchange & Development Co., 350 Church Street, Suite 703, Windsor, Ontario N9A 7C8. Tel.: (519) 258-4311. Fax: (519) 258-8146.

CZECH REPUBLIC — A chemicals and metals firm whose engineering shop **custom manufactures equipment for the chemicals and food processing industries** wishes to contact businesses interested in **production cooperation.** Contact Ludek Sarman, Marketing Manager, HMZ Bruntal, Zahradni Street 46, P.O. Box 138, 792 01 Bruntal, Czech Republic. Tel.: (*42-646) 3591. Fax: (*42-646) 3637. Telex: 066293.

INDIA — A government-recognized export house specialising in export of leather products is interested in **diversifying into manufacturing gelatine and ossein.** Canadian companies interested in offering requisite technical know-how may contact Mr. Manoj Srivastava, Chief General Manager, Super House Limited, 150 Feet Road, Jajmau, Kanpur - 208 010. Tel.: 91-512-350391/350398. Fax: 91-512-350814/91-512-357325.

INDIA — A well-established trading house is looking for an experienced partner to provide **latest technology for the manufacturing of accessories for optical fibre cables of 6, 12 & 24 fibre sizes.** The accessories

required are: joint closures and branching type; terminal boxes; fibre distribution frames; jumpers, patchcords and pigtailed; tool kits. Contact Mr. P.P. Singh, P&S Trading Corporation, Burnaby, B.C. Tel.: (604) 444-4294. Fax: (604) 433-1552.

KUWAIT — A well-established company wishes to represent Canadian **manufacturers of agricultural equipment** in Kuwait. Contact Nashaat Jabak, General Manager, Agricultural Green Kuwait, P.O. Box 26717, Safat, 13128, Kuwait. Fax: (011) 965-381-0536. Interested parties may forward their products/prices lists to the firm's Canadian representative: Basil Jabak, BDM Consulting & Management, 80 Woodsend Run, Brampton, Ontario L6Y 4H7. Tel.: (416) 209-3000.

SAUDI ARABIA — A prominent Saudi conglomerate seeks Canadian **turnkey expertise and supply for a canned fish (salmon, sardine, tuna, shrimp) factory.** Interested companies may contact Rajhi Foam & Plastic Factory, P.O. Box 42185, Riyadh 11541, Saudi Arabia. Tel.: (966-1) 448-2450. Fax: (966-1) 446-1493.

SOUTHEAST ASIA — A Canadian-owned, Asian-based sales company is interested in representing Canadian **building material/equipment manufacturers** in Thailand, Malaysia, Singapore, Indonesia and the Philippines. The firm deals with the largest distributors in these regions. Contact Mark Mensing, Cascadia Sales, 46251 Harford St., Chilliwack, B.C. Tel.: (604) 793-4303. Fax: (604) 793-4661.

Initial Steps Taken to Enhance Trade — from page 1

representatives of the corporate and higher education communities from the three countries to act as advocates for further partnering in the realization of mutually agreed objectives.

(*The conclusions are contained in the Vancouver Communiqué. See end of article).

In response to the establishment of the NADERN, the Canadian higher education and business communities have quickly mobilized their efforts.

Initial steps have been taken by the task force to draft by-laws for the proposed network. A number of Canadian organizations have expressed interest in implementing NADERN with American and Mexican counterparts.

With respect to the education/enterprise Canada initiative, the Association of Canadian Community Colleges (ACCC), a national association representing 180 community colleges and institutes of technology in Canada, is developing an implementation plan involving various Canadian colleges, the federal government and Canadian business and industrial sectors. This plan will promote international trade among the three countries.

With regards to the third initiative, the Corporate Higher Education Forum has already indicated its willingness, in conjunction with its United States counterpart, to take the lead in the formation of the North American Corporate-Higher Education Council. The Canadian government has put increasing effort into providing a coherent Canadian response to the initiatives of North American cooperation in higher education, research and training.

To effect a follow-up to the Vancouver initiatives, meetings of Canadian members of the task

force, representatives from government departments and agencies and members of the higher education community took place to determine specific initiatives that the federal departments and agencies should and could undertake immediately.

The Social Sciences and Humanities Research Council of Canada in cooperation with the International Development Research Centre organized a trilateral meeting on research collaboration that resulted in the decision to undertake a summer institute, jointly funded by the three countries, commencing in 1994, with the purpose of identifying a research agenda that will focus on the intersection of innovation, competitiveness and sustainability.

In Mexico, funds have been set aside for the trilateral initiative. Trust funds have been established, including separate ones for faculty development, telecommunications infrastructure, including support for the NADERN initiative, and North American studies.

The U.S. demonstrated its commitment to the trilateral initiative by reordering priorities at the United States Information Agency (USIA) which has already sponsored a number of trilateral educational projects under its University Affiliations Program.

A further meeting of the North American Task Force on Higher Education, Research and Training was held in Oaxaca, Mexico in early January to discuss progress to date and new directions related to the implementation of the Vancouver symposium conclusions. Efforts to implement the conclusions should complement existing efforts by those organizations already working in this area.

One such notable organization is the North American Institute

(NAMI), a trilateral, non-political, non-profit organization providing a forum for the cooperative development of ideas and proposals for managing the emerging North American community. NAMI brings together decision-makers from Canada, the United States and Mexico who support this cooperative approach.

NAMI has recently published two books: *Learning for Life, Education for an Economically Competitive and Socially Responsible North America* and *Beyond NAFTA: The Western Hemisphere Interface*.

The Institute publishes *NAMI News*, a bimonthly newsletter which monitors and disseminates information about events, publications and research with potential policy implications involving the three countries.

For further information about these publications and for a subscription to this free newsletter send your request and business card to NAMI News 128 Grant Ave., Suite 106, Santa Fe, New Mexico, USA 87501. (Tel.: 505-982-3657; Fax: 505-983-5840).

NAMI is organizing a forum discussion on **North American Environmental Cooperation: The Case for Sustainable Development** to be held in Vancouver, March 19-21, 1994, in conjunction with Globe '94.

A final report of the Vancouver symposium will be available in March 1994 in English, French and Spanish. Should you be interested in receiving a copy of this report or wish to be kept informed of developments in the trilateral initiative, please contact either Elia Gorayeb (tel.: 613-996-3649) or Lorraine Bélisle (tel.: 613-992-9919), both of Foreign Affairs and International Trade, Ottawa. Fax: (613) 992-5965.

Recruitment Underway for Trade Shows in ...

... Barbados ...

Bridgetown — A trade show being held April 26 to May 2, 1994 in this Barbados capital should provide Canadian participants with a

Telecom Events in Kiev, Prague

Kiev — This is the venue for **NEOCOM'94**, a telecommunications, information technology trade show being held May 11 to 13.

The show will feature high demand products now being procured by the growing Ukrainian telecom sector: telecommunications, data communications, satellite and VSAT networks, fibre optics, hardware and software.

With a population of 51.9 million people, the Ukraine could be a market well worth exploring.

Prague — Participation in **ComNet Prague'94** (May 24-26), Central and Eastern Europe's largest and most comprehensive regional showcase for the telecommunications industry, will afford companies the prime opportunity to access this dynamic market.

The first **ComNet** in 1993 attracted more than 8,800 professional visitors from 21 countries.

Show organizers say that leading international financing institutions are providing substantial loans for improvement projects in, among others, the regions of the Czech Republic, Slovak Republic, Hungary, Poland, Romania and Bulgaria — areas in which the telecommunications market could be worth \$30 billion by the year 2000!

Contact the shows' Canadian representative: Ross A. Cowan, 81 Ramsgate, Ottawa, Ontario K1V 8M4. Tel.: (613) 733-7822. Fax: (613) 733-7131.

unique opportunity to demonstrate their appropriate technologies and leadership to the world — particularly to officials from small island developing states.

They will have that opportunity — either by purchasing their own booth or by using Foreign Affairs and International Trade's information booth to display their product literature/brochures.

The event is **SUSTECH'94**, which is being held in conjunction with the **UN Global Conference on Sustainable Development for Small Island States**; the latter will represent 185 countries and is expected to attract 4000 persons.

SUSTECH, the international

trade show, will attract leading companies from around the world that will display products in nine principal sectors.

These are: disaster preparedness; pharmacy and biotechnology; clean water; pollution control; alternate forms of energy; waste management; information technology; coastal and marine resource management; and environmentally-friendly consumer products.

Companies interested in participating in **SUSTECH'94** should contact Charlotte Hutson, Commercial Officer, Canadian High Commission, Bridgetown, Barbados. Tel.: 809-429-3550. Fax: 809-429-3780.

"Seouly" Electronic

Seoul — Canadian electronic machinery producers and buyers have an opportunity to explore this market in Korea.

All they need do is participate in the **Seoul International Electric Fair (SIEF'94)** being held in Seoul July 5-9, 1994.

Products being exhibited include: electrical rotating machinery; electrical stationary apparatus; switch and control gears; cables and wires; power generation facilities, technologies and services.

Companies wanting more information or considering participating in this event should contact — **before April 10, 1994** — The Korea Trade Centre, Toronto, Box 9, Suite 600, 65 Queen Street West, Toronto, Ontario M5H 2M5. Tel.: (416) 368-3399. Fax: (416) 368-2893.

... and in Trinidad ...

Port-of-Spain — An international multi-sector trade exhibition, **EXPO'94**, is being held April 15-24 in this Trinidad capital.

Canadian companies are invited to participate, either through the purchase of their own booth or by using Foreign Affairs and International Trade's information booth to display their product literature.

More than 2,000 invitations have been sent to buyers in North America, Latin America, Europe, the Middle and Far East — so participating in this event could open doors to world markets.

Sectors covered in the 10-day show range from apparel and accessories, automotive components and cosmetic and personal care products to food and beverages, packaging materials and electric and electronic products.

Contact Ramesh Tiwari, Commercial Officer, Canadian High Commission, Port-of-Spain, Trinidad. Tel.: 809-623-7254. Fax: 809-624-6440.

SINGAPORE 1994 Trade Events Calendar

A number of shows being held in Singapore — and geared primarily to the Asia market — are scheduled to take place throughout 1994.

The following events were supplied by the show organizers' Canadian representative (whom interested parties should contact for further information): UNI-LINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Salon Culinaire94 — April 11-14, 1994 — **The 9th FHA International Salon Culinaire.** Culinary arts competition, featuring events for national and regional teams, as well as from individual food, hotel and catering industries.

Food & Hotel Asia94 — April 12-15, 1994 — **The 9th Asian International Exhibition of Food and Drink, Hotel, Restaurant and Catering Equipment, Supplies and Services and Conference** will present food products and consumables; beverage processing and service equipment; check in, accounting and stock control systems; communications/security systems; cleaning and maintenance; housekeeping products; furniture and furnishings; shopfittings, shelving and storage systems.

ProPak Asia94 — April 12-15, 1994 — **The 7th Asian International Food Processing and Packaging Technology Exhibition and Conference** will present food processing equipment, food packaging machinery and materials; bulk additives; food ingredients; can making; snack food; laboratory and microbiological research equipment; plant design and constructions; and con-

sultancy services.

Asian International Gift Fair94 — May 10-13, 1994 — **The 5th Asian International Trade Showcase for Consumer Products** will be featuring business/corporate gifts, character merchandise/toys and games, consumer electronics, arts and crafts, fashion and fashion accessories, festive decorations, home interiors, leathersgoods, pictures/frames, sports and leisure goods, stationery/greeting cards, jewellery, watches and clocks.

CommunicAsia94 — June 1-4, 1994 — **The 8th Asian International Electronic Communication & Information Technology Exhibition & Conference.** Telecommunications equipment, systems and services for private

and public networks, ISDN services and equipment, text communications, mobile communications, radio communications, fibre optics, cable systems, satellite technology, networking, public and private telephony and transmission technology, office communications systems and equipment, audio visual aids, lap tops, desk top publishing, office supplies, microcomputers, mainframes, workstations and office automation.

BroadcastAsia94 — June 1-4, 1994 — **The 3rd Asia-Pacific Sound, Film and Video Exhibition.** Broadcast, video and film production equipment, HDTV, ENG/EFP/SNG, studio equipment, microwave, transmitters and receivers, test and measurement, lighting, power, cable and accessories.

March Conference

Thailand-Canada Business Bound

Canadian companies interested in exploring business relations in Thailand might find it worth their while to contact **The Thailand Business Association of Canada (TBAC).**

This relatively new association also is the contact for *Asia's New Growth Circles Conference*, being held March 3-6, 1994 in Chiang, Thailand.

This is an international business conference on the emergence of opportunities in the Burma-Laos-Thai-Yunnan Quadrangle and the Lower Mekong Basin.

Established in early 1993, with offices in Toronto and Bangkok, the TBAC is a private-sector, non-profit membership organization whose aim is to facilitate

and promote bilateral trade and investment between Canada and Thailand.

The TBAC mandate is to help Canadian companies enter, or expand, their presence in the Thai market; to assist Thai companies in advancing their interests in Canada; and to become the central depository in Canada for information/research on Thai-Canadian business.

For further information on the TBAC and the services it offers, or for more particulars on the *Asia's New Growth Circles Conference*, contact Thailand Business Association of Canada, 280 Spadina Avenue, 4th Floor, Toronto M5T 2E3. Tel.: (416) 597-8212. Fax: (416) 597-8571.

Next Stop: Edmonton**Trading Houses Help Make Borders Disappear**

Over 185 Quebec manufacturers and 170 Canadian and international trading houses met in Montreal, December 1, 1993 to discuss immediate export opportunities, representational arrangements, investment opportunities, technology transfer and joint ventures. Trading houses were present from across Canada, Mexico, South America, Taiwan, Hong Kong, the United States, India, Eastern Europe, Japan, Europe, and Morocco. Opportunities in virtually all markets and across all product sectors were discussed.

"The overwhelming response from suppliers was to ask when the next show is," said Alain Gagnon, Director with the Quebec Association of Export Trading Houses, AMCEQ. "This was the most successful trade show dedicated to developing new export sales held in Montreal in 1993".

"The chance to meet and talk with so many trading houses in one location in one day was an extremely cost-effective means for us to identify new opportunities and expand into new markets without the added cost of going there," said one Sherbrooke manufacturer. "We can use the ears, eyes and international expertise of the trading house without the expense of having to hire and train new staff. In fact, most trading houses were buying fob plant, making our export into a domestic transaction with none of the export risk."

Suppliers had an opportunity in the morning to hear presentations on "How to Profit from Working with Trading Houses" and "Global Market Opportunities from a Traders' Perspective". In the afternoon they exhibited their prod-

ucts and brochures to the trading houses that were there to discuss new overseas business possibilities and identify new products to export. A complete directory of all participants and their interests was also published.

The next location in this cross-Canada series of seminars/trade shows will be at the Edmonton Convention Centre April 6, 1994 for Prairie manufacturers and processors.

Future shows are scheduled for the International Centre, Mississauga, June 15, 1994 and the Vancouver Trade and Convention Centre, December 8, 1994.

To learn how your company can participate and benefit from developing relationships with trading houses contact Mike Reshitnyk, Services Industries and Transportation Division, Foreign Affairs and International Trade, Ottawa. Tel.:(613) 996-1862. Fax:(613) 996-1225.

Syria, Lebanon**Telecommunication, Energy Mission**

The Canadian Embassy in Amman, Jordan is organizing a week-long mission to Syria and Lebanon in early March, 1994. Both countries are in the midst of upgrading and expanding their telecommunications and energy systems.

For more information on the products and services being sought by Syria and Lebanon, or if you would like to be part of the mission, contact the Commercial Section at the Canadian Embassy in Amman. Fax: 962-6-689-227 or tel: 962-6-666-124.

Bahrain to Host Trade Events

Information on the following Arab Gulf trade fairs is available from UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

GEO 94 — April 25-27, 1994 — The Middle East International Geoscience Exhibition and Conference will bring together manufacturers and suppliers of specialist equipment and software for the petroleum industry.

Middle East Infotech 94 — May 30-June 2, 1994 — The 8th International Computer, Information Technology and

Systems Exhibition for the Middle East covers computers, information technology and business systems including: computer, peripherals and systems; Arabic/English software applications; computer graphics; banking services; business communications systems; office supplies.

Bahrain Fair 94 — June 30-July 8, 1994 — The 7th Tourism and Commercial Exhibition is a public fair for tourism and consumer goods, such as, national tourist promotion boards, hotels, airlines, travel agents, holiday/tour operators, restaurants, as well as general capital equipment.

BUSINESS AGENDA

Toronto — The CUBC (Canada Russia Business Council) will hold a conference entitled "**Financing and Guaranteeing Ventures in Russia**" on February 23-24, 1994. Speakers will include senior members from the European Bank for Reconstruction and Development (EBRD), World Bank and the International Financing Corporation, commercial bankers and insurers. Attendees will learn how to compete for contracts for supply of goods, equipment, civil works and consultant services and how to compete for and secure project financing and investment guarantees. Contact Susan Santiago or André Benoit, CUBC, Toronto. Tel: (416) 862-2821. Fax: (416) 962-2820.

Toronto — February 26, 1994 — **Introduction to Import/Export: Getting Started**; February 27 — **International Marketing: Buying, Selling & Sourcing Imports & Exports**; March 5 -- **International Finance: Financing Imports & Exports & Getting Paid**; March 6 — **Customs, Documentation, Transport, Insurance**. These one-day seminars, each costing \$165 plus GST, are organized by Warrington International Import/Export Trade Consultants Inc. Contact G. Schmelzle, Toronto. Tel.: (905) 889-4083. Fax: (416) 947-1534.

Kingston — March 4, 1994 — **The Emerging of Trade and Invest-**

ment Opportunities in Vietnam is the subject of a one-day conference to promote and develop trade and investment. Contact the Vietnam Canada Trade Council, Ottawa. Tel.: (613) 230-2828. Fax: (613) 235-1515.

Calgary — March 6-7, 1994 — **Grocery Showcase West'94** —

More than 3,300 buyers and decision makers are expected to attend this conference and trade show, sponsored by the Canadian Federation of Independent Grocers (CFIG). Contact CFIG, Edmonton, Alberta, tel.: (403) 488-7184, fax: (403) 488-1337; or CFIG, Don Mills, Ontario, tel.: (1-800-387-0175, fax: (416) 449-7188.

Queen's Develops Exporting Program

An executive development program to help managers succeed in the international marketplace is being launched next month by Queen's University School of Business.

Deemed a first of its kind, **Developing Export Markets** will take place from March 20 to 25, 1994 and will attract managers who are exporting products or services, preparing to enter a foreign market, or working with an international partner.

Participants will come to understand the international marketplace, develop strategies for entering export markets, learn how to effectively implement international expansion plans, and gain access to international intelligence sources.

Harry Rogers, Deputy Minister in the Office of Economic Development (Ontario), says

that: "...this is one of the best designed international programs ever offered."

For a detailed brochure or more information on **Developing Export Markets**, contact Professor Donald Nightingale or Professor Donald Macnamara, Queen's University School of Business. Tel.: (613) 545-2371. Fax: (613) 545-6585.

Honorary Consul

Former Commercial Officer at the Canadian Embassy in Caracas, Bruce Todd, will be assisting in the promotion of Canadian commercial activities on Margarita Island, Venezuela, where he has been appointed Honorary Consul.

The address is: Consul Honorario de Canada, Sector Bella Vista, Calle Alejandro Hernandez, Res. Mediterraneo, Edif. Tirreno, Porlamar, Edo. Nueva Esparta, Venezuela. Tel.: 58.95/636568.

InfoEx

InfoEx (formerly **Info Export**) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **InfoEx** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order DFAIT publications, fax (613-996-9709) your requests on company Include the publication code (in brackets).

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MAR 8 1994

California / Canada

Strategic Partnering Advances Market

Did you know that California has a larger economy and population than Canada, or that the San Francisco Bay area is the fourth-largest market in the U.S.?

A strategic alliance with a Northern California firm might be the ideal way to gain access to this huge market, or to some of the nation's most advanced technology!

With this in mind, the Investment Division at the Canadian Consulate General, Los Angeles, in cooperation with the provinces of Quebec, Alberta and British Columbia, recently sponsored the latest in a series of business matchmakers in Pleasanton (just southeast of Oakland) and Sacramento.

The response by local firms was very encouraging, resulting in 19 expressions of serious interest in partnerships with Canadian firms. One of these might be the opportunity you've been waiting for!

Following is a summary of strategic partnering opportunities presented. For details on contact names and addresses, contact David McNamara, Canadian Consulate Trade Office, 50 Fremont, Suite 1825, San Francisco, CA 94105. Tel.: (415) 543-2550 ext. 22. Fax: (415) 512-7671.

COMPUTER SOFTWARE AND SYSTEMS

Century Analysis Incorporated

Privately held software company, formed in 1975, with expertise in

mainframe, UNIX and workstations. They produce software to solve the problems of multi-machine, multi-vendor and multi-standards environments, allowing the integration of disparate operating environments into a consolidated network. Interested in finding Canadian sales partners with experience in the healthcare, telecommunications, manufacturing or government markets.

CeBIT '94

*Supplement
(centre pullout)*

Enigma Logic

Twelve year old software developer with an off-the-shelf package for user-identification and access control to high security computer systems. Main customers are large, typical multinational, organizations, with multiple workstations, PCs or LANs. Interested in partnership with a systems integrator to develop add-on or related products, and/or to assist with sales and distribution in Canada.

Continued on page 2 — Advanced

Energy, Environment

Israel, Palestine Mission to Canada

If your company is in the business of either environmental technologies or energy, you may want to attend the following events organized by the Commercial Section of the Canadian Embassy, Tel Aviv:

• The Embassy is assembling a large delegation of Israelis and Palestinians to visit the Globe 94 environmental conference and trade show in Vancouver (21-25 March 1994). The Embassy will take advantage of this key event and organize a seminar in Vancouver, to which interested Canadian companies will be invited to learn of opportunities in environ-

mental projects in Israel, as well as the West Bank and Gaza Strip.

• A visit to Canada of a joint group of Israeli-Palestinian energy officials will take place in early March 1994.

Israel Electric Corporation has announced plans for an \$8.7 billion 10-year development program, and there is much talk of energy cooperation between Israelis and Palestinians, and perhaps in the broader Middle East region as well.

Interested companies should contact Valérie Latraverse, Foreign Affairs and International Trade, Ottawa. Tel: (613) 944-6994. Fax: (613) 944-7431.

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Advanced Technology Partnering is Profitable — from page 1

Digital Information Systems Inc.

This software developer, founded in 1976, is best known as the creator of Synergy DBL, an advanced and ANSI compliant business programming language. Business applications written in Synergy are installed in more than 150,000 sites worldwide. Interested in relationships with medium-sized Canadian software firms to pursue co-development opportunities.

The company is seeking investors who could finance the development of imbedded circuit boards to hard-wire slot machines for continuous data collection.

XSoft

This subsidiary of Xerox provides software that improves the way people use computers to create, capture, manage and communicate ideas and information on

documents. A related interest is in developing document management systems to improve office productivity. The company has a number of technologies available for licensing, exchange or joint product development. As well, they have an interest in bundling complementary products in their technical publishing and workflow management software.

Continued in Next Issue

Radcon Radar Control Systems

This is a R&D group specializing in radar control systems. Engineering capabilities at the company include weapons systems, microwave and video electronics, digital hardware design, digital software development and mathematical analysis. The company has four patented technologies that they seek to commercialize - these had previously been considered strategic, however, are now free to be licensed.

Wyatt and Associates

Provides Casino Management Software systems (DOS based) for computerized casino slot machine maintenance, as well as player tracking and change booth management. The same software can be readily applied to video arcades and vending machine applications.

Package Simplifies Export Process

A PC-based software package aimed at simplifying the exporting process has been developed by Export Freight Management Services of Toronto.

Dubbed **Exportise**, it allows the user to track data on costs, consignees, carriers, etc., determine which destinations are served by which carriers, fax out quotation requests, fill/print a wide variety of export and shipping forms, and much more.

It also offers a database of foreign customs and transportation information.

Included with the package will be a bulletin board service where exporters can exchange ideas and information and an on-line fax-back shipping/customs form

service.

Its format is such that anyone familiar with a keyboard and a mouse can master it quickly—yet versatile enough to accommodate a wide range of administrative needs.

The DOS version is slated for release early this year and the Windows version for release later this year.

For more information, contact Lucien Hummel. Tel.: (416) 4-EXPORT (439-7678). Fax: (416) 431-1815.

GATT Agri-Food Questions Answered

Exporters looking for information on the General Agreement on Tariffs and Trade (GATT) and the Canadian agri-food industry can now turn to a 1-800 number for help.

Through the toll-free line, set up by Agriculture and Agri-Food Canada, callers can have their questions answered and access fact sheets on GATT and its impact on agriculture.

The toll-free line, **1-800-668-1266**, is available Monday to Friday from 7 am to 8pm (EST).

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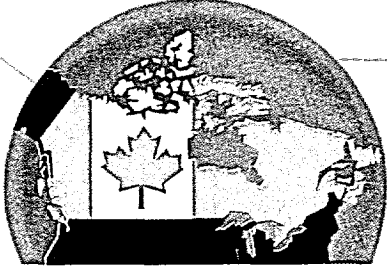
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CeBIT '94



Information Technology • March 16 - 23, 1994 • Hannover, Germany

CANADA'S INFORMATION TECHNOLOGY SECTOR TAKES CENTRE STAGE

Canada is playing a key role as Partner Country at CeBIT '94, the world's biggest information technology (IT) trade fair, taking place March 16 to 23 in Hannover, Germany.

Whether yours is one of the nearly 100 Canadian IT companies exhibiting at CeBIT '94, whether you are planning to be among the estimated 700 000 visitors to the fair, or whether you are merely eyeing from afar the potential for exporting IT products and services to Europe and further afield, CeBIT '94 presents a unique opportunity for the Canadian IT sector to increase its penetration, not just of the German market, but of the IT marketplace worldwide.

Of course, any export strategy requires detailed knowledge of the specifics of the particular market you want to enter, which is why events such as CeBIT are so important. Knowing where to begin is an important first step; the following brief overview should give you some ideas on orientation, not only before and during this key IT trade show, but also in the crucial follow-up period afterwards. We'll be looking at opportunities in telecommunications, in hardware, software and services, and in the growing

markets of some of the smaller countries in Europe and elsewhere. First, however, a brief look at two large IT economies, those of the United Kingdom and Italy.

United Kingdom

The United Kingdom is Canada's third-largest trading partner and one of the most popular entry points into Europe for Canadian IT companies. About 60% of Canadian investment in Europe

has been placed in the U.K., much of it in the IT sector, especially telecom. The U.K. has the most open telecom market in the European Union (EU) and is leading the world in combining cable TV and telephony services, with Canadian companies playing a prominent role.

The UK will be the largest EU exhibitor (excluding Germany) at CeBIT '94 and the fourth largest overall. The Canadian High Commission in London has produced a promotional diskette about Canada's CeBIT participation which has been circulated to more than 20 000 U.K. IT companies.

Italy

Italy's IT sector continues to grow despite a lingering economic recession. With a 3% increase in total revenues in 1992 (C\$65 billion), Italian IT growth was second only to that of Germany in the EU.

Italy is going through a period of social, political and economic change. In this context, IT will assume an increasingly important role. Ongoing sectoral deregulation, reorganization and privatization will produce strong growth in services and consequently in demand for

We'll look at opportunities in telecommunications, in hardware, software, services, and in the growing markets of smaller countries.

equipment and systems. Major areas of opportunity are multimedia, Geographic Information Systems (GIS), CAD/CAM, image processing, wireless communications, object-oriented programming, Integrated Services Digital Network (ISDN) equipment, etc. ☘

HARDWARE, SOFTWARE AND SERVICES: ENGINES OF GROWTH

Canada's software and hardware products and services rank among the world's very best. But this sector owes its dynamism, in part, to a healthy export market. Where can Canadian firms look to export their wares and form strategic alliances?

Denmark

Both in terms of computer penetration (computer resources per capita) and accumulated computer experience, Denmark enjoys leader status in Europe. Many Canadian hardware and software suppliers are already doing business there, and sales show encouraging growth.

The largest growth in software demand in 1994 is expected to be in the consumer market; growth in the manufacturing and commercial sectors will be more moderate. There is market potential for most types of software with the exception of administrative software; areas of potential include technical, graphics, communications, and utility and systems software at all hardware platform levels. In particular, the communications area appears to be growing rapidly. There is also potential for Windows applications.

Canadian suppliers of specialized software products are invited to contact the Commercial Division of the Canadian Embassy in Copenhagen for an individual market appraisal.

On the hardware side, Danish market potential lies primarily within the peripherals sector, for instance, add-on products for specialized applications in the areas of communications, emulation, imaging and high-end graphics.

Switzerland

The Swiss market for software and services reached about C\$3.7 billion in 1992. It is divided into

standard software (40%); individualized software (18%); services (37%); and training (5%). A growth of 4% is expected in the standard software sector, partly as a result of the new copyright law, explicitly covering computer software, that took effect July 1, 1992. Prior to that date, piracy was rampant, encouraged by the fact that Swiss software prices are two to three times higher than in the U.S. Canadian companies should keep this in mind and explore market possibilities for products that only now might be becoming competitive in the Swiss market. Further growth is expected in the services sector, mainly in newer areas such as networking, database services (online information), and problem-solving.

Czech Republic and Slovakia

Both the Czech Republic and Slovakia have very open import regimes: there are no import permit requirements and foreign exchange is available to local business people for any business purpose. From 1991 to 1992, Canadian exports to the former Czechoslovak federation increased five-fold to \$75 million. Establishing a foothold in the Czech or Slovak markets will also be a worthwhile first step towards doing business in the large markets of the former Soviet Union once the economic climate there has normalized.

Opportunities are very promising for Canadian companies with niche software products or leading-

edge hardware. Local representation can be obtained and sales networks are relatively well-developed. With respect to services, larger Canadian systems integrators should consider approaching these markets to take advantage of large-project opportunities, perhaps in partnership with a local enterprise. Computer specialists are highly skilled in both republics, but foreign firms can contribute business acumen and know-how that the two countries, for years limited by a centrally planned economy, are now keen to acquire.

Finland

The Finnish computer market is highly developed and the country boasts one of the highest PC densities in the world. Finnish software firms have indicated their interest in finding Canadian partners for joint marketing and product development efforts.

France

In France's software market, the main trend is in business administration, be it accounting, fixed asset and budgetary management, payroll and personnel, maintenance and production, or merchandising management. Three areas show particular promise: personnel management, maintenance management and purchasing management.

A high level of expertise already exists in France in the area of business administration software. Nevertheless, foreign competition does exist, particularly for large-system management software and wide-distribution software for microcomputers, in the project management and decision support areas, among others. Data management and software engineering packages for developers also offer potential.

The Netherlands

The total Dutch market for computer hardware, software and services in 1991 was estimated

at between \$12.4 billion and \$13.1 billion, an increase of about 6% over 1990, with sales of software and services representing more than half of the total. There are good opportunities in PC-related hardware (mainly peripherals and add-ons), particularly in data-communications (i.e., LAN and WAN products). Many brands of IBM-compatible PCs are already on the market. Sales of laptops made a slow start in the Netherlands, but are now growing.

Both hardware and software sales have seen decreasing growth in recent years; growth rates in 1993-1994 are expected to level off to between 1 and 3%.

Most software on the Dutch market is imported, mainly from the U.S., although the domestic industry is growing, and is particularly strong in the standard business package sector. Use of UNIX is growing rapidly, which augurs well for overseas suppliers of UNIX-based software and hardware. Opportunities also exist in specialized software (e.g., graphics and CAD/CAM, desktop publishing, expert systems). Documentary Information Systems (DIS), including optical data storage, and EDI are important growth areas, as are communications-related PC software and add-ons.

Strategic partnering possibilities exist in the areas of software development and GIS. Domestic GIS expertise is already highly developed, but there may be a useful complementarity between Canadian products (such as hardware and software for mapping large areas) and Dutch technologies (e.g., computer models for environmental monitoring and physical planning). There is a high level of GIS research and co-operation in the Netherlands.

About 90 Dutch companies will be exhibiting at CeBIT, and some 10 000 Dutch visitors are expected, making them the most numerous of all foreign visitors. *

SMALL COUNTRIES BIG OPPORTUNITIES

*It's not just the giants that are open for business.
Many smaller countries also offer big rewards for exporters.*

Belgium

With only 10 million people, Belgium accounts for 3.2% of international trade, and is the sixth-largest exporter in the EU. Nestled between two economic giants, France and Germany, Belgium is in one of the world's most industrialized and competitive regions.

The 1994 Belgian IT market is estimated at \$8.4 billion, with an annual growth rate exceeding 5.3%.

Some of the high-growth areas are telecom (7%), computer workstations (30%); and systems and network operations (16%).

Belgium imports much of its IT products and services, with import penetration of hardware at 32% and growing. In terms of GDP share and per capita expenditure, Belgium's IT sector is above the EU average.

Belgium is recognized by marketing experts as being the ideal test

New Opportunities in Central and Eastern Europe

Prior to 1989, the centrally planned economies of central and eastern Europe were relatively isolated from state-of-the-art information technologies that abounded in the leading industrialized countries. Consequently the current IT markets of these economies are growing quickly as government organizations and enterprises strive for productivity improvements through office and industrial automation.

In the Czech and Slovak republics, the financial services sector is an area of particularly strong growth. The demand in the industrial sector will grow as the privatization process continues. Public utilities and hospitals also have major requirements for information systems.

The Central & Eastern European

Trade Development Division (RBT) of the Department of Foreign Affairs and International Trade will be organizing an Informatics Mission featuring computer hardware, software and related services to the Czech Republic and Slovakia immediately following CeBIT '94 (i.e., March 24 to 29, 1994).

For additional information, please contact:

Mr. Hans Himmelsbach

Deputy Director,

Central & Eastern European
Trade Development Division (RBT)
Department of Foreign Affairs
and International Trade

125 Sussex Drive, Ottawa, Ontario
K1A 0G2

Tel: (613) 996-7107

Fax: (613) 995-8783

market in the EU. It is an extremely challenging market, in part because of its cultural duality, which allows the exporter to experience the differences in business practices that are found among different cultural groups. A comprehensive market study on the Belgian telecom environment is available at the Canadian Embassy in Brussels.

Norway

Norway has one of the most advanced IT markets in Europe and, with its openness towards new technologies, is also well suited as a test market for European distribution.

The Norwegian IT market was estimated at about C\$3 billion in 1992. This is about 2% of the total Western European market, a substantially larger proportion than its population of only 4 million might indicate. The penetration of PCs is particularly high, with 230 000 sold in 1993. Software for Windows and multimedia software and hardware offer the best prospects within the PC environment. There is also great demand for datacommunications equipment, especially for LANs. The client/server market is also promising, as is the market for good Unix solutions.

Sweden

Sweden, too, is a highly computerized society and offers good opportunities for Canadian IT companies, particularly in the areas of data and voice transmission, data storage equipment, and special application and niche software. Canadian capabilities are well recognized in Sweden, and all the major Swedish IT players will be at CeBIT '94.

Hungary

Hungary's IT sector came into its own in the mid-eighties; its contribution to the country's GDP was 10% in 1982, 13% in 1986, and 17% in 1990.

The gross value of fixed assets owned by corporations and institutions in the IT sector is about C\$6.57 billion. In 1992, Hungary

had about half a million computers in use by governments, corporations and private users; their total value was about C\$630 million. In the same year, Hungary had about 10 700 active IT companies, or 28% of its total active companies.

As privatization of the Hungarian IT sector continues, opportunities will develop for investment by foreign companies, particularly in the "language industries" (e.g., education, publishing, film production, etc.). Opportunities also exist in public and business administration systems and in alliances for software development and production.

Israel

Israel has a steadily growing, diverse and dynamic IT sector. Its security needs and the challenges posed by a relatively small yet highly

sophisticated economy have given the communications and IT industries unique momentum. Total sales in 1992 reached \$1.4 billion, of which about \$750 million (54%) were exports. Technical skills and R&D are strong, too, with numerous major IT companies worldwide (including IBM, Digital, Motorola, Intel, Microsoft and others) establishing joint projects and R&D centres in Israel.

Israel will have one of the largest participations outside of Europe at CeBIT '94, demonstrating the importance placed on exports by the Israeli IT sector. The approximately 100 Israeli companies at the fair will seek to develop bi-lateral relationships such as marketing agreements for Israeli and Canadian products, outsourcing and contract programming, and joint ventures. 🌱

TRADE MISSIONS TO CeBIT '94

In addition to the strong contingent of Canadian companies, government and other agencies at CeBIT '94, a number of Trade Commissioners and Commercial Officers from Canadian embassies and missions around the world will be bringing delegations of buyers and other interested IT contacts to CeBIT, and will be available for consultation at the fair:

PARIS:	Gary Luton and Musto Mitha
MADRID:	Alonso Herrero
DUBLIN:	John Sullivan
ROME:	John Picard
STOCKHOLM:	Maria Spetz
ALGIERS:	John Morrow
MILAN:	Pierangelo Ponzoni
BERN:	John Schwartzburg and Marianne Burkhard
WARSAW:	Lynda Watson and Hanna Mroz
BRUSSELS:	Freddie Dutoit
COPENHAGEN:	David Horup
LONDON:	George Edwards
HELSINKI:	Karita Huotari
BONN:	Don Butler
TEL AVIV:	Sara Hradecky
BUDAPEST:	S.B. Gyonyor

To get in touch with these Department of Foreign Affairs and International Trade representatives, contact the Trade Information Booth at the Canadian stand in Hall 6 at CeBIT. Tel.: 895-3546.

TELECOM: HIGHWAY TO THE FUTURE

Since the days of Alexander Graham Bell, Canada has excelled in telecommunications. Now, in the race to build an "information highway," Canada is again in the fast lane, with plenty to offer other countries that are expanding in the telecom arena.

France

The trend in France is towards deregulation and greater competition. It seems likely that France Télécom will continue to operate as a state-owned enterprise and will retain the exclusive right to supply public telephone services; however, value-added services (particularly electronic mail, access to data banks, and the resale of data communications services) and mobile communications are subject to heightening competition.

Given that the current systems are overloaded, mobile communications should see explosive growth over the next few years. France Télécom appears to be the most enthusiastic developer in Europe for digital cellular group special mobile systems and the telepoint wireless service. Radiopaging is another important area of development.

Cable TV is gaining popularity in France: it is estimated that by 1995, 2.7 million subscribers and 8 million households will have access to cable. Towards this goal, cable distributors will need equipment, software and increased programming to attract new customers.

Other important segments of the French IT market include network management systems for France Télécom, satellite TV.

Spain

A recent study was initiated by the Spanish government for the

liberalization of Spain's IT sector, including telecommunications products and services. Accordingly, there will be increased activity in the areas of mobile telephones, satellite communications, broadcasting products, international telephone network products and services, and cable TV products and services.

Despite the current economic recession, the cellular telephone market in Spain is booming, with the number of users doubling each year. Until now, the Spanish PTT (Telefónica) has offered this service on a monopoly basis, but this will likely change soon: a tender will be called to award a license for a second cellular telephone company to operate in competition with Telefónica.

Canadian technological expertise is leading the world in telecommunications innovation. Let's make sure the world knows about it.

With the launching of Spain's second communications satellite, there is an incipient boom in this sector also. The two satellites will provide more TV channels and more capacity for telephone communications, including data transmission. Several Canadian manufacturers are already selling TV studio equipment through selected and specialized representatives.

Spain's cable TV market is esti-

mated at about C\$762 million, including engineering, project development and installation. This service could reach up to 1.3 million subscribers. Legislation regulating cable TV is expected to be approved by April 1994.

Spain's telecommunications products sector does not include many local manufacturers - about 40 supply two-thirds of the domestic demand. With Telefónica's ambitious modernization plans and a new trend towards liberalization, there could be good opportunities for Canada in this sector.

Korea

The 1992 domestic Korean market for telecommunications was estimated at US\$2.3 billion, representing a growth of 15% over 1991. It is projected to reach US\$4.5 billion by 1996 and US\$12.5 by 2001. Satellite communications, mobile communications, and network management show particular promise for Canadian firms.

The value of Korea's service market is more than three times that of its equipment market. Basic voice services have been provided mainly by state-owned Korea Telecom (KT); legislation has been passed to

pave the way for KT's privatization.

Deregulation of Korea's service market is making some headway, although the U.S. and the EU, among others, are pressing for earlier access. Korea has agreed to open the VAN service market to foreign firms for full participation from 1994 on.

Korea's Ministry of Communications and five existing basic telecommunications service providers are planning several new

projects for the nineties, including the launching of a domestic communications satellite, and the introduction of Community Antenna Television (CATV) and a host of local and international data communications services.

Switzerland

The Swiss telecommunications industry realizes an annual turnover of about C\$4.4 billion. With the introduction of progressive telecom legislation, Switzerland has created fair market conditions in a liberal environment. With the exception of voice transmission, any and all telecommunications services may be provided by third-party suppliers. Opportunities exist for suppliers of high-tech telecom equipment, data processing equipment, and software. This is particularly so for companies

with new and sophisticated technologies who are willing to consider joint ventures or co-operative agreements with Swiss partners.

Finland

Telecommunications technology in Finland is highly advanced; in addition to offering good sales potential for leading-edge Canadian products, Finnish networks can serve as a platform for further product development to enhance the competitiveness of Canadian suppliers. Finland is also advanced in terms of telecommunications liberalization; network connections, data-communications, equipment for ISDN and GSM (global standard for mobile communication), voice processing equipment, asynchronous transfer mode (ATM) technologies and LAN equipment

are a few examples of systems and services that have good market prospects.

Finnish IT firms, in particular telecommunications companies and operators, are expanding into the former Soviet Union markets, including the Baltic states.

The Netherlands

Following deregulation of the Netherlands-PTT in 1989, the Dutch telecom sector, estimated at between US\$1.2 billion and 1.4 billion, offers excellent potential for outside suppliers, although many telecom products need to undergo conformance testing to ensure compliance with local technical requirements. Electronic Data Interchange (EDI), mobile datacom equipment and ISDN-related systems are growth areas. ✪

IT Trade Fairs Pay Off for Canadian Firms

Many successful Canadian exporters got their start at trade shows like CeBIT '94.

ATI TECHNOLOGIES INC. of Thornhill, Ontario, found that exhibiting at CeBIT has expanded business enough to warrant the opening of a dedicated German office providing sales and marketing support for all of Europe. Says company spokesperson Andrew Clarke, "it was really the opportunity presented by the Canadian government to participate at CeBIT that enabled us to get started in Europe. And the results speak for themselves. What began as a two-person office now has a staff of 12 and continues to grow."

EVERGREEN INTERNATIONAL TECHNOLOGY INC. of North Vancouver has recently begun to exhibit at international trade fairs, and is more than pleased with the result. Says spokesperson John Kostiuik, "We participated with the government at Comdex in the Fall of 1993, and developed several very promising leads with large international companies. The event

certainly exceeded our expectations, and we should do even better at *CeBIT '94*, where we expect to capitalize on the interest that has been shown in Europe for our products certainly exceeded"

Mr. Boutaleb-Joutei, President of **PROTEC MICROSYSTEMS INC.** of Pointe-Claire, Quebec, shares this view of the importance of international trade fairs: "In the context of an increasingly global economy, I would strongly recommend and encourage small and medium-sized companies looking to export their products or services to benefit from the international tradeshow programs organized by the Department of Foreign Affairs and International Trade. It is in no small part thanks to these programs that Protec Microsystems today exports over 60% of its products."

BUSINESS OPPORTUNITIES

Before entering into an agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CZECH REPUBLIC — ISES, an import-export trading house, is seeking various Canadian consumer products to import. ISES is located on Madrova 9, 143 00 Prague 4, Czech Republic. Fax: (011) 42-2-401-1266. Please fax your products list to the Canadian representative, George Sigmund, GDS Business Services, 94 Ridgefield Crescent, Nepean, Ontario K2H 6T2. Fax: (613) 726-1390.

EASTERNEUROPE—The North American Association For Exports to Eastern Europe (NAAFETEE) is a non-profit association which will put Canadian firms in touch with Eastern Europe businesses in search of a wide variety of products. Only fee is annual membership of \$200.00. Contact Ross Hedvicek in Waterloo, Ontario. Tel.: (519) 888-0403. Fax: (519) 888-0487.

PAKISTAN — An international trading company with excellent contacts with importers, distributors and consumers in Pakistan wishes to contact producers of **newsprint paper, pulp, paper and board, oil and gas drilling production equipment, iron and steel products and re-conditioned and used machinery, plants and spare parts.** The company also is interested in **joint venture/licensing arrangements** and in the provision of **production technology.** Contact the company's Canadian representative, M. Naseer Hossain, Bulk Marketing Services, 100 Parkway Forest Drive, #901, Willowdale, Ontario M2J 1L6. Tel.: (416) 491-8693. Fax: (905) 946-9643.

Tourism Target of Cuba Trade Show

Havana—Through the display of product literature or through their own stand, companies have an opportunity to get in on Cuba's burgeoning tourism industry.

The vehicle is **Tecnotur'94**, a trade show which runs May 24-29.

The Canadian Embassy in Havana will have an information booth to promote Canadian exporters.

Directed to Cuba's tourist sector, **Tecnotur** has presented an excellent opportunity for Canadian exporters, entrepreneurs or potential investors to establish direct and personal contact with officials from Cuba's various tourist organizations.

Tecnotur also is a low-cost means for Canadian exporters with no experience in the market to introduce their products.

Given the high priority accorded to tourism and tourism development, Cuba continues to make substantial purchases for this sector. In spite of the country's economic difficulties, the Cuban state enterprises are prepared to pay for such imports on a confirmed

letter of credit basis.

Opportunities exist not only in new hotel construction or renovations, but for ongoing sales of food products and consumer goods for guests and to stock the country's duty-free and hotel shops.

Canadian firms already sell glassware, swimming pool equipment and accessories, sports and recreation equipment, furniture, kitchen and refrigeration equipment, air conditioning systems, communications hardware items, electrical supplies and plumbing fixtures.

Companies wishing to send product literature should forward as soon as possible 30 brochures, some posters, promotional items and, if possible, product samples to Commercial Division, Canadian Embassy, P.O. Box 500 (Havan), Ottawa, Ontario K1N 8T7.

Companies planning to have their own stand (minimum size 9 square meters at US\$135.00/sqm) may contact PABEXPO. Fax: 20-3450/22-8382. Samples should be consigned to PABEXPO, Feria Tecnotur 94.

Food on Menu at Montreal Fête

Montreal — From April 24 to 26, 1994 the ninth consecutive **Super Salon de l'Alimentation (SSA)** will be crowning the SSA gold prize winners in all categories: edible dry products, perishables, non-edible dry products, equipment, new technologies, environment and foreign markets.

The most sought-after prize is without question the SSA Platinum, the National Grand Prize awarded to a product of all-round distinction and excellence. Among the criteria considered are nutritive value in the case of food, innovation, technical properties, and

impact on Canadian and foreign markets. Who will win the prize? Come to the Food Gala this April 23 and find out.

The winner of an SSA Gold, Silver or Bronze prize will be guaranteed recognition in the trade magazines, both in Quebec and the rest of Canada. In addition, prize winners may use the official competition logo on their packages and promotional material. It is expected that about 100 products will be in the running.

For further information, telephone (514) 289-9669 or 1-800-363-3923.

Ecuador Hosts Construction Industry Event

Quito — The Construction Chamber of Quito is organizing Construya'94, the Third Con-

struction Industry Fair of Ecuador, in Quito, April 8-17, 1994.

This is the largest construction

industry trade show and business forum in Ecuador. More than 1,000 construction and real estate management professionals (engineers, architects, contractors and property managers) will attend. The focus will be on new technologies and the latest products and services for the maintenance, repair, renovation and construction of commercial, industrial, retail and housing projects.

The Canadian Consulate in Quito will have an information booth.

Contact Stéphane Charbonneau, DFAIT, Ottawa. Tel.: (613) 996-5548. Fax: (613) 943-8806. Or contact the Commercial Officer in Quito, Mario Larrea. Tel.: (011-593-2) 543-214. Fax: (011-593-2) 503-108.

Data Processing Focus of U.S. Show

Myrtle Beach — The Canadian Consulate General, Atlanta, will have an exhibit section here at the 1994 South-eastern Data Processing Managers Association Conference/Trade Show being held May 12-14, 1994.

This show is restricted to data processing managers (about 100) who are organization members.

In the past, there have been about 60 vendors. Virtually all of the attendees will be buyer influencers for hardware, software and peripherals. The primary focus for vendors has been in the mainframe environment; however, this is shifting towards

mid-range and work stations, as well as general ledger and human resources software.

The show, because of its compact nature and limited regional participation, should make follow-up easy for smaller companies. The cost per booth is reasonable: (US\$650.00).

To register, contact Richard Render, Data Processing Management Association. Tel.: (803) 748-3651. Fax: (803) 733-6594.

Once you have contracted with the organization, contact Steve Flamm, Commercial Officer, Canadian Consulate General, Atlanta. Tel.: (404) 577-6810. Fax: (404) 524-5046.

Defence, Areospace Mission to Colorado

Colorado Springs — The Canadian Consulate in Minneapolis is seeking Canadian participants for its Defence and Aerospace Prime Contractors Mission during the week of April 4, 1994.

The mission, which will visit with purchasing departments of area companies, will also include a one-day visit in Colorado Springs to the Space Commerce Expo'94 — a venue where companies involved in the commercialization of space display products/services.

Contact Peter Aikat at the Minneapolis Consulate. Tel.: (612) 333-4641. Fax: (612) 332-4061.

Greek Trade Show Targets Defence

Athens — The 8th edition of Defendory International will take place in Athens, October 4-8, 1994.

This is a specialized exhibition of conventional systems for national defence on land, sea and air.

Defendory International attracts a large contingent of government representatives and official armed forces delegations, as well as experts and technocrats from an average of 80 countries. The previous event was attended

by 31,555 visitors.

Defendory 1994 gives the Canadian exporter an ideal platform from which to expand market share. Land, sea, air, electronics, police and security, civil aviation, military medicine equipment, systems and other related products are within the scope of the fair.

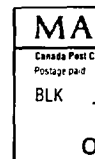
For more information, contact Rhéal Leroux & Associates, 37-1010 Polytek Street, Ottawa, Ontario K1J 9J2. Tel.: (613) 741-9397. Fax: (613) 741-9906.

InfoEx

InfoEx (formerly Info Export) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoEx (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order DFAIT publications, fax (613-996-9709) your requests on com. Include the publication code (in brackets).

Return requested
if undeliverable:
CANADEXPORT (BCT)
125 Sussex Drive
Ottawa, Ont.
K1A 0G2



CANADEXPORT

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March 15, 1994

We're Talking \$Billions!

Tourism Big Business for Canadians ...

...In fact, it is a \$28.5 billion industry that stimulates economic growth, prosperity and cultural development in all provinces and territories.

The industry is comprised of more than 60,000 firms, offering a wide range of services from transportation and accommodation to recreation and entertainment and providing direct employment for nearly 560,900 Canadians.

During 1992, foreign visitors spent more than \$8 billion while vacationing in Canada, making tourism this country's fourth-largest export.

The Department of Foreign Affairs and International Trade (DFAIT) has responsibility for delivery of the tourism program abroad through its staff at Canadian Embassies, Consulates and Trade Offices.

Industry Canada (Tourism

Canada), a major stakeholder, establishes policy, provides direction and shares in the funding for the delivery of the federal tourism program.

Other government departments, provinces, territories and municipalities are also partners in marketing Canada's tourism products and services in the United States and overseas.

While all Canadian commercial offices abroad can assist firms in the tourism sector, 23 of these posts are staffed with dedicated tourism personnel. Fifteen of these posts are located in the United States; four major offshore offices are located in Paris, London, Dusseldorf and Tokyo. The Canadian tourism industry can also draw on expertise at the Canadian Embassies in The Hague and Seoul, the Consulate General in Sydney and the Canadian Trade Office in Taipei.

DFAIT employs a total of 53 officers and more than 25 support personnel in its tourism operations abroad.

Coordination of the International Tourism Program within DFAIT is handled by the U.S.A. Trade and Tourism Development Division (UTO) which closely consults with the other geographic bureaus. UTO is the department's prime

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North America
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coordination link with Industry Canada (Tourism Canada), other federal government departments, provincial and territorial governments, municipal and regional administrations and the Canadian industry.

The promotion of Canadian tourism by DFAIT-HQ and staff abroad includes:

- developing and implementing tourism market development plans;

Continued on page 5 — Tourism

U.S. Army Corps Budget of \$11 Billion Could Prove Promising to Exporters

A new procurement guide is now available for Canadian construction firms interested in selling to the Army Corps of Engineers.

With an anticipated fiscal year 1994 budget of more than US\$11 billion, this agency is the largest buyer of construction services within the U.S. Federal Government.

The guide, prepared by the Canadian Embassy in Washington, D.C., includes information on the mission of the U.S. Army Corps of

Engineers, how it contracts for products and services, the effects the North American Free Trade Agreement (NAFTA) will have on its procurement procedures, as well as a number of factors Canadian firms should consider in dealing with this agency.

Copies of the guide may be obtained from InfoEx, Foreign Affairs and International Trade, Ottawa. Tel.: 1-800-267-8376. (Ottawa area 944-4000).

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May 15 Deadline

Canada Export Award Open to Applicants

The Canada Export Award program, now in its twelfth year, invites successful Canadian exporters to enter the 1994 competition. The Award, presented by the Department of Foreign Affairs and International Trade (DFAIT), is highly regarded by the business community as a symbol of success in the increasingly competitive world of international trade.

Who is eligible?

Applications to the Canada Export Award program are open to all firms or divisions of firms resident in Canada that have been exporting goods and/or services for a minimum of three years. Trading houses, financial institutions, transportation, market research, packaging and promotion firms are also eligible.

How are the winners chosen?

The Canada Export Award Selection Committee, made up of experienced business people from across Canada, consider the following criteria, among others, in choosing the winning companies:

- the extent to which the firm (over its latest three fiscal years) has shown significant increases in export sales;
- success in breaking into new markets;

For a Canada Export Award application, send this coupon to:

Canada Export Award Program
Trade Development Operations Division (TOO)
Department of Foreign Affairs and International Trade
125 Sussex Drive, Tower C, 5th Floor
Ottawa, Ontario K1A 0G2

Fax: (613) 996-8688 Telex: 053-3745 Telephone: 1-800-267-8376

Name: _____

Title: _____

Company: _____

Telephone No.: _____ Fax No.: _____

Address: _____

City, Province: _____ Postal Code: _____

- success in introducing export products into world markets.

What can the Award do for you?

The Canada Export Awards are presented annually by the Minister for International Trade at a special ceremony attended by key members of the export and business community. Firms receiving the Award can use the Canada Export Award logo on letterhead, advertisements and other promotional material for three years. National and local publicity and promotion campaigns also supports the presentation of the Award.

Winning companies report that the recognition they have received from the Award has been an important marketing tool, raising the companies' profile at home, attracting new foreign customers, and giving a real boost to employee morale. The Canada Export Award logo, coupled with the company's name, identifies the firm as an outstanding export achiever and serves to remind all Canadians of the importance of trade, particularly exports, to the country's economic well-being.

Applications for this year's Canada Export Award program must be received by May 15, 1994.

To receive an application or for more information, businesses should contact the InfoEx Office of the Department of Foreign Affairs and International Trade, toll-free at 1-800-267-8376, or mail or fax the above coupon.

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

Number to Note

The correct telephone number for the Canadian Embassy in Tunis, Tunisia is: (011-216-1) 798-004.

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — An Edmonton-based company with liaison offices in Hong Kong, Guangzhou, Jinan, Shanghai and Beijing offers **technology transfer, real estate development consulting, joint ventures and marketing services** to companies interested in the Chinese and Hong Kong market. The company is engaged primarily in building materials, real estate development, construction equipment, and new/used plants. Contact R. LaBrie, Director, Pacific Asia Canada Trade (PAC) & Development Group Ltd., 2/F, 11514 Jasper Avenue, Edmonton. Tel.: (403) 488-3888. Fax: (403) 488-0573. Interested parties may also contact Joseph Lam, Director, PAC, 1503 Westlands Centre, 20 Westlands Road, Quarry Bay, Hong Kong. Tel.: (852) 880-5226. Fax: (852) 880-5062.

INDIA — A well-established trading house in this country seeks an **experienced partner, on a joint-venture basis**, to help set up a **factory** in India. Contact P.P. Singh, P & S Trading Corporation, 6200 McKay Avenue, Suite 145-785, Burnaby, B.C. Tel.: (604) 444-4294. Fax: (604) 433-1552.

INDIA — A very prominent company which operates a major chemical complex and which has wide experience in a variety of chemically-related projects wishes to enter into a **joint venture arrangement in the area of chemicals production**. Contact G.M. Kapur, Managing Director, Sanderson Industries Ltd., 240B,

Acharya J.C. Bose Road, Calcutta-700 020. Tel.: 247-1561/3427/6190. Fax: (91) 33-2476876/2486336. Telex: 215141 SAND IN.

MOROCCO — An investor group is seeking **equipment for making all kinds of sandpaper**. Interested companies may contact Abdellah Azelmad, Vice-President, Goal Electronics. Tel.: (514) 523-0192. Fax: (514) 528-1017. Send all information to 805 Gilford, Montreal H2J 1P1.

NETHERLANDS — A well-established Dutch importer/distributor seeks direct contact with Canadian manufacturers of **fasteners for the building industry**. The firm works on the basis of exclusive representation only. Contact Johan P. Hooijkaas, President, Northern Engineering Services BV, P.O. Box 431, 1380 Ak Weesp, Netherlands. Tel.: (2940) 18844. Fax: (2940) 14881.

NEW ZEALAND — An importer/wholesale distributor company wishes to contact top-performing, quality-conscious manufacturers of **industrial work stations and storage items**. The company seeks, particularly, manufacturers of work benches, storage systems, metal tool boxes and industrial type "containers" of any size or description. Contact E. Sime & Company Limited, 61 Seaview Road, P.O. Box 31-332, Lower Hutt, New Zealand. Tel.: (04) 568-4126. Fax: (04) 568-3027.

VENEZUELA — A trading house with excellent connections in the **oil, mining and petrochemical industries** wishes to contact Canadian counterparts wishing to export their products to this market. Contact Ernesto Muchacho, Almar, C.A., Centro Empresarial Miranda, Av. Fco. de Miranda. Tel.: 582-238-4530. Fax: 582-238-6067.

CONTRACTS AWARDED

Stone Marine Canada Ltd./Ltée, Iberville, Quebec, through the Canadian Commercial Corporation, has been awarded a C\$1.7 million contract, under terms of the U.S./Canada Defence Production Agreement, for the production and delivery of propeller blade sets for the U.S. Naval Sea Systems Command, Arlington, Virginia.

Lab-Volt Ltée/Ltd., Montreal, Quebec, through the Canadian Commercial Corporation, has won an important C\$13.1 million contract with the Ministry of Education and Culture of the Republic of Ecuador. Under the three-year contract, Lab-Volt will manufac-

ture educational, hands-on training equipment for use in the study of electricity, electronics, electro-mechanical, refrigeration and air-conditioning instrumentation and process control, and of hydraulics and pneumatics, in various technical institutes throughout Ecuador. The company also will provide related installation and training services.

Polygon Fire Protection Inc., Saint-Laurent, Quebec, has been awarded a \$600,000 contract to provide a complete fire protection system for the Jordanian Fine Hygienic Paper Company.

Strategic Partnering in Advanced Technology

A strategic alliance with a Northern California firm might be the ideal way to gain access to a huge advanced technology market — as was discovered in a recent series of matchmaker seminars held in Pleasanton and Sacramento. Companies summarized here (other companies were first presented in CanadExport, Vol. 12, No. 4, March 1, 1994) hold promise of potential strategic partnering opportunities. For details on contact names and addresses, contact David McNamara, Canadian Consulate Trade Office, 50 Fremont, Suite 1825, San Francisco, CA 94105. Tel.: (415) 543-2550 ext. 22. Fax: (415) 512-7671.

DISPLAY SYSTEMS

Jupiter Systems

This firm manufactures high resolution graphics monitors and X-window protocol workstations for controlling multiple monitors on one system. Typical applications are: control systems and displays in pulp and paper, chemical plants or other process facilities; SCADA systems for utilities; medical imaging displays; transportation systems; air traffic control; and seismic analysis.

They have a cooperative marketing arrangement with Electrohome monitors, and would consider other such arrangements. Jupiter would also be interested in cooperative R&D of new product lines or applications.

WAH Systems Corporation

This firm is a multi-media systems integrator, specializing in the design and construction of leading-edge multi-media presentation systems, incorporating audio, visual aids, lighting, electronic control and data communications. Applications range from corporate board rooms or hearing rooms to sophisticated teaching classrooms (eg. medical schools, etc.) to broad-

cast and recording studios. Customers include Fortune 100 companies, government agencies, theatres, churches, T.V and radio broadcasters, recording studios and nightclubs. Already distribute Electrohome (Canada) monitors and will consider other Canadian audio/visual equipment in bids.

INSTRUMENTATION

Conway Engineering, Inc.

This company, formed in 1977, develops and manufactures small test equipment for telecommunications and utility companies, for checking the integrity and performance of communications lines and phone equipment. They have an alliance with Unisys, which provides the platform for some of their test equipment. They are pursuing an ISO 9000 rating. Conway is seeking a joint marketing/distribution agreement with a Canadian company producing complementary products for the telecommunications and utility markets. The firm has a strong R&D capability and is prepared to entertain joint projects.

Environmental Devices, Inc.

A small R&D business, founded 20 years ago, engaged in contract design and production of mass spectrometer peripherals, miniature power supplies, satellite research instruments and other advanced systems. The firm seeks an alliance with a Canadian firm manufacturing or marketing mass spectrometer equipment who can add peripherals to the product.

Titan Beta

This Division of the Titan Corporation designs and manufactures pulsed power systems and components. Their systems range from turn-key linear accelerators for the electron beam processing and medical equipment sterilization markets, to high-energy custom

designed systems for synchrotron injection. The company is actively seeking strategic alliance partners, particularly in the commercial arena, which can benefit from the capability and experience gained in their established technologies.

ENGINEERING

Consolidated Engineering Labs

This is a full-service building inspection firm, employing 200 in 5 offices in the western U.S. Roughly 80% of their work is done on the construction site, and 20% involves materials testing in the labs. They pride themselves on maintaining among the highest standards of client service in the industry. They are interested in geographic diversification, particularly in western Canada, through purchasing of an existing firm employing 15-20 employees in the \$15-\$20 million price range, or partnership with a consulting engineering firm wishing to get into building inspection services.

Wahler Associates

This 30 year old geotechnical and environmental engineering firm specializes in land reclamation and redevelopment, water resources project development, landfill and solid waste management, environmental protection, geologic and seismic hazards, groundwater management, dam and levee design, and the development of roads and bridges. Interested in a teaming arrangement with a western Canadian engineering/environmental consulting firm for the purpose of bidding on mining and or pulp and paper projects in Canada and the U.S.

MEDICAL

Advanced Polymer Systems

This is a publicly traded high technology drug delivery systems company. Its patented micro-

Continued on page 5 — Partnering

Partnering Can Prove Profitable — from page 4

sponge system can be loaded with active ingredients (drugs, cosmetics, etc) for sustained release over a prolonged period of time. The company currently markets 2 acne treatment products and a foot powder. They seek strategic alliances with Canadian firms in the form of licensing, establishment of a turnkey production facility, or sales support.

Biosources International Inc.

This company has developed a non-electronic amplified acoustical stethoscope (2 models), which received Canadian patent approval in August 1993, which offer greatly improved clarity and definition over conventional devices. Aside from application to human diagnosis, these devices are particularly useful on large and small animals, birds and reptiles. The company seeks a well established medical products distributor with contacts in the medical, veterinary and military communities. They would also consider licensed manufacture in Canada.

Calypte Biomedical Corporation

Established in 1989, this firm has developed the first U.S. licensed test for detecting HIV-1 antibodies in urine samples. In trials, this product has demonstrated 99% sensitivity and 99.7% specificity. The company has filed an IND with the FDA, but approval is not expected for 18 months. In the meantime, seeking partner for an assembly operation in Canada to produce for Asian customers. Would also consider GMP certified partner for contract manufacturing in Canada.

CCS Associates

This company specializes in biomedical consulting, with expertise in the areas of toxicology, pharmacology, biochemistry, organic chemistry, genetics, nutrition,

chemical economics, regulatory affairs, database development and searching, and business administration. They seek a partner to develop consulting services in Canada in the following areas: clinical plan development, regulatory submissions, development of specialized data-bases, computerized information retrieval, literature summaries, toxicity profiles and structure/activity studies.

MANUFACTURING

Ceracon, Inc.

A R&D company which has patented the Ceracon Process of forming powdered metal parts.

The key to the process is the proprietary pressure transmitting medium, which applies uniform pressure to the preformed part, without the need for a forging die. The process uses a standard press and allows very fast cycle times. It can be applied to almost any metal, ceramic, polymer or composite material, or to the production of parts consisting of dissimilar metal alloys. Successful applications are a variety of automotive parts and tungsten carbide nibs for oil and gas drilling. The company seeks to license its technology.

Continued on page 8 — Partnering

Tourism Big Business — from page 1

- providing the Canadian tourism industry with market information and trends;
- facilitating market access for the Canadian tourism industry;
- identifying and qualifying leads for potential business to Canada; and
- disseminating information in U.S. and overseas markets on new Canadian tourism products and industry developments.

When contacting tourism officers abroad, Canadian companies seeking marketing assistance should be prepared to fully describe their product or service, to explain the reasons for targeting a particular market segment and to provide a list of any marketing support (such as familiarization tours, audio/visuals or display material) they are willing to offer.

In addition to the above services, DFAIT offers, through its posts and federal regional offices, three export development programs.

These programs are for the U.S. market: **New Exporters to Border States (NEBS)** and **Export Development Mission (EDM)**;

and for the Western Europe market: **New Exporters to Overseas (NEXOS)**.

Contact: U.S.A. Trade, Tourism and Investment Development Bureau, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 944-7344. Fax: (613) 944-9119.

Trade Fairs Directory

The *1994 International Trade Fairs & Conferences Directory*, now available through several outlets, lists approximately 5,000 trade and consumer shows and conferences taking place in more than 75 countries. Published annually since 1985, the directory features listings by product classification, as well as by location, date and show name. The 474-page, soft-cover directory costs \$74.95, plus applicable taxes/shipping/handling. Copies may be ordered from Co-Mar Management Services Inc., 8 King Street East, Suite 1110, Toronto M5C 1B5. Tel.: 9416) 364-1223. Fax: (416) 364-6557.

Turkey to Host Major Healthcare Show

Istanbul — Companies producing healthcare products for medical institutions and individual requirements are invited to participate in **Healthcare Turkey'94**, a trade show being held here April 14-17.

The Canadian Embassy will have an information booth from which

product brochures/product literature of Canadian companies may be displayed/distributed.

Companies may also book their own exhibition space.

With the improvement in healthcare being a government priority, a number of opportunities are opening in this field: the construction of medical, hospital, clinical facilities; the purchase of medical products for these establishments; and, especially, the purchase of diagnostic kits (and other over-the-counter medical

products).

For information on *how to book exhibition space*, contact the Canadian Embassy, Ankara. Tel.: 011-90-312-436-1275. Fax: 011-90-312-446-2811/4437.

Companies wishing to have their brochures distributed from the information stand should send up to 100 copies — for arrival by April 1 — to: D. MacDonald, Second Secretary (Commercial), Commercial Division, Canadian Embassy, Nenehatun Caddesi 75, GOP 06700, Ankara, Turkey.

Fredericton the Focus for **SOFTWORLD'94**

Fredericton — Canada's premier information technology trading forum, **SOFTWORLD'94**, will be held here September 25-28, 1994.

A world-class event that fosters information technology business development, **SOFTWORLD'94** will attract an expected 500 delegates from 30 countries — all of whom will be here to explore new software developments, to find new distribution channels, and to form strategic alliances.

SOFTWORLD, a "deal-making environment", has grown by an exceptional 30 per cent each time it has been held.

Generally, 65 per cent of the delegates are those with decision-making powers: company presidents, vice-presidents and chief executive officers; 42 per cent make deals.

Leaders of world information technology associations and government agencies traditionally attend — and are exposed to informed keynote speakers, expert panelists, buyers and sellers trading forums, and software showcases.

Contact **SOFTWORLD'94**. Tel.: (506) 453-1076. Fax: (506) 458-1097. Internet address: (harpellr@nbnet.n.b.ca.).

Taipei Meeting Means Trade Markets

Taipei — Up-to-date information for individuals and companies seeking to do business with Taiwan, one of the world's fastest-growing economies, can be obtained at a meeting taking place here April 10-13, 1994.

The event is the **Eighth Joint Meeting of The Canada-Taiwan Business Association** and its counterpart, **The Chinese National Association of Industry and Commerce, Taiwan**.

Participants will have an opportunity to study the potential for

business in Taiwan's lucrative market, particularly in the fields of: aerospace; transportation; opto-electronics; biotechnology; agri-food; space; telecommunications; energy, metals and minerals; computer software/information technology; pharmaceuticals/healthcare; and environmental protection.

For further information, contact Elsie Lee, Events Coordinator, The Canadian Chamber of Commerce, Ottawa. Tel.: (613) 238-4000. Fax: (613) 238-7643.

Aerospace Subcontracting at Montreal Show

Montreal — Canadian aerospace and related industries can learn how to obtain sub-contracts by attending **Subcontractors VII Exhibition**, being held here June 14, 1994.

SUBCON, an annual one-day exhibition, is designed to assist Canadian firms in the aerospace (including repair and overhaul), space, electronics, robotics, simulation and defence-related industries obtain contracts.

The exhibition is of particular importance to firms interested in: determining trends in the industry; establishing contacts with American and Canadian buyers; learning about Canadian and American requirements; and discussing possible joint ventures.

Contact Gisèle Laframboise, tel. (613) 996-8099 or Monique McGrath, tel. (613) 996-8709, both with Foreign Affairs and International Trade, Ottawa.

PUBLICATIONS

Canada-Italy Trade

Italy is Canada's 10th largest export market and Canadian sales to that country have exceeded \$1 billion every year since 1988.

Despite the current recession and the recent lira devaluation, Canadian sales of finished products are increasing. As the country restructures politically and economically, Italy continues to provide an excellent market for Canadian firms in niche technologies.

For example, the modernization of Italy's telecom network requires the utilization of foreign expertise and is an area where Canadian firms can compete. Market opportunities also exist for software and for environmental equipment and services.

Small and medium-size Italian companies have long been trading in Mediterranean countries and in the former Eastern Block and make good potential partners for Canadian companies looking to tackle those markets.

This text is an excerpt from *Canada-Italy Trade Overview* prepared by the trade promotion staff of the Canadian Embassy in Rome and the Canadian Consulate General in Milan. To obtain a copy of the complete text, telephone InfoEx at 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Italy Agri-Food Profile

Italy suffers from a chronic agri-food trade deficit, particularly in such sectors as cereals and oilseeds, livestock, meat and dairy products.

In spite of this deficit situation, the market is not easy to break into as the Italian agri-food industry is sophisticated and has a tradition of delivering high-

quality products.

The industry benefits from a market sheltered by tariff and non-tariff barriers and language considerations present a problem for third-country firms.

Hower, market opportunities for Canadian exporters exist in long-standing traditional sectors such as breeding cattle/semen, blending wheat and seed potatoes; and for products developed to meet specific Italian and European market needs such as horse meat, pulses, special crops and seeds.

Besides the above-mentioned products, several specialty items are showing some promise, including maple products, honey, fine foods, alcoholic and non-alcoholic beverages and health foods.

Participation in the major European and Italian food shows such as Anuga in Cologne, Sial in Paris, Cibus in Parma and Expo Food in Milan is considered an excellent vehicle to reach Italian buyers.

The above text is an abstract of the *Italy Agri-Food Profile* prepared by the business development staff of the Canadian Embassy in Rome and the Canadian Consulate General in Milan.

To obtain a copy of the complete text, telephone InfoEx at 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Asian Aerospace

The *Asian Aerospace Opportunities Study*, sponsored by the western Canadian provincial governments and the Canada-ASEAN Centre in Singapore, is a comprehensive analysis of this dynamic industry and the possible opportunities for Canadian companies wishing to participate in one of the world's fastest-growing regions.

The study focuses on aerospace

development in such countries as Hong Kong, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan and Thailand, and seeks to develop a strategy to strengthen the aerospace marketing links between Canada and these regions.

Nearly 200 Asian aerospace companies were profiled in the report which includes an assessment of business risks, forming strategic alliances, developing a marketing presence, and selecting an agent/distributor. In each country, five aerospace sectors were examined: manufacturing, repair and overhaul, military, airport development, and satellite communications.

The study revealed the Asian economy to be one of the world's most buoyant. An average annual growth of 8 per cent in scheduled air traffic has been experienced for the past decade and predictions are that a similar high rate of growth will continue through the next decade. By the turn of the century, the Asia-Pacific region is expected to surpass Europe as the second-largest generator of both passenger and freight traffic.

To obtain a copy of this study, send your request (with your business card) to Asia Pacific South Trade Development Division, DFAIT, Ottawa. Fax: (613) 996-1248.

China on Tap

Reports from a recent conference and other sources now are available in book form. *China: Tapping the Opportunity* (approx. \$172) and *Doing Business in China* (approx. \$125) may be ordered from Insight Press, 55 University Avenue, Suite 1700, Toronto M5J 2V6. Tel.: (416) 777-1363. Fax: (416) 777-1292.

BUSINESS AGENDA

Halifax — March 14, 1994; **St. John's** — March 15; **Montreal** — March 15; **Toronto** — March 17; **Ottawa** — March 18; **Winnipeg** — March 22; **Edmonton** — March 23; **Vancouver** — March 25 — **Export Controls Seminars** of interest to: decision-makers of successful exporting high tech companies; companies interested in exploring potential markets in Eastern Europe, republics of the former Soviet Union and China; customs brokers/freight forwarders; manufacturers/exporters of military/defence products; etc. Details, registration information available from Thomas Jones, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-2387. Fax: (613) 996-9933.

Toronto, Montreal — **March 28-31, 1994** — Several Austrian firms will be holding meetings in these cities to seek cooperation with Canadian manufacturers and distributors in the environmental technology field. As well, the Austrian Trade Commission is holding a trade mission in Vancouver during **GLOBE'94** (March 21-25, 1994). For trade mission details, tel. (604) 683-5808; fax: (604) 662-8428. For specific dates, locations and to arrange an appointment for the meetings, contact the Austrian Trade Commission, (in **Toronto**), tel. (416) 967-3348, fax: (416) 967-4101; (in **Montreal**), tel. (514) 849-3708, fax: (514) 849-9577.

Ottawa — March 29, 1994 — **Developing Technology Partnerships in Japan** is a one-day seminar to help Canadian computer hardware/software and telecommunications companies build effective strategic partnerships in Japan. The event, featuring several qualified speakers, is being presented by Foreign Affairs and International Trade (DFAIT) and the Ottawa-Carleton Economic Development Corporation (OCEDCO). For program information, contact DFAIT, tel.: (613) 995-7646. To register, contact OCEDCO, tel.: (613) 236-3500.

Moncton — March 29-30, 1994 — **Public-Private Partnering Conference** will demonstrate how Atlantic Canada's private and public sectors can partner in an effort to export goods and services. To register or to obtain further information, fax: (506) 859-6131.

Moncton — April 11, 1994; **Halifax** — April 12; **Montreal** — April 13; **Toronto** — April 14; **Ottawa** — April 15; **Winnipeg/Saskatoon/Calgary** — April 18; **Vancouver** — April 19 — **ExportVision'94: Advanced Technology**. This biennial event, featuring discussions with Canada's trade commissioners from around the world, helps Canada's high technology industry to export its products and/or services internationally. Designed for firms that are ready to export or that already

are exporting, **ExportVision** is a cost-effective means of getting answers to questions on marketing and exporting advanced technology products. Contact Gisèle Laframboise, tel. (613) 996-8099 or Monique McGrath, tel. (613) 996-8709, both of DFAIT, Ottawa.

PUBLICATIONS

Seafood Guide on Disk

The bilingual 3.5-inch diskette format of the **1993 Canadian Fish and Seafood Exporters' Sourcing Guide** now is available through InfoEx (tel. toll-free 1-800-267-8376; Ottawa area: 944-4000).

Produced by the Sectoral Liaison Secretariat of Foreign Affairs and International Trade, Ottawa, the guide (also available in booklet form) lists 500 Canadian fish, shellfish and seafood exporters, as well as 20 fisheries-related associations.

Partnering — from page 5

PUBLISHING Lawco Ltd.

This is a small publishing company specializing in reference sources on billiards. They are currently printing a series on billiards, including a road-map of billiards parlours across the U.S. Lawco seek a partner to co-publish and distribute this series in Canada.

InfoEx

InfoEx (formerly **Info Export**) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **InfoEx** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

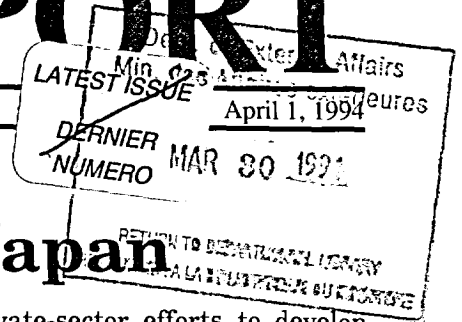
To order DFAIT publications, fax (613-996-9709) your request. Include the publication code (in brackets).

Return requested
if undeliverable:
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125 Sussex Drive
Ottawa, Ont.
K1A 0G2



CANADEXPORT

Vol.12, No. 6



Status Report

Canada's Action Plan for Japan

Everyone talks about Japan, but nobody does anything about it — nobody, that is, but forward-looking Canadian exporters!

Canada's exports to its second largest market, Japan, dropped by over \$1 billion in 1991 and recovered only slightly in 1992. In 1993 Canada regained the \$1 billion — and more!

What's happening to trade with Canada's largest overseas partner?

The answer is twofold. While wildly fluctuating commodity prices are a major factor, it has been clear for some time that long-term opportunities for Canada's lesser-processed, traditional exports will remain flat or decrease, while Japan will continue to increase its imports of value-added products.

Canadian companies that have seized this trend are experiencing real success in the Japanese market for specialized manufactured goods and services. More firms need to appreciate Japan's long-term strategic importance and follow the same trend.

By responding to Japan's evolving economy, Canadian business can take advantage of emerging market opportunities and adapt to Japan's changing import needs. Participation in the growth segments of the market will ultimately position Canadians for business opportunities in Asia Pacific and other world markets.

The ACTION PLAN, announced last Spring, is designed as a cooperative venture to tailor government's role as the provider of services and information in support of

private-sector efforts to develop and enhance business with Japan.

An analysis of the Japanese market and Canadian industrial capabilities provided the starting point, with the identification of seven priority sectors: building products, fish products, processed food, auto parts, aerospace, info technology, and tourism.

Focus on Indonesia

A 12-Page Supplement

The three key objectives of CANADA'S ACTION PLAN FOR JAPAN are to:

- increase awareness of Japan's changing market dynamics;
- adapt products to these changes; and
- respond to the marketing challenges of these changes in Japan.

What has happened so far?

The key to the PLAN's success is its cooperative, team effort. In the lead are industry groups, one for each priority sector. In some cases these are coalitions of industry

Continued on page 4 — Canada's

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BCNet Means World Business

Partnerships. Globalization. Information exchange.

These are the strategies for success in the 1990s. In the current economy, survival for businesses often means reaching beyond national borders, not only to develop new markets for products and services, but to access new capital, engage in technology transfer, and perform cooperative research subcontracting and development.

But how does a small or medium-size enterprise access the information and the capital to forge partnerships and go global?

Moreover, how do busy entrepre-

neurs find the time and the money to evaluate countless possibilities to find just the right company to deal with, navigate through unfamiliar economic or legal territory — often in a foreign language — and position their company so as to attract interest?

The Business Cooperation Network (BCNet) provides workable answers to these questions. BCNet is an international partnering service recently brought to Canada from the European Union by Industry Canada and Foreign Affairs and Interna-

Continued on page 2 — BCNet

BCNet Set to Cross Canada — from page 1

tional Trade, in cooperation with the governments of Ontario, Quebec, British Columbia and Nova Scotia. The Canadian Chamber of Commerce is managing the implementing of this business matching service.

Initially, BCNet will operate in these four provinces, but it will gradually expand to encompass the entire country in the coming months.

Launched in Canada in January 1994, the network provides access to thousands of up-to-date, vetted profiles of companies that are potential partners in the production of all manner of goods and services, in all industrial sectors. These profiles provide information on who is looking for what types of partnerships and where.

Yet BCNet is much more than an electronic bulletin board service. What makes BCNet unique is a team of over 1,100 accredited advisors in 35 countries who are committed to helping their clients find partners abroad.

BCNet's Advisors

This team is made up of professionals such as bankers, accountants and financial management consultants who work closely with local business people within their communities.

These people know their clients, their clients' businesses, and are

familiar with local business conditions. As BCNet advisors, they use this expertise to select those partnership prospects that will best serve their clients' needs.

Business owners, on the other hand, have the comfort of dealing with local entrepreneurs like themselves, who understand the challenges and opportunities that each one faces. BCNet's advantage lies in the personal value-added that its advisors bring to their work. In addition to the local insight that these team members contribute to the network, there is also a strong element of inter-personal cooperation. Through BCNet, advisors are linked to like-minded professionals who have equal knowledge and understanding of the business conditions in their communities. Beyond this formal connection, the advisors also develop personal contacts with their offshore counterparts.

If no matches are produced by the computer, this informal network enables advisors to deal with each other directly and discuss opportunities that might not be registered in the system. Clients benefit because they leverage one system for two: the electronic and the inter-personal.

BCNet's Information

Accuracy, timeliness and confidentiality of information are as-

sured in the BCNet database.

Before being registered, a business must seriously commit to pursuing international cooperation. This must be reflected in its business plan. Once this decision is made, the business owner provides the BCNet advisor with information regarding the types of cooperative ventures sought, as well as detailed information about their company and its operations.

In conjunction with the business owner, the local BCNet advisor first prepares a Cooperation Profile, as well as a confidential company activity record. This profile describes the type of enterprise, the opportunities sought, and the target markets, but does not identify the company.

Profiles are collected electronically by the Canadian Chamber of Commerce in Ottawa and forwarded to the central computer in Brussels. The computer generates a list of potential matches, which the Canadian advisor uses to create a short list of the most appropriate candidates for the business owner to review. If a lead looks promising, and only with the permission of their clients, the advisors exchange — in complete confidence — the more detailed company activity records about the firms concerned. After reviewing this information, if the prospect still seems worth pursuing, the advisors then could step back and let the businesses concerned finalize the deal directly or could act as consultants.

BCNet has an enviable track record. To date, over 38,000 business matches have been found. In 1992 alone, 17,000 partnership offers were entered, and 15,931 matches resulted — a match rate of 94 per cent.

Tim Page, Senior Vice-President,

Continued on page 4 — BCNet

CANADEXPORT

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CANADEXPORT

Focus on Indonesia

Why a Supplement on Indonesia?

Simply because it is the world's fifth fastest growing economy and the fourth most populous nation, with 186 million people.

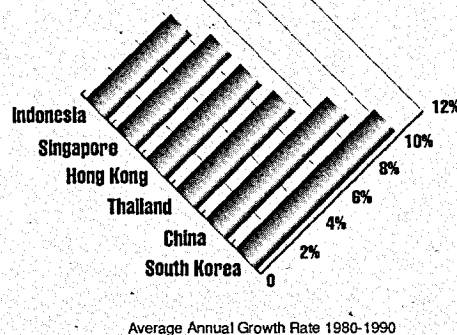
INDEED, IT'S A HUGE POTENTIAL MARKET, LARGELY UNKNOWN TO CANADIANS.

This archipelago of more than 13,000 islands spans 5,000 kilometers, more than the distance between St. John's and Victoria. A visitor to Jakarta 10 years ago would hardly recognize the city now: office towers and high rise condominiums; construction like a sleeping giant stirring to wakefulness. The same is happening more and more in the rest of Indonesia.

When President Soeharto came to power in 1968, he inherited a country that was on the brink of economic ruin. Inflation was at 650 per cent — rather than the now much more manageable 15 per cent — and about 60 per cent of the population lived under the poverty line.

Under Soeharto's New Order, the Indonesian economy has grown at a rate of almost 7 per cent a year in real terms and the number of Indonesians living in poverty has fallen to 15 per cent.

World's Fastest Growing Countries



In 1940 the literacy rate was about 10 per cent. Today, over three-quarters of Indonesians read and write.

Revenues from Indonesia's oil fields and from a consortium of international donors, including Canada, have stimulated badly needed physical infrastructure, edu-

cation and agriculture. Thanks to intensive agricultural programs, Indonesia, for many years the world's largest rice importer, is now self sufficient in rice production. Political stability, a fully convertible currency, and increasing deregulation have encouraged foreign investment.

Indonesia's oil and gas reserves are the largest in Southeast Asia, and Indonesia has become the world's largest exporter of liquefied natural gas (LNG).

When it became clear in the early 1980s that petroleum reserves had foreseeable limits, the government began to diversify into manufacturing to reduce reliance on oil exports. Thus, oil exports accounted for only 31.4 per cent of total exports in 1992, followed by textiles and gar-

ments as the second-largest export earners in 1992.

Other major foreign exchange earners are forestry, minerals, and tourism. Indonesia's beaches,

Indonesia is Canada's largest Export Market in Southeast Asia.

Indonesian tourism has grown by 334 per cent in the last ten years.

mountains and rich cultural heritage attracted more than three million visitors in 1993; the target for the the end of the decade is nine million tourists.

Low wages and deregulation have brought U.S.\$34 billion in foreign direct investment to the country since 1987. Last year, Jakarta approved foreign investment worth U.S.\$10.2 billion, up from U.S.\$8.8 billion in 1991. Indonesia has been steadily deregulating its daunting system of tariff barriers and other deterrents to foreign investment. Recognizing the regional competition of Vietnam and China, which offer cheaper labour and land, Indonesia presented an unprecedented two rounds of deregulation in 1993.

Indonesia's manufacturing sector is an increasingly important part of its economy. With wages among the most competitive in Southeast Asia, Indonesia's huge, motivated and increasingly educated workforce is still an important magnet for the foreign investor. More than half of the country's population is under the age of 25 and about 2.3 million new young people enter the job market every year. This group not only represents an attractive labour pool, but an increasingly prosperous and sophisticated domestic market.

Business trips to Indonesia should be made at least three times per year.

Canada Indonesia Trade

Indonesia is Canada's largest export market in Southeast Asia. Two-way trade between the two countries increased by 47 per cent in 1992 and is expected to grow at approximately 10 per cent per year through this decade, offering some of the most significant business opportunities for Canadians in the region. Total trade should exceed \$1 billion in 1994.

The World Bank's Annual Review projects that Indonesia's GDP growth will average between 6 per cent and 7 per cent to the end of the decade. Manufacturing, the most dynamic sector of the economy, is growing at about 15 per cent.

Canadian companies have had a very high success ratio bidding on Asian Development Bank (ADB) projects, averaging 67 per cent since 1990. Since 1989, Canadian consulting firms provided approximately U.S.\$70 million in consulting services under ADB projects.

Although the Indonesian business community is very interested in investing abroad, its trade and investment in Canada is not significant at this point. Several large Indonesian firms have established trading offices in Canada which could serve as beach heads for potential investment.

Indonesia offers opportunities in a number of sectors. However, Canadians should note that the most effective strategy for identifying and acting upon these opportunities is through the establishment of a permanent presence and the nurturing of appropriate relationships. Companies only interested in short-term ventures should not consider this market.

By the year 2,000, Asia-Pacific will be 25 per cent of the global economy

Environment

Indonesia's rapidly changing economy has brought about ecological challenges. The combination of resource extraction and exploitation, rapidly increasing industrialization and expanding population have combined to produce an unprecedented strain on the environment. There is now a growing awareness of the need for environmental management and protection.

All new projects in Indonesia, using international funding, must adhere to Indonesia's strict new environmental regulations — most of which were written with the help of Canadians with CIDA assistance.

Canada has a notable presence in the Indonesian environmental field through the CIDA-funded Environmental Management Development Institute (EMDI). Canada's ongoing presence through EMDI serves to maintain and raise the profile of Canadian environmental capabilities in Indonesia. Several Canadian environmental consulting and engineering firms are now operating out of Jakarta.

As Indonesia plans megaprojects in the forestry, power and construction sectors, there are major opportunities for Canadian environmental expertise.

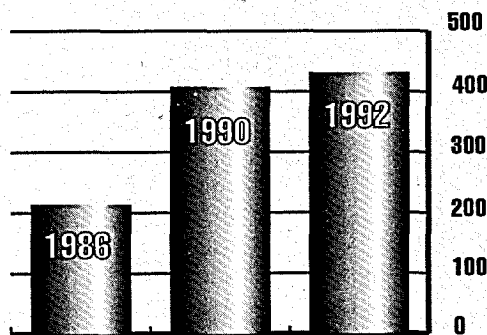
Indonesia is the world's biggest exporter of Natural Gas.

Oil & Gas: Largest Reserves in S.E. Asia

With the largest oil and gas reserves in Southeast Asia, Indonesia will continue to need enhanced oil recovery and pipeline technology, offshore support and exploration/location technology well into the next century.

Canadian investment in Indonesia's oil and gas sector has been significant since 1961. Asamera, with the largest Canadian operation in this field in Indonesia, recently made two very large gas finds. Total investment by Canadian oil and gas firms active in Indonesia is estimated at U.S.\$1.4 billion.

Canada's Exports to Indonesia on the Rise



Cdn\$ Millions

Paper production is increasing 17 per cent per year. By the year 2,000, Indonesia will have 60 pulp mills and 71 paper mills.

Mining: CAMESE Active in Indonesia

Indonesia possesses substantial mineral resources and the nation ranks among the world's largest producers of tin and nickel. In addition, it produces substantial amounts of coal, copper and gold.

Canadian involvement in the Indonesian mining sector has been very strong. This is largely due to the \$1.2 billion that INCO has invested into their Sulawesi mining operations. This mine represents the largest single Canadian investment in Indonesia.

However, the real opportunities for Canadian firms may come from the supply of mineral processing and production equipment. There is also a rising demand for consulting engineers with regard to plant rehabilitation and productivity as well as manpower training and other services. Canada's mining association, CAMESE, is working with the Department of Foreign Affairs and International Trade to tap this market.

Software/IT: Highly Skilled Personnel Sought

The information technology (IT)/software industry has a number of companies in Indonesia that possess strong market knowledge, have excellent private- and public-sector connections and have a large supply of low- and medium-skilled software development and integration expertise, but there exists an extreme shortage in highly skilled software design/development and systems integration personnel.

Currently, there is only a per annum graduation rate of 40 highly educated information technology people in Indonesia. As a result, substantial opportunities exist for Canadian firms with expertise in this area.

One area where foreign expertise is most needed is systems integration. The majority of IT firms in Indonesia are looking for foreign partners with a high level of expertise in this area. Specifically, there is a need for expertise in terms of P.C. connectivity as Indonesia has begun

the move toward utilizing local and wide area networks.

Some software piracy does exist, but the Indonesian government, along with the Software Association, have been working very hard to reduce its existence. The best protection tends to be customization and the utilization of a local partner.

As IT opportunities for foreign firms are primarily in the area of high end design and development, the risks are diminished. The utilization of a local partner for production and localization has been a very successful way of combating piracy.

ASEAN energy demand is doubling every 12 years.

Power: 14,000 Megawatts a Year!

Since 1972, PLN, the Indonesian state electricity company, has experienced an average growth in energy demand of 16 per cent per annum, while its installed capacity has increased from 776 MW to 14,000 MW in 1993/94. In spite of this enormous increase in capacity, PLN is still unable to meet current demand.

Although PLN expects growth in demand to slow to around 13 per cent in the 1990s, in order to keep pace with growing demand PLN calculates its investment requirements to be U.S.\$40 billion between 1992 and 1999. Major funding will be applied to expand its generating capacity to over 18,000 MW, with the remainder spent on transmission and on distribution. This will expand considerably PLN's current annual development expenditures and make for one of the most ambitious energy programs in Asia.

The types of generation slated for greatest growth by PLN in the next decade are steam-coal (a 44 per cent increase in capacity with 6175 MW earmarked for the private sector), gas-fired combined cycle (a 26 per cent increase in capacity), and hydropower (a 20 per cent increase in capacity). Approximately half of this capacity expansion will be through private power projects.

The Indonesian government is investigating the utilization of nuclear power for early in the next century. Units (2x 600 MW) for installation in East Java are being considered. CANDU technology will be assessed during the course of feasibility analysis. A call for tender, in the event this option is pursued, could come in early 1995.

Telecommunications: A Million Lines a Year!

The Indonesian government has recognized that the demand for telecommunications services greatly exceeds the existing network capacity and that the resulting shortage in supply is hindering economic development.

Currently, the phone density in Indonesia is only .77 lines per 100 people. Under Indonesia's new Five Year Plan, *Replita VI 1994-1999*, the target for telephone

development is set at 5 million lines, 1.2 million of which are expected to be provided by the private sector.

The government also intends to introduce competition. Competition has already been introduced in value-added services, the provision of network equipment, telecommunications service retail shops and the supply of customer premise terminal equipment.

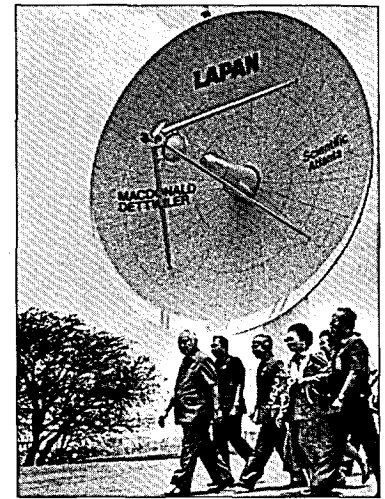
A new satellite communications company, PT Satelindo, was recently established with majority private sector equity to provide cellular and international services in competition with the public operators.

The one area that is still under consideration is the restructuring of PT Telkom. There are several different possibilities being considered. The result of the restructuring process will likely include deregulation reforms to allow competition in basic services and the issuance of PT Telkom bonds on the domestic capital market.

Transportation: 13,000 Islands

Because Indonesia's land area is spread over a vast archipelago, many forms of transport are necessary.

While shipping remains important for inter-island transport, with 88 per cent of the population living on 66



Indonesian President and Mrs. Soeharto at the new MacDonalD Dettwiler-built earth station in Pare-Pare, Indonesia.

Continued on Page XI — Transportation

A Strong Bilateral Partnership is in Place

As one of the region's most populous countries and fastest-growing economies, Indonesia is an important partner for Canada in Asia. Indonesia's growing influence in the region (and globally) and the moderating approach it has adopted as current chair of the Non-Aligned Movement have enhanced its importance.

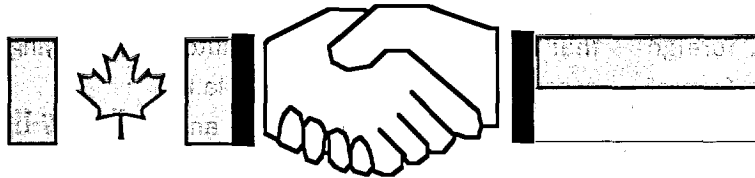
Indonesia will host both the APEC Ministerial Meeting and the second informal meeting of APEC Heads of Government in November 1994, providing an excellent opportunity for

close cooperation in the further development of this important regional forum.

While Canadian concerns about Indonesia's human rights record — especially in East Timor — remain, Canada has responded to recent positive developments in Indo-

nesia by resuming the planning for new development projects.

Canadian assistance, totaling between \$36 million and \$39 million a year, is provided in four major areas: environment; women in development; human resources development; and community participation.



➔ PROCEDURES SIMPLIFIED, MARKET LIBERALIZED

The Indonesian government released, on October 23, 1993, a new individual deregulation package with the intention of improving the foreign investment environment. This will be done through simplification of export/import procedures, tariff and surcharge reductions, liberalization of import restrictions, simplified licensing and permit procedures, improved foreign ownership requirements, increased pharmaceutical product market access, and simplified requirements for environmental impact analysis.

Simplification of Export Import Procedures:

Customs procedures will be streamlined and import procedures will be simplified in order to facilitate the mobility of intermediate goods.

Tariffs, Surcharges and Import Liberalization:

Effective immediately, import tariffs on 198 products

have been lowered by 5 per cent to 15 per cent. Duty surcharges on goods under 92 codes have been lifted and those on 27 others have been lowered.

The reduction of tariffs and liberalization of import restrictions cover steel, copper, aluminum, electronic components, chemical products, agricultural products, pharmaceuticals, plastics, sanitary products and ceramics.

Improved Foreign Ownership Requirements:

Foreign investments located outside bonded zones with a minimum of U.S. \$50 million may now retain 100 per cent foreign ownership up to 10 years from the start of commercial production with divestiture of 51 per cent equity to an Indonesian partner to be accomplished within 20 years.

Contact the Canadian Embassy in Jakarta (see address P. VII) for other changes on how to set up your business.



SALES AND MARKETING TIPS

Use an Agent/Distributor to Access Indonesia

Except as partners in certain joint ventures, foreign companies operating in Indonesia are not allowed to engage in direct importation, trade and distribution activities. Hence, foreign firms must establish some form of agent or distributor arrangement in order to sell their products and/or services in the Indonesian market.

A few Canadian firms have agents in Singapore or Hong Kong. Experience, however, suggests that it is difficult to secure sustained business without representation in

Indonesia itself. As a result, the use of an aggressive and active agent is likely to be the most effective means of expanding sales in Indonesia.

There are several other factors that make an agent or distributor necessary: they can be invaluable in the processing of paperwork and obtaining necessary permits and licences; they can help in the nurturing of business relationships; they can be useful in overcoming language barriers; and they can provide an existing network of contacts.

To ensure that an appropriate

agent or distributor is found, the selection process must be carried out in Indonesia.

The Commercial Division of the Canadian Embassy has compiled a selection of agents and can help in identifying appropriate contacts.

Follow-Up

Appropriate follow-up can be crucial to the success of a business visit. Thank-you notes, as well as samples, brochures and requested information, should be quickly dispatched upon return to Canada. Regular correspondence with contacts established in Indonesia, as well as the Commercial Division at the Embassy, will serve to promote confidence and establish legitimacy. It is especially important to advise the Embassy of new business relationships so that the Embassy can gauge the efficacy of its own contacts.

After the visit, the firm should keep the Embassy in Jakarta informed about subsequent plans. Such information is held in complete confidence and allows the trade officers to keep a company's interests in mind as additional opportunities develop.

Services of the Canadian Embassy

The Trade Division of the Canadian Embassy in Jakarta functions as a liaison office between

WHAT TO BRING TO INDONESIA?

Seasoned business travellers bring a number of useful commercial items with them on visits to Indonesia. Among those recommended are the following:

- ✓ **sales literature, and where applicable, samples**
- ✓ **company stationery** (for correspondence and thank-you notes)
- ✓ **a very large supply of business cards**
- ✓ **extra passport photos** (for visas etc.)
- ✓ **small gifts with the company's name printed on them**
(After an initial contact has been established a gift is customarily welcomed on subsequent visits.)

Those who do not want to carry promotional material with them in their luggage can arrange to have it forwarded by air freight to the Canadian Embassy in Jakarta. Delivery should be scheduled approximately four weeks prior to planned arrival in Indonesia. Costs for Customs clearance of samples and literature will be charged back to the company.

Canadian firms and local business and industry, including government agencies. Canada's trade representatives also seek business opportunities for interested and capable Canadian firms. Canadian Embassy trade officers also provide advice on matters relating to the selection of agents, advertising modes and preferences, as well as translation facilities. With sufficient advance notice, initial appointments with appropriate contacts can be arranged. Finally, the Division can refer Canadian firms involved in trade disputes and legal problems to skilled professionals.

The Trade Division should be advised of a company's intention to visit Indonesia well in advance of arrival. The extent to which the firm can be assisted by the Trade Division will depend on the quantity and quality of information provided on the firm's products and services, the purpose of the visit and the firm's existing array of contacts in Indonesia.

Canadian Embassy

Wisma Metropolitan I

Jl. Jend. Sudirman, Kav 29

Jakarta, Indonesia

Tel: (011-62-21) 525-0709

Fax: (011-62-21) 571-2251

Recipe for Success

1. Make sure there's something unique about your product/service.

Competition is stiff in Indonesia — everything is available here. Buyers can pick and choose. Bring something unusual to the marketplace, or concentrate on niche markets.

2. Be price competitive.

Remember, your landed cost in Indonesia must include freight and insurance and, as in other ASEAN countries, you will have to factor in significant import duties and taxes as well.

3. Modify products to meet requirements or standards.

Be aware that local quality control can be high; Indonesia is not a dumping ground for shoddy goods.

4. Have a local office or agent.

It's essential to have a local phone number that customers can call for help. If you must operate from Canada, make sure your customers can call you collect. Indonesians don't like to do business at arms length; they want to deal with you or your agent face to face whenever possible.

5. Sweeten the pot.

Some additional services are expected to come for free in this market. Training or ancillary services which you would normally charge extra for in North America must often be included in the price of the product.

6. Follow up.

Disturbingly, Canadians are getting a reputation for not following up. Busy, highly placed Indonesian business-people who make time to share resources with a visiting Canadian deserve, at least, a personal thank-you letter. If they request materials, send them promptly. If they are coming to Canada, reciprocate. Meet them at the airport, entertain them and return any hospitality they accorded to you.

7. Leave something on the table.

Remember, you must leave your local agent or distributor a decent profit margin. He or she won't be very motivated to serve your interests if you've squeezed out all of the margin. You may have to take a little less profit on the initial sale in order to build market presence and a long-term relationship with your local partner.

8. Do your homework.

Use the many sources of information available to Canadian exporters.

9. Be prepared for a lengthy courtship.

Plan to return to the region at least every three to four months. You can't conclude business by letter or fax alone in this part of the world. Indonesians expect to know the people that they do business with and are unlikely to sign a contract until they've gotten to know you. You'll have to return to Indonesia at least quarterly in order to sustain your new network of contacts.

Indonesia Biz Quiz

- 1 Which country is the fourth most populous nation in the world with over 186 million people?
- 2 Which country has the largest Muslim population in the world?
- 3 Which country was the first developing country to launch its own telecommunications satellite – the "Palapa" series?
- 4 Which country is installing the largest number of hardwood plywood plants in the world?
- 5 Is Canada the world's largest exporter of liquified natural gas (LNG)? If, not, who is?
- 6 How much will Indonesia spend between 1994-95 and 1998-99 on power-energy infrastructure development?
 - a) US\$5 billion?
 - b) US\$20 billion?
 - c) US\$40 billion?
- 7 What will it cost to install telephone lines in Indonesia between 1994-95 and 1998-99?
- 8 Between 1994-95 and 1998-99 how much will Indonesia spend on:
 - a) transportation infrastructure development?
 - b) on water and sanitation infrastructure development?
- 9 By how much will the Indonesian government increase the country's installed power generating capacity over the next 10 years?

Biz Quiz Answers

1. Indonesia
2. Indonesia
3. Indonesia
4. Indonesia
5. Indonesia
6. US \$40 billion
7. \$5 billion
8. (a) \$4.6 billion
9. (b) \$13.9 billion
9. 22,637 MW

SUCCESS STORY → BABCOCK AND WILCOX

Ontario's Babcock and Wilcox established a joint venture in Indonesia in 1980, and is now a major supplier of steam generating equipment, process equipment and power plant services for utility and industrial markets.

"In May 1993 we won a **US\$ 700 million contract** to supply three 600 MW coal-fired boilers for Phase Three of the Suralaya Development Scheme on Java," announced Pak Abdul Munif, former President Director of Babcock and Wilcox Indonesia. "This is the largest export contract ever awarded to

Babcock and Wilcox by the state utility company, PLN." The company supplied four boilers of 400 MW each for the first two phases of the project in 1980 and 1984.

PT. Babcock and Wilcox Indonesia manufactures boilers under license to international standards on the Indonesian island of Batam, which is close to Singapore. It is also the world's largest producer of steam injection generators, used to inject steam into oil reserves to enhance oil recovery in Indonesia's aging oil fields.

BASIC DATA:

Indonesia

Area:
Land area spans
5,000 km;
(wider than Canada,
with 13,000 islands).

Coldest months:
January & February,
23°C-29°C;
300 mm average
rainfall.

Population:
Total: 186 million.
Jakarta: 8 million
Surabaya: 2 million
Bandung: 1.5 million
Medan: 1.7 million.
(1992 census)

Languages:
Indonesia
(Bahasa Indonesia),
as well as some
250 other regional
languages and dialects.

Climate:
Tropical
Weather in Jakarta:
Hottest months: April,
May, 24°C -31°C.

English has increasingly
replaced Dutch as the
main second language,
and is widely spoken in
government and busi-
ness circles.



*This map of Indonesia is reproduced from **Indonesia: A Guide for Canadian Exporters**, one of a number of helpful trade publications produced by the Department of Foreign Affairs and International Trade and available through its InfoCentre. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: 996-9709.*

Trade Promotion Activities Canada-Indonesia 1994-1995

Events planned for 1994/1995 include:

- Canadian Environmental Technologies Mission to Indonesia: April 7, 1994.
- Pacific Rim Opportunities Conference (appointments with trade commissioners): April 17-19, 1994. Toronto. Tel.: (416) 869-0541.
- Canada-Indonesia Business Council Meetings: April 20-27, 1994. Toronto, Montreal, Calgary, Vancouver. Contact: Peter Dawes. Tel.: (416) 366-8490. Fax: (416) 947-1534.
- Indonesian Electrical Power and Energy Mission to Canada: June 1994.

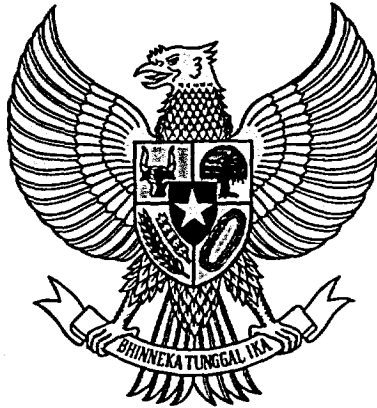
- Canadian Information Booth: Indonesian Construction and Building Products Expo: August 1994 .
- Asia-Pacific Mining 1994: Regional Mining Technical Conference and Exhibition: October, 1994
- Canadian Mining Mission to Indonesia: January 1995.

For information, contact George Jung, Asia Pacific South Trade Division (PST), Foreign Affairs and International Trade, Ottawa. Tel.: (613) 992-0959 or 996-7256. Fax: (613) 996-1248 or 996-4309.

INDONESIAN CULTURE IN BUSINESS

Indonesian people pride themselves on being polite and refined. To succeed in this market, it is necessary to observe and act according to the cultural norms of the society.

- The concept of "face" is important. Avoid confrontation and displays of anger wherever possible.
- Harmony is valued. Do not expect to hear a direct "No", but listen carefully for the underlying message.
- Almost 90 per cent of the population is Muslim. Many offices will close down Friday afternoons for prayers. Muslims will not consume either pork or alcohol. Respect that during Ramadan (in approx. mid-February to mid-March, 1995) Muslims fast from sunrise to sunset.



*The Indonesian Coat of Arms:
the Garuda.*

- As the left hand is considered unclean, it should not be used for eating, giving or receiving things. Never point with your foot or display its sole.
- When food or drink are served, wait to be invited by your host before beginning. Always try a small amount of everything that is offered.
- As modesty is valued by the Indonesians, try to avoid the "hard sell". A balanced presentation of your technology and expertise will sell itself.
- Typical North American body language may appear to be aggressive in Indonesia. Avoid standing with your arms crossed in front of your chest or with your hands on your hips.

Of course, there are always exceptions to every rule. Many senior Indonesians were educated in North America or Europe. As well, if you are aware that you have made a cultural "faux pas", simply apologize for it. Your Indonesian counterpart may appreciate that you recognized your mistake in the first place.

SUCCESS STORY ➔ **PT. INTERNATIONAL NICKEL INDONESIA (INCO)**

When Canadian mining giant INCO decided to explore for nickel in Sulawesi in 1968, it was the largest single Canadian foreign investment project in the world. The company built a new road from the coast to the village of Soroako, at that time settled by about 500 subsistence farmers. It invested about C\$ 1.4 billion building new towns, a water supply, hydroelectric generating station, two airports, a seaport and oil unloading facility, a pipeline, schools, hospital and clinics, and processing facilities.

"At one time almost 10,000 Indonesians and 1,000

expatriate workers were involved in the project," says PT. INCO's President Jim Guiry. "With technology transfer, only 15 expats work at the site today. PT. International Nickel Indonesia is now one of the largest mining operations in the world. Together with its Sudbury mine, it produces 25 per cent of the world's nickel."

The Soroako mine is expected to produce about 100 million pounds of matte nickel in 1994, and has probable reserves good for at least another 25 years. There is further possible material that could keep the company in operation in Soroako for another 100 years.

INDONESIA'S BUSINESS ENVIRONMENT

Business Dispute Procedures

Canadian firms are advised to thoroughly investigate the financial status of prospective customers before concluding credit transactions. There is no debt collection agency in Indonesia and the legal process tends to be time-consuming and ineffective. Where a dispute does arise, a negotiated settlement under the direction of legal counsel may be the best solution.

Advertising and Research

The majority of Indonesia's purchasing power is concentrated in the Jakarta and West Java markets. Consequently, exporters of consumer goods should direct their advertising toward these areas.

Advertisements may be placed in any of Jakarta's eight newspapers, three of which (The Jakarta Post, The Indonesia Times and the Indonesian Observer) are published in English. Television and radio advertising is mainly in Bahasa Indonesia. A number of magazines and specialized publications provide exposure to a varied readership.

Government regulations dictate that all material distributed in the Indonesian language must be prepared in Indonesia. The addressees of facilities to translate promotional material and labels can be obtained from the Canadian Embassy's Commercial Division.

Member firms of the Association of Indonesian Consultants may be engaged to perform research and consulting activities. Market research in Indonesia is difficult,

however, because detailed statistics on production, consumption and imports are not readily available in published sources. Results may be questionable due to the unreliability of the sources.

Intellectual Property Protection

Indonesia is party to the International Convention for the Protection of Industrial Property.

In 1991 a new patent law came into force in Indonesia. In theory it should offer more protection to manufacturers, international property rights holders and international businesses.

Computer software is expressly covered in these amendments, but piracy by software retailers remains common. The government plans to continue to improve the legal protection accorded to intellectual property. Manufacturers and exporters are advised to consult a patent or trade mark agent in Indonesia.

Inquiries concerning patent appli-

cations should be directed to: Director of Patents and Copyright, Department of Justice, Jalan Daan Mogot KM 23, Tangerang, Indonesia. Tel: (62-21) 924-995.

Indonesian Import Regulations

Indonesian organizations have free access to foreign exchange; however, product import licenses are required for most goods entering Indonesia. The October 1993 reform package has made significant inroads into eliminating import restrictions.

Banking and Local Finance

The banking system is controlled by Bank Indonesia. Full banking services are available in Jakarta from state-owned commercial banks and numerous national private banks, primarily from the United States, Europe and Japan. At the present time, there are no Canadian banks in Indonesia. Six major Canadian banks, however, have offices in neighbouring Singapore.

Transportation

— (Continued from page IV)

per cent of the total land area (Java, Bali, Sumatra, and Nusa Tenggara), roads remain the primary mode of transport, carrying about 53 per cent of medium- to long-haul freight and 88 per cent of the passenger traffic and accounted for 80 per cent of 1992 transportation development funds.

It is estimated that U.S.\$46.8

billion will be needed to finance the establishment of new land, sea and air transportation facilities under the new Five Year Plan (1994-1999).

There are currently several projects that Canadian firms may be able to pursue in port, airport, toll road, and railway development.

WHERE TO GO FOR ASSISTANCE

KEY CONTACTS IN CANADA

Embassy of Indonesia
287 Maclaren St.
Ottawa, Ont.
K2P 0J9
Tel: (613) 236-7403
Fax: (613) 232-0635

Vancouver, B.C.
Tel: (604) 682-8855
Fax: (604) 662-8396

Edmonton, Alta.
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Fax: (416) 591-6613

Asia Pacific South
Trade Development Division
Foreign Affairs and
International Trade
125 Sussex Drive
Ottawa, Ontario K1A 0G2

Tel: (613) 996-7256 or
992-0959
Fax: (613) 996-1248
996-4309

Canada Indonesia Business
Council (CIBC)
Toronto, Ontario M5A 1N1
Fax: (416) 947-1534

KEY CONTACTS IN INDONESIA

Canadian Embassy
Fax: (62-21) 571-2251

Canadian Investment Advisor
Fax: (62-21) 520-2048

The World Bank
Tel: (62-21) 520-7316

Asian Development Bank
Fax: (62-21) 570-4292

Canadian Business
Association
Fax: (62-21) 525-7590

Indonesia Canada Business
Council (ICBC)
Fax: (62-21) 390-8863

Pertamina (Indonesian State Oil Co.)
Fax: (62-21) 381-5273

BAPPENAS
(National Planning Board)
Fax: (62-21) 310-5374

BULOG (National Logistics Agency)
Fax: (62-21) 830-2533/34

The Indonesian Chamber of
Commerce and Industry (KADIN)
Fax: (62-21) 315-0241

BPPT (Agency for the
Assessment and Application
of Technology)
Fax: (62-21) 328-169

Ministry of Forestry
Fax: (62-21) 573-1858

Ministry of Communications
Tel: (62-21) 345-1657

Ministry of Health
Fax: (62-21) 520-1591

Ministry of Tourism,
Post, and Telecommunications
Fax: (62-21) 375-049

Ministry of Trade
Fax: (62-21) 374-361

Ministry of Agriculture
Fax: (62-21) 780-4237

Ministry of Industry
Fax: (62-21) 520-1606

Ministry of Mines and Energy
Tel: (62-21) 384-7461

Ministry of Public Works
Fax: (62-21) 739-0469

Ministry of Defense & Security
Fax: (62-21) 384-0046

Ministry of Finance
Fax: (62-21) 374-530
or 372-758

FOR FURTHER INFORMATION . . .

General

- Business Guide to ASEAN, 1992: Best overall guide to ASEAN*
- Indonesia: A Guide for Canadian Exporters, 1992 - Basic travel info*
- Survey of Economic Relations, 1992 - AID and political info*
- Energy and Power Generation in Indonesia. 1993*
- Transportation: Rail, Airports and Roads in Indonesia. 1993*
- Environmental Technologies and Services in Indonesia. 1993*
- Advanced Technologies: Geomatics, Aerospace, and Remote Sensing in Indonesia.*
- Educational, Health and Medical Equipment and Services in Indonesia. 1993*
- Information Technologies: Telecommunications and Software in Indonesia. 1993*
- The Oil and Gas Sector in Indonesia. 1992*
- Republic of Indonesia Tendering Procedures.*
- The Selection and Support of Indonesian Agents and Distributors. 1991, 18 pgs.*

Other Industry Briefs

- Agricultural and Food Products - Indonesia
- Chemicals and Plastics - Indonesia
- Electrical Equipment - Indonesia, Canadian Embassy, Jakarta
- Forest Products - Indonesia
- Pulp and Paper - Indonesia

Please affix business card and fax to Canadian Embassy, Jakarta:
(011-62-21) 571-2251; or Foreign Affairs and International Trade
(PST), Ottawa: (613) 996-1248/4309.

Business Card

BUSINESS OPPORTUNITIES

Before entering into an agreement with a company, readers are advised to verify the bona fides of the companies listed here.

SAUDI ARABIA — A prominent industrial company is seeking **Canadian expertise in shoe manufacturing and all types of paper tissues.** Contact Ahmed Y. Al-Hassan Bros. Company, P.O. Box 46, Hofuf, Al-Ahsa 31982, Saudi Arabia. Tel.: (966-3) 582-8233. Fax: (966-3) 587-6666.

VENEZUELA — A trader involved in the Venezuelan chemicals market for 20 years and specializing in **silicones, urethanes, coatings and petroleum refinery products** wishes to **represent Canadian manufacturers.** Contact Ricardo Urbina, Quimica Internacional Imex, S.R.L., av. Romulos Gallegos, Edif. Park Avenue, Piso 12, Ofic 127, Caracas 1070-A, Venezuela. Tel/Fax: 582-238-5963.

WASHINGTON — A value-added reseller (VAR) is seeking Canadian software companies interested in having their products/services distributed in the United States. The company specializes in **development and network management tools** to the Fortune 250 and the federal government. The firm has sales offices in the U.S. and more than 100 consultants who are developing client/server applications. Contact M. M. Ellenbogen, Canadian Embassy, Washington DC. Tel.: (202) 682-1740. Fax: (202) 682-7619.

Asian Development Bank Seminars

The Asian Development Bank (ADB) finances annually \$5 billion worth of contracts in Asia that Canadians could be pursuing!

Canada has not been as active as many other Organization for Economic Cooperation and Development countries in chasing these contracts. Canada risks losing ground to its competitors in these rapidly expanding markets.

To address this shortfall, Foreign Affairs and International Trade (DFAIT) has arranged for the ADB to provide seminars in May that would give practical and informed advice on how to prepare good bids on contracts financed under loans and under the ADB's own technical assistance program.

Speakers will be staff of the ADB who are responsible for developing and monitoring all bidding for ADB contracts.

These sectorally-focussed sessions, in which procurement opportunities in energy and telecommunications will be highlighted, should interest consulting, contracting and manufacturing, agriculture, forestry, transportation, health, communications, energy and environment firms.

ADB bidding guidelines are precise. To prosper, Canadian companies will need to understand the rules thoroughly; your participation will be crucial.

The one-day seminar will be conducted between May 12 and 24, 1994 in Vancouver, Edmonton, Toronto, Montreal, and Halifax. Time will be set aside for one-on-one company interviews.

Contact your local International Trade Centre, or the Asia Pacific South Trade Division of DFAIT in Ottawa. Tel.: (613) 995-7659.

Trade Conference in S. Carolina

Greenville, South Carolina — Canadian firms have an opportunity — May 3-4, 1994 — to establish or improve their trade with South Carolina.

The first step is to participate in **The Second Canada-South Carolina Trade and Investment Conference** being sponsored by The Canadian American Society of South Carolina (CASSC).

The event, which will specifically emphasize joint ventures between Canadian and South Carolina firms, is being held in conjunction with **Automated Manufacturing'94 (AM'94)**, the largest industry trade show in South Carolina and at which there will be a Canadian Pavilion anchored by the Canadian Consulate General in Atlanta. Estimated attendance is 11,000 persons.

In addition to the environmental control industry, the leading trade sectors between Canada and South Carolina will be highlighted. They are, in descending order of importance: industrial machinery and equipment; electronics/electric products; chemical and allied products; textile mill products; transportation equipment; rubber and miscellaneous products; paper and allied products; fabricated metal products; and apparel and other textile products.

For details on both the **AM'94** and the **CASSC Trade Conference**, contact Canadian-American Society of South Carolina, % S.C. State Board for Technical Education, 111 Executive Center Drive, Columbia, South Carolina 29210. Tel.: (803) 737-9348. Fax: (803) 737-9343.

GG Heads Trade Delegation to Hong Kong, China

Hong Kong/Guangzhou — Canadian firms have an opportunity to find out how to tap into the dynamic markets of Hong Kong and the People's Republic of China.

All they need do is participate in **Profiting From Partnership: Canada-Hong Kong-China Trade and Investment Week**, being held here May 2-6, 1994.

This event will feature: sector specific workshops; one-on-one meetings with potential business partners; and industrial visits.

Conference/workshop topics include: Business Synergies-Hong Kong and China; So You Want to do Business with China; Strategies for Succeeding in China; and Sectoral Round-Table Discussions.

The Trade Investment Week, which will be headed by Governor General Ramon Hnatyshyn, accompanied by Minister of Agriculture Ralph Goodale, is organized by the Canadian Chamber of Commerce in Hong Kong, the Commission for Canada in Hong Kong and Foreign Affairs and International Trade.

Places are filling up quickly. Fax Hong Kong: (852) 525-5196 or telephone Hong Kong: (852) 868-0722.

Canada's Japan Plan — from page 1

associations; in some they are private-sector groups that have come together specifically to tackle the Japanese market. Supporting these lead groups are government teams brought together from federal and provincial levels as appropriate for each sector.

These are not "advisory bodies". The idea is to take advantage of the synergies of a "team Canada" approach in penetrating the Japanese market. Governments stand ready to support activities to make industry more export ready, to deliver better strategic and market intelligence. They can help to adapt products, to acquire technology, to seek partners or to establish an industry presence in the market — on a collaborative, partnership and cost-shared basis.

The objective is business-led development of strategic sectoral action plans to adapt Canadian products to the changing needs of the Japanese market.

Some 75 events took place in 1993. These ranged from seminars on building products held across Canada to seafood promotions held in Japan. The planning being done by the industry lead groups right now is creating a 1994 schedule that is just as ambitious.

Foreign Affairs and International Trade has produced a status report on CANADA'S ACTION PLAN FOR JAPAN which is available from InfoCentre. Tel.: 1-800-267-8376 (Ottawa area: 944-4000).

If your company is active in one of the priority sectors, get a copy

and contact the appropriate industry group. They are looking for more players on their teams.

Watch future issues of **CanadaExport** for sector-by-sector updates on the ACTION PLAN.

BCNet — from page 2

International Affairs at the Canadian Chamber of Commerce explained, "We're excited at the prospect of offering a value-added service to small and medium-size enterprises. We've listened to our members, and our members are saying they need timely, company-specific business leads and market information. BCNet responds to those needs."

Information about BCNet is available from the head offices of the Chamber in Ottawa (telephone 613-238-4000), or from International Trade Centres in Ontario, Quebec, Nova Scotia and British Columbia.

Budapest Moves

The Trade Section of the Canadian Embassy in Budapest now is located at Kiralyhago Ter 8/9, H-1126, Budapest, Hungary. Tel.: 156-1251. Fax: 155-8650. Telex: 22-4588. Business hours are 08.00-16.00 and phone service is from 08.00-17.00.

InfoCentre

InfoCentre (formerly InfoExport) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoCentre (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order DFAIT publications, fax (613-996-9709) your request. Include the publication code (in brackets).

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CANADA'S INTERNATIONAL TRADE BUSINESS PLAN

Canada's International Trade Business Plan identifies the international challenges and opportunities facing Canadian industry

and presents the government's action plan for increasing our success in the global marketplace. It is the result of extensive consul-

tations within the federal government and with the private sector.

This year's plan consists of a Strategic Overview which outlines the federal government's overall strategy for international business development and a series of Sector Strategies with accompanying Activities Lists. The activities outline the key international initiatives to be undertaken with

South Africa: Spotlight on Trade

With the prospect of the first non-racial democratic elections to be held in South Africa at the end of April, people are asking what to expect? Will a future government continue with old policies or will there be radical changes? What should the Canadian business community anticipate by way of investment and trade policies?

Following Minister for International Trade Roy MacLaren's recent trade mission to South Africa here is an update of some of the activities in which the Department of Foreign Affairs and International Trade (DFAIT) will engage in support of the Canadian business community.

Minister MacLaren's mission, which included Canadian business representatives and other digni-

taries, marked the first visit by a Canadian Trade Minister to South Africa in 30 years.

He met with State President F.W. De Klerk, senior government and African National Congress (ANC) officials, and prominent members of the South African business community.

Minister MacLaren remarked: "More than ever we are enthusiastic about the prospects in South Africa. We return with an order book much larger than anticipated and a conviction that the future offers new markets for Canadian goods and services".

Minister MacLaren highlighted the return to trade normalization between Canada and South Africa by officially opening a new Cana-

Continued on page 2 — Spotlight

Canadian industry in support of international business development.

To receive the documents of interest to you, mark your selection on the following list, fill in your address in the box next page, and return this form to INFO-CENTRE by fax to (613) 996-9709 or by mail to 125 Sussex Drive, Ottawa K1A 0G2.

Continued on page 2 — Trade

Name Change Reflects Mandate

Due to the recent departmental name change to Foreign Affairs and International Trade (DFAIT), the name *InfoEx* has been rendered obsolete. The organization now operates under the name *InfoCentre*.

This name change is also appropriate given the expanded mandate of the Centre which now in-

cludes the handling of general enquiries, and the provision of counselling, publications, and referral services to the public for both international trade and foreign policy matters.

The *InfoCentre* can be reached at tel.: 1-800-267-8376 (Ottawa area 944-4000). Fax: (613) 996-9709.

Access

North America

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- Arts and Cultural Industries
- Automotive
- Biotechnologies
- Business and Professional Services
- Chemicals and Plastics
- Chemicals and Petrochemicals
- Plastics and Polymer Products
- Consumer Products
- Apparel Industry
- Business and Institutional Furniture
- Footwear
- Hardware and Housewares
- Household Furniture
- Sporting Goods (incl. recreational watercraft)
- Textiles
- Defence and Related Products
- Aviation, Marine and Defence Electronics
- Marine and Land Defence Systems
- Electrical and Energy Equipment
- Electrical Equipment
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- Construction Products
- Space
- Tourism
- Urban Transit and Rail

Spotlight: South Africa — from page 1

dian Trade Office in Johannesburg. He also announced significant business opportunities that came about during the mission: the signing of the Export Development Corporation \$100 million line of credit in support of increased procurement of Canadian goods and services; the announcement by Newbridge Microsystems of a joint-venture agreement with a well-established South African electronics group; SR Telecom's major contract for telecommunications equipment with Telkom

SA; and Western Star Truck's supply of 12 vehicles to a major South African transport company.

MacLaren noted that "these initiatives should encourage other Canadian exporters to seriously consider the South African market, as well as the larger market of the Sub-Saharan region."

The performance of the South African economy in 1994 has shown a marked improvement over 1993. In spite of political uncertainty, there is a mood of optimism. There is no shortage of trade delegations and missions to South Africa.

With the lifting of Canada's economic sanctions the Government of Canada is committed to forging constructive links with the "new South Africa". The Canadian business community is encouraged to investigate the South African marketplace to unearth profitable business opportunities and establish business relations with South Africans.

A number of activities are to
Continued on page 4 — South

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BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — A factory in Qingdao is interested in a **joint venture project with Canadian electrical or mechanical products manufacturers**. The firm can supply a covered plant up to 3,000 square metres and an office up to 1,300 square metres, as well as two sets of three-ton hoist systems. Contact Joanna Siu, Sahari Trading Ltd., Suite 101, 416 Sixth Street, New Westminster, B.C. V3L 3B2. Fax: (604) 521-4007/540-2689.

EASTERN EUROPE — A Bulgarian company which distributes Canadian-made alcoholic beverages throughout Bulgaria and which has offices in Montreal and Lebanon wishes to expand its business by importing **food products and food-related technologies** for distribution in Eastern Europe. The contact in Canada is: Softrade Ltd., Loris Bedrossian, 3426 St-Antoine West, Montreal H4C 1A8. Tel.: (514) 938-4723. Fax: (514) 938-4799.

HONG KONG — A company here is looking for the long-term supply of **off-grade low/high density polyethylene** (two containers monthly). Contact C.Y. Hung, Director, Sahari Trading Ltd., Suite 101, 416 Sixth Street, New Westminster, B.C. V3L 3B2. Tel.: (604) 521-7008. Fax: (604) 521-4007.

INDIA — A subsidiary of Bolar Bolar & Associates Inc. Canada, and with head office in Bangalore, seeks Canadian firms interested in **joint ventures, technology**

transfers, sales and distributorships in India. Contact M. Bolar, Bolar Bolar & Associates Inc., 706 Clearcrest Crescent, Orleans, Ontario K4A 3E6. Tel.: (613) 834-2956. Fax: (613) 834-3642.

LEBANON/SYRIA — A company here would like to **import** all types of items that are sold in gift shops: **stationery; small leather goods; photo frames; cameras; toys; novelties; watches; cosmetics; etc.** Contact Arthur K. Hart Trading Co., P.O. Box 16-6386, Ashrafieh, Beirut, Lebanon. Tel.: 961-1-398438. Fax: 961-1-602801.

SAUDI ARABIA — A prominent Saudi company wishes to enter into a **joint venture for the supply of equipment and machinery and to set up a plant for a non-woven fabric industry**. Contact Al-Othame for Trading, P.O. Box 42814, Riyadh 11551, Saudi Arabia. Tel.: (966-1) 477-0432. Fax: (966-1) 476-5157.

Tender Notice!

NOT TO BE PUT ON ICE!

Cannon Program Management, Grand Island, New-York, has been retained by the Sabres to act as owners' agents in the construction of a new 19,250-seat hockey and multi-purpose arena in Buffalo. Construction of this U.S.\$ 110 million project is expected to begin this spring with a late 1995, early 1996 completion date.

Opportunities for Canadian suppliers **include seating (\$5.5 million), refrigeration and**

SAUDI ARABIA — A prominent Saudi agricultural company is looking for **equipment suppliers and formulation management through joint venture**. Contact Mr. Turki Faisal Al-Rasheed, President, Golden Grass Inc., P.O. Box 21570, Riyadh 11485, Saudi Arabia. Tel.: (966) (1) 478-3024. Fax: (966) (1) 478-4630.

SPAIN — **Automobile accessories** are being sought by Darryl Martyn Access Imports, Apartado 47, Savatierra (Alva), Spain. Fax: 34-4-531-2354.

VENEZUELA — A well-established firm in Caracas will represent Canadian companies engaged in **environmental protection** (specifically in the oil and gas sector). Contact Debarr, C.A. Av. Universidad, Misericordia a Monroy, Ed. Monroy, Piso 1, Caracas 1010A, Venezuela. Tel.: 582-577-3741/576-3834. Fax: 582-576-4792.

ice systems (\$3.5 million), the display clock (\$3 million) and related equipment. These items are expected to be a direct buy.

Cannon advises interested contractors and suppliers to register with Richard DeJean, office of the prime contractor, Huber, Hunt & Nichols, Indianapolis. Tel.: 317-241-6301. Only experienced suppliers to sport facilities will be considered.

South Africa Trade Events — from page 2

take place during the year:

May 1994 — The Canadian Exporters' Association (CEA) will lead a franchising mission to identify prospective franchisees for Canadian franchises. Contact Larry Duffield, CEA. Tel.: (613) 238-8888. Fax: (613) 963 9218.

August 23-28, 1994 — INTERBOU '94, Johannesburg. The 14th International South African Building and Construction Exhibition.

September 19-23, 1994 — ELECTRA MINING '94, Johannesburg. The 11th International South African Mining, Electrical Engineering, General Industrial and Materials Handling Exhibition.

October 11-15, 1994 — PACKPROCESS '94. The 8th International Packaging exhibition; PRINTEXPO '94. The 6th International Printing Exhibition; and FOODPRO '94. The 4th International Food Processing Exhibition.

Recruitment for INTERBOU, ELECTRA MINING, PAKPROCESS, PRINTEXPO AND FOODPRO '94 is being undertaken by UNILINK of Agincourt, Ontario, the Canadian representatives for Specialized Exhibitions of Johannesburg. Contact Lori-Anne Larkin, Tel.: (416) 291-6359. Fax: (416) 291-0025.

November 1-5, 1994 — SAITEX '94. The South African International Trade Exhibition. This is a multi-sectoral exhibition with a significant number of international participants. Contact Canadian Embassy Trade Office, Johannesburg. Fax: 011-27-11-442-3325.

Foreign Affairs and International Trade will participate in ELECTRA MINING, PACKPROCESS, PRINTEXPO, FOODPRO (the latter three comprise one event with three sub-sections)

and SAITEX with an information booth at each event which will highlight Canadian capabilities.

In addition, a number of key South African representatives in the telecommunications and high technology sectors will be invited to Canada later this year.

For general trade information

on South Africa, contact InfoCentre 1-800-267-8376 (Ottawa area: 944-4000). For information on specific activities or opportunities pertaining to South Africa, contact DFAIT's Africa and Middle East Trade Development Division. Fax: (613) 944-7437. Tel.: (613) 944-6589.

Africa Attracts Telecom Trade

Cairo — Africa Telecom 94, from April 25 to 29, will attract top-level participants and offer a unique opportunity to showcase Canada's most advanced equipment and specialised services.

Sponsored by the International Telecommunications Union, **Africa Telecom 94** will specifically address the Middle East region. It will examine the diverse needs of large and small states, of cities as well as deserts and remote rural areas.

Both the Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada will be present. The

Canadian Stand will be in Hall 3, Stand No. 3010.

The following facilities and services will be available to Canadian participants and business visitors: an information booth staffed by senior Canadian experts, rooms for private meetings and distribution of corporate documents and brochures, public relations and visibility, and the opportunity to arrange targeted calls with visiting foreign dignitaries and officials.

For more information, contact Maurice Bernier, DFAIT. Tel.: (613) 944-0396. Fax: (613) 944-7437.

Ceramics to Security

Beijing Fairs Could Prove Fruitful

The following trade fairs in the People's Republic of China might be of interest:

- **International Ceramics Technology and Equipment Exhibition (Beijing Ceramics'94)** — June 22-26, 1994: Held every two years, the show in 1992 attracted 41,200 visitors. Chinese buyers signed contracts totalling US\$25,100,000.
- **Beijing International Fire Control and Security Exhibition (Fire Security Beijing'94)**

— July 1-4, 1994: Fire fighting and protection devices, security and survival equipment.

• **'94 China CATV Show** — August 8-12, 1994: This will be the second official CATV exhibition under the guidance of the government ministry responsible for the CATV industry in China.

Contact Mitra Kiamanesh, Globe Tech Management, 3650 Westbrook Mall, Vancouver V6S 2L2. Tel.: (604) 222-4448. Fax: (604) 222-1222.

California Procurement Mission Explores Multi-\$Billion Market

Los Angeles/San Francisco — Canadian companies have an opportunity to explore — and perhaps get a piece of — the multi-billion dollar market for a complete range of goods and services in the state of California.

All they need do is participate in a **Government Procurement Trade Mission** being organized for May 16-20, 1994 by the Canadian Consulate General, Los Angeles.

Organizers say there are "many opportunities" in California for Canadian companies, particularly those that have competitive products and services and those that are willing to put the time and effort into developing this market.

This mission — through educational seminars and round-table meetings with procurement offic-

ers — will introduce information technology companies to the public procurement markets in California, including opportunities that exist selling products and services to California's state and local governments.

Space is limited and will be reserved on a first-come, first-serve basis upon receipt of a completed application.

To receive the application send company and product profiles to Jeff Gray, Commercial Officer, Commercial Division, Canadian Consulate General, 300 S. Grand Avenue, 10th Floor, Los Angeles, CA 90071. Tel.: (213) 346-2752. Fax: (213) 620-8827.

To obtain further information on the mission, contact either Jeff Gray, as per above, or Mark J. Ritchie (tel.: 415-543-2550, ext. 25).

Fair in Bogota Means Business

Bogota — Companies attempting to crack into Colombia's emerging markets have an opportunity to do so by participating in the **Bogota International Fair**, being held here July 14-24, 1994.

Canada will have its own pavilion, the largest ever, at what is deemed Canada's most important trade event ever in Colombia.

The event concentrates on consumer goods, communications equipment, industrial machinery and heavy equipment for mining, construction and packaging.

While participation in the fair may open doors to Colombia, it can also lead to market opportunities in Venezuela, Ecuador and Panama.

Business delegations and missions from these and other countries attend the fair, giving par-

ticipants even broader exposure to potential markets. More than 25 countries have pavilions or stands. And the fair attracts more than 300,000 visitors.

The Department of Foreign Affairs and International Trade (DFAIT), sponsors of Canada's Pavilion, says that, in 1992, Canada's exports (1/4 \$billion) to Colombia increased by 67 per cent, making the country Canada's fourth-largest export market in Latin America.

Interested parties wanting more details — space is expected to fill quickly — should contact Stéphane Charbonneau, DFAIT, Ottawa (tel.: 613-996-5548; fax: 613-943-8806); or John Gartke, Canadian Embassy, Santafé de Bogota (tel.: 011-57-1-217-5555; fax: 011-57-1-310-4509).

Montreal to Host North America Business Outlook Conference

Montreal — Business opportunities, trade and investment information pertinent to Canada, the United States and Mexico will be discussed at the **First Annual North American Business Outlook (NABO) Conference**, May 3-6, 1994.

Seminars will provide the detailed information required to ensure easy entry and eventual success in marketing ventures in these countries.

Private-sector experts are to offer presentations on marketing, advertising and distribution systems unique to each country, banking, legal systems, tax implications, customs and shipping, and other export-related strategies. Government commercial officers will focus on various government procurement opportunities.

Also to be highlighted are opportunities in high technology, services, environment, consumer goods, and industrial capital goods.

Participants have the opportunity for one-on-one business counselling sessions with government officers and for meeting agents, distributors and potential licensees.

Minister for International Trade Roy MacLaren will be keynote speaker at the conference which is hosted by the U.S. Department of Commerce, Babson College and Brandeis University.

Contact Conference Manager, NABO, Ottawa. Tel.: (613) 747-2732. Fax: (613) 747-2735.

Show Casts Light on Asia

Singapore — The 6th Annual Pro Audio and Light Asia will be held here July 6-8, 1994.

This event attracts buyers interested in professional recording, sound reinforcement, duplication, lighting, lasers, special effects, and associated equipment.

The Canadian High Commission will not be present at this show, but companies interested in buying booth space may contact Alan Suen, Business and Industrial Trade Fairs Ltd., 18th Floor, First Pacific Bank Centre, 51-57 Gloucester Road, Wanchai, Hong Kong. Tel.: (011-852) 865-2633. Fax: (011-852) 866-1770.

Companies that exhibit in these shows should advise the Canadian High Commission. The address is: Robinson Road, P.O. Box 845, Singapore 9016. Tel.: (011-065) 225-6363. Fax: (011-65) 225-2450.

Toy Show Taps Market in Taiwan

Taipei — Canadian toy producers might find it worth their while to participate in the Taipei International Toy Show October 27-30, 1994.

Buyers from 65 countries are expected to attend this annual event which, last year, attracted more than 20,000 visitors.

Products being exhibited are: wheeled toys; dolls and accessories; electronic, wooden, and educational toys; video games; action, inflatable and stuffed toys.

Application deadline for interested participants is July 1, 1994.

For more information, contact The Taiwan Trade Centre, McGill College Avenue, Suite 2108, Montreal H3A 3J6. Tel.: (514) 844-8909. Fax: (514) 844-9246.

CONTRACTS AWARDED

Fuller-F.L. Smidth Canada Limited (F-FLSC), Scarborough, Ontario, has signed a contract with

China National Machinery Import and Export Corporation in Beijing, to supply process machinery, electrical equipment and related services for construction of a cement plant in Chongqing City.

The Export Development Corporation (EDC) is financing up to \$23.5 million by a loan to the People's Construction Bank of China to support the transaction. The project is expected to create about 665 person-years of employment in Canada.

F-FLSC is a leader in the design and manufacture of heavy process equipment and systems for the cement, minerals processing and pulp and paper industries.

InfoCentre Offers Interactive Fax Info 24 Hours/Day

A new interactive fax information service (**FaxLink**), operated by InfoCentre (Foreign Affairs and International Trade, Ottawa), can now be reached by dialling (613) 944-4500 from an office fax machine (24 hours per day, 7 days a week).

Once connected with **FaxLink**, callers will be greeted with a voice prompt and will be asked to either request an index of available faxables or to input the product code associated with the desired document(s). When the order is completed, the system will fax the desired information.

FaxLink presently includes information on the Access North America program and various documents concerning the North American Free Trade Agreement (NAFTA). The service soon will be expanded to include documentation on up-to-date foreign policy matters and additional market information and intelligence that will be of particular relevance to Canadian exporters.

For more information concerning **FaxLink** or to provide your suggestions about what kind of documentation should be included in the system, please contact Lewis Coughlin by fax at 613-996-9709.

The Export Development Corporation (EDC) is lending up to US\$239,000 to an Argentina company to buy 85 head of **Hereford cattle and semen** from Shore Holsteins International Ltd. of Glanworth, Ontario. The sale is the first transaction financed under the recently established US\$10 million line of credit between EDC and Banco Rio de la Plata, S.A. in Argentina. It also represents EDC's renewed activity in the Argentine private sector since 1987.

A Chambly, Quebec company, **138170 Canada Inc. (Remcor)**, working through the Canadian Commercial Corporation, has won a C\$40.6 million contract to deliver M969 semitrailers to the U.S. Army's Tank Automotive Command in Warren, Michigan.

Mitel Corp., Kanata, Ontario, has landed deals totalling \$3 million to install telephone switches in Belize and Costa Rica to help maintain tourism and essential services in rural areas.

PUBLICATIONS

NAFTA Software

A software program, *Global Trader: Doing Business in Mexico*, could be just the ticket for companies interested in exporting to this country.

The DOS program contains a vast information data base developed by experts and provides the export market researcher with current facts on such trade-related topics as: entry regulations; business and trade practices; legislation and marketing products/services that will affect a company's performance in Mexico.

The general program is a mouse-driven (with keyboard option) graphic interface with easy-to-use menu systems and icons. Some of the general features include: a market access diagnostic; over 70 activated maps; pop-up, trade-related documents with activated information fields; an interactive glossary of trade terms; and a trade show planner.

For information, contact T. Allison & Associates, 111 Townline Road East, Carleton Place, Ontario K7C 2C9. Tel.: (613) 233-2175. Fax: (613) 233-7617.

Transport/Export Guides

The following manuals will be useful to exporters and to those who are planning to enter international markets:

The *Guide to International Transport*, published by the Quebec Department of International Affairs (\$14.95), contains general information on transportation — road, sea, air and intermodal. The book also discusses insurance, documentation, storage and packaging regulations.

The *Export Connection* (\$12.95) discusses the steps involved in becoming an exporter, inclu-

ding diagnosis, planning, resources, and other relevant matters.

These manuals are on sale in bookstores or from Publications du Quebec, Box 1005, Quebec City, Quebec, G1K 7B5. Tel.: 1-800-463-2100 or (418) 643-5150. Fax: (418) 643-6177.

Building U.S. Markets

Companies interested in increasing their share of the U.S. mid-Atlantic building products market can learn how by obtaining *Opportunities for Canadian Building Product Manufacturers in the Mid-Atlantic States: An Overview Report*. Commissioned by the Canadian Embassy in Washington, the report analyzes the potential market for skylight, window, door, lumber, and wood products. Also provided are useful business contacts. Contact M.M. Ellenbogen, Canadian Embassy, Washington DC. Tel.: (202) 682-1740. Fax: (202) 682-7619.

Bodyshop Service

Interim Global Market Opportunities Review for Garage, Service Centre and Bodyshop Equipment now is available from the Sectoral Liaison Secretariat (TOS) of the Department of Foreign Affairs and International Trade.

In addition to providing a brief country-by-country market overview, the directory lists market opportunities — by product (as indicated in the title), and by country.

The countries covered are: Belgium, Colombia, Egypt, Germany, Guatemala, Japan, Mexico, The Netherlands, Romania, Saudi Arabia, Spain, Switzerland, Taiwan and the United Kingdom.

For more information or for a copy of the study, contact TOS. Fax: (613) 943-8820.

Salmon is Served

Global Market Opportunities Review - Salmon is one of a series of publications produced by the International Business Development Branch of the Department of Foreign Affairs and International Trade.

This review outlines a range of market opportunities and is aimed at enhancing the export-oriented Canadian salmon industry by laying the groundwork for the development of a national export marketing strategy for salmon and salmon products through the coordination of regional efforts.

The review examines the sector and the market prospects, strengths and weaknesses. Particular attention is paid to export marketing strategies and information from 39 Canadian Trade Offices abroad is included, along with a series of their observations of the sector regarding consumer awareness, seasonal consumption, shipment size, the Canadian image, the food service market segment, and promotional materials in territories outside of Canada.

So far the publication has been delivered to companies and to federal and provincial government departments.

If you have been missed, you may order your copy, citing code 156TB, from InfoCentre. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Power in Korea

In the next 15 years, Korea will spend C\$72 billion on power generation and distribution projects,
Continued next page — Publications

AGENDA

Vancouver — May 9, 1994; **Calgary** — May 11; **Saskatoon** — May 13; **Toronto** — May 17; **Ottawa** — May 25; **Montreal** — May 31 — **Country Risk Workshops** hosted by the Export Development Corporation (EDC). Contact Lyne Hébert, EDC, Ottawa. Tel.: (613) 598-2774. Fax: (613) 598-3080.

Ottawa-Hull — May 17, 1994 — The Federal Business Development Bank (FBDB) is offering a two-month (45 hours) **Strategic Planning Program** specifically aimed at Ottawa-Hull area companies wanting to enter or expand their export markets. Contact Douglas L. Marshall, Manager, Business Counselling, FBDB, Ottawa. Tel.: (613) 995-5068. Fax: (613) 995-9045.

Trade Links Made With Fax on Demand

Muselink International Technologies offers clients an integrated telecommunications database system of Canadian exporters marketing information under the name **Tradefax**.

Using the latest technology known as fax-on-demand, this system allows instant access, 24 hours a day, to marketing information on **worldwide trade links**.

Call the **Tradefax** information hotline: (613) 599-6909.

• NOTICE TO OUR READERS •

Many of our readers send us information on seminars and trade fairs that they are organizing, or products and services they wish to promote in our newsletter.

We carefully examine this large volume of mail and try to find a place for material which we think will interest a good segment of our readership. Obviously, we cannot publish everything sent to us.

We realize that those who send

material would like to know if and when it will be published. But our small team would never be able to keep its head above water if it had to answer each letter, let alone publish the newsletter. The only way to find out whether your item is being published, then, is to carefully read each issue of **CANADEXPORT!**

We appreciate your understanding.

Publications — from page 7

ones that Canadian companies possibly could get a share of — provided they placed themselves on Korean qualified vendor lists!

That's one of the messages contained in **Korean Power Generation and Distribution Market**, a hard copy and diskette study completed recently by the Canadian Embassy in Seoul.

The detailed study outlines market opportunities, profiles key partners and provides advice on a number of alternate market penetration strategies.

It also notes that the continuing rapid growth of the Korean economy has created a "skyrocketing demand" for electricity, with the construction of power generation capacity in 1992 alone costing C\$6.8 billion.

Persons wanting hard copies of the 124-page study, or WP 5.2 diskette versions (please submit DOS-formatted 3 1/2-inch or 5 1/4-inch disks), should contact: Commercial/Economic Section, Embassy of

Canada, C.P.O. Box 6299, Seoul, Korea. Fax: (82-2) 755-0686.

Korea: Business Legal

A Legal Guide to Doing Business in Korea recently completed for the Canadian Embassy in Seoul now is available either in hard copy or diskette (WP 5.2) form.

While not a substitute for professional legal advice, the guide prepared by the international Korea-based law firm Lee & Ko, provides valuable insight into the often very different Korean legal system.

Topics covered include: Establishing a Business Presence in Korea; Protection and Transfer of Know-How and Intellectual Property Rights; and Tax and Accounting.

For a copy of the 56-page guide or the diskette — please provide a DOS-formatted 3 1/2-inch or 5 1/4-inch disk — contact: Commercial/Economic Section, Canadian Embassy, C.P.O. Box 6299, Seoul, Korea. Fax: (82-2) 755-0686.

InfoCentre



InfoCentre (formerly InfoExport) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoCentre (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order DFAIT publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

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May 2, 1994

New "Bangers" Mean Bucks!

NICHE MARKETS ABOUND IN BRITISH FOOD INDUSTRY

At the mere mention of British cuisine one invariably thinks of fish and chips, bangers and Yorkshire pudding.

The fact is that the United Kingdom is one of the world's largest food importing nations — with imports of approximately \$30 billion of agriculture, fish, and food products annually!

Such a vast overseas market presents opportunities for the Canadian food industry.

But the competition in the distribution trade in this sophisticated

market of 57 million is becoming increasingly fierce — what with the recent entry of major discount food retailers from the continent and North America.

British food retailers are constantly looking for new and interesting products to help attract customers to their stores. This provides Canadian firms with excellent niche market opportunities for products which offer something attractive and different through product uniqueness or innovative packaging and branding.

The UK market for Canadian bison, for example, is expected to develop from nothing to a \$5 million to \$10 million niche during the next several years.

Products such as Clearly Canadian water, Okanagan fruit snacks, Et Tu Caesar salad mix, Arctic char, Moosehead beer, Canadian "ice wine", P.E.I. wild

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Arizona to Utah:

Canada's Trade Officers Aid Exporters

In spite for the recent series of natural disasters that have hit Southern California, from earthquakes to fire storms and mudslides, the Canadian Consulate General in Los Angeles is open to assist Canadian firms seeking export opportunities in the south-western part of the United States.

With 16 trade and investment officers and five tourism officers in four California cities, the Consulate in Los Angeles is responsible for trade, investment and tourism activities in the States of California, Arizona, Utah, Nevada and Hawaii.

The satellite trade office in San Diego, with two full-time trade officers, concentrates exclusively on biotechnology and defense/defense electronics and communi-

cations sectors. The San Jose office has three trade officers working in the "Silicon Valley" on computer hardware and software, information technologies, telecommunications and biotechnology. In San Francisco, there are two trade officers handling a general range of Canadian export products and services into "the Bay Area", as well as a tourism officer promoting travel into Canada.

Canadian companies should direct all trade inquiries to the Canadian Consulate General in Los Angeles for action by the appropriate officer in the appropriate location.

For further information and assistance, contact Doug Paterson, Consul and Trade Commissioner, Los Angeles. Tel.: (213) 346-2763. Fax: (213) 346-2767.

cranberry sauce, Manoucher specialty breads, "cold-filtered" beer and Chinook salmon have sparked a lot of interest — and purchases — by the UK trade.

There is clearly a need to identify more of these exciting, high quality food products which, in many cases, are produced by small regional Canadian firms.

Private brand business is another area that offers significant potential. The major supermarket chains in the UK are much more heavily oriented to own-label than

Continued on page 8 — Bangers

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Canada "Builds" on Japan's Housing Markets

With more than 1.4 million housing starts in 1993, Japan offers an unprecedented market opportunity for Canadian manufacturers of value-added building products.

For more than a century, Canada has supplied logs and lumber to the Japanese market and, since 1973, has been instrumental in introducing 2x4 housing to Japan. This technique is now used in over 50,000 housing units annually; the remainder are either steel/concrete or traditional wooden structures.

Increasing "westernization" of housing trends has led to greater demand for both two-storey single houses and three-storey wooden apartments, fitted out with the latest in western-style fixtures, either manufactured in Japan or imported.

One of the fastest-growing segments of the Japanese housing sector is that of pre-cut, pre-engineered manufactured homes. Japan is desperately short of skilled tradesmen, such as carpenters, and this has fuelled the growing trend towards "imported housing" which can include various components from wall panels through complete housing kits. Use of such components can reduce the construction time for individual units

from 18-24 months down to less than 6 months.

The strong demand for imported housing and components has motivated Japanese builders and importers to "shop the world" for products which are cost-competitive — yet comparable in design and quality to those produced in Japan.

The timing could not be better for export-ready Canadian companies with high-quality products to offer.

While a number of technical barriers exist in Japan, these are not insurmountable.

Steady progress is being made with respect to changes in the Japanese building codes, fire regulations, product labelling, acceptance of Canadian product standards and other market-opening measures.

Concurrent with the surging demand for manufactured housing, Japanese importers and builders are looking also to import all types of building components and fixtures, including pre-finished hardwood flooring, interior and exterior doors, all types of windows, concrete forming materials, decorative mouldings, hardwood staircases and most of the other products which comprise western-style housing.

Groups of Japanese buyers visit Canada on a regular basis to see what Canadian companies can offer. Usually, they visit national home shows to see the latest in new products and to speak directly to manufacturers' representatives. This often leads to on-the-spot sales.

Companies seriously interested in the Japanese market should not expect short-term success. They should have previous export experience and sufficient financial and personnel resources to commit themselves to a multi-year marketing effort.

AAB Building Systems, Coburg, Ontario, has signed a new \$12 million annually licensing/export agreement in Japan for its innovative styrofoam concrete form block system. The agreement could quickly climb to \$40 million to \$50 million as the system becomes more widely known in the Japanese industry.

A Japanese agent, or a number of agent/distributors spread throughout Japan, can be extremely useful in handling enquiries, facilitating sales and providing after-sales service. Company and product literature should be available in Japanese.

Canadian building product manufacturers willing to commit themselves to serving the Japanese market will find the rewards can be very substantial.

For more information on potential markets in the Japanese housing industry, contact Wayne House, Japan Trade Development Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-1678. Fax: (613) 943-8286.

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

Africa and Middle East Report

CANADA'S COMMERCIAL RELATIONS WITH SUB-SAHARAN AFRICA

This report has been prepared by the Africa and Middle East Trade Development Division, Department of Foreign Affairs and International Trade. Other articles on Africa and the Middle East will be featured in future issues of CANADEXPORT.

As the first in our series of quarterly reports on Canada's commercial relations with the 45 diverse countries that make up Sub-Saharan Africa, it seems only fitting to begin with a description of our overall commercial strategy in the region.

In Sub-Saharan Africa, we face special challenges, including the breadth and complexity of the territory, a lack of traditional forms of financing, debt-burdened governments, political instability, social and cultural diversity, a lack of understanding and/or limited knowledge of the markets and only one Canadian Trade Commissioner in Abidjan (a small team of locally-engaged commercial officers spread thinly in the region). The South African case is a special one for us, in that we have recently opened a Trade Office in Johannesburg staffed by two Canadian Trade Commissioners with two locally-engaged commercial officers.

Given the limited available resources for this region, by necessity we have focussed all proactive trade support on three key sectors and are in the process of considering a fourth.

The sectors have been chosen on the basis of financing, the significance of the opportunities and, of course, the demonstrated

Canadian capability and comparative advantage. The sectors we have chosen are mining, telecommunications, and oil and gas. We are considering adding the education and training sector based on the results of a study currently being undertaken.

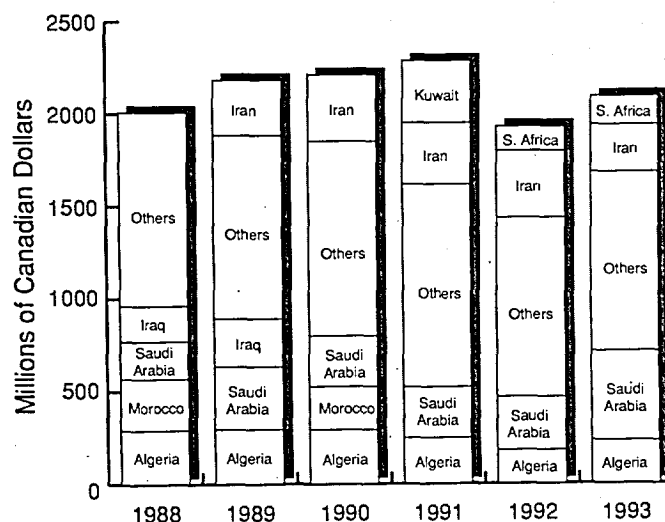
Mining generates significant foreign exchange (FX) throughout Africa and is largely private-sector driven. Telecommunications is an important FX earner and receives significant International Financial Institution (IFI) funding support, especially as several countries move toward privatization. Oil and gas are key export earners and receive considerable multi national financing. The need in education and training is

immense; the sector is the beneficiary of core IFI funding and is recognized as a priority area by the World Bank; and in the technical training area, Canadian capability can reinforce our strategy in our other core sectors.

Having chosen these sectors, our strategy has been to build corporate knowledge in these sectors, both in the field and at headquarters. We are developing and maintaining a knowledge base about specific relevant Canadian expertise and specific opportunities throughout this diverse region. Part of this process has been to support only a limited number of key proactive trade initiatives in these sectors and build upon them.

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**Canada's Merchandise Exports to
the Middle East and Africa**



Source: Statistics Canada

Sub-Saharan Africa

Continued from page 3

We have also been identifying special initiatives and working trade strategies around these events, such as the Francophone Summits.

Several trade missions have already been organized during the recent past. A mining delegation visited Zimbabwe, Botswana and South Africa in late January and came away very encouraged by what it saw. These three countries alone export more than \$20 billion worth of minerals annually.

A multi-sector trade mission led by Minister for International Trade Roy MacLaren, recently visited South Africa. Over \$10 million worth of contracts were signed during the mission and it is anticipated that downstream sales may total in excess of \$200 million.

An oil and gas mission to Gabon and Cameroon is currently underway. A number of provincial trade missions have also visited the region since the beginning of the year.

We facilitated the invitation of Canadian companies to the ITU/World Bank Conference on Telecommunications in Africa, where many key decision-makers from PTT's throughout the continent were gathered to discuss future strategies. A telecommunications mission to Eastern Africa is being organized as follow-up to the ITU Conference and linked to our presence at Africa Telecom held in Cairo in April.

We have organized a number of seminars on the African Development Bank for Canadian firms across the country and plan to continue to ensure that similar initiatives are supported on a more targeted sectoral basis.

All of the initiatives described above are meant to be building blocks. Future initiatives will be organized in Canada and abroad

CANADA-SOUTH AFRICA TRADE GOOD AS GOLD

In 1993 Canada's two-way trade with South Africa was valued at \$300 million, with Canadian exports valued at \$160 million and imports from South Africa valued at \$140 million.

Our major exports were wheat, sulphur and pulp and paper. Our major imports were essential minerals upon which the Canadian steel and aluminium industries depended.

Since the lifting of trade sanctions in September 1993, interest in traditional Canadian exports has heightened, as well as in high technology goods, in particular computer software, telecommunications equipment and consulting services.

We anticipate that South Africans will try to recapture some of their previously held Canadian market share for fruits, wines and sugar which was lost to other competitors. On balance, we foresee an annual growth in two-way trade which could rapidly double if existing trends continue and the general economic climate continues to improve.

The Department of Foreign Affairs and International Trade (DFAIT) has embarked on a very active program of trade development, including seminars in Canada, the preparation of market studies, and trade missions — including one which was led by Minister for International Trade Roy MacLaren in January 1994.

A marketing booklet, *A Guide to Canadian Exporters*, which was prepared by DFAIT immediately after the lifting of sanctions, is now available.

A copy of the guide is available through DFAIT's InfoCentre. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

(seminars, missions, trade shows) to complement work done to date. Ultimately, our aim is to enhance awareness of the region's vast potential, to obtain and disseminate useful market intelligence in a timely fashion, and to increase our share in what is a lucrative multi-billion-dollar export market.

Watch for the next issue of our Africa and Middle East Supple-

ment for sections on market opportunities in the regions of Africa.

For further information on Canada's commercial relations with Sub-Saharan Africa, contact the Africa and Middle East Trade Development Division, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 944-6589. Fax: (613) 944-7437.



Selling to Regional Bell Operating Companies

A new publication titled *A Guide on How to Do Business with Regional Bell Operating Companies in the US* has been prepared to help Canadian suppliers of telecommunications equipment develop their approaches to doing business with the Regional Bell Operating Companies (RBOCs) in the United States. Companies can sell directly to the RBOCs for their own internal use or through the RBOCs' resell or co-marketing programs. The guide addresses both avenues of doing business. It has been written in a procedural (how-to) fashion to help guide a Canadian company through the purchasing mazes of the RBOCs.

The guide's "Introduction" gives an

overview of the RBOCs, describes the RBOC buying environment, provides a list of do's and don'ts on dealing with RBOCs, and gives short-cuts and other know-how information.

This is followed by a section which describes each of the seven RBOCs and Bellcore (which is owned and funded by the RBOCs and conducts projects on research and development, technology and product evaluations, standards, market research and marketing), and identifies specific programs and potential initial contacts. Names, addresses, telephone and fax numbers are included for primary contacts.

The third section of the guide identifies the four types of third-party

resource organizations available to manufacturers that may wish to do business with an RBOC; these four resource groups are regional marketing organizations, consultants, manufacturers representatives and distributors.

The final section points out that selling to an RBOC is likely to require a long lead time and consistent effort throughout the selling period to gain their trust. This section provides tips on how to build and maintain a positive business relation with an RBOC.

The guide is now available from Industry Canada's International Telecommunications Division (see Contacts box).

Mongolian Telecommunications Due for Digital

With 97 000 lines (or approximately 4.5 lines per 100 people), and no manual (i.e. all automatic, albeit analogue, crossbar) switching equipment, Mongolia has had a telecommunications base quite superior to some of its Asian neighbours. However, this infrastructure is now obsolete, decaying, and needs to be digitalized. The 3 900 km of microwave, linking many of the provinces as well as linking Mongolia with Russia through Kazakhstan, is unreliable and of poor quality. Similarly, the 30 000 km of open wire trunk lines provide poor quality connections and are subject to snow and wind damage. Four of Mongolia's 18 provinces are not connected to the national network.

Mongolia's capital, Ulaanbaatar (Ulan Bator) is better served with a new 27 000 line E10 exchange provided by Alcatel, to which 13 000 lines will be added in the near future.

Mongolia is in the process of restructuring its telecommunications industry, with the government spinning off several state-owned corporations, some of which are to be privatized over the next few years. The Mongolian Telecom Company (MTC) has taken over responsibility for telecommunications operations and radio and television broadcasting. MTC has been assured a monopoly in fixed-wire voice communications, both local and long distance, until 1996. Paging and cellular operations may be opened to competition – a decision will be made before a call for

tender to establish these systems is issued. Competition in value-added services, manufacture and provision of terminal equipment, equipment maintenance and training for MTC staff is now permitted.

The Mongolian Data Communications Systems Company or Datacom Co. Ltd., formed in October 1993, is responsible for data communications. Growing out of a research institute that was privatized in September 1993, and with 50 employees and 10 owners, the company is open to foreign participation.

Until recently, all of Mongolia's international telecommunications were routed through the former Soviet

*Continued on page IV—
Mongolian Telecommunications*

A Thirst for Infrastructure

The Mexican Telecommunications Revolution

With only eight telephones per 100 people, Mexico has a great thirst for telecommunications infrastructure. Decision makers have realized that economic development and global trade cannot flourish without the new highways of the future. For this reason, Mexico is rapidly modernizing its whole infrastructure.

To meet the challenge of the North American Free Trade Agreement (NAFTA) and globalization, improved communications are a vital requirement. How is this issue being addressed? What business opportunities have been created? What can we expect for the future?

Telecommunications services in Mexico and Latin America have had a strong history of public ownership. This has resulted in poorly managed, undercapitalized enterprises, which could not meet the demand for basic service, let alone the demand for new

enhanced services.

Starting in 1988, historic changes began to take place in the Mexican telecommunications scene. In conjunction with a sweeping reform of fiscal and economic management, the telecommunications environment in Mexico has been redefined.

Mexico for example has set an objective of 20 lines per 100 people by the year 2000, and more recently the whole country has adopted a declaration to 20 percent penetration by the year 2000.

Two of the key elements in building the infrastructure to achieve this goal will be long distance competition to be introduced in 1996, and the development of private networks.

Despite the tremendous growth of private networks over the past few years, there is no indication of a slowdown in any companies' plans to introduce private networks services.

This will require various types of equipment such as digital microwaves, multiplexers, small switches and customer premises equipment. The market will be enhanced for Canadian suppliers in 1996 when Mexico will license one or more long distance service providers.

By being open and responsive to a variety of technological choices, many advantages can be gained. In cellular, for example, the country was divided into nine areas for the provision of cellular service. Cellular coverage through high-powered transmitters can actually offer rural telephony service, where no telephone service previously existed. This is being done at a lower cost than by putting in wire. In addition, these carriers are positioned to offer wireless local access in the near future.

Canadian suppliers should therefore position their equipment and services in the broadest possible sense.

A SECOND TELECOMMUNICATIONS OPERATOR FOR CHINA?

The Ministry of Electronic Industries has established the Ji Tong Communications to offer certain telecommunications services. Ji Tong, which starts life as a US\$26.1 million operating company, with investment from 30 state-owned institutions including the Bank of China and the China International Trust and Investment Corp., has two sets of plans.

First, they plan to proceed in three major areas of service on their own: interactive data services; automated customs clearances; and a data network to support widespread use of credit and cash cards. Second, in cooperation with the Ministries of Railways and Electricity, they have established Lien Tong (China United Telecommunication Company), which will focus

on data communications, personal communications systems and cable television.

With their links with the Ministries of Railways and Electricity, Ji Tong and Lien Tong will be using spare capacity on the existing railway and electricity communications networks to form their transmission backbone. This will be complemented by the installation of a fibre backbone linking Beijing to Shenzhen via Wuhan and Guangzhou.

A copy of the report on this new market for telecommunications equipment and technical consulting, *Ji Tong Communications: A Second Operator for China?*, is available from the International Telecommunications Division of Industry Canada (see Contacts box).

200% Growth in China's Cellular Phones

At the end of October 1993, there were 520 000 mobile cellular telephone subscribers in China, up from 176 000 at the end of 1992. A recent Industry Canada-sponsored Digital Mobile Communications mission to Beijing, Shanghai and Guangzhou saw that the equipment vendors and system operators are having a great deal of difficulty keeping up with demand. There are real opportunities for those who are able to provide superior products quickly.

The majority of the cellular systems in China use the total access communications system (TACS) standard (public advanced mobile phone service [AMPS] systems have been permitted in five provinces, private AMPS systems are in use in other provinces). The official standard for digital mobile has not yet been selected in China. While it had been expected that Groupe Spécial Mobile (GSM) would be selected — and

indeed Guangdong province will be setting up a number of GSM-based systems in 1994 — code division multiple access (CDMA) is now being considered as well.

Despite the lack of formally approved frequency allocation for CT2 personal communications service (part of the frequency range typically used for CT2 service in other countries is allocated for other purposes), there are 14 CT2 systems starting up or in operation in China (the first starting in Shenzhen in 1992). Another 15 operations are expected to start up in 1994.

In all the cities visited by the mission, there are waiting lists of up to eight months for cellular service, even though service can be poor as the systems are not designed to handle the number of mobile phones already in use. Problems with getting a line is a constant frustration for cellular users throughout China. The push to digital cellular is

driven by the desire to increase capacity, and is driven particularly by those in Guangdong, which has the highest saturation of cellular telephones.

The Chinese mobile communications industry is in desperate need for equipment to expand their networks. However, the tendency is to purchase additional equipment from the furnishers of the original networks which, in the case of analogue mobile communications networks, is nearly always Motorola or Ericsson. Companies entering the market might therefore consider equipment that would not normally be part of a package from one of these companies, or that would compete against inferior equipment from one of the network suppliers. Terminal equipment (cellular phones or pagers, particularly Chinese-language pagers) and software for value-added services such as voice mail fall into the former category, microwave links from the base stations to the central office would be in the latter category.

It would also be important to establish oneself with current analogue mobile communications suppliers (Motorola and Ericsson), potential future digital cellular system suppliers (Northern Telecom, Italtel, Siemens and Ericsson) and/or CT2 suppliers.

Foreign interests, including joint ventures, are banned from participating in telecommunications operations. While there are prospects for gradual change, particularly in Shanghai, it is unlikely that foreign ownership will be welcome in the near to medium term. China's Ministry of Posts and Telecommunications (MPT) has recently tried to reinforce these regulations, specifically targeting portable telephones, radio pagers, other cordless services, telephone information services, computer information services, electronic mail, electronic data exchange and image transfer services.

A copy of the report, *Digital Mobile Telecom Mission to China*, is available from the International Telecommunications Division of Industry Canada (see Contacts box).

"Who's Coming to Dinner" at INTER COMM 95

The Government of Canada, through Industry Canada, the Department of Foreign Affairs and International Trade, and the Canadian International Development Agency will be actively participating in INTER COMM 95's Global Telecommunications Congress & Exhibition scheduled for Vancouver the week of 20 February 1995. The federal government along with the Province of British Columbia and a number of industrial sponsors will be officially welcoming over 7 000 visitors including government-organized trade missions from at least 65 countries. The foreign buyers in these missions will be looking for the latest and technologically-superior products for which Canadian telecommunications manufacturers are known. The foreign visitors will have the opportunity to view these new products throughout the exhibit area. The Government of Canada stand will provide information on those Canadian telecommunications companies not able to participate at INTER COMM 95.

Major events scheduled for INTER COMM 95 include bilateral meetings between our Minister of Industry and his senior deputies with Ministers of Communications from other countries. These meetings can help companies that are actively selling their products and services to these countries and the right word at the right time can pay handsome dividends. For those special meetings, formal and informal luncheons and dinners are sometimes scheduled to help close a major contract. It is in this respect that we need assistance from the Canadian telecommunications industry as to which countries are priority ones for you and whom we should be inviting. Please inform any of the officers named in the Contacts box as early as possible so that these important bilateral meetings can be arranged for you!

ENHANCED PARTICIPATION IN THE ACTIVITIES OF INTERNATIONAL TELECOMMUNICATION ORGANIZATIONS

The central strategic challenge facing the International Telecommunication Union (ITU) is to adapt an essentially intergovernmental entity to the emerging requirements of the telecom-based global information society. Participation by telecommunication network operators, and service and product suppliers is growing rapidly. Business opportunities are expanding in both domestic and international telecommunication markets. The explosive growth potential of the telecommunications industry has increased the economic value of ITU products and services to non-governmental participants.

If the ITU is to retain a leading role

in the globalized, liberalized, competitive telecommunication environment of the future, it must enlarge its membership and enhance participation. Involving new players and expanding its constituency to include "convergent" industries, as well as the user and operator communities has become a basic challenge of the ITU.

Many expect that the ITU, at its conference of plenipotentiaries later this year, will decide on ways to broaden the Union's membership. For the client population from both the Canadian public and private telecommunication sectors, the results of the conference deliberations should prove to be extremely interesting.

Mongolian Telecommunications—*from page 1*

Union by way of their analogue microwave links or through eight INTERSPUTNIK channels. In September 1993, a NEC Intelsat A earth station was installed as a gift from the Japanese government. This equipment, capable of handling 60 circuits (of which 12 are currently in operation) was obtained with the understanding that the international calls would be routed through Tokyo.

Mongolia's government sees adequate rural communications as a way of alleviating the isolation of its dispersed, semi-nomadic rural people. Four channel digital point-to-multipoint systems are considered adequate for each county town. Wireless local loops, either cellular or HF based could then be used to service the rural area of each county.

Mongolian authorities have decided to use the soft loans from the Asian Development Bank to develop the backbone network and the infrastructure in the major cities. For the development of rural telecommunications, Mongolia will be relying on bilateral aid. There is an advantage in targeting projects where there is a significant portion of local content. Mongolians are quite prepared to contribute local equipment where required, such as microwave towers, conduits, wire, etc., reserving foreign aid and loans for purchasing equipment that can only be obtained with hard currency. For telecommunications business services such as data transmission, Mongolia is eager to attract foreign investors.

A copy of the report, *Mongolian Telecommunications*, is available from the International Telecommunications Division of Industry Canada (see Contacts box).

CONTACTS

ComExport is published in English and French as a supplement to *Canada-Export* by the International Telecommunications Division of Industry Canada. Articles may be reprinted with credit to *ComExport*. For further information on any of the topics described in this issue of *ComExport*, contact:

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Department of Foreign Affairs and International Trade

East Asia Trade Division

Tel.: (613) 992-7359

Fax: (613) 943-1068

DID YOU KNOW?

- That Sub-Saharan Africa imports \$100 billion worth of goods and services per annum? Less than one per cent of all imports come from Canada.
- That Canadian merchandise export statistics to the region do not include services (our traditional strength in Africa) nor goods transhipped through Europe (Africa's traditional trading partners with whom many Canadian firms do business) or those shipped via New York?
- That South Africa, Namibia, Botswana, Lesotho, Swaziland and Mauritius are on-cover for Export Development Corporation (EDC) financing and that many others qualify for EDC insurance? And that EDC will look at financing through intermediary institutions?
- That since Canada lifted trade sanctions towards South Africa (September 1993), two-way trade has risen — the 1993 level of \$300 million outstripped the 1992 level by \$30 million. And that two-way trade is expected to increase to over \$600 million?
- That Mauritius hosted the *Francophone Summit* in October, 1993; that we brought a trade mission to that country in June, 1993; and that results from that mission already are in excess of \$15 million in direct sales?
- That Benin will host the next *Francophone Summit* in 1995 and that we will organize a trade promotion strategy to support the efforts of Canadian exporters in their bid to assist in the preparations for the summit?
- That Botswana has foreign reserves in excess of \$5 billion, more than enough to cover 22 months of imports, one of the highest ratios in the world.
- That commercial-scale mining takes place in over twenty countries in Sub-Saharan Africa. The total value of African exports of non-fuel minerals, gemstones and uranium is estimated at over \$27 billion and yet much of the region's mineral potential has not been realized.
- That South Africa is expected to invest US\$3.3 billion between 1994 and the year 2000 (more than \$420 million a year) on telecommunications in

The International Finance Corp. has invested \$1 billion in 165 Sub-Saharan countries.

order to raise its ratio of telephone lines from the present level of 8.5 subscribers per hundred inhabitants to 11.2 per hundred?

- That by the year 2000, thirteen other countries of Eastern and Southern Africa and the Indian Ocean Region are expected to invest over \$1 billion in the telecommunications sector? Heading these countries are Kenya, Ethiopia and the Island of Mauritius.
- That Sub-Saharan Africa has vast resources — gas, coal, hydro and geothermal? Yet, energy exploration and development have lagged. Recent steps taken by countries to improve their enabling regulatory environments bode well for future development.
 - That the West African continental shelf (from the Ivory Coast to the Cape of Good Hope) is covered by oil and gas exploration and development? Some 78 oil fields that have already been identified in Gabon, Angola, Congo and the other Gulf of Guinea countries will be coming on stream within the next five years. These oil fields are managed in part by multinationals whose needs range from oil and gas services and equipment and telecommunications systems to security systems and housing.
- That despite Nigeria's problems, its prospects far outweigh its difficulties? Did you know that Canada's goods exports to Nigeria have grown to \$60 million despite normal difficulties of doing business here and despite the recent political turmoil? Destined to become one of the world's most populated countries early next century, Nigeria is preparing to meet the demands of its burgeoning populace, especially in energy and infrastructure.
- That the World Bank will commit over US\$12 billion to Sub-Saharan Africa from 1995 to 1997? A register of Bank projects is published monthly.
- That the Bank spends more than US\$2 billion annually on consultants? A good portion of this is spent in Africa.
- That the African Development Bank (based in Abidjan) is one of the few lenders to the region and that it disburses more funds on the continent than the World Bank?

SAUDI ARABIA: An Appetite for Business

Saudi Arabia, one of the largest cash markets in the world, is Canada's biggest trading partner in the Middle East. Two-way trade, almost equally balanced, now exceeds Cdn \$1 billion annually.

With its rapidly expanding domestic market and an ongoing industrialization boom, this is a prime market for major world exporters and investors. With a little perseverance, it can develop into a much larger market for Canadian goods and services.

Sitting on the largest petroleum reserves in the world (an estimated 258 billion barrels versus Canada's 5.1 billion barrels), Saudi Arabia remains the world's largest exporter of petroleum and its future as a major market for business is assured.

A thirst for foreign technology...

For the first-time visitor, the extent of modern infrastructure in the country is quite a surprise. Over \$900 billion has been invested over the past 20 years in ultra-modern highway networks, airports, hospitals, water desalination plants, and educational institutions. There have also been significant investments in secondary and heavy industry to diversify the economy.

There is a well developed business infrastructure, including modern banking and telecommunications systems. English is widely used as the language of business.

With a per capita income of US\$7,250, a high birth rate and a very young population (50 per cent under 15 years of age), there is an appetite for the latest and best in high technology. Private-sector entrepreneurs are keen to link up with leading foreign firms.

Beware, however! Highly competitive products, patience, frequent visits to build the necessary personal relationships, and a strong market presence are required to break into this market.

Significant export opportunities...

While government budgets, due to depressed oil prices, are tight in the short-term, now is the time to get positioned. There are excellent prospects with the private sector, which has a steady growth rate and solid government support.

There are significant opportunities for Canada, particularly in the following areas (N.B. most of these can be effectively promoted in major trade shows and exhibitions held throughout the year):

- a) *telecommunications sector (satellites / microwave / spectrum management, mobile telephone systems, etc.);*
- b) *oilfield and petrochemical processing equipment, process controls and industrial pumps;*
- c) *aircraft equipment / services, auto parts manufacturing;*
- d) *surveying, mapping, remote sensing, GIS;*
- e) *a full range of defence / security equipment;*
- f) *food products and agro-industry development;*
- g) *health care equipment, services, and hospital maintenance and management;*
- h) *mineral exploration and development;*
- i) *education and technical training services.*

Joint venture investment thriving...

Saudi Arabia is emerging as an important manufacturer of petrochemical, electro-mechanical, consumer and industrial products in

joint venture arrangements with foreign partners.

The Saudi government encourages international companies to collaborate with local investors as joint venture partners for the establishment of industrial projects.

Government incentives...

Incentives include exemption from taxes for 10 years, duty exemption for imports of equipment and raw materials, free repatriation of capital and profits, land with infrastructure facilities at nominal rent and utilities at concessional rates.

The Saudi Industrial Development Fund also provides foreigners with interest free loans covering up to 50 per cent on fixed capital costs up to a maximum of about US\$200 million — provided the venture has a minimum 25 per cent Saudi ownership.

Don't forget agents and visas...

Like most markets, a local agent is essential to success, as well as for arranging entry/exit visas, getting quick access to key decision-makers, and handling of logistics. Correct selection is crucial, preferably with a one-year trial, subject to renewal, if both parties agree.

Visas are required by all Canadians. (Note: a letter of invitation from a Saudi sponsor is required first. Application must then be made to the Saudi Embassy in Ottawa well in advance of the visit to allow for processing.)

For trade/business information on Saudi Arabia, contact Rick Clynick, DFAIT, Ottawa. Tel.: (613) 944-5984. Fax: (613) 944-7431; or Murray K. Esselmont, Canadian Embassy, P.O. Box 94321, Riyadh 11693, Kingdom of Saudi Arabia. Tel.: (966-1) 488-2288. Fax: (966-1) 488-0137.

BUSINESS OPPORTUNITIES: Spain

The following potential business opportunities have been provided by the Madrid Chamber of Commerce. As always, we suggest: Before entering into a contractual agreement with a company, you should check the bona fides of the companies listed here.

Sea products — live, fresh or frozen — are being sought by: Andreas Umbria, Hispamar, S.A., c/o Orense, 68, 4^a, 28020, Madrid. Tel.: (341) 741-1141. Fax: (341) 320-4422.

Fish and shellfish — would like to be imported by Pedro Martinez, Cocedero de Mariscos La Mar, Pol. Ind. El Nevero, Parcela H-9, 06001 Badajoz. Tel.: (3424) 274-103. Fax: 274103.

Frozen prawn and lobster — are being sought by: Jose Carlos Gonzalez, Almacenes Loton, S.A., Av. Camino de lo Cortao, No. 12, 28700 San Sebastian Los Reyes (Madrid). Tel.: (341) 654-8799. Fax: (341) 654-9125.

Technical and medical books — would like to be imported by Angel Hernandez, Libreria Ciencia Industrial, S.L., Fernandez de la Hoz, 82, 28003 Madrid. Tel.: (341) 654-8799. Fax: (341) 534-5931.

Casual wear and ladies' wear — are being sought by: Alessandro Corradi, Area Moda, S.L., c/o De la Via, 7, 28019 Madrid. Tel.: (341) 565-0603. Fax: (341) 565-0729.

Table cloths, bed sheets, rugs, shawls, handkerchiefs, bed covers — would like to be imported by: Rafael Escalante, S.A., P^o de la Esperanza 23, 28005 Madrid. Tel.: (341) 474-2700.

Fax: (341) 473-8487.

Exclusive distribution rights from pharmaceutical suppliers — are being sought by: Juan Berenguer, Lineafarm, S.A., c/o Aragoneses, 9, 28100 Alcobendas (Madrid). Tel.: (341) 661-1410. Fax: (341) 661-9584.

Office supplies, data processing supplies, stationery and educational supplies — would like to be imported by Enrique Martinez, Comercial Hesperia, S.A., c/o Rio Guadiana, 2, 28850 Torrejon de Ardoz (Madrid). Tel.: (341) 677-1313. Fax: (341) 677-0452.

PUBLICATIONS

Forest Products — Italy is the world's third-largest importer of sawn lumber, after the United States and the U.K., and the single largest importer of sawn hardwood lumber.

Forest products represent the mainstay of Canadian exports to Italy in the general balance of trade between the two countries. In 1993, Canadian exports to Italy were about C\$230 million for pulp, C\$45 million for paper, and C\$100 million for sawn lumber, plywood and boards.

Estimates for the medium-long term suggest a continuing growth for Canadian forest products, especially for specialty lumber and higher value-added and secondary manufactured wood products.

There are in Italy many international trade shows dedicated to both the forest products and the building construction industries. The main ones are **Sasmil** and **InterBimall**, to be held in Milan in May 1994 and **Saie** and **SaieDue**, to be held, respectively, in Bologna in October 1994 and March 1995. For more information on these shows or on the forest products sector in Italy, dial InfoCentre (Foreign Affairs and International Trade, Ottawa) at

1-800-267-8376 (Ottawa area: 944-4000) for a copy of a report on this subject.

U.S. Medical Market

The U.S. Market for Medical Devices in the Mid-Atlantic States analyzes the current and projected markets for these products, examines U.S. legislation relevant to medical-commercial interests, and provides references. Canadian businesses may consult to increase their market share in this region. A copy of the study may be obtained from M.M. Ellenbogen, Canadian Embassy, 501 Pennsylvania Avenue N.W., Washington DC 20001. Tel.: (202) 682-1740. Fax: (202) 682-7619.

Textile Imports

The Import Controls Division of Foreign Affairs and International Trade has published a guide entitled *How to Import Textiles & Clothing*. The publication, available in both official languages, advises on which procedures and guidelines to follow; it also lists the various Canadian brokers in each province. Available from InfoCentre. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Toronto/Vancouver:

World Markets Come to Cities' Doorsteps

Toronto is the immediate venue (June 15, 1994) for **World Markets at Your Doorstep**, a one-day table-top trade show and seminar that has proved successful in Edmonton, Montreal and Halifax.

Later (December 8, 1994), this continuing cross-Canada event will be held in Vancouver.

World Markets at Your Doorstep helps exporters and potential exporters to tap into the global networks, contacts and expertise of Canadian and international trading houses.

To date, manufacturers who attended the above-mentioned events have generated an estimated \$25 million in new export sales and ventures.

Their success is due to meeting one objective: *introducing qualified suppliers to selected trading houses and their extensive overseas contacts and expertise.*

The Toronto series is expected to attract more than 150 foreign and Canadian trading houses and 225

Ontario suppliers. This is a rare chance for Ontario suppliers to explore international business with this number of trading and for traders to meet the best Ontario has to offer.

This event is co-organized with the Ontario Ministry of Economic Development and Trade (MEDT) and FEDNOR which will be selecting the suppliers to be invited.

Interested manufacturers and food processors should contact Ken Campbell, MEDT, tel.:(416) 325-6659, fax:(416) 325-6653 for further information. Trading houses

are invited to contact Mike Reshitnyk, Department of Foreign Affairs and International Trade, Ottawa. Tel.:(613) 996-1862. Fax:(613) 996-1225.

Co-sponsors of the Vancouver series include B.C. Trade Development Corporation and Western Economic Diversification.

Interested B.C. suppliers should contact Dale Harvey of the B.C. Institute for Studies in International Trade. Tel.:(604) 844-1905. Fax:(604) 660-3917. Trading houses should contact Mike Reshitnyk, as above.

Bangers in Britain — from page 1

are North American.

For example, at Sainsbury, the largest UK food retailer (with \$2 billion annual profits), own-label accounts for approximately 70 per cent of sales and continues to expand. Recently, Cott Inc. of Toronto signed a contract to market soft drinks under the Sainsbury label. Marks and Spencer are 100 per cent St. Michael's brand.

Good opportunities exist for high volume sales in product categories where Canada is a price competitive supplier, (e.g. canned and frozen sweet corn, canned asparagus, canned salmon, whisky, cheese, canned cherries), and also for certain products where "Canadian" is a major element of the selling proposition (e.g. St. Michael's brand "Canadian"

honey, Sainsbury brand "Canadian" beer).

Last year, Harrods Department Store began carrying frozen perogies from Heritage Foods of Alberta. What could be more Canadian!

If you would you like to tempt the British palate with your product, inform the **Canadian High Commission**, One Grosvenor Square, London W1X 0AB. Fax: 44 71 258-6384.

The contacts are: **Gordon Parsons**, Counsellor, (Agriculture and Fisheries). Tel.: 44 71 258-6663; **Janet Farmer**, Commercial Officer, (Agriculture and Fisheries). Tel.: 44 71 258-6665; **Charles Trevor**, Commercial Officer, (Processed Foods). Tel.: 44 71 258-6664.

AGENDA

Toronto — May 12 & 13, 1994 — Identifying and Accessing Infrastructure Opportunities in Canada and Developing Nations Seminars—Contact Garvie Brown, Conference Manager, Institute for International Research, Toronto. Tel.: (416) 928-1078. Fax: (416) 928-9613.

InfoCentre

InfoCentre (formerly InfoExport) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoCentre (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order DFAIT publications, fax (613-996-9709) your request. Include the publication code (in brackets).

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CANAD EXPORT

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URUGUAY ROUND OPENS NEW TRADE VISTAS

For world trade, the 21st century began on April 15, 1994.

A 26,000-page deal was signed, bringing to an end the largest, most complex set of trade talks — the Uruguay Round — and launching the world into new vistas of growth and prosperity. The deal will generate an additional \$6 billion annually in Canadian growth.

Each Canadian enterprise can

win its share. Every Canadian business will benefit from the new way the world's business will be done.

A Framework for the Future

The Uruguay Round has succeeded in bringing world trade law into the 21st century by taking three key steps:

The means were found to resolve

long-standing quarrels over the existing trade of manufactured goods, and agricultural products.

Trade in services — which accounts for roughly a quarter of a total \$4 trillion in global trade — was brought under the purview of global trade law for the first time. The new General Agreement on Trade in Services (GATS) establishes basic norms, institutions, and procedures for the sector.

A third measure was the creation of a World Trade Organization. The WTO will become a permanent, effective, and unified centre for world trade, and for settling disputes between nations on a multilateral basis.

Building on the Framework

The Final Act also includes several key provisions of importance to all sectors.

For the first time in the history of international trade agreements, all countries have agreed on a definition of a subsidy. As a result, Canada's ability to defend against retaliatory action will be strengthened.

The Trade-Related Aspects of

Continued on page 6 — Round

Traders Get Royal Treatment

Royal Bank is making it easier for Canada's importers and exporters to access international markets with the establishment of a Trade Help Line.

From anywhere in Canada, companies requiring trade information and assistance can call the bank's Trade Help Line, toll free, at 1-800-263-9191, from Monday to Friday, 8:00 a.m. to 8:00 p.m., local time.

Through the Trade Help Line, businesses can access a pool of

trade expertise of some 180 people, who speak 25 languages, have international experience, and can assist them with their business dealings in other countries.

The news release stresses that Royal Bank trade specialists are highly skilled in areas such as letters of credit, bonds and guarantees, country risk analysis as well as innovative financial structures to help companies do business in the global markets.

\$75 M EDC-Mexico Line of Credit

Canadian companies looking to sell goods and services to Mexico will benefit from a new US\$75 million line of credit agreement between the Export Development Corporation (EDC) and the major bank in Mexico, Banco Nacional de México, S.A. (Banamex).

The line of credit is seen as a valuable marketing tool for small- and medium-size enterprises (SMEs) doing business in Mexico. They can have their transactions

qualified for financing under this credit facility through any of EDC's eight regional offices.

Dedicated to helping Canadian businesses succeed in the global marketplace, EDC facilitates export trade and foreign investment through the provision of risk management services, (including insurance), financing and guarantees, to Canadian companies and their global customers.

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Trade Commissioner Service 100 Years Young

One hundred years ago when John Short Larke was appointed in 1894 to the Australian colonies as Canada's first trade commissioner, the Minister's recommendation to the Privy Council listed some of the duties he would be expected to perform:

1. Collect and send to the department information both on the general trading requirements in Australia and on specific trade opportunities.
2. Report the names and addresses of firms dealing in products made in Canada.
3. Pass on to dealers in Australia the names of Canadian firms anxious to sell products in which they might be interested.
4. Report to the Minister each month on the demand for goods that Canada could supply and on related trade matters.
5. Answer correspondence received both from Australian firms and from Canadian suppliers dealing with commercial matters.
6. Promote trade between Canada and Australia in every possible way while acting under instructions from the Minister of Trade and Commerce.

These duties, wouldn't you agree, are still relevant today, though we now refer to them as being part of a more sophisticated "intelligence gathering".

John Short Larke set off in early December 1894 for Australia. His appointment had been warmly recommended to the Prime Minister by Sir Mackenzie Bowell, then Canada's Minister of Trade and Commerce: *"In order to make our venture in establishing the Australian line a success, it is absolutely necessary to have a resident agent at Sydney...I know of no man in Canada so well fitted for this position as Larke... He is an enthusiast on the extension of Canadian trade... has a happy aptitude for public speaking and could do much good in addressing Boards of Trade and other bodies."*

Here again, I can safely confirm that enthusiasm and "a happy aptitude for public speaking (or writing)" remain essential attributes to the effective trade commissioner.

On reading excerpts of dispatches sent by Larke to his superiors in Ottawa, and diligently unearthed by O. Mary Hill in her book *Canada's Salesmen to the World*, I was struck, once again, by the timeliness of Larke's advice to would-be exporters and his insistence on long-term commitment.

"The slowness with which new business can be done must be impressed upon travellers coming here. Some come over, expect to travel four or five thousand miles, do a large trade and get back by next steamer. When this cannot be done they fret and fume and grumble at things that do not happen to be like those in Canada. They must remember they and their goods are new and unknown to this country. Some of them have not even samples of the goods they offer. There is a market for many lines of Canadian goods but...it requires time, some money and patience and without this equipment I would not advise any man to come." (Larke-1896).

Doesn't it sound quite similar to what is often read in *CanadExport* pages, i.e. the need for an exporter to establish a permanent presence in the market he/she wishes to conquer?

N.B. Apparently, (and here again the comparison with to-day's reports remains valid), not all reports presented the same interest to Headquarters. There is this instance when the Deputy Minister transmitted parts of Larke's report to his Minister in the following manner: *"...as a portion of it may be of interest to you...I enclose it herewith. The balance of his report is not such as you would care to spend time in reading"*. Don't worry, old chap, it happens to all of us!

One hundred years later, the international business environment has changed, rules have become more complex and the competition more fierce. But the challenge remains: to promote Canadian goods and services internationally.

In a subsequent issue, we will examine how these evolving rules are reshaping the role of the trade commissioner.

Sylvie Bédard
Editor-in-Chief

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

U.S. GOVERNMENT SOLICITS BIDS

The U.S. federal government will be soliciting bids to award schedule contracts to multiple vendors for the following goods and services. These contracts are similar to Canada's Master Standing Offer program.

To get on the mailing list to receive a solicitation, call the contacts mentioned in the following lists.

For more information about how the U.S. federal contract process works, or to inquire about upcoming contracts for other products and services, call Judy Bradt, Commercial Officer, Canadian Embassy, Washington DC. Tel.: (202) 682-7746. Fax: (202) 682-7619. E-mail: J.BRADT@GENIE.GEIS.COM

SERVICE:

Consumer and Commercial Credit

Expected schedule value: \$7 000 000 per year

Number of vendors on current schedule: 18

Next solicitation expected to be issued: 06/94

Contract Period: 5-1/4-30

Schedule Identification: 732 I A

Contact: Services Acquisition Center, Ira Herman.

Tel.: (703) 305-6305

PRODUCT:

Chemicals and Chemical: water treatment chemicals for heating and cooling systems, and boiler fuel oil additives

Expected contract value: \$60 million

Number of vendors on current schedule: 60

Next solicitation expected to be issued: 06/06/94

Contract Period: 2-1/1-31

Schedule Identification: 68 V B & C

Contact: Paints and Chemical Commodity Center,

Ms. Peggy Caley. Tel.: (206) 931-7887

PRODUCT:

Chemicals and Chemical Products disinfectants

Expected contract value: \$5 million

Number of vendors on current schedule: 8

Next solicitation expected to be issued: 07/07/94

Contract Period: 3-1/2-28

Schedule Identification: 68 VI A

Contact: Paints and Chemical Commodity Center,

Hank Bomkamp. Tel.: (206) 931-7088

PRODUCT:

Chemicals and Chemical Products deodorants (rooms)

Expected contract value: \$3 million

Number of vendors on current schedule: 21

Next solicitation expected to be issued: 06/01/94

Contract Period: 12-1/11-30

Schedule Identification: 68 VI B

Contact: Paints and Chemical Commodity Center, Hank Bomkamp. Tel.: (206) 931-7088

PRODUCT:

Cleaners / Degreasers, Biodegradable

Expected contract value: \$12 million

Number of vendors on current schedule: 9

Next solicitation expected to be issued: 07/01/94

Contract Period: 7-1/6-30

Schedule Identification: 79 VI

Contact: Paints and Chemical Commodity Center, Tom Westerlund. Tel.: (206) 931-7937

Small Business Set-Aside: Partial.

CONTRACTS AWARDED

Beverages Nora Inc., Montreal, has signed a distribution agreement with Pepsi-Cola Japan. Nora already exports 90 per cent of production.

Bristol Aerospace Limited, Winnipeg, Manitoba, through the Canadian Commercial Corporation, has been awarded a US\$3.6 million contract to supply the U.S. Air Force with support assemblies for the TF 30-P111 F111F aircraft engines. The contract was let under the U.S./Canada Defence Production Agreement.

General Electric Canada has been awarded a US\$191 million contract for the supply and installation of generators in the US\$700 million Caruachi Dam hydroelectric project in southeast Venezuela.



Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

Technology Partnership Program Prelude to U.S. Matches

Briefing sessions on the **Canadian Technology Partnership Program** will be held across Canada June 9 to 24, 1994 as a prelude to matching Canadian and American partners this fall in Washington and Chicago.

Organizers say that Canadian information technology firms that are already, or soon will be, exporting to the U.S. have the most to gain from the program, now in its third year.

They also point out that the U.S. federal government alone spends more than \$25 billion per year on informatics. State and local governments spend that much again — and the U.S. private sector offers another \$200 billion in opportunities!

The program — for chief executive officers, presidents, and vice-presidents of business development — has been designed by the Commercial Office of the Canadian Embassy in Washington to show Canadian companies how to be part of the action in this field, through partnering with American prime contractors. For government contracting, the focus is on Washington; Chicago links into the headquarters of dozens of Fortune 500 companies.

Senior executives of American information technology prime contractors have agreed to tell the Canadian Embassy about the projects and markets for which they seek partners, the technology they are looking for, and what they would expect a Canadian partner to offer or contribute in return for a place on a bid team.

The June briefing sessions, which feature senior industry specialists from Canada and the United States, lay the groundwork for the fall partnership meetings in **Washington (October 18-20, 1994) and in Chicago (November**

1-3, 1994). Here, companies that are successfully paired, as an outgrowth of the June sessions, will meet their potential partners.

The briefing sessions in Canada are being held: **Halifax (June 9-10); Montreal (June 14-15); Ottawa (June 16-17); Waterloo (June 20-21); and Calgary (June**

23-24).

For further information or to confirm that space is still available, contact Judith Allen, Program Co-Ordinator, Canadian Technology Partnership Program, 203 MacLaren Street, Ottawa K2P 0L4. Tel.: (613) 831-7713. Fax: (613) 236-5767.

Two-Day Seminar Prepares Companies for Business in Mexico

Montreal — An intensive two-day seminar to help prepare Canadian companies wishing to do business in Mexico will be held here May 27-28, 1994.

Businesses will acquire the tools, techniques and information they need to make enlightened decisions on the potential of the Mexican market.

Participants may follow up with a trade mission conducted by the Department of Foreign Affairs and International Trade. The three- to five-day itinerary will be set in accordance with the needs and business interests of the Canadian companies.

The program will cover such topics as: business opportunities in Mexico; preparing a business plan; sectoral opportunities for

Canadian companies; distribution networks; determining free on quay price; logistics of trade with Mexico; entering the market — partners; negotiating in Mexico; promotional techniques; and mission preparation.

The special introductory price for the two-day training program is \$950 plus taxes; the trade mission is also \$950 plus taxes. Note that only those who have taken the seminar may participate in the trade mission.

The seminar is organized by the Federal Business Development Bank, in cooperation with the Department of Foreign Affairs and International Trade and the Forum for International Trade Training. Tel.: Jean-François Croft at (514) 334-6122.

Casablanca Trade Fair Calendar

Casablanca — The following is a schedule of trade events organized by the Casablanca Bureau of Fairs and Exhibitions for Autumn 1994:

SISTEP — International Subcontracting and Partnership Show, September 20 to 23;

Medical Expo — International Health Show, October 6 to 9;

SIB — International Building Show, October 25 to 30;

SIEL — International Book and Publishing Show, November 14 to 20;

International Women's Forum — December 1 to 6.

For further information on these events, contact Fouzia Belmrah, Casablanca International Fair, 11 rue Boukraâ (formerly Jules Mauran), Casablanca. Tel.: 212 (02) 26-50-98/22-28-13/27-15-45. Fax: 26/49/49.

Canada's Tourism Industry to Target Japan

Canada's most important overseas market in terms of visitor revenues, is Japan, whose visitors to Canada generated approximately \$435 million in 1992, excluding international airfares.

Japanese visitors to Canada generate the highest yield per day (\$174 in 1992) of any of our major markets. The potential for increased revenue is significant — provided Canada can maintain or increase its market share.

To do that, Canada's tourism industry will have to become aware of, adapt to, and initiate programs that will further enhance Japanese tourism interest — and visits — to this country.

A step in this direction is to understand the type of Japanese visitors that come to Canada.

A recent market profile of Japanese pleasure travellers to Canada clearly defines distinct customer segments ("Office Ladies" - highest priority, "Silver Agers" and "Skiers").

Exploratory work is being conducted on several additional segments that show good potential for Canada. These include: Middle-age (45 years and over); "Fullmoon" travellers (couples 45 years plus); "Baby-boomers" (40-44) and their children; business travellers; and students.

It is also worth noting that, while the inventory of Canadian travel packages available in Japan is large, opportunities exist to significantly expand the variety of product, destination, and seasonality of tours.

Tapping into those opportunities means taking into consideration the fact that Japan's sophisticated market is undergoing considerable changes in consumer travel purchase behaviour.

This is a result of the "bubble burst" economy: a wiser consumer

seeking value rather than "brand"; an increase in small groups as well as Foreign Independent Travel (FIT); and "off-peak" purchases.

All these changes will necessitate a long-term commitment by Canada's tourism industry.

Another factor worth considering: Competition for a greater share of this shifting yet lucrative market is very intense. This competition will increase with completion of the Narita Airport facility expansion and with the opening of the Kansai International Airport in September 1994. The completion of this latter airport is expected to create another wave of strong growth in traffic.

To maintain and build Canada's share through to the turn of the millennium, Canada must achieve a strong market presence *now*, and position itself with tourism partners to meet the competition head-on in 1994.

In fact, at a recent Canada-Japan Tourism Conference in Montreal, the head of the Japanese delegation challenged the Canadian and Japanese industries to triple the number of Japanese visiting Canada annually from approximately 500,000 to 1.5 million.

This "1.5 Million Challenge" will impose significant implications on the Canadian tourism product, including considerations such as the need for increased air capacity and access, the requirement for new product and packaging, customs and immigration policies and procedures, and the availability of Japanese-speaking guides.

One of the immediate initiatives flowing from the Tourism Mission is the formation of the "Canada Committee", chaired by Tourism Canada. This Committee brings together experts in various fields of the Canadian tourism industry to provide an in-depth review of

the issues linked to the 1.5 Million Challenge.

A half-dozen sub-committees of that steering group will formulate specific action items over the next few months, leading up to the 1994 Canada-Japan Tourism Conference in Osaka. It is anticipated that the Honourable John Manley, Minister of Industry (responsible for tourism), will table a final report at that Conference, planned to take place immediately following the World Forum of Tourism Ministers in November 1994. The Canada Committee meeting clearly recognized the need for the adaptation and development of new tourism product. As a result, this month, Japan will be represented, with over 60 select delegates, at **Rendezvous Canada 1994**, Canada's internationally recognized travel trade marketplace.

As a corollary to **Rendezvous Canada**, the Canadian Embassy in Tokyo will host **KANATA '94**. This latter marketplace is designed to assist the Canadian travel trade to sell new Canadian products, to develop business networks and to improve market knowledge. It will be staged in Fall 1994 in the Kansai region of Japan, in preparation for the growing potential demand as a result of the September 1994 opening of the Kansai International Airport.

The economic benefits of reaching the target set by the 1.5 Million Challenge are enormous. An additional \$1 billion would be pumped into the Canadian economy each year, creating more than 20,000 new jobs.

To achieve this end, the Canadian tourism industry must commit itself to "making good" on the strategy as outlined in Canada's Action Plan for Japan — with

Continued on page 8 — Tourism

Round Knocks Out \$Billions in Business — from page 1

Intellectual Property (TRIPS) agreement provides, for the first time, comprehensive worldwide protection for inventions, designs and creative works.

Another key provision is the Government Procurement Code—signed by 12 parties including the U.S., the European Union, and Japan. The Code will give Canadian exporters greatly enhanced access to national government procurement opportunities.

Sectoral Prospects Soar

By agreeing on key initiatives, Uruguay Round negotiators were able to revitalize the entire framework for global trade. The scorecard on sectoral liberalization is equally impressive.

For example, with the signing of the Final Act, the world is moving towards a Canadian-style, open market for trade in enhanced telecommunications services. The stage has also been set for talks aimed at ultimately liberalizing basic services markets.

World markets are crucial to the growth of most Canadian computer firms from their earliest stages of development — especially in the software sector. The Final Act dramatically bolsters global prospects for this key-enabling industry by dropping tariffs for components and computer hardware, and through measures that protect software from piracy, and ease access of consultants to foreign markets.

The U.S., the European Union and Japan — as well as other industrialized markets — will do away with tariff and non-tariff barriers across the entire paper and allied industries sector over 10 years. A wide number of non-tariff trade barriers will also be eliminated as a result of the Round.

Tariff cuts average 45 per cent to

50 per cent over five years on wood and wood products will provide Canada's exporters with improved access to Europe, Japan and Korea.

Canada and its major trading partners will phase out all tariff and non-tariff barriers over five years on key products in the farm equipment sector.

Canada's major trading partners have also agreed to eliminate tariff and non-tariff barriers to trade in construction, mining and materials handling equipment over five years.

Over five years beginning next January, the European Union will reduce its tariff to zero on nickel and lower tariffs on a variety of copper, lead, zinc and aluminum products. With some exceptions, Japan will harmonize tariffs at a maximum rate of 3 per cent on copper, nickel, lead and zinc. Korea will cut most tariffs by 50 per cent on copper, nickel, aluminum, lead and zinc.

The tariff on Canadian whisky will be reduced to zero over six years in the European Union and over 10 years in Japan. Many developing countries will lower their tariffs as well.

A Mandate for Multilateralism

These sectoral snapshots capture the spirit of an exciting moment.

The success of the Uruguay Round means the possibilities for export success have never been greater for Canadian companies, large or small, operating in virtually any sector, and in all regions of the country.

For general information about the agreement and what it means for Canada, contact: InfoCentre, Department of Foreign Affairs and International Trade, Ottawa. Tel. (toll-free): 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

For information about Canada's schedule of new tariffs, (which should go into effect on the implementation date of the World Trade Organization) contact: International Tariff Affairs, Finance Canada, Ottawa. Tel.: (613) 992-6885. Fax: (613) 995-3843. Or the International Trade Centre in your province. In most provinces, the ITC is located in the federal Industry Canada office.

For information about foreign tariffs, contact: Tariffs and Market Access Division, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 992-2177. Fax: (613) 992-6002.

For specific information on how the agreement will affect Canadian agriculture, call: Agriculture Canada, Ottawa. Tel.: 1-800-668-1266.

Agreement Means Mobility

An agreement among the Canadian Council of Technicians and Technologists and two related U.K. professional organizations — The Institution of Mechanical Incorporated Engineers and The Institution of Electronics and Electrical Incorporated Engineers — will facilitate workforce mobility between Canada and the U.K. by providing a means of mutually recognizing professional credentials.

Such recognition also enables incorporated engineers, technicians and technologists to use local, professional designations.

PUBLICATIONS

Philippines Goes BOT

The Trade Section in Manila, Philippines has recently produced a study on BOT (Build Operate Transfer) financing schemes for capital projects in the Philippines. The Philippines leads the world in the use of this financing method for power projects.

The study also includes information on BOO - Build Operate Own, and BOL - Build Operate Lease and various other variations on the theme.

To date, the Philippines Government has identified several priority areas for use of the BOT scheme. New legislation, expected to pass the Philippine Congress in coming weeks, will provide coverage for the full range of BOT sectors, including:

- power generation, distribution, electrification, and related facilities;
- transport-related facilities, such as roads and bridges, mass transit facilities, port infrastructures, airports, and navigation aids;
- tourism, educational, and health infrastructure;
- property development activities, such as the development of new townsites and communities, land reclamation and dredging, industrial estates, export processing zones, and regional industrial centres;
- petrochemical-related facilities;
- agriculture-related infrastructure, such as markets, slaughterhouses, warehouses, public fish ports and fish ponds, including related facilities; and
- environmental waste management facilities.

The study lists the projects currently available for BOT development as well as the names and contact points for those companies

interested in getting more information. The study also suggests a market entry strategy for companies unfamiliar with this type of financing.

The Philippines has set up a one-stop shopping/approvals desk for handling BOT projects.

Through this scheme the Philippines offers bankable guarantees to buy the services from a BOT — consortium or joint/venture and manufacturers and financiers interested in penetrating the enormous Philippine capital project market in this manner should find this report interesting and informative.

To obtain a copy of the market report, contact the Asia Pacific South Trade Development Division of Foreign Affairs and International Trade. Fax: (613) 996-1248.

Singapore Fish Guide

Singapore: Guidelines for Canadian Fish Exporters 1994 provides an overview of the Singapore market for fish and seafood products, including information on various aspects of the Singapore economy and factors influencing fisheries imports into that market. Other information includes: basic data; the Singapore seafood market in brief; country information; consumption habits; the domestic Singapore fishing industry; distribution market access; documentation; trade contact; importers/distributors/users; transportation; statistics. Available from InfoCentre. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Craft Guides to U.S.

Market overview guide books for Canadian exporters of craft and

giftware to the territories covered by the Canadian Embassy in Washington and the Canadian Consulates General in Atlanta, Boston, Buffalo, Chicago, Detroit, Minneapolis, San Francisco and Seattle look at issues to consider in preparation for exporting to these markets and provide contacts and useful information for potential exporters.

The markets for craft and giftware are well developed in all of these regions and are receptive to Canadian products. Many Canadian firms have become successful in their exporting endeavours to these regions.

For a copy of any of these studies, contact the U.S. Trade and Tourism Development Division, Department of Foreign Affairs and International Trade, Ottawa. Fax: (613) 944-9119.

Korea Market Studies

The following Korea market studies, titles listed under sectors, are available — in either hard copy or on 3.5-inch or 5.25-inch disks — from Minister Counsellor (Commercial), Canadian Embassy, C.P.O. 6299, Seoul, Korea 100-662. Fax: 011-82-2-755-0686. Please specify disk format desired.

Agriculture, Fisheries & Resources

- Korean Food Market
 - Seafood
 - Dimensional Lumber Use
- ### High Tech & Industrial Tech
- Telecommunications
 - Software
 - Korean Science, Technology, R&D
 - Instrumentation
 - Packaging & Labelling Machinery
 - Power Generation &

Continued next page — Korea

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Distribution

Defence & Aerospace

- Defence Products
- Airport Equipment
- Aerospace

Medical

- Medical Equipment
- Pharmaceutical

Other

- Outbound Tourism
- Construction
- Environmental Products, Services

General

- Doing Business in Korea
- Legal Guide for Canadian Business in Korea
- Korean Outward & Inward Investment.

Tourism — from page 5

emphasis on awareness of Japan's changing market dynamics, product adaptation to these changes, and responding proactively to the marketing challenges of these changes in Japan.

In particular, the Canadian tourism industry must commit itself to implementing the recommendations to be tabled at the Canada-Japan Tourism Conference taking place this fall in Japan. Companies that do so will position themselves to reap impressive benefits into the new millennium.

For further information on this subject or on the events slated to take place, contact John Schofield, Japan Trade Development Division, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 995-8596. Fax: (613) 943-8286.

Japan Import Promotion Centres Service Canadian Exporters

Practical, hands-on assistance to foreign (Canada very much included) businesses and business associations looking to gain a foothold in the lucrative Japanese marketplace soon will be available through Import Promotion Centres in four Japanese cities: Yokohama, Nagoya, Osaka and Kobe.

Scheduled to open officially in June, the Import Promotion Centres are the brainchild of the Japan External Trade Organization (JETRO).

The wide range of services provided at the multi-faceted facilities include:

- Private offices — foreign businesspeople in the initial stages of export market development are provided, free of charge, a 12- to 15-square-metre office with telephone, fax, desk and cabinets. JETRO also provides personnel and a library.

- Special direct-to-consumer shops — facilitation of sales of previously unknown imported products to the Japanese consumer could prove valuable as a form of informal market research.

- The provision, to foreign trade organizations, of offices and facilities even larger and more elaborately equipped than those for private use. As well, organizations can use the space for up to six months.

- Exhibition halls — for use by organizations, associations, ministries and marketing boards to showcase Canadian goods.

The Import Promotion Centres

are an expansion to the highly successful JETRO Business Support Centre which has operated in Tokyo for little more than a year.

"The response to the JETRO Business Support Centre in Tokyo has been very positive," says Yoshio Ishikawa, Executive Director, JETRO, Toronto. "The number of foreign businesses utilizing its services continues to grow. There have been many successful cases of partnerships, agency relationships and subsidiary set-ups that can, in large part, be attributed to the Centre."

Businesspersons interested in making applications to the Import Promotion Centres should contact the nearest JETRO office in Vancouver, Toronto or Montreal.

AGENDA

Toronto — May 30-31, 1994 — **ICATS, the 1994 International Construction & Architectural Trade Show.** Of interest to all building industry professionals. In addition to the exhibition itself, nine seminars, featuring international experts, will discuss all aspects related to this year's theme: **Networking/Business Opportunity for International Construction Markets.** For additional information, contact Les Wheeler, ICONA Trade Shows Inc. Tel.: (416) 241-2374. Fax: (416) 241-8679.

InfoCentre (formerly **InfoExport**) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **InfoCentre** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order DFAIT publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).



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Be Prepared: California Connection!

Disasters Can Create Markets Worth \$ Millions

In many cases, trying to sell your company's product to a relief organization 24 hours after a disaster has occurred is probably the wrong way to go.

Rather, if you produce items that

might logically be of use in times of emergency, *your export marketing strategy should be designed to approach the various relief organizations during relatively quiet times.*

Nationally, the Federal Emer-

gency Management Agency (FEMA) in Washington DC provides direct and immediate disaster relief. It negotiates contracts of "indefinite quantity/indefinite delivery" from time-to-time, to line up supplies of things like prefabricated housing. Such suppliers must be able to provide items that meet specific building and testing specifications, and the manufacturers must be able to meet certain minimum supply capabilities.

If satisfactory terms and conditions can be agreed to, then a contract is arranged; FEMA would purchase from that contract if the need were to arise. Purchases from such contracts relate to the occurrence of disaster; timing of the contract negotiations does not.

For further information, firms should call FEMA's Office of Acquisition Management. Tel.: (202) 646-4168.

Keep in mind, however, that, in general, FEMA must apply the "Buy America Act", which gives a price preference of between 6 per and 12 per cent to American-made

Continued on page 10 — Disaster

CEA-CIDA Consultations

Canadian exporters and business organizations will find it well worth their while to attend the *11th Annual Canadian Exporters' Association-Canadian International Development Agency (CEA-CIDA) Consultations* at the Palais des Congrès in Hull on June 7-9, 1994.

At this event, key international

organizations, such as the World Bank Group, will provide exporters with market intelligence keys to doing business in the developing world — from China to the Caribbean.

Senior CIDA managers will host individual interviews, provide program status reports, and

Continued on page 2 — CEA

Syria Announces Pipeline Tender

An international tender — bid closing date July 4, 1994 — for the supply and erection of pipelines for the transportation of oil products has been issued by *The Syrian Company for the Storage and Distribution of Petroleum Products (SADCOP)*, Damascus, Syria.

The project consists of three parts:

1) A 190-km pipeline (20-inch diameter, 0.312 thickness); pumping station (2 centrifugal pumps, each with capacity of 700 cubic meters per hour, 18 kg per square centimetre). Bid bond is US\$450,000.

2) A 240-km pipeline (16-inch diameter, 0.312 thickness); pumping station (3 centrifugal pumps,

each with capacity of 450 cubic meters per hour, 25 kg per square centimetre); tank farm (nine, each with a capacity of 10,000 cubic meters and four, each with a capacity of 5,000 cubic meters); two tanks (each with a capacity of 500 cubic meters). Bid bond is US\$500,000.

3) Two oil tank farms (six, each with capacity of 10,000 cubic meters, and four, each with a capacity of 5,000 cubic meters). Bid bond is US\$50,000.

Tender documents (costing a non-refundable US\$1,200) and further information are available from Commercial Section, Canadian Embassy, Amman, Jordan. Tel.: (011-962-6) 666-124. Fax: (011-962-6) 689-227.

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Commercial Counselling On Japanese Market

When Marc Romoff, Minister-Counsellor (Commercial), Tokyo, was in Ottawa recently, *CanadExport* (CdExp in following interview) took the opportunity to discuss with him the prospects for Canadian exporters to Japan, a subject which, recently, has been receiving much coverage in our publication.

CdExp: *What potential does the Japanese market hold for Canada?*

Mr. R.: It is an extremely lucrative market; the second largest after the United States. Trade between our two countries totalled \$19 billion in 1993. Our exports were \$8.4 billion, an increase of 13 per cent over 1992, even though Japan was in the midst of a recession.

CdExp: *We have traditionally sold raw materials and staples to Japan. What are the prospects for further diversifying our exports?*

Mr. R.: Well, we are currently seeing a change in the approach taken by Japanese businessmen: with the scarcity and high cost of labour, they are finding it increasingly expensive to process resources themselves. Japanese imports of value-added products are, therefore, on the increase: imports of manufactured goods now stand around 53 per cent, as opposed to only 22 per cent in the early 1980s.

This shift in demand has led us to adopt a two-part trade strategy: we aim at maintaining our market share for exports of raw materials and staples; and increasing exports of value-added products. With this in mind, the Department of Foreign Affairs and International Trade, together with industry, has

identified seven priority sectors, which were listed in the April 1, 1994 issue of *CanadExport*.

These sectors are: **building products, fishery products, processed products, automotive parts, aerospace, information technology and tourism.**

That Canada is penetrating the agri-food sector, with sales of seafood, poultry, beef, beer, ice wines, raspberries, French fries, chocolates, and so on, is undeniable. We sold more than \$2 billion worth of foodstuffs in 1993. And with Japanese imports in this sector exceeding \$45 billion, there is room for much more growth.

CdExp: *What specific things should Canadian manufacturers seeking to get established on this market be looking at?*

Mr. R.: Quality and packaging. Concentrate on attractive packaging. Until very recently, high cost did not necessarily hinder sales; but the recession is pushing consumers to demand lower prices, although they do not want to sacrifice quality. The market trend in Japan is to bring prices down by having the producer deal directly with the buyer, thereby eliminating the middleman.

It is also very important to convince Canadian manufacturers to adapt their products to suit the Japanese market, not the reverse. If manufacturers are flexible and imaginative, they should generate considerable spinoff trade.

(See page 4 for profile on Japan Food Market).

CEA-CIDA — from page 1

lead workshops on **Doing Business With CIDA, Women In Development and Environment-Market Opportunities.** Prime Minister Jean Chrétien, Secretaries of State (Raymond Chan) for Asia Pacific, and for Americas-Africa (Christine Stewart), have been invited to participate.

For further information, contact Larry Duffield, Vice President, Government Relations, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888 ext. 230. Fax: (613) 563-9218.

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

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — A Montreal-headquartered company with offices in Dalian has the expertise to assist Canadian companies wishing to embark on **joint ventures in China in the pharmaceutical, construction, high technology and electricity fields.** The firm also arranges incoming and outgoing missions. Contact Jean-Luc Pulinckx or Philippe Wang, AXIM International, Montreal. Tel.: (514) 522-2946. Fax: (514) 522-8057.

CHINA (People's Republic) — A **biscuit factory** in Henan is interested in a **joint venture project** with a Canadian firm for the **manufacture of wafers.** The project (Nr. JV010) includes a wafer production line (with a capacity of 3,000 tons per year) and a complete package system. Contact Frankie Cheng, Global Reliance Group Inc., 2550 Kingston Road, Suite 1412, Scarborough, Ontario M1M 1L7. Tel.: (416) 265-2707. Fax: (416) 265-7712.

CHINA (People's Republic) — A prominent Chinese **cable works company** seeks a Canadian **joint venture partner** to **manufacture the composite covering and all plastic-sheathed local cable for telephone lines.** Cable sizes are 200 to 3,000 pairs.

The capacity is 300,000 km per year. Contact Frankie Cheng, Global Reliance Group Inc., 2550 Kingston Road, Suite 1412, Scarborough, Ontario M1M 1L7. Tel.: (416) 265-2707. Fax: (416) 265-7712.

EASTERN EUROPE — The North American Association For Exports to Eastern Europe (NAAFETEE) is a non-profit association which will **put Canadian firms in touch with Eastern Europe businesses** in search of a wide variety of products. Only fee is annual membership of \$200.00. Contact Ross Hedvicek in Waterloo, Ontario. Tel.: (519) 888-0403. Fax: (519) 888-0487.

GUYANA — A company active in sawmilling operations for the **production of tropical hardwoods** is seeking joint ventures with Canadian companies in **furniture production, prefabricated low-cost housing and other related wood subsidiaries.** Contact Toni Williams, A. Mazaharally & Sons Limited, P.O. Box 10828, 22, Wight's Lane, Kingston, Georgetown, Guyana. Tel.: 592-2-58836. Fax: 592-2-66046.

MIDDLE EAST/ASIA — A company with liaison offices in Saudi Arabia, Kuwait, United Arab Emirates and Pakistan will take **assignments, projects or act as an agent** for Canadian firms interested in the Middle East and Asia. Contact Aamir Rashid, Mark

International Enterprises, A10-Norman Arcade, Shah Suleman Road, Gulshan Iqbal, Block 14, Karachi 75300, Pakistan. Tel.: (021) 493-2479.

SOUTHEAST ASIA — A Singapore-based company with more than 15 years of experience in the **marketing of hand tools and general hardware** can represent, on a commission basis, Canadian manufacturers/exporters to Singapore, Malaysia and countries in Southeast Asia. Interested parties may send catalogues, price lists and agency proposals to S.H. Lim, General Manager, Multi-Outlet Marketing, Boon Lay, P.O. Box 680, Singapore 9164. Fax: (65) 561-6872.

TAIWAN — Manufacturers of **linseed oil, cod liver oil and maple syrup** are being sought by a Taiwanese importer. Contact Lu Sheng-Hsiung, President, Emerald Green Trading Lu Co., Ltd., 40 des Pres Verts, La Prairie, Quebec J5R 4H7. Tel./Fax: (514) 444-2518.

TAIWAN — A company here is seeking Canadian suppliers of **commercial freezers and refrigeration equipment; restaurant and kitchen equipment; and refrigerator compressors.** Contact Stella Wu, Import Department, Holen Freezer Co., Ltd., 1F., #401 Da Nan Road, Shi Lien, Taipei, Taiwan. Tel.: 886-2-8822951. Fax: 886-2-8822950.



Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

Japan Has Yen For Canadian Foods

Japan is one of the world's largest importers of food products, with imports having increased approximately 34 times over the past three decades. It also is Canada's second-largest food export market.

In 1993, Japan imported nearly \$40 billion of these commodities. Canada's share of this market was \$2.2 billion. Structural changes in the Japanese economy suggest that food imports will continue to grow at a significant rate. Recognizing this, *Canada's Action Plan for Japan* identifies food as a priority sector in which gains can be made.

The Plan also recognizes that, while the world is beating a path to Japan's doorstep, success will be assured only through a long-term commitment to the market.

As well, exporters and would-be exporters should bear in mind that, while price has become increasingly important, Japanese consumers' demand for exacting quality has not been compromised.

Market Profile

The bursting of the "bubble economy" has made consumers more price sensitive and more receptive to competitively-priced imports; the changing demographics are presenting new market niches; and the increasing deregulation promises to make market access easier.

There is an evolution in the structure of the distribution system. Retailers are becoming more competitive and are showing preferences for competitive pricing rather than large promotional support. They are also learning to bypass traditional distribution chains which added significant costs to food products.

Consumers' shopping habits are also changing. Discount stores, unheard of in the past decade,

have sprung up and have gained a 5 per cent market share. Department store sales have plummeted by almost 7 per cent (some 20 per cent of department store profits come from food). Supermarket store sales are also down by one percent. Growth in the food service and hospitality industry continues to be a vital market to pursue.

Japan's commitment to undertake regulatory and administrative reforms should, when implemented, offer opportunities to reduce costs and speed customs and quarantine clearance.

The Ministry of Health and Welfare has introduced regulatory changes which would provide for the pre-certification of company products, thereby speeding import clearance.

There is also a plan to change the labelling requirements on processed food products from the current packing date to the shelf life of the product. Such a change could eliminate the costly step of imported products being re-packed in Japan.

The Uruguay Round of the GATT negotiations will pave the way for lower tariffs for most products. Major tariff concessions have been achieved for maple syrup, frozen pizza, and a range of fresh and preserved fruits and vegetables. While the non-import tariff barriers have been converted to very high tariffs in the case of dairy products, the fact that the tariffs will be reduced presents an opportunity to make market gains.

The size of the Japanese market is overwhelming to many Canadian producers but there are opportunities in the dynamic regional markets. Kyushu and Kansai each represent markets as large as the total Canadian market. Nagoya has a direct airlink to Canada and

the Kansai, too, is soon to have a direct airlink to Canada in Osaka.

Promotion Successes

Canada continues to demonstrate to the Japanese the diversity and quality of Canadian food products through its presence at Foodex, Asia's premiere and largest food and beverage show.

Foodex'94 was a highly successful event. Twenty-nine Canadian companies, exhibiting over 70 products, registered well over \$5 million in sales and gained multiple follow up leads. Preparations now are underway for Foodex'95.

Canada's Action Plan for Japan is also directed towards more industry-led initiatives with company- or product-specific demonstrations and promotions.

Successes abound:

- The Canadian beef industry, competing with other major beef importers, has been successful in its export strategy. The opportunities for beef exports to grow beyond the \$200-million level are immense. An official at a major Japanese food processing company recently was quoted as saying: "The share of imported beef in the domestic market is likely to go up to 70 per cent eventually." It was 48 per cent in 1991.

- Canadian exports of beverages doubled since 1991, exceeding \$28 million. Canada is the sixth-largest supplier of beer to Japan — Drummond, Labatt, Moosehead, and Pacific Western are all regulars. Canadian fruit juices and waters also have made a splash.

- Canadian chocolates and confectionery products are making major inroads — sugar and sugar confectionery exports also doubled to \$8 million.

- British Columbia frozen rasp-

Continued on page 12 — Yen

Tips on Undertaking Joint Ventures in China

The size of China's market — 1.3 billion consumers — and its fantastic rate of growth have attracted a lot of international attention.

For over four decades, China was a closed, state-driven economy and, although it is opening to the world, business practices are often different from what North American companies are accustomed to.

The foreign partner is expected to bring technological know-how, equipment and initial capital.

Joint ventures are usually necessary and companies must realize that this is a complicated undertaking that requires patience and careful planning.

Companies should ask lots of questions before deciding to commit money and time.

The fact that China is attracting so much international money and attention these days is no reason for companies to abandon their general business procedures.

The best strategy is to prepare a list of questions and get as many answers as possible from different angles.

The first question you need to ask is what a joint-venture actually means to your Chinese partner. In English, the phrase simply means cooperation in a venture. The Chinese equivalent of the phrase means 'joint capital'.

When considering a joint-venture in China, you must be prepared to put down a certain amount of capital or the equivalent of capital. Commonly, the Chinese partner will contribute land, buildings, labour and some cash flow.

The foreign partner is expected to bring technological know-how, equipment and initial capital. The Chinese partner will be responsi-

ble for local sales and the foreign partner will look after international marketing. A detailed budget of what is involved will facilitate your decision.

Next, you should determine the benefit of joint-venturing in China.

When discussing joint-ventures, you will be presented with a package by your potential partner, or a Chinese consultant. Tax incentives, low labour costs and the massive market of one billion people will be presented as some of the benefits.

On the surface, this may sound like an unbelievable opportunity, but don't be easily wooed.

To help you make an accurate decision, you need to determine the labour costs in relation to productivity and the hidden cost related to social benefits, such as housing and schools.

As well, you need to look beyond a market of a billion people for a more logical analysis of market segments and distribution channels.

Also, don't hesitate to ask what the incentives are for your Chinese partner to enter the joint-venture. This will enable you to put things in perspective.

Another important consideration is finding a good local partner. You will have to rely on a partner before and after the joint-venture is set up.

It is a lengthy procedure to apply for joint-venture permission, to register the company, to negotiate with the local authorities and to install the facilities.

This takes not only time and energy, but requires a certain level of knowledge about the system to go through all the necessary steps.

A good local partner can be very valuable in this process.

Once the venture is operating, it will, of course, require good man-

agement and aggressive marketing.

It is especially important to watch your operating costs and ensure your share of the profits exist. Even if you send somebody to China to represent your interests, you still will need a competent partner you can trust.

One of the difficulties some Canadian companies have encountered is obtaining information on a particular market's potential, or the best distribution channels for their products.

Your Chinese partner will need your help to develop a framework that can be followed to collect the information and data you require to make a decision.

Another important consideration is finding a good local partner. You will have to rely on a partner before and after the joint-venture is set up.

There are many other questions deserving consideration:

What will be the cost in setting up the joint-venture? Are there laws and regulations to protect me? What social facilities do I have to provide for the employees? What will be the real profit after the foreign exchange rate?

It is beneficial to present these questions to your local partner, even if you assume you know some of the answers.

Not only will you have a clearer understanding of the risks involved, but it will also help you and your Chinese partner reach common ground.

By Nellie Cheng, B.C. Trade Manager, China/Hong Kong/Taiwan (reprinted with permission, The B.C. Exporter).

Environment the Eye-Stopper at Mexico Show

Mexico City — About 15 Canadian exhibitors interested in participating in **EnviroPro Mexico 94** may be accommodated at the Canadian National Pavilion, organized by the Department of Foreign Affairs and International Trade (DFAIT).

The event, being held September 7-9, 1994, will be the largest environment show in Mexico and will cover all aspects of environmental protection.

Speakers also are being solicited to participate in this **Second Annual EnviroPro Environmental Trade Show and Conference**.

The market for environmental equipment and services in Mexico is estimated at over \$3 billion, with a 15 per cent annual growth rate through to the year 2000.

For further information on *exhibiting* in the trade show, contact Suzanne Szukits, DFAIT. Fax: (613) 943-8806.

If you are interested in *participating as a speaker*, contact Paul St. Amour, Canadian Embassy, Mexico City. Tel.: (011-525) 724-7900. Fax: (011-525) 724-7982.

Brazil Ropes in Livestock ...

Porto Alegre — One of Latin America's most important livestock and agricultural trade shows, **EXPOINTER**, will take place August 27 to September 4, 1994 in this southern region of Brazil.

Foreign Affairs and International Trade is recruiting Canadian companies to its information booth in what will mark Canada's ninth consecutive participation in this event.

Organizers say that, this year, with the prospects of a more stable economy, breeders are encouraged to invest in livestock activities and the improvement of cattle herds.

Indeed, Canada has gained a reputation as a supplier of first class genetics to the Brazilian livestock market, the second largest livestock herd in the world. As a result, sales of Canadian breeding stock, genetic material and artificial insemination technology to Brazil have increased significantly over the past decade.

Canadian participants in previous **EXPOINTER** fairs are now well established in the Brazilian market. Their participation in this year's event can only enhance their profile — in a market where there are "excellent prospects for additional sales."

This year, Canada is entitled to exhibit live animals as a means of more effectively promoting Canada's genetic capabilities. This also means that, aside from the amenities provided by the 200-square-metre pavilion, Canadians have the opportunity to show their products first hand.

Companies interested in participating in **EXPOINTER'94** or wanting details on making appropriate arrangements should contact Danièle Ayotte, Foreign Affairs and International Trade, Latin America and Caribbean Trade Division (LGT), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 943-8806.

... And is Informatively Informed

Sao Paulo/Buenos Aires — Foreign Affairs and International Trade is recruiting companies to participate in **COMDEX'94**, Sao Paulo, Brazil's international informatics trade show, being held September 12-16, 1994.

Companies participating in the event, the third time Canada has exhibited at **COMDEX**, will also have the opportunity to partici-

pate in a follow-on mission (September 19 and 20, 1994) to Buenos Aires, Argentina to explore potential markets in that country.

With the recent changes in Brazilian government policies toward the importation of advanced technology equipment and services and the termination of the market reserve for these products,

Continued on page 7 — Comdex

Vietnam Business, Study Trip on the Agenda

A business study trip to Hanoi City and Ho Chi Minh City is being organized July 23-30, 1994 by the Vietnam Canada Trade Council.

In Hanoi City, participants will, among other things, meet with the Ministry of Foreign Affairs, the Ministry of Trade, the State Bank of Vietnam. In

Ho Chi Minh City, events include a meeting with the Vietcom Bank, the Institute for Economic Research.

For cost and other information, contact T. Tran, Executive Director, Vietnam Canada Trade Council, 70 Gloucester Street, Suite Gr.8., Ottawa, Ontario K2P 0A2. Fax: (613) 235-1515.

GE China Contract Could Energize Other Exporters

Those in the energy sector know that China will be one of the largest markets for goods and equipment in the energy field for the foreseeable future.

While companies are usually aware of the commercial funding and Export Development Corporation (EDC) coverage for projects in China, several firms so far have shied away from World Bank and Asia Development Bank financing.

Not so General Electric, and this is paying handsome dividends. The firm has just signed a contract for \$200 million dollars for the supply of transmission equipment on the Ertan Hydroelectric Project, a multi-phase project financed in part by the World Bank. When completed, the entire project will have generated US\$2 billion. Other Canadian firms are positioning themselves for the many downstream contracts that will be arising out of the Ertan development.

The Department of Foreign Affairs and International Trade (DFAIT) invites you to do the same. Through its Offices for Liaison with the International Financial Institutions in Washington (tel. 202/682-7788, fax. 202/682-7789), and in Manila (tel. (011-63-2) 815-9536, fax. (011-63-2) 810-1699/ 815-9595), DFAIT can assist you with project specific information and interaction with the World Bank or the Asian Development Bank. As for the posts, they will assist in country-specific activities.

Mexico Site of Industrial Show

Mexico City — Companies now are being solicited to participate in **The Great North American Industrial Show'94**, being held here November 5-6, 1994.

Participation in this event, which features a wide cross-section of industrial products, technologies and services, could give exporters and would-be exporters valuable

exposure in a market that consists of some 90 million consumers.

For more information — acceptance is on a first come, first serve basis — contact the show organizer: Kane Rouse, President, Alpha Research Incorporated, 2060 Queen Street East, Unit 51514, Toronto M4E 3V7. Tel.: (416) 287-5027. Fax: (416) 282-3399.

U.S. Harvest Could Reap Rewards

Grand Island, Nebraska — Grain equipment and tillage equipment manufacturers are being invited to participate — September 13-15, 1994 — in **Husker Harvest Days**, an event at which the Canadian Consulate General in Minneapolis will have a National Stand.

Harvest Husker Days, appropriately taking place just prior to the Nebraska corn har-

vest, is a 1,000-acre working farm show with a 77-acre exhibit area. It attracts some 400 exhibitors and as many as 150,000 visitors.

Persons interested in taking space at the National Stand should contact Lisa Swenson, Commercial Officer, Canadian Consulate General, Minneapolis. Tel.: (612) 333-4641. Fax: (612) 332-4061.

COMDEX Comes on Strong — *from page 6*

COMDEX'94 is expected to provide an excellent opportunity for Canadian manufacturers to approach the Brazilian market.

Argentina also has liberalized its trade policies and opened large segments of its market to international competition. As well, the privatization of numerous state enterprises has created new busi-

ness opportunities for Canadian exporters of goods and services.

For details on **COMDEX'94** and the Argentine mission, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 944-0479.

• NUMBERS TO NOTE •

The Johannesburg Trade Office now is located at Canadian Embassy (Trade Office), Craddock Place Building, 5 Craddock Avenue, 1st Floor, Rosebank, Johannesburg, South Africa.

Telephone: (011) 27-11-442-3130. Fax: (011) 27-11-442-3325.

The mailing address is: Canadian Embassy (Trade Office), P.O. Box 1394, Parklands, Johannesburg 2121, South Africa.

Canadian Trade Facts

*Canadian Trade Facts, which are compiled semi-annually by the Trade Communications Division of Foreign Affairs and International Trade, will be published in **CanadExport**. The following is a general overview on Canada's trade relations. Other fact sheets, which cover Canada's top 20 export markets in 1993, will follow.*

- Canadian exports account for about 40 per cent of total private sector output and more than 2 million jobs are directly or indirectly dependent on exports of goods and services. Each \$1 billion in new exports translates into an estimated 9000 jobs.
- Ninety-five per cent of Canadian trade is conducted with the United States, Western Europe and the Asia-Pacific region.
- Over the past decade, Canadian trade has grown at about 7 per cent annually, expanding faster than world trade in the 1980s.
- Total exports reached \$186 billion in 1993, growing by \$24 billion or 16 per cent from their 1992 level. This represented the largest year-over-year increase since 1984.
- Exports to the United States and Japan increased by 20 per cent and 9.8 per cent respectively, while imports from the United States and the European Union rose by 18 per cent and 2 per cent respectively.
- Total imports grew by \$22 billion or 14.7 per cent in 1993, reaching \$169 billion.
- The merchandise trade surplus in 1993 was \$17 billion, up from \$15 billion in 1992. Canada's trade surplus with the United States reached nearly \$37 billion.
- Out of some 150 nations in the world, Canada is seventh-largest in total two-way trade, while being only 31st in population.
- The five leading merchandise exports in 1993 were passenger cars, trucks, motor vehicle parts (excluding engines), softwood lumber, and wood and pulp.
- The five leading merchandise imports in 1993 were motor vehicle parts (excluding engines), passenger cars, electronic computers, telecommunications and related equipment, and apparel and accessories.
- Cumulative net foreign direct investment (FDI) into Canada from all foreign countries during 1989-1992 totalled more than \$23 billion (an average of \$5.8 billion in FDI per year), compared with \$7.6 billion for the four-year period preceding the Canada-U.S. Free Trade Agreement of 1988. Almost 40 per cent of the 1989-1992 FDI into Canada originated in the United States.
- Total foreign direct investment in Canada was valued at \$138.9 billion in 1992. Major sources of foreign direct investment in Canada come from the United States, the United Kingdom, Japan, and Germany.
- In 1993, Canadian export increases were found in many commodity categories including: live animals, food, feed, beverages, and tobacco; meat and fish; cereals; crude minerals, metal ores, concentrates and scraps; fabricated materials; lumber and softwood; textiles; chemicals; and steel.
- The fastest-growing new sectors for Canadian export include chemicals, communications equipment, computer software and specialized services.
- The WIN Export data bank offers free, quick and detailed information on Canadian exports. This computer data bank reports on over 23 000 Canadian companies exporting worldwide, representing over 20 000 different products and services. This information is readily available by contacting local embassies abroad.

Swedish Market Has Much to Offer

Submitted by the Canadian Embassy, Stockholm and Western Europe Trade, Investment and Technology Division, Foreign Affairs and International Trade, Ottawa.

The Swedish market has much to offer Canadian companies.

Canada can benefit from the improving conditions in Sweden by capitalizing on enhanced trade and investment opportunities, including strategic alliances and technology exchanges. Successful Canadian companies in Sweden have either an agent, distributor or wholesaler representing them.

The Country

The country's economy is on an upswing, with recent developments leading to predictions of an economic performance that will produce positive growth for the first time in a number of years. Sweden imports over US\$49 billion per year and offers excellent opportunities for high-quality, value-added products and services.

Swedish companies are global and have an impressive record of reaching out to the world. The country has more multinational firms per capita than any other country. Eighteen companies that have located in Sweden have found that corporate taxes are among the lowest in Europe.

To maintain its competitive export edge, Sweden must import its raw, semi-processed and assembly products.

Swedish firms are aggressively pursuing European markets under the EEA and will become even more impressive when they join the EU in 1995.

Opportunities

Agri-business: bulk and specialty foods. Moosehead, Labatts and Upper Canada Lager are well known in Sweden.

High technology and serv-

ices: Opportunities exist for civilian and defence sectors. Many of our Canadian clients come from this sector and Swedes have come to associate them with Canadian excellence.

Consumer and manufactured products: While the best opportunities are in auto parts, sporting goods, sports apparel, medical devices and security products, select apparel and clothing products have also been surprisingly successful in Sweden. Products purchased in Sweden often lead to sales in Norway, Denmark and Finland. Auto parts and manufactured products have strong potential.

Contacts

Ed Gorn,
Commercial Counsellor
Claes Bonde,
Technology Development Officer
Ulla Hansson,
Commercial Officer
(Forestry, Agriculture, Fisheries)
Maria Spetz,
Commercial Officer
(Aerospace, Computer Tech)
Maria Billow,
Commercial Officer
(Consumer Goods)

The Canadian Embassy
Tegelbacken 4, 7th Floor
P.O. Box 16124
S-113 23 Stockholm
Tel.: +46-8-613-9900
Fax: +46-8-24 24 91

Embassy Help

To help introduce and promote your company in the Swedish market, the Canadian Embassy in Sweden can:

- Make an office available to you

to meet your clients;

- Arrange appointments with Swedish buyers;
- Make a conference room with video equipment available for technical presentations; and
- Host a reception for your clients in Sweden at the Embassy (cost recovery).

Call or fax us — as per attached contacts box.

Interested parties may also contact Western Europe Trade, Investment and Technology Division, Ottawa. Tel.: (613) 995-9401. Fax: (613) 995-6319.

Freight Forwarded to Middle East

Canadian exporters to the Middle East now can tap into a new express transit service provided by a Mississauga, Ontario company.

Olympic Forwarders Ltd. recently was nominated by DHL Worldwide Express in the Middle East region to be its exclusive agent for air freight to Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates.

Utilizing DHL's large Middle East network, Olympic offers high-speed, door-to-door service in which there are no weight or size restrictions and, equally important, a service in which all legalization formalities are actually completed during transit in DHL's airside hub in Bahrain.

Contact Olympic Forwarders Ltd., 3397 American Drive, Unit 17, Mississauga, Ontario L4V 1T8. Tel.: (905) 678-6162. Fax: (905) 678-0765.

Disaster Relief Unique Market — from page 1

products (those with more than 51 per cent American content). As well, there are specific provisions that apply to FEMA construction contracts that are not impacted by the Canada-U.S. Free Trade Agreement or the North American Free Trade Agreement, since FEMA is not covered by them.

Firms intending to visit a disaster area should telephone FEMA's Emergency Support Team (tel.: 202-646-2474) to request contact information or a faxed list of volunteer and disaster relief organizations in the disaster area.

Please do this BEFORE you try to contact the Canadian Consulate in the area of the disaster.

Companies interested in *pre-qualifying* as a supplier to the State of California, if and when their particular products are needed, should contact: The Emergency Services Office, 2800 Meadowview Road, Sacramento, CA 95814. Tel.: (916) 262-1816. Fax: (916) 262-2837. ATTN: Operations Branch.

Recent expansion of the territory covered by the Canadian Consulate General in Los Angeles has necessitated a new switchboard and increased telephone lines into the Consulate. To contact the Trade and Investment Program in Los Angeles. Tel.: (213) 346-2700. Fax: (213) 346-2767.

Again, pre-qualifying does not necessarily mean a sale; rather your firm will be placed on a list of potential suppliers for whenever an emergency arises. It then becomes important how much — and how fast — you can deliver.

Please consider the following, if providing emergency assistance:

1) It is significantly easier if your firm has on-going representation in the disaster area. Once the need

for your product has been ascertained, indicate your concern and interest in the disaster victims by being physically present, and by staying there to ensure your product is being used correctly and safely in an on-going way.

2) Be self-sufficient when visiting a disaster area. You may well have to provide accommodation, local transportation and food for yourself and your accompanying staff.

3) Unemployment is currently a significant issue in California and across the United States. Thus casual labor is probably not needed.

4) Note local restrictions. In California all building contractors MUST be licensed by the State. Local residents seeking to employ building contractors are regularly advised to see a copy of the contractor's State License before proceeding with business.

PUBLICATIONS

The Trade Section in Manila, Philippines has recently produced a sectoral brief on the *Oil & Gas Industry in the Philippines*. The Philippines is experiencing a resurgence of petroleum exploration activity following a series of notable discoveries during the last five years. Several companies are scheduled to drill up to 18 oil wells in 1994 at a projected cost of \$US 130 million and the Philippine National Oil Company plans to drill 45 geothermal holes. Development expenditures on oil projects alone are expected to reach \$US 600 million a year by 1995.

Imported oil accounts for the largest share of commercial energy consumption in the Philippines (47% in 1992) at a cost of \$US 2.0 billion per year. The Philippine Government is committed to lowering its reliance on imported oil by fully developing its indigenous resources. This strategy has led to the following results:

- Domestic oil production has increased five fold since 1991.
- The Malampaya-Camagao oil and gas field (Shell & Occidental - estimated 2 to 4 trillion cubic feet of natural gas and 300 MMBO) could start commercial develop-

ment by 1996. This project would include a 400-700 km pipeline and gas facility. Estimated cost of the project is \$US 2.0 billion.

- The three Philippine oil refineries must up grade and add additional capacity to meet the volume and quality requirements by the mid-1990s.
- Increased drilling activity has resulted in a demand for downhole drill equipment.

The brief gives an excellent overview of the Philippine Oil & Gas Sector as well as the names and addresses of the Philippine oil exploration companies, the foreign exploration companies, potential agents/representatives in the Philippines, Philippine manufacturers of oil & gas equipment, the purchasing managers of the Philippine oil refineries and key government contacts. Canadian oil & gas equipment and service exporters interested in penetrating or increasing export sales to the Philippines should find this report very beneficial.

To obtain a copy of the sectoral brief please contact the Asia Pacific South Trade Development Division of DFAIT. Fax: (613) 996-1248.

PUBLICATIONS

Success Kit Advice on Services Exports to the U.S.

Small and medium-sized business and professional services firms that have either not yet become profitable in the U.S. market, or have not yet attempted to export to the United States should find value in *The Road To Success: Exporting Services to the United States*.

This export information kit was developed through a joint effort by the Department of Foreign Affairs and International Trade (DFAIT), Industry Canada and the Canadian Exporters' Association (CEA) and includes:

- 1) Three clear and concise booklets covering:
 - what to consider if you are thinking about selling services in the U.S. market;
 - what to do in Canada as you prepare to enter the U.S. market; and
 - what to do in the United States;
- 2) an easy-to-use questionnaire on diskette (for IBM PC compat-

ible computers) designed to help firms assess their competitiveness and export-readiness;

3) a 40-minute VHS video featuring interviews with successful exporters and U.S. Embassy officials about the business and legal requirements for selling in the American market.

Copies of *The Road To Success: Exporting Services To The U.S.* kit are available from the CEA for the price of **\$29.95 plus GST**. Call

(613)238-8888, or fax the attached order form, with your credit card number to (613) 563-9218.

Groups such as associations and Chambers of Commerce interested in organizing a workshop based on this kit are invited to call Pat Molson of DFAIT's United States Trade and Tourism Development Division. Tel.: (613) 944-9440.

Services export firms interested in workshops, please call the CEA, as per the number above.

ROAD TO SUCCESS: EXPORTING SERVICES TO THE UNITED STATES

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U.S. Waste Water Market Worth Wading Into

Canadian environmental companies interested in the American market for waste water should take note of the publication *The Industrial Waste Water Market*.

This study contains information on American environmental legislation and regulations pertaining to industrial waste water and names the main industrial sectors and technological trends involved.

The study also contains market potential and growth projections, along with the main prospects for partnership in the American pri-

vate sector. A list of the leading American companies involved in water and waste water is presented.

It is estimated that the demand for goods and services on the North American environmental market reached \$185.1 billion in 1991, \$130 billion of this in the United States alone. American industries invested \$3.6 billion in the processing of waste water in 1990.

If the three per cent annual growth rate of this market holds, the overall figure will reach

\$4.1 billion by 1995. All this means that Canadian companies will have some promising business opportunities available to them.

However, in today's competitive market, Canadian industry will have to take an aggressive approach toward seeking partnerships, which are said to be the key to the future.

A copy of the study may be obtained by contacting InfoCentre (see box at bottom of page 12) and quoting Code 136UF.

BUSINESS AGENDA

Toronto — In June, these four seminars will offer specific import/export information.

June 4, 1994 — Getting Your Business Started in International Trade includes information on sourcing products, international business plans, contacts and problem-solvers.

June 5, 1994 — International Marketing: Sourcing & Selling Imports/Exports will provide information on negotiating agency rights and marketing in different countries.

June 11, 1994 — International Finance: Sourcing Capital, Arranging Payments/Collections includes information on sources of financing, import/export finances, government funding.

June 12, 1994 — Customs, Transportation and Insurance: Documentation and Logistics will provide information on customs here and abroad, certificates of origin, NAFTA rules of origin.

Contact Warrington International, Import/Export Trade Consultants Inc., Box 110, 260 Adelaide St. E., Toronto, Ont. M5A 1N1. Tel.: (416) 366-8490. Fax: (416) 947-1534.

Toronto — June 7, 1994; **Calgary** — June 9. The Cyprus Chamber of Commerce and Industry is organizing **Doing Business with Cyprus** seminars in these two Canadian cities. The Cypriot delegation will include prominent businesspeople, led by the Secre-

tary General of the Cyprus Chamber of Commerce, and the President of the Central Bank of Cyprus. Contact the Cyprus Trade Centre in New York. Tel.: (212) 213 9100. Fax: (212) 213 2918.

Ottawa — June 9, 1994 — International offset, industrial regional benefit policy, and government reorganization will be discussed at this Industrial Benefits Association of Canada meeting. Contact Bob Brown, Ottawa. Tel/Fax: (613) 733-0704.

Toronto — June 23, 1994 — **Western Investment Funds in Russia** will examine the variety of private sources of capital available to investors in Russia where foreign investment could be as high as \$200 million since the start of 1994. Invited speakers include: Framlington, PaineWebber, Newstar, CS First Boston and the Russian-American Enterprise Fund. Contact the Canada Russia Business Council, Toronto. Tel.: (416) 862-2821. Fax: (416) 862-2820.

Yen for Food — from page 4

berries are appearing regularly in Japanese-produced pastries and cakes.

Companies interested in this market should become aware of the opportunities; learn to adapt

their total product package; and promote their products.

Contact Lorraine Elworthy, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 992-6185. Fax: (613) 943-8286.

PUBLICATIONS

The Department of Foreign Affairs and International Trade has just released two bilingual reports entitled **Guidelines for Canadian Fish Exporters 1994**; one looks at the **Netherlands** market (Code 182TB) and the other one at **Belgium** (Code 202 TB). Each guide runs the reader through an overview of the market, including information on various aspects of the country's economy and factors

influencing fisheries imports into that market. Other information includes: basic data; the country's seafood market in brief; consumption habits; the domestic industry; distribution; market access; documentation; trade contacts; importers/distributors/users; transportation; statistics. Available from InfoCentre (see box page 12 and please refer to code when ordering).

InfoCentre

InfoCentre (formerly InfoExport) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoCentre (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order DFAIT publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADIAN EXPORT

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Ministère des Affaires Étrangères
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Market Trends

Exporting Engineering Services to Asia

Last spring, Gail McBride, the author of this article, visited a number of Asian countries while on an executive exchange with H.A. Simons Ltd. Her findings, in this report which is excerpted, with permission, from The B.C.

Exporter, should be of interest to exporters of engineering services.

The objectives of the trip were to assess the market trends and procurement of engineering services in Asia, to gather information on project financing and, generally,

to examine the changing business environment and how companies will have to position themselves to remain competitive.

A few observations:

The private sector is now expected to take on a greater role in funding infrastructure projects.

The lack of money in government treasuries and pressure on traditional aid institutions such as the Asian Development Bank (AsDB), coupled with strong de-

Winning AsDB Contracts

THE ASIAN DEVELOPMENT BANK was established in 1966 to help accelerate economic and social development in the Asia-Pacific region. The AsDB, which is headquartered in Manila, is an important source of business opportunities in the region. In 1993, the Bank's total procurement was valued at US\$3,611 million representing contracts awarded for the purchase of goods, related services, civil works and consulting services.

The AsDB Liaison Unit of the Canadian Embassy in Manila prepared a brochure called: *Winning Asian Development Bank Contracts: Assistance and Services Available to Canadians Pursuing AsDB Projects.*

The brochure offers suggestions on how Canadian firms and individuals can win consideration for Asian Development Bank contracts. English copies (Code 182 CB) are available from InfoCentre. (See box page 8).

Trade Fairs Focus p.p. 4-6

mand for capital because of the growing Asian economies, is resulting in a push for co-financing of infrastructure projects with the private sector.

Aid institutions are directing most of their lending to the energy, transportation and urban sectors. Indonesia, India, China and Thailand receive the most aid dollars.

The AsDB is integrating techni-
Continued on page 2 — Engineering

FARM EQUIPMENT TO GERMANY

Two recent trade missions to the new Federal States of Germany are beginning to pay dividends for Canadian companies.

The missions discovered that a large potential market exists for Canadian farm equipment and technology, especially in the former East Germany, as it attempts to modernize its manufacturing, agriculture and infrastructure.

With more than C\$100 billion invested in infrastructure, major new construction projects by international conglomerates are evident throughout Germany which now provides an excellent entry point for the vast Eastern

European and Commonwealth of Independent States markets, and the European Community.

Suggestions for capitalizing on this opportunity include utilizing the large manufacturing over-capacity in the former East Germany for final assembly of Canadian products, or for manufacturing Canadian products under license.

Most of the seven companies that participated in the mission have begun to pursue business agreements with German companies and recommendations have been made to follow up this mission with other trade initiatives.

Continued on page 2 — Farm

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Engineering Services Exports to Asia — from page 1

cal assistance studies into loan projects, meaning companies will not as easily be able to use the technical assistance projects for early positioning.

There is an increasing emphasis on the economic and policy reform components of projects and a move away from major capital projects — unless they are co-financed.

The Canadian International Development Agency (CIDA) also is shifting funding to support projects with strong environmental or sociological impact.

Engineering companies will have to know who the "new investors" are, market to these additional clients, and incorporate different expertise into their teams.

Private companies in Asia are investing in infrastructure projects through BOT (Build Operate Transfer) or variations on this theme. Energy and transportation are sectors where the move to BOT projects has been tried.

Success has been variable. Nevertheless, governments worldwide are decreasing their role in infrastructure financing.

As a result of the changes in financing of infrastructure projects, the "client" or decision-maker on procurement of engineering services is also changing.

Engineering companies will have to know who the "new investors" are, market to these additional clients, and incorporate different expertise into their teams.

The role of the foreign consultant is changing. A strong local presence and linkages with local firms are critical.

Asian firms are increasing their engineering competence while governments are increasing their requirements for involvement by local firms in infrastructure projects.

The role of the foreign consultant is becoming one of providing management, proprietary technology and specialist expertise. Detailed engineering is usually done at the local level, for the above reasons, and particularly because of lower costs.

Selling engineering services is increasingly price sensitive, requiring contracting of local services or sourcing of expertise from the lowest cost centres elsewhere in the world.

Linkages with local firms and developing a strong local presence — through representative offices, joint-ventures or ownership of a local firm — are essential to building relationships in a country and to remain competitive in the marketplace for the long term.

Canadian firms need to offer "engineering services" rather than consulting engineering, and be willing to take some of the risk.

There is an increasing predisposition by clients to buy solutions which bring the equipment, appropriate technology and training in a package.

There is a move to EPC (Engineer Procure Construct) contracts and the need to include financing as part of the package. Increasingly, all players, from engineering companies to equipment to investment firms, must be prepared to take some risk or an equity position, or they will be shut out of the market.

Alliances or partnerships with complementary firms — including vendors, contractors, other engineering firms, industrial conglomerates, and financiers, both locally and internationally — are needed to strengthen the market positioning of engineering firms.

Gail McBride, now Director Trade Information Services, B.C. Trade, may be contacted for more information. Tel.: (604) 844-3118.

Farm Market — from page 1

A mission report, *New Exporters Overseas Mission (NEXOS) for Farm Equipment Manufacturers to the New Federal States of Germany*, has been prepared by Tony van Rosmalen (Trade Commissioner/Manager for the International Trade Centre, Industry Canada, Winnipeg) and Ray Hoemsen (Director, Institute for Technological Development, University of Manitoba).

For a copy of the report, telephone Tony at (204) 983-2387, or Ray at (204) 474-6200.

CANADEXPORT

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BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CZECH REPUBLIC — A company in Kolin wishes to enter into a **joint venture/lease arrangement for the use of port facilities**, covered stock rooms, storage areas and buildings. Contact Ceskepristavy a.s. Jankovcova 6, 17004 Praha 7, Ceska Republika. Fax: (011-42-2) 802-498/802-857.

NEW ZEALAND — A company wishes to contact Canadian exporters of textile piece goods, garments, upholstery and other goods. Contact Nippon South Pacific Ltd., P.O. Box 15-582, New Lynn, Auckland, New Zealand. Tel.: (09) 627-8882. Fax: (09) 626-2858.

PAKISTAN—A company here is interested in importing **chemicals, pharmaceutical raw materials, insecticides and fertilizers** from Canada. Contact Activity Corporation, SBI-84, Sumera, (Apartment No. 6), Mansfield Street, Saddar, Karachi. Tel.: (92-21) 7781749/7783432/7783433/7784050. Fax: (92-21) 7782518.

Turkish Market Largely Untapped

In 1993 Canada's exports to Turkey exceeded \$150 million, up over 15 per cent from 1992.

Commodity exports show a good mix of natural resource products (iron ore, newsprint, aluminum) and fully manufactured goods (telecommunications equipment, instrumentation, high technology equipment parts).

Turkish imports of consumer products have grown rapidly in the past few years — the result of rapid economic growth and falling barriers to imports.

In particular, there is increasing demand from Turkey's relatively affluent middle class for prepared food products (beverages, confectionery, specialty foods) and finished building products, such as wooden doors, fixtures and roofing products.

In addition to increased exports of consumer goods, Canadian exports of services were boosted by the commencement of the Ankara Metro project in March, 1993. This will generate some \$200 million in engineering services by the end of 1994. The project will absorb a similar amount of Canadian goods and services in 1995.

Opportunities

There will be additional opportunities for Canadian engineering services and equipment companies in **water supply, environmental control (particularly solid waste and waste water control), energy and transportation projects** as the Turkish government continues to put high pri-

ority on development of the nation's infrastructure.

Turkish companies have been very active in marketing their goods and services in the nations that used to make up the Soviet Union and have obtained a number of important contracts for the development of housing, airports, industrial plants.

Turkish firms often seek foreign partners for these projects, especially if they can assist in arranging financing; therefore it could be advantageous to Canadian suppliers of equipment and engineering services to try and establish links with Turkish partners.

Trade Shows in Turkey

*The Commercial Division of the Canadian Embassy in Ankara will be participating in **Building '94** (September 28 - October 2, 1994) and **Food & Beverage '95** (January 19-22, 1995) trade shows and would welcome inquiries from Canadian firms on promoting their products at those exhibitions.*

Interested parties may also contact the Canadian Embassy (Commercial Division), Nenehatun Cad 75, G.O.P., Ankara, Turkey. Tel.: (011-90-312) 436-12765. Fax: (011-90-312) 446-2811/4437.

For further information on the many opportunities presented by the untapped Turkish market, contact Mr. Wes Rathwell, Western Europe Trade, Investment and Technology Division, Department of Foreign Affairs and International Trade, Ottawa, KIA 0G2. Tel.: (613) 996-5263.

Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.



Trade Shows from Around the World

The following are European trade events in which the Department of Foreign Affairs and International Trade (DFAIT) will be participating — with a National Stand and/or an Information Booth. Contacts — all with DFAIT, Ottawa — are provided for companies seeking further information.

IN CZECH REPUBLIC:

BRNO International Engineering Fair — September 14-20 — This fair is a vehicle for export products that have a wide range of industrial end-users. Sectors, such as the following, are represented: mining, chemicals, nuclear and conventional power, manufacturing, textiles and shoes, construction materials and equipment, pumps, process control and automation, electronic components, telecommunications, environmental, forestry and agricultural machinery, packaging, transportation, consulting engineering and many commercial and industrial services. (Contact: Lorraine Reardon, tel.: (613) 996-2147).

IN FRANCE:

SIAL (Salon international de l'alimentation) — October 23-27 — This Paris event is one of the largest international food products exhibitions. In 1992 Canadian exhibitors on site recorded sales amounting to \$2.9 million with an estimated \$19 million for the coming year. (Contact: Lorraine Reardon, tel.: (613) 996-2147).

IN GERMANY:

ISPO Autumn — August 23-26 — International trade fair for sports equipment and fashion. (Contact: Lorraine Reardon, tel.: (613) 996-2147).

Automechanica '94 — September 13-18 — Held in Frankfurt, this is the largest trade fair for workshop and service station equipment, motocar parts and accessories. (Contact: G.L. Thompson, tel.: (613) 992-7001).

Electronika — November 8-12 — The past success of this event for component and assemblies in electronics demonstrates that it is the most important trade fair of its kind. This year's event, taking place in Munich, will present an international range of semi-conductor components and subsystems, electronic components and assemblies, electromechanics, electronic design and its associated services, together with metrology equipment for the electronic lab and development-oriented quality assurance. (Contact: G.L. Thompson, tel.: (613) 992-7001).

IN HUNGARY:

Plovdiv International Technical Fair — September 26-October 2 — Held in the city of Plovdiv,

this fair specializes in the fields of telecommunications and office equipment, power engineering, new power sources and ecology, construction works, building materials and new technologies. (Contact: Gayle McCallum, tel.: (613) 996-1530).

IN THE NETHERLANDS:

International Broadcasting Convention '94 — September 16-20 — This convention held in Amsterdam, attracts attendees from over 70 countries. Attracts companies who will exhibit a complete range of broadcasting-related products. (Contact: Terry Jack, tel.: (613) 995-6435).

METS '94 — November 15-17 — This International Marine Equipment Show, held in Amsterdam, is exceptionally focused on international exposure to agents, distributors and buyers of the following: marine equipment, accessories, supplies, systems and components for yacht construction, yachting and marinas. (Contact: G.L. Thompson, tel.: (613) 992-7001).

IN ROMANIA:

TIB '94 — October 10-16 — This Bucharest event is Romania's largest national exhibition for capital goods and services and draws a large number of foreign participants. (Contact: Gayle McCallum, tel.: (613) 996-1530).

Milan to Host Info Tech Show

SMAU '94 — The Canadian Consulate General in Milan is organizing a national stand at SMAU '94, the exhibition of information technology, telecommunications and office products.

Being held October 13-18, 1994, SMAU is, after CeBIT, the most important information technology exhibition in Europe. Last year, nearly 200,000 individuals visited the 8,831 exhibitors.

The advanced technology marketplace in Italy is largely untapped by Canadian companies. But, in Italy's telecommunications network and its developing software market, Canadian firms could find opportunities.

Contact Terry Jack, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 995-6435. Fax: (613) 995-6319.

Shanghai the Site of International Shows

A list of international exhibitions that are scheduled to take place in Shanghai during the remainder of 1994 has been supplied by the Canadian Consulate General in Shanghai. Letters designating the fairs indicate the appropriate contacts, the complete addresses for which appear in the accompanying box.

A) Shanghai - Med '94 — September 24-28 — International Medical Equipment and Facilities Exhibition.

B) ICA '94 — October 2-11 — Third International Exhibition of Computer & Application for China.

C) China Aviation '94 — October 27-31 — International Exhibition on Civil Aviation, Airport Equipment and Related Services. Aircraft equipment, accessories and models, airport communication, cargo handling, security systems and catering services; air traffic control and equipment; ground support services; in-flight services; passenger and cargo handling services.

A) & D) Chinabex '94 — November 9-12 — Second China International Building & Construction Exposition. Building management, security and automation systems; energy conservation, fire equipment and protection; machinery and engineering systems, and equipment for infrastructural developments; construction, building materials and machinery equipment; plumbing and sanitary products; machinery for the production of building and construction materials.

• Shanghai Show Contacts •

A) SIECO, Shanghai International Exhibition Corporation, 817 Dong Da Ming Lu, Shanghai 200082. Tel.: (011-86-021) 546-3810. Fax: (011-86-021) 545-5124.

B) Business & Industrial Trade Fairs Ltd., 18th Floor, First Pacific Bank Centre, 51 Gloucester Road, Wanchai, Hong Kong. Tel.: (011-852) 865-2633. Fax: (011-852) 865-5513.

C) Adsale Exhibition Services Ltd., 14th Floor, Devon House, Taikoo Place, 979 King's Road, Hong Kong. Tel.: (011-852) 811-8897. Fax: (011-852) 516-5024.

D) Reed Exhibition Companies, No. 1 Maritime Square, #12-01 World Trade Centre, Singapore 0409. Tel.: (011-65) 271-1013. Fax: (011-65) 274-4666.

Information Booths at Three Bombay Fairs

Three concurrent expositions will take place from November 15 to 19, 1994 in Bombay. The Canadian Consulate in Bombay will have an information booth at these shows which attract purchase executives and top-level government and industry decision-makers.

ENVIROTECH 94 — The 6th International Exhibition & Conference on Pollution Monitoring, Control & Industrial Safety will highlight process equipment, instrumentation and services for pollution monitoring and control.

CHEMTECH 94 — India's 9th International Trade Show & Conference on Chemicals, Petrochemicals & Process Engi-

neering Sectors.

OFFSHORE & ENERGY 94 — The 7th International Exhibition & Conference on Offshore Oil, Gas Exploration, Power, Energy De-

Swiss Info Tech Exhibit in Orbit

Basel — Canadian information technology firms interested in the Swiss and European markets are invited to participate — through the display of product literature at Canada's information booth — in **Orbit'94**.

Being held here September 6-10, 1994, **Orbit** is an exhibition for communication, office organiza-

tion and information technology.

It is the largest national information technology show in the Germanic part of Switzerland. Contact Michael Wondergem, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-5903. Fax: (613) 943-1068.

Companies may send — *for receipt by August 20, 1994* — five copies of their product literature to: Commercial Division, Canadian Embassy, P.O. Box CH-3000 Berne 6, Switzerland.

Development & Conservation.

Technologies Events Explore Ocean Space

Brest — Foreign Affairs and International Trade, in coordination with the Commercial Division of the Canadian Embassy in Paris, will have a Canadian government booth at OSATES '94 trade show.

The September 13 to 16, 1994 OSATES (Ocean Space Advanced Technologies European Show), which generally attracts 3,500 professional visitors, will be held jointly with OCEAN'S '94 Conferences — the largest world ocean sciences and techniques convention which, this year, is being held for the first time in Europe. Nearly 1,000 industrialists and scientists will participate.

The events will cover such fields as: naval engineering, marine communications, shipbuilding, naval hydrodynamics, environmental protection, soil mechanics, and inspection.

Trade officers indicate that Western Europe represents approximately one-third of the world ocean industry market and sug-

gest participation by Canadian firms in these events could strengthen their presence in this marketplace.

Companies interested in exhibiting or in displaying corporate brochures at the Canadian gov-

ernment stand may contact Jean-Pierre Hamel, Western Europe Trade, Investment and Technology Division (RWT), Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-2363. Fax: (613) 995-6319.

Group Recruits for China Shows

The following events will take place in China. Further information on these events is available from the Pacific Rim Group Inc., 137 Bellwoods Ave., Toronto, Ontario M6J 2P6. Tel.: (416) 603-2856. Fax: (416) 603-2857.

International Exhibition on Surface Treatment, Coating Materials and Equipment '94 — October 8-12 — Held in Shanghai, the exhibit profile includes raw materials and additives for powder and resin production, pretreatment solvent and surface finishing equipment, laboratory equipment.

International Exhibition on Sewage and Refuse Treatment '94 — December 1-5 — Taking place in Beijing, the exhibit highlights waste-water treatment (industrial and municipal waste-water treatment plants, general accessories for waste-water treatment); waste and refuse disposal (filtration systems for toxic substances, street cleaning machines, urban sewage disposal facilities); and measuring, analytical and testing instruments.

Toronto Hosts World Trade '94

Toronto — North America's largest agents/distributor locator and recruiter show, **WORLD TRADE '94**, will be held here for the fourth consecutive year on October 20, 1994.

Open to the trade only, this international import/export match-making event is designed for manufacturers and companies interested or involved in exporting. It is also an ideal venue for Canadian and international agents/distributors to identify new domestic and foreign sources of supply and representation.

The display features catalogues and samples from hundreds of Canadian and international companies, representing products that

range from industrial supplies, pulp and paper and hardware to pollution control equipment, safety products, cosmetics and giftware. Information also is available on joint venture, re-export and economic development opportunities.

At the last show, there were 168 exhibitors representing 51 countries, states and provinces. The 2,500 visitors represented primarily agents, distributors, manufacturers, exporters, importers and re-exporters.

Contact the Canadian International Trade Association, Box 38, World Trade Centre, 60 Harbour Street, Toronto M5J 1B7. Tel.: (416) 351-9728. Fax: (416) 351-9911.

Fiera Milano in the Spotlight

The following trade events, organized by Fiera Milano, will take place in Milan, Italy this fall:

BIMU — September 29-October 4, 1994 — Machine tools.

MIFED — October 23-28, 1994 — Cinema and television market.

EXPO TRADE — November 4-8, 1994 — Food and beverages, hotel and restaurant equipment, high class restaurant facilities.

For information, contact the Italian Chamber of Commerce in Canada (Montreal), the official and exclusive representative of Fiera Milano in Canada. Tel.: (514) 844-4249 or 1-800-26-FIERA (1-800-263-4372). Fax: (514) 844-4875.

Interactive Fax Service of Consuming Interest

FaxLink, the new interactive fax information service launched earlier this year by the InfoCentre (Department of Foreign Affairs and International Trade-DFAIT), is fully operational and growing at an exponential rate.

This notice serves as a reminder of how this "faxback" system works, and to provide you with an update on what information you can expect to receive from it.

SYSTEM ACCESS

To access the system, callers must dial (613) 944-4500 from a fax machine, using the handset to follow the automated voice instructions. The voice prompt will walk you through the process of ordering a master index, submenus, or actual faxable documents. To order documents, sim-

ply input the document number indicated on the master or sub-index (when asked to do so by the voice prompt), and FaxLink will respond by automatically faxing you the desired information. The system is quick, easy, and is available in both official languages on a 7-days-a-week, 24-hours-per-day-basis. The only cost to you is the long-distance charges (if applicable) associated with the long-distance call.

PROBLEMS/SOLUTIONS

Recently, several callers expressed difficulties in accessing FaxLink; common problems and solutions are provided below:

Problem 1: Caller tries to connect with FaxLink using a regular telephone: This will not work; you must use the telephone handset provided with your fax machine. If you do not have one, we recommend purchasing an inexpensive telephone and connecting it to your fax machine.

Problem 2: You are using FaxCom services and have problems with voice line connectivity: Contact your FaxCom service provider and ask that the barrier to voice communications be lifted. It is a question of programming and you most likely will be accommodated, given the competition for your business.

Problem 3: You are trying to contact FaxLink using a fax/modem: Please note that FaxLink is designed for stand alone fax machines with handsets, so if using a computer fax modem or any other type of facsimile system, please check with your instruction manual to determine whether you can access this type of service. Some new fax modems with "manual receive" capabilities are capable of interacting with faxback systems.

ACCESSIBLE DOCUMENTS

At present there are over 130 documents available via FaxLink, including information on the following subjects: Programs and Services; Canadian Giftware & Craft Industries; Fisheries and Sea Products; the North American Free Trade Agreement (NAFTA); the General Agreement on Tariffs and Trade (GATT); and Information Technology. Coming soon: Agriculture-Food; a plethora of Asia-Pacific Trade documents; the International Trade Business Plan; and much more. Faxable documents include country fact sheets and reports, market opportunity reviews, sectoral reports, newsletters, program synopses, and "how to" publications. Please try the system, and request updated master and sub-indexes on a regular basis to ensure you are aware of new documents which have been added since the last time you accessed the system.

FaxLink is one of many initiatives being carried out by DFAIT to streamline the public information dissemination process for market information and intelligence.

For more information on FaxLink or to suggest what kind of information you would like to see stored on it, contact Lewis Coughlin at 613-944-1490 (regular fax: 996-9709).

NUMBER TO NOTE

In the last edition (Volume III, Fall, 1993) of the *Directory of the Canadian Trade Commissioner Service*, the fax number for the Canadian Embassy in Athens, Greece, should have read: (011-30-1) 725-3994.

Appointment Aids Exporters to Sweden

Canadian exporters to Sweden now have greater access to that country following the recent appointment of Ulf Granader as Honourary Commercial Representative for Canada in Gothenburg.

Managing Director at Atlantic Container Lines, Granader is well positioned to assist Canadian business in Western Sweden.

Ed Gorn, Commercial Counsellor at the Canadian Embassy in Stockholm says "The Gothenburg region is an important centre for Swedish industry. We value Mr. Granader's extensive network of contacts." Contact Mr. Granader at: ACL, Sweden, Gothenburg 40336. Tel.: 011-46-31-645580. Fax: 011-46-31-645575.

BUSINESS AGENDA

Seminars on Opportunities in Telecommunications for Canadian Companies in India will be held in five Canadian cities between June 14 and 23, 1994.

The half-day events should be of interest to companies looking for collaborations with Indian firms in such areas as: telecom equipment manufacturing; telephone network operations; telecom-related software development; value-added services; system integration; and cable TV.

Participants in the seminars will receive a list of 45 potential projects which are immediately available for Canadian companies to pursue. Discussions on a recent market opportunities study on India also will be presented.

Seminar locations, dates and contacts are:

Ottawa, June 14 — Pan Kana-garetnam. Tel.: (613) 238-4000. Fax: (613) 238-7643.

Montreal, June 15 — Louise Lauzon. Tel.: (514) 849-1999. Fax: (514) 847-8343.

Toronto, June 16 — Margaret Vokes. Tel.: (416) 314-8245. Fax: (416) 314-8222.

Vancouver, June 21 — Janet M. McCandless. Tel. (604) 844-1900. Fax: (604) 660-2457.

Calgary, June 23 — W.R. (Bob) Hunter. Tel.: (403) 427-4327. Fax: (403) 427-1700.

The seminars are organized by a wide variety of federal, provincial and municipal government departments and agencies.

Edmonton — June 22, 1994 — China's Legal Aspects of Business and Culture is one of a series of Focus on South Asia seminars sponsored by the Asia Pacific Accord of Canada (APAC). Discussed will be: major corporate formats for doing business in

China; commonly encountered legal problems; and legal, cultural and other considerations when contemplating doing business in China. For details, contact APAC. Tel.: (403) 424-9897. Fax: (403) 474-7891.

PUBLICATIONS

U.S. Electronics

A recently completed study, *Market for Electronics Components in New York State and Western Pennsylvania*, defines opportunities and offers recommendations on how Canadian manufacturers can penetrate these areas.

In addition, the study contains an exhaustive list of distributors and original equipment manufacturers (OEMs) in electronics, industrial, instrument and transportation equipment.

A copy of the study may be obtained from M. Mokka, Canadian Consulate General, 3000 Marine Midland Center, Buffalo, New York 14203. Tel.: (716) 858-9556. Fax: (716) 852-4340.

Singapore Studies

New market studies for exporters interested in selling their products or services to Singapore will be available the end of this month.

The sectors about which general

market opportunities are discussed are: seafood and marine products; telecommunications products and services; information technologies; environmental technologies; beef and pork products; bottled water; education services; cable television; and setting up in Singapore.

Copies of the studies can be requested by writing Asia Pacific South Trade Division (PST), Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2; or fax: (613) 996-1248.

General information on Singapore or on other export markets may be obtained from InfoCentre (same address as above). Tel.: 1-800-267-8376 (Ottawa area 944-4000). Fax: (613) 996-9709. The InfoCentre Faxlink number is (613) 944-4500.

For specific market information on Singapore, contact the Commercial Division, Canadian High Commission, Box 845, Singapore 9016. Tel.: (011-65) 225-6363. Fax: (011-65) 226-1541.

InfoCentre

InfoCentre (formerly InfoExport) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoCentre (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order DFAIT publications, fax (613-996-9709) your request. Include the publication code (in brackets).

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Trade Fairs Open Doors

German Sporting Goods Market in High Gear

RETURN TO DEPARTMENTAL LIBRARY
DEPARTMENT OF EXTERNAL AFFAIRS

When it comes to the sporting goods market, Germany is very well heeled — in more ways than one!

Not only is Germany a market for such international sporting goods brands as Nike, Adidas, Puma, Rossignol, Scott and Head,

it is also a demanding—and growing—destination for such Canadian companies as Rocky Mountain, Bauer, Louis Garneau, Chromophobia and York!

The fact is the German market for sporting goods (including select clothing) is valued in excess of

\$6 billion, of which 55 per cent is imported!

While statistics don't tell the whole story, they do, says a report from the Canadian Consulate General in Munich, paint a very bright picture:

- 65 million bicycles on German roads and bike paths;
- \$1-billion-plus spent on sports shoes;
- 2.4 million tennis players;
- more than \$150 million spent on camping equipment imports.

Kit Tells How to Sell to U.S. Government Procurement Market

Canadian businesses and professional services firms wishing to sell to the \$180 billion U.S. federal government procurement market can now take advantage of a new information kit.

Selling to the U.S. Federal Government: Non-defence Products and Services consists of 23 fact sheets, providing a comprehensive introduction on how to do business with the U.S. federal

government. Produced by the U.S. Trade & Tourism Development Division of the Department of Foreign Affairs and International Trade (DFAIT) in conjunction with the Canadian Embassy in Washington D.C., it reflects new opportunities available to Canadian suppliers under the North American Free Trade Agreement.

The kit gives an overview of the
Continued on page 8 — U.S. Kit

Trade Fairs Focus p.p. 4-7

A market this size that is so receptive to foreign products “offers tremendous potential” to Canadian companies, says the report.

Canadian companies have carved out comfortable positions in the German market for, among other items, winter sporting goods, bicycles and accessories, and fitness equipment. These firms range from big, international players to small companies with first-class prod-

Continued on page 4 — Germany

Austria Avenue of East-West Trade

When considering East-West trade possibilities, it would be well to consider Austria.

A few facts received from the Canadian Embassy in Vienna could further excite those interested in potential trade dealings with Austria—and especially with countries of Eastern Europe:

- Austria offers immense possibilities for partnerships and advisory services;
- Vienna is an attractive regional corporate headquarters, particularly for companies with multi-

- country interests;
 - Embassy officials can introduce quality Canadian companies to their top-quality counterparts;
 - Austrian banks are full-service and offer trade finance, advisory services, consulting, and in-house trade/countertrade capabilities;
 - Bank Austria was early into Russia with a limited license and has long-established trading and financing links;
 - The market analysis that is available from Austrian banks,
- Continued on page 2 — Austria*

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Business Groups, Chambers Enhance Trade Ties

Canada and its businesspeople — through chambers of commerce, business associations and other organizations — maintain and enhance trade relations with a number of countries. The following list should be of assistance to those doing business or considering doing business in the regions below:

ASIA:

Canada China Business Council
Citibank Place
P.O. Box 16
123 Front Street West
Suite 702
Toronto, Ontario
M5J 2M2
Tel.: (416) 954-3800
Fax: (416) 954-3806

Canadian Chamber of Commerce
55 Metcalfe Street Suite 1160
Ottawa, Ontario
K1P 6N4
Tel.: (613) 238-4000
Fax: (613) 238-7634

(The Canada Korea Business Council and the Canada Taiwan Business Association are all under the Canadian Chamber of Commerce.)

SOUTH PACIFIC ASIA :

Canada-ASEAN Business Council
55 Metcalfe Street, Suite 1160
Ottawa, Ontario
K1P 6N4
Tel.: (613) 238-4000
Fax: (613) 238-7643

Canada-Indonesia Business Council

c/o Peter Dawes
Box 110, 260 Adelaide Street East
Toronto, Ontario
M5A 1N1
Tel.: (416) 366-8490
Fax: (416) 947-1534

Canada-India Business Council
55 Metcalfe Street, Suite 1160
Ottawa, Ontario
K1P 6N4
Tel.: (613) 238-4000
Fax: (613) 238-7643

Canada-Pakistan Business Council
1425 Rene Levesque Blvd West,
Suite 502
Montreal, Quebec
H3G 1T7
Tel.: (514) 398-9633
Fax: (514) 398-9694

Canada-Sri Lanka Business Council
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Fax: 011-212-2-29-50-28

Austria — from page 1

economic research institutions, consultants, and the Federal Economic Chamber is as thorough and timely as any analyses anywhere;

- From Vienna international airport some 70,000 passengers per year travel to Moscow;
- In the Czech Republic, Slovakia, Hungary and Slovenia, the Austrian share of total joint ventures is 24 per cent;
- Nearly 13 per cent of total Austrian exports go to the former Communist countries of Central and Eastern Europe and the former Soviet Union.

Companies interested in this region may contact the Canadian Embassy, Schubering 10-12, A-1010 Vienna, Austria. Tel.: (011-43-1) 533-3691. Fax: (011-43-1) 535-4473.

A great way to get ready is to obtain a copy of *Austria, Gateway to Eastern Europe*, available from Austrian trade offices in Vancouver, Montreal or Toronto.

CANADEXPORT

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

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BELGIUM — A company marketing throughout Europe seeks manufacturers of **organic products**, including **organic pumpkin seeds, wild rice, grains, and processed foods**. The firm will act as a broker, distribution partner and/or provide marketing support. Contact J.C. Lindsay, Sirius Marketing, Suite 18, Ige. Beeldensstrasse 161-163, 2060 Belgium. Tel./Fax: 011-32-3-235-9056.

CHINA (People's Republic) — An international company with contacts with importers, distributors and consumers in China wishes to contact producers of a wide variety of products, including **pulp and paper mills; used equipment for a steel melting shop; continuous casting machines; continuous bar and wire-rolling mill; and used equipment for automotive production**. The company also is interested in **joint venture or licensing arrangements**. Contact the firm's Canadian representative, L. O'Neill, Lucky Enterprises, Suite 9, 95 Eddy Street, Hull, Quebec J8X 2W3. Fax: (819) 595-2041.

HUNGARY — A research, development and manufacturing company wishes to enter into a **co-operation arrangement** with

Canadian companies engaged in **systems for mass and public transportation, communications, energy controls, and optoelectronics**. Contact Dr. Akos, Miki Engineering Inc., H-1125 Budapest, Fogaskerek u. 4-6, Budapest, P.O. Box 843, Hungary.

INDIA — A subsidiary of Bolar Bolar & Associates Inc, Canada, with head office in Bangalore, India, seeks Canadian firms interested in **joint ventures and collaboration** with firms in India — particularly in the field of **software development**. Contact M. Bolar, Bolar Bolar & Associates Inc., 706 Clearcrest Crescent, Orleans, Ontario K4A 3E6. Tel.: (613) 834-2956. Fax: (613) 834-3642.

PHILIPPINES — A company in Manila wishes to import a steady supply of **newsprint, plywood and fertilizer products** for distribution in the Philippines. Contact Dr. N.E., Avcar International, Calgary, Alberta. Tel.: (403) 285-3791. Fax: (403) 280-8424.

SCANDINAVIA — Companies looking for a **foothold in Scandinavia or seeking technology transfer** may wish to contact a Copenhagen-based consultant firm established by a former Technology Development Officer at the Canadian Embassy. Contact Mogens Dahm, Northern Technology Associates. Tel.: +45-4164-1612. Fax: +45-3164-1875.

THE SLOVAK REPUBLIC — A biotechnology company, established in 1954 and manufacturing high-quality **biologicals, vaccines against contagious diseases in animals, and dietetic preparations as feed additives**, wishes to contact or enter into a **joint venture** with a similar, well-established Canadian company. Contact Dr. Ivan A. Veliky, President, Tivelco International Inc., 613 Fielding Drive, Ottawa K1V 7G7. Tel.: (613) 733-9688. Fax: (613) 731-2189.

TAIWAN — A company with contracts in highway construction, landfill and golf course construction fields seeks Canadian suppliers of a variety of **geotechnical fabrics and water-soil retention materials**. These include: geomembranes, geogrids and drainage products. Contact Alice Chou, Purchasing Department, BAFEA Enterprise Co., Ltd., 6F-4, #561 Min Sheng Road, Taichung, Taiwan. Tel.: 886-4-3716630. Fax: 886-4-3716860.

TAIWAN — A company here is seeking Canadian manufacturers of **high-end tableware** (including flatware and hollowware), and **high-quality hotel amenities** (miniature soaps, skin and hair care products). Contact Jeff Chan, President, Universal Tableware Supplies Co., Ltd., 9F, #3 Section 1, Dun Hwa S. Road., Taipei, Taiwan. Tel.: 886-2-5775911. Fax: 886-2-5775877.

Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.



Germany: A Sporty Market — from page 1

ucts and a commitment to the market.

What's more, the report notes: As economic conditions improve in the countries of Eastern Europe, they, too, will become consumers of sporting and leisure goods.

Hannover Home to Varied Events

The following trade fairs scheduled to take place in Hannover, Germany this fall may be of interest to Canadian firms wanting to explore or further penetrate this market.

IAA - September 3-11, 1994 - Motor Vehicles, Equipment and Systems for the transport of goods and passengers.

Qualifikation Hannover - September 27-30, 1994 - International Trade Fair for Professional Qualification - products and services for in-house and external training programs; re-education and continuing education; for entry level personnel to corporate managers.

Construtec Hannover - November 2-5, 1994 - International Trade Fair for building services, construction and architecture.

Canadian companies interested in further information on these events are invited to contact: Canadian Representative for Hannover Trade Fairs, Co-Mar Management Services Inc., 8 King Street East, Suite 110, Toronto, Ontario M5C 1B5. Tel.: (416) 364-5352. Fax: (416) 364-6557.

A benefit here is that German agents and distributors are well placed to help Canadian exporters exploit these new markets. (Direct contact with Eastern European buyers can be made at various trade shows here).

Indeed, trade shows rank high in the marketing strategy of a company trying to be successful in Germany — and there are a number of trade show from which to choose:

• **ISPO** — Held twice every year (August 2-5, 1994 and February 7-10, 1995), ISPO draws international exhibitors and buyers. In 1992, the two editions attracted a total of 2,800 exhibitors (63 per cent of whom were non-German) 76,000 visitors (44 per cent from outside Germany). These trade shows, says the report, are truly "where the world shops," providing exhibitors with a window on the world's sporting goods

market.

• **IFMA** — A more specialized show, held in Cologne, IFMA concentrates on bicycles and motor bikes.

• **Interboot** — This water sports event is held in Friedrichshafen.

• **SPOGA** — Another Cologne-based event, this show specializes in camping equipment.

Canadian exporters interested in more information on this German market should contact Commercial Division, Canadian Consulate General, Tal 29, 80331 Munich, Germany. Tel.: (011-49-89) 29065-0. Fax: (011-49-89) 228-5987.

For details on the Canadian Stand at ISPO (August 2-5, 1994), contact Yves Paquette, General Manager, Canadian Sporting Goods Association, 455 rue St-Antoine, Suite 510, Montreal, Quebec H2Z 1J1. Tel.: (514) 393-1132. Fax: (514) 393-9513.

Munich Site of Several Shows

Companies seeking new markets might find it worth their while to check out the following Munich Trade Fair Corporation trade-related events taking place this fall in Germany.

Companies interested in these Munich-based events or seeking further information should contact the Corporation's Canadian representative: *Unilink, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.*

Inhorgenta — Autumn München — September 10-12, 1994 — International trade fair for watches, clocks, jewellery, precious stones, pearls and silverware.

Imega — September 18-22, 1994 — Trade fair for the restaurant and catering industries and for the food trade.

Golf '94 München — October 2-4, 1994 — Trade fair for golf.

Systec 94 — Solutions for the Manufacturing Industry — October 25-28, 1994 — Trade fair and congress for system integration, automation technology and quality assurance.

City of Light Stages Electric Show

Paris — The Department of Foreign Affairs and International Trade (DFAIT), in conjunction with the Commercial Division of the Canadian Embassy in Paris, will participate in **ELEC '94**, being held here December 5-9, 1994.

The spotlight will be on the production, transmission and distribution of electricity, electricity and

automatic operation in plants and buildings, and on suppliers and services. Also featured will be the entire electricity-automation sector, from the production of electricity to industrial methods for treating water, gases and pollutants, including all the waste treatment processes, and the environmental applications for elec-

trical techniques and automatic operation.

Companies interested in having a booth at **ELEC '94** or having their brochures displayed can obtain information from Jean-Pierre Hamel, DFAIT, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2. Tel.: (613) 996-2363. Fax: (613) 995-6319.

Duesseldorf Hosts Medical Show

Duesseldorf — The Department of Foreign Affairs and International Trade (DFAIT) is organizing an information booth at **Medica Fair '94**, the biggest medical fair in the world, being held here November 16-19, 1994.

Traditionally, **Medica Fair** covered products such as electromedical and laboratory equipment, medical technology, diagnostics, pharmaceuticals, orthopaedics, and communications technology.

These product groups, in 1993, attracted 1,716 exhibitors (including 17 Canadian firms) and more than 100,000 visitors.

This year the fair is expanding its exhibits to incorporate the entire range of inpatient care. This includes, among other items, hospital laundries; uniforms; beds; information systems; ward kitchens; meal distribution systems; and cleaning, disposal, disinfection and emergency medicine.

Canadian participation this year is being coordinated by Fergus Brown, Industrial Trade and Consumer Shows Inc. Tel.: (416) 252-7791. Fax: (416) 252-9848.

Parties may also contact Catherine Nagy, Canadian Consulate General, Munich. Tel.: (011-49-89) 290-651-20.

Damascus Fair Heavy on Construction

Damascus — One of the largest trade shows in the region, the **Damascus International Fair (DIF)** celebrates its 41st year, August 28-September 10, 1994.

The Canadian Government, which has been participating in **DIF** since 1984, will have stands at the Canadian Pavilion.

DIF '94 will be an excellent venue for the introduction of Canadian goods and services to this region, especially to neighbouring Lebanon, which houses potential in construction, transportation, tourism, medical and industrial sectors.

Syria continues to show strong

signs of economic growth, particularly in the private sector. Lately, a new investment law resulted in more than \$2 billion worth of investment in tourism, agriculture and industry.

Excellent potential exists for light and heavy construction machinery, road maintenance, industrial, agricultural, medical and materials handling equipment, telecommunications and informatics.

Contact Dr. Mahir Abou-Guendia, Commercial Section, Canadian Embassy, Amman, Jordan. Fax: (011-962-6) 689-227.

Saudi Arabia "The" Place To Be

Foreign Affairs and International Trade, through the Canadian Embassy in Riyadh, intends to participate in:

Saudi Agriculture 94 — October 2-6 — 13th Agriculture, Irrigation and Agri-Industry Show.

ASTEX 94 — October 23-27 — 3rd Arabian Security Equipment and Technology Exhibition for Police, Security Forces, Fire Protection and Industrial Safety.

Saudi Medicare 94 — November 6-10 — 7th Health Care, Hospital Supplies and Medical Equipment Show.

Three events, taking place in Jeddah, also may be of interest:

INDEX 94 — October 18-22 — Saudi Arabia's International Industrial Exhibitions.

Lifestyle 94 — October 29-November 4 — Light industries, handicrafts, fashion.

Saudi Building Industries Exhibition — November 13-17 — Construction, building maintenance, decoration and interiors.

Contact Rick Clynik, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 944-5984. Fax: (613) 944-7431.

Arab Gulf Fairs

The Canadian representative for a number of trade shows geared to the Arab Gulf market and taking place in Bahrain has provided the following:

Gulf International Trade Fair 94 — November 3-6, 1994 — Exhibits will cover products, equipment and services across a broad range of sectors relative to the servicing of the region's infrastructure, industrial base and social services. Major areas offering extensive opportunities to the world's technology exporters include: security, environmental protection, water and sewerage, healthcare, education, power, telecommunications, building and construction, civil engineering, and transport.

ArabBuild 94 — November 3-6, 1994 — This 9th Middle East International Building, Construction, Maintenance and Interiors Exhibition will include: building and construction systems; construction machinery and plant; water and water treatment; building products, materials and services; operations and maintenance products and services.

Jewellery Arabia 94 — November 17-20, 1994 — The 3rd International Exhibition for the Middle East Gold, Jewellery, Clock and Watch Trade will be covering the whole spectrum of the jewellery industry including: gold, fine and gem-set jewellery, clocks, watches, gems, pearls, parts and components. Also bullion dealers and specialised service suppliers, packaging, manufacturing machinery.

Further information is available from UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

South Pacific-Asia Shows Should Interest Exporters

The following are some South Pacific/Asia trade-related events in which the Department of Foreign Affairs and International Trade (DFAIT) expects to participate this autumn. Further information on these events is available from DFAIT's Asia Pacific South Trade Development Division (PST), Ottawa. Fax: (613) 996-1248.

SINGAPORE:

Canada Week at Singapore Science and Technology Month — September 1994 — In-

formation technology, high technology, communications. Seminars, table-top exhibits.

INDONESIA:

Building and Construction Products Expo — September 20-24 — Building products. Canadian information booth.

Asia Pacific Mining 94 — October 26-29 — Mining machinery, technology. Canadian information booth.

Packaging and Food Processing Expo — December 1994 — Food processing, packaging. Government information booth.

Canada to Fly at Farnborough

Farnborough — Foreign Affairs and International Trade will participate in the **Farnborough International Aerospace Exhibition** (September 5-11, 1994) with an information booth within the Canadian industry stand. Canadian industry participation is being developed by the private sector with the cooperation of the Aerospace Industries Association of Canada.

Literature for display in the booth (contact below) must be received by July 29, 1994.

The Farnborough Exhibition, which is held biennially and alternating with the Paris Air Show, is one of the world's most significant aerospace and defence trade shows. It has been held for more than 40 years.

Participating companies will be able to display their products to some 350,000 visitors.

Contact Louise Cameron, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-3607. Fax: (613) 944-1008.

India Beckons Biotechnology Firms

New Delhi — Agriculture, chemicals, environment, food/feed technology, fuel energy, health care, resources technology and laboratory equipment supplies are all part of the exhibition, **BIOTEK SOUTH ASIA '94**, being held here September 14-16, 1994.

Being held concurrently is the **XVIth International Congress**

of Bio Chemistry & Molecular Biology.

Canadian companies interested in participating/attending these events should contact Ingrid Boyd or John Wakely at Glahe International Inc., 1700 K Street N.W., Washington D.C. 2006-3824. Tel.: (202) 659-4557. Fax: (202) 457-0776.

Mexico Means Business

The following are Mexico trade-related events in which the Department of Foreign Affairs and International Trade (DFAIT) will be participating with a National Stand and/or an Information Booth.

Further information on these events is available from the Latin America & Caribbean Trade Division, DFAIT, Ottawa. Fax: (613) 942-8806.

Expo Alimentos (Monterrey) — September 1994 — Focus on food processing, packaging, labelling, bottling.

Enviro Pro-Mexico (Mexico City) — September 1994 — New environmental industries trade show.
National Swine Congress (Estado de Leon) — October 1994 — Swine industry event.

Medical Products Solo Show (Mexico City) — October 1994 — Up to 20 companies expected at Canadian Business Centre.

Canada Food Month — (Monterrey) — October 1994 — Canadian foods featured during month-long promotion.

Constructo 94 (Monterrey) — October 1994 — Major construction event with up to 20 companies participating.

SPE (Veracruz) — November 1994 — Oil and gas equipment show.

MEXIPLAST — November 1994.

Caracas Food Show Tempting

Caracas — For the second time, the Department of Foreign Affairs and International Trade will sponsor a full-scale product display at the **3rd International Food Exhibition** being held here September 23-27, 1994.

Participation in the event, an international fair for suppliers and manufacturers of food and food service equipment, provides an excellent opportunity for Canadian companies to penetrate this market especially since the Government of Venezuela has reduced import duties and foreign food products are becoming more prominent in this market.

The Commercial Section of the Canadian Embassy in Caracas advises, as well, that items with the most promising prospects in this market include: fresh, frozen or canned processed foods; vegeta-

bles; fruit; meat; fish; seafood; dairy; and confectionary products. Most types of food service equipment also hold promise.

It should be noted that all products are required to have a Canadian content level of 66 2/3 per cent.

For further information on this exhibition — acceptance is on a first come, first serve basis — contact Stéphane Charbonneau, Latin America and Caribbean Trade Division (LGT), Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 943-8806.

Interested parties may also contact David Ramirez, Commercial Officer, Canadian Embassy, Apartado Postal 62-302, Caracas, Venezuela. Tel.: (011-58-2) 951-6166, Fax: (011-58-2) 951-4950.

Organically Inclined Baltimore Bound

Baltimore — Export or export-ready manufacturers of natural Canadian products are invited to exhibit in the Canada Pavilion at **Natural Products Expo (East)**, being held September 9-11, 1994.

This will mark the second year in which the Department of Foreign Affairs and International Trade (DFAIT) will sponsor a national stand at this event which attracts 10,000 retailers, distribu-

tors, brokers and other purchasers of natural and organic foods, beverages, vitamins, personal care and supplementary products.

Organizers say the sale in the United States of natural and organic products exceeds \$10 billion annually, with much of this demand being in the U.S. northeast and mid-Atlantic regions.

For more information on **Natural Products Expo (East)**, contact David Shaw, DFAIT, Ottawa. Tel.: (613) 944-9474. Fax: (613) 944-9119.

To receive a *1993 Natural Products Market Overview* and to obtain export market assistance for your products in the U.S. mid-Atlantic, contact Cynthia Stevenson, Commercial Officer, Washington, DC. Tel.: (202) 682-1755, ext. 7591.

Much on Menu at Rio Food Show

Rio de Janeiro — An **International Food Show (ABRAS'94)** will be held here September 18-21, 1994.

For further information concerning participation, contact Sonia Silva, Commercial Officer, Canadian Consulate General, Sao Paulo, Brazil. Tel.: (011-55-11) 287-2122. Fax: (011-55-11) 251-5057.

PUBLICATIONS

China Relations

Anyone planning or doing business in the People's Republic of China might find it worth their while to obtain a copy of *China's Foreign Economic Relations and Trade 1993/94 Almanac*. The 1,200-page book describes China's trade policies and restrictions; provides information on: the laws governing technology im-

ports, capital transfers, patent regulations, customs and tariffs, labour regulations, commodity inspections, and special economic zones; and lists potential joint venture business partners. The cost, including shipping and handling, is \$260.00 plus GST. Interested parties may contact the book's authorized distributor in Canada: Cadorel International, Ottawa. Fax: (613) 745-0110.

Petroleum Industry for Canadian High Commission (code 323LA).

U.S. Medical Market

The USA Export Marketing and Resource Guide for Canadian Medical Products Manufacturers: How to Export to the United States, Including the Upper Midwest and Mountain States is a practical export marketing and resource tool with a special emphasis on potential market opportunities in the states of Colorado, Iowa, Minnesota, Montana, Nebraska, North Dakota, South Dakota and Wyoming. For a copy of the guide, contact Lisa Swenson, Canadian Consulate General, 701 Fourth Avenue South, Suite 900, Minneapolis, Minnesota 55415. Tel.: (612) 333-4641. Fax: (612) 3332-4061.

U.S. Kit — from page 1

acquisition process, with an idea of what opportunities and constraints exist in the U.S. federal market. Most of the fact sheets lay out the general rules of the road: *Free Trade and Related Rules, Market Intelligence, How to Read a Solicitation, Assessing Incumbents and Competitors, Teaming with Large and Small and Small Disadvantaged Businesses, Schedule Contracts, Identifying Prospects, Contract Administration, Solving Typical Problems, Getting Paid Under Government Contract.*

Other sheets identify more specialized markets: *Education and Training Services, Management Consulting Services, Architecture and Engineering Services, High Technology Products and Services, and Medical and Dental Supplies and Services.*

This kit is available free of charge from DFAIT's InfoCentre, Ottawa. Fax: (613-996-9709). Quote publication code # 159UA.

Trinidad/Tobago

Two brief reports, prepared for the Canadian High Commission, Trinidad and Tobago, now are available through the InfoCentre (see box at bottom of this page).

They are *Update on Investment Opportunities in the Agriculture and Agroindustrial Sectors of Trinidad and Tobago* (code 39LA) and *Report on Local*

BUSINESS AGENDA

Toronto — October, 3-5, 1994 — *Towards a New Cohesive Export Strategy* is the theme of the **51st Annual Canadian Exporters' Convention**, during which Foreign Affairs and International Trade will also hold (October 3) a conference celebrating the **Centenary of the Trade Commissioner Service**. Contact Micheline Bélanger, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888, ext. 225.

Cross Canada — October 14-23, 1994 — **National Science and Technology Week in Canada**. This event is organized by the **North American Cooperation in Higher Education, Research & Training**. Interested parties from Mexico and the United States are invited to participate. Contact: Mary Marshall, Industry & Science Canada. Tel.: (613) 993-4713. Fax: (613) 998-0943.

InfoCentre

InfoCentre (formerly InfoExport) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoCentre (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order DFAIT publications, fax (613-996-9709) your request or faxlink 613-944-4500 from your fax machine.

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CANADEXPORT

July 12, No. 13

July 18, 1994

Canadian Tourism Theme At Work!

Thousands of travel agents kept coming into the Canada area and the other 308 exhibitors were envious.

What had happened to make Canada the most exciting of destinations and the winner of the coveted "Best Booth Award", offered by American Airlines?

The year before, Canadian participants to the Dallas 1993 consumer show had deplored that there was no distinctive identity to the Canadian booths, to separate them from the other 300 pipe and draped booths in the show.

Moreover, American Airlines' decision to shift the focus from a consumer show to a travel show, geared strictly for the travel agent community, was giving even more appeal to this idea of developing a uniquely "Canadian" look for 1994.

Hence, with its Canadian partners, the Tourism Division of our Canadian Consulate General in Dallas designed an area with a

unified theme, which would allow each of the 48 Canadian exhibitors to sell their own product while promoting themselves together as one "Canadian" destination.

The Canadian area was designed to reflect the beauty of the great outdoors with mountains, lakes, islands and rivers while capturing the ambience of attractions and cities. Wooden posts, totem poles and street lamps were utilized to hang signs to identify each of the participating Canadian partners.

The display was a huge draw for the travel agents, so much so that traffic in the Canada area far exceeded that of other exhibitors.

Ah, Summertime!

CANADEXPORT suspends publication for two issues during the summer months. The next issue will be published September 1, 1994.

Another very important feature of the American Airlines show was the ability of each Canadian partner to purchase seminar time during the three-day show, to increase the travel agents product knowledge of Canada. For the Consulate, the goal was to make Canada stand out from the other 50 - 60 seminars being offered.

Working with a Toronto-based company called Accucom, an inter-active "trivial pursuit" game on Canada was created. These seminars were well received by the travel agents, who were each awarded a certificate of achievement after successfully completing the unique 45-minute "course".

Far from resting on its laurels, the Tourism Section of the Consulate General is working on the Dallas 1995 travel trade, which promises to be even bigger. And American Airlines is planning a pre-show promotion to increase the attendance to 5000 - 8000 travel agents from across the USA.

To participate in the Canada "themed" area of the American Airlines Show in 1995, please contact Beth Cox, CTC, Travel Trade Officer at the CCG in Dallas, tel. 214-922-9806, for further information. (FAX: 214-922-9815)

New Labelling Requirements in Mexico

Mexico is in the process of formulating new labelling requirements for products offered at the retail and consumer levels.

Once formed, the new regulations were to be published, around mid-June of this year, in the *Diario Oficial* (the Mexican equivalent of the *Canada Gazette*) for public comment.

According to their rules, comments are accepted for up to 90 days, after which the Mexican government has 45 days to review and respond to the comments before final publication of the regu-

lations. The final regulations are expected to be phased in over a six-month period.

A summary of the proposed regulations follows:

1. Labelling must be in Spanish — prior to product entering Mexico. (Other languages are permitted on the label). This differs from previous procedures which allowed Spanish labels to be affixed — after landing product inside Mexican borders.

2. Labels for most generic products for sale at retail or consumer

Continued on page 2 — Mexico

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Health Care Data Base Now Available

Industry Canada has developed the **Canadian Health Care Services Suppliers (CHCSS)** computerized data base in collaboration with Health Canada.

The CHCSS data base is being launched to enhance the Department's knowledge of Canadian private sector supply capability and to facilitate the matching of export opportunities with Canadian supply capability. The information in the database will also be used to encourage the formation of industry alliances and other partnerships for the pursuit of export opportunities.

Registration in the data base is voluntary and relatively straight-

forward. Interested applicants complete a questionnaire and profile sheet and return them, with company brochures, to Industry Canada. Search capabilities are extensive. Users of the data base will be able to search on the basis of any of the fields (questions) contained in the questionnaire. Industry Canada will maintain, operate and update the data base.

To obtain the questionnaire or information contact: Luc C. Pamerleau, Consulting and Engineering Service Industries Directorate, Industry Canada, 235 Queen Street, Room 708-E, Ottawa, Ontario K1A 0H5. Tel: (613) 954-2951. Fax: (613) 941-8464M.

Mexico — from page 1

level must contain: name of the product or goods, manufacturer's name and address, country of origin, net contents (if appropriate) in accordance with official Mexican Standard NOM-030-SCFI-1993, warnings and precautions in the case of dangerous products, instructions for use, handling and/or preservation of the product (where applicable), and importer's name and address. (This information may be displayed on a separate label).

3. Labels for textiles, clothing and accessories must be permanently sewn on or attached and must contain: brand name, raw material content (percentages in descending order), size, instructions for care (symbols are accepted), and country of origin.

4. Labels for leather, natural and artificial materials, shoes and products made of such materials must be permanently attached to the product and must contain: name of exporter, country of origin, description of raw material(s), importer's name and address, importer's federal taxpayer number.

5. For all other products, labelling requirements are spelled out in product specific NOM (Normas Oficiales Mexicanas) requirements. If no such requirement exists for a particular product, the product must comply with generic labelling requirements.

6. Some products are exempted from labelling requirements such as samples, products destined for testing, products sold in bulk, or raw materials.

NOTE: It is also expected that the Mexican government will be publishing regulations on non-nutritional content requirements for food and beverages.

For more information, contact DFAIT InfoCentre, Ottawa. Faxback: (613) 944-4500.

DEAR READERS:

It's time to move on: come September, my colleague Amir Guindi, a trade commissioner as well, will replace me as Editor-in-Chief.

I am telling you what I said to him: "It's a great job!"

CanadExport allows one to be in close touch with the industry — from whom one learns so much and, every once in a while, there is a bonus: you learn you've been helpful! That, to me, is quite special!

Thanks to you, readers, and to friends and colleagues who feed us valuable trade information. Above all, thanks to Don Wight, Editor, Yen Le, Production Assistant, and Mark Leahy, Publishing.

It was exciting, informative and fun — for me and, hopefully, for you.

To Amir, the very best, and long live *CanadExport*!

Sylvie Bédard, Editor-in-Chief

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

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — A company can offer **show rooms for automobiles, parts, supplies and accessories** in facilities located in a large auto mall. Contact James Ling, President, Powerman Enterprises Inc., 2638 E. 56th Ave., Vancouver V5S 1Z7. Tel.: (604) 325-9559. Fax: (604) 325-9562.

GUYANA — A Guyanese company with an Ottawa-based partner is looking for Canadian **joint venture partners for the expansion of a farming and feed mill operation**. Currently in the feed mixing and bagging business, the company would like to start growing and producing feed stock for the local market and is looking for **Canadian companies with expertise in the farming and processing of agricultural crops into base animal feed**. The firm can provide large tracts of land for agricultural production and for its mixing and feeding operation. Contact Stephen Akehurst, Managing Director, or David Kalimootoo, V.P., International, LookSouth Int'l Inc., 75 Spadina Avenue, Ottawa K1Y 2B9. Tel.: (613) 747-8927/728-9941. Fax: (613) 748-7312/728-7147.

PORTUGAL — A company with headquarters in Cape Verde and

offices in Lisbon seeks exporters of such foodstuffs as **beans, flour, corn, bird seed, and canned goods**. Submit price lists (FOB) to Carlos Benoliel de Carvalho, Joao Benoliel de Carvalho Lda., R. Dr. Alfredo da Costa, 5-3-D, 1495 Lisboa. Fax: 351-1-410-1159.

SAUDI ARABIA — Companies and manufacturers wishing to **expand their operations in the Gulf Region and Middle East** may wish to contact a Scarborough company which has liaison offices in Saudi Arabia. The company provides **transfer know-how in marketing services; franchise consulting; product marketing; and joint venture/licensing arrangements**. Contact Z. Bedrossian, Manager, Trading Image International Inc., 122 Earlton Road, Scarborough, Ontario M1T 2R6. Tel.: (416) 321-5022. Fax: (416) 321-6572.

SAUDI ARABIA — A Riyadh-based firm seeks **joint venture design/construction partners** for a project that involves the establishment of a clean room for the assembly and packaging of single-use medical disposables and a sterilization unit using ethylene oxide or Gamma radiation. The disposables, all of which will be imported, then assembled, packaged and sterilized within the country, include: **naso-gastric tubing, haemodialysis, transfusion sets, dialysers, Nelton catheters, endotracheal tubes and**

oxygen masks. Contact Abdul Mohsen Al Mousa, Abdul Rahman S. Al-Rashid Establishment, P.O. Box 9102, Riyadh 11413, Saudi Arabia. Tel.: (966-1) 462-3510/462-1733. Fax: (966-1) 462-1826.

VENEZUELA — An importer/distributor seeks Canadian exporters of **compact discs, laser discs and accessories**. Contact Alejandro Melian, Melnova Import-Export, Caracas. Tel.: 582-762-5401/985-1554. Fax: 582-762-7327.

!!OOPS!!

We didn't mean to rearrange the map of Europe, but somehow, in our last edition, we located Plovdiv in Hungary — when, in fact, it is in Bulgaria!

So, to rectify matters: The **Plovdiv International Technical Fair** will be held in Plovdiv, Bulgaria, September 26-October 2, 1994. Canada will participate with a national stand or an information booth.

This fair specializes in telecommunications, office equipment, power engineering and construction.

Contact Gayle McCallum, DFAIT, Ottawa. Tel.: (613) 996-1530.

Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.



TRADE FACTS:

Canada and the United States

- Canada and the United States share the world's largest bilateral trade relationship worth \$264.2 billion in 1993. Canada buys more U.S. products than do Germany, the United Kingdom, France and Italy combined. Ontario alone buys more U.S. goods than Japan.
- In 1993, total two-way merchandise trade increased to \$264 billion from \$222 billion the previous year, representing a \$42 billion increase. Canada's 1993 merchandise trade surplus of nearly \$37 billion with the U.S. was \$8 billion more than that of the previous year.
- 1993 was a record year for Canadian exports to the United States, increasing 20 per cent over the previous year. Valued at a record \$150.6 billion compared to \$125.6 billion in 1992, exports to the United States accounted for 80 per cent of total Canadian exports.
- With 80.7 per cent of all Canadian exports going south of the border, the U.S. supports an estimated one million jobs in Canada.
- Canadian imports from the United States amounted to \$113.6 billion in 1993, compared to \$96.5 billion in 1992, an increase of 18 per cent over 1992.
- Trade with the U.S. market is important to the Canadian economy and the country's prosperity. Over 15 per cent of Canada's gross national product (GNP) is directly generated by Canadian exports to the United States.
- Canada is the largest single customer for U.S. sales abroad, purchasing 19 per cent of all U.S. exports. This represents approximately 67 per cent of total Canadian merchandise imports.
- Cumulative net foreign direct investment (FDI) into Canada from all foreign countries during 1989-1992 totalled more than \$23 billion (an average of \$5.8 billion in FDI per year), compared with \$7.6 billion for the four-year period preceding the Canada-U.S. Free Trade Agreement (FTA) of 1988. Almost 40 per cent of the 1989-1992 FDI into Canada originated in the United States.
- Up to the 1992 year end, U.S. direct investment in Canada reached about \$87.3 billion or almost 64 per cent of foreign direct investment in Canada.
- The automotive, forestry and energy sectors dominated Canadian exports to the U.S. in 1993. Collectively, they represent approximately half of all domestic exports to the United States.
- Recent Canadian company success stories based on outstanding export performance in the U.S. market include *Alcatel Canada Wire Inc.*, *Protec Microsystems*, *Riese-Vermont Canadian Lake Wild Rice*, *Ice King™*, *George Hancock Textiles Limited*, *Clearly Canadian Beverage Corporation*, *Delrina Technologies*, *Data Accessories Corporation*, *Matek Consultants*, and *Du Pont Canada Inc.*



AGEXPORT

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TRADE SUCCESS

Great Western: "Choice" beer

Four years after 16 former employees bought a redundant brewery, Great Western Brewing is exporting about 45 per cent of its products beyond the borders of Saskatchewan. Based in the province with the lowest per capita consumption of beer in Canada, the company is looking abroad to expand its sales and line of products. It recently launched GW Ice Draft in four provinces and has pioneered the use of plastic bottles, in an effort to cut prices. The company also produces a low-alcohol beer for Loblaw's President's Choice product line. Great Western Brewing also exports to California.

For more information contact: Jack Whyte, *Great Western Brewing Company*, Tel.: (306) 653-4653, Fax: (306) 653-2166.

Corey Feed Mills will make dinners for U.S. pets

New Brunswick's Corey Feed Mills Ltd. is making a splash in the aquaculture feed markets of Atlantic Canada and the northeastern U.S. The Fredericton company has watched its sales grow from \$100,000 to more than \$3 million annually, supplying the growing fish farming industry on the East Coast. The company has also entered the pet food market in Atlantic Canada and plans to launch its Companion's Choice product line of pet foods in the U.S. in 1995. Corey Feed Mills Ltd. has increased its manufacturing output to four tonnes per hour since it began producing private label brand pet foods. The company's products are sold in markets as far away as Arizona and British Columbia.

For more information contact: Lee Corey, *Corey Feed Mills Ltd.*, Tel.: (506) 459-5588, Fax: (506) 450-4817.

Small networks, big results

Small business networks, otherwise known as flexible manufacturing networks or alliances, are gaining more attention in Canada because of their success in other countries. When small to medium-sized businesses combine resources, they gain advantages of scale, scope and speed, improving their competitiveness.

Two of the best examples of such networks can be found in Italy and Denmark.

It all started in the Emilia-Romagna district of northern Italy about 20 years ago. The area previously had the lowest wage rates in Italy. It now has the highest, and a vibrant and growing economy which most experts attribute to flexible networks and the support they had from regional governments.

This success has included the creation of an additional 20,000 manufacturing jobs between 1972 and 1987. The region has outstripped the more industrialised northwest, and Italy as a whole, in terms of industrial output. It has also increased its share of Italy's exports from 7.9 per cent to 18.6 per cent.

Italian networks evolved naturally and

are based on unique economic, cultural and historic conditions. But Danish networks are the best known model of a purposefully crafted inter-connected small to medium-size enterprise economy.

The Danish manufacturing economy has long been populated almost exclusively by small, export-oriented firms with a long history of associative organization through trade and industry groups.

In 1989, Denmark began to design and implement its own process. Rather than try to create Italian-style industrial districts, Denmark promoted complementary production and marketing for small firms. A nationwide system trained network brokers and provided challenge grants to encourage cooperative behaviour. Some \$25 million was invested in small to medium-sized businesses in this way.

For more information, contact:

Pam Forward

Agriculture and Agri-Food Canada

Tel: (613) 954-9554

Fax: (613) 954-0122

ASEAN members trading more freely

The ASEAN Free Trade Agreement (AFTA), which came into effect at the beginning of 1993 creates an integrated market of 340 million people with a combined GDP of US \$293 billion growing at seven per cent per year. Tariffs on all goods with 40 per cent or more ASEAN content are due to fall to 5 per cent by 2008. Goods in 15 special

categories are supposed to reach that target earlier, in 2003, under the Common Effective Preferential Tariff scheme. Under this scheme, Malaysia and Singapore have made immediate cuts in some tariffs. However, other nations will not begin to cut their rates until later. Thailand and Indonesia, for

Continued on page IV — AFTA

Canamino taking oats out of the kitchen

A Saskatoon company has taken government research designed to make better bran and expects to build a \$100 million business supplying cosmetics and skin care products to the international cosmetics industry.

Canamino Inc. has created such interest with its oat-based talc substitute, emulsifier and protein shampoo base, that a group of investors has combined to build a \$7.3 million manufacturing facility to supply the world market. The company plans to begin production this

summer at the new Saskatoon site, although weekend production and sales are already taking place at the POS (Protein, Oil, Starch) Pilot Plant in Saskatoon. POS officials also helped to develop pilot scale processing and the milling process behind Canamino's new products. The process has now been exclusively licensed to the company.

Canamino samples are in the hands of 63 companies worldwide, with the industry eagerly looking for plant-based substitutes for animal-based products. Large cosmetics companies such as Estée Lauder and Cheeseborough-Ponds are planning several product launches in 1994, heralding Canamino's breakthrough with oats.

The products were made possible because of a joint venture research project between Agriculture and Agri-Food Canada and the POS Pilot Plant. Work conducted by Dr. David Paton, a research scientist at Agriculture and Agri-Food Canada, produced a patented milling process which results in an extremely pure bran and flour from oats.

Several components are in turn pro-

duced from the bran and flour including oat starch, which Canamino surface treats with additional technology to make a replacement talc. Hydrolysed oat protein replaces animal-based proteins in shampoos and lotions. Oat beta-glucan soothes and smooths the skin, and closely resembles the animal-based acid it replaces. Refined oat flour is a natural emulsifier and oat bran serves as a thickening agent for creams.

The POS Pilot Plant is an internationally recognized research, development and pilot scale processing facility serving the food and drug industry. It was founded in the early 1970s as a joint effort of industry, the federal government and the provincial governments of Alberta and Saskatchewan.

For more information contact:

John Schaw
Canamino Inc.
 Tel.: (306) 975-2030
 Fax: (306) 975-2049
 or
Marilyn Huber
POS Pilot Plant
 Tel.: (306) 975-7066
 Fax: (306) 975-3766

TRADE SUCCESS

NATURE'S PATH FOODS

Nature's Path Foods Inc. has tripled its exports of ready-to-eat organic cereals in the past three years and won many awards along the way. The company expects sales to the U.S., Europe, the Pacific Rim and elsewhere to reach \$17 million in 1994, up from \$11.6 million in 1993.

Nature's Path products are made from certified organic grains and raisins which have not been subject to chemical pesticides, herbicides, fungicides or fertilizers for three years. Without preservatives or additives, its products remain the only certified organically-grown and processed breakfast cereals in North America.

Its innovative ways continued in 1992 with the introduction of Heritage, a cereal comprised of ancient grains including spelt, quinos and kamut. In 1990, Nature's Path was named the second-best grocery product in the world at the Paris Food Show.

The company also produces cereals for Loblaw's President's Choice label.

For more information contact:

Arran Stephens
Nature's Path Foods Inc.
 Tel: (604) 940-0505
 Fax: (604) 940-0522

Ault-ACIC joint venture

Chemical and pharmaceutical products producer ACIC and Ault Foods Ltd. have launched a joint venture, known as Canlac, to produce laxatives. Canlac is expected to develop export sales of between \$75 million and \$100 million by 1995.

Lactulose, popular as an over-the-counter laxative in Europe, is made from whey permeate at Canlac's facility in Victoriaville, Quebec. The permeate is a byproduct of the cheese making process and is sent by a pipeline to an ACIC facility from Ault's nearby Lactantia site.

ACIC, based in Brantford, Ontario, recognized that one of the world's largest suppliers of lactulose imports whey

permeate from Canada to process it in Japan. The two Canadian companies, with a third shareholder who facilitated the joint venture, expect to be able to reduce the price to North American consumers in an effort to build demand here and abroad.

ACIC brings to the joint venture its knowledge of global regulatory conditions as well as an extensive marketing network. Ault, Canada's largest dairy company, brings manufacturing and dairy knowledge.

For more information contact:

Christopher Calenti
ACIC Inc.
 Tel: (519) 756-8942
 Fax: (519) 753-3051

Danish pork a serious competitor

One of Canada's keenest competitors in the international pork marketplace is Denmark, which produces the same number of hogs despite having only one-fifth the population of Canada.

As a result, Denmark has exploited the international demand for pork with an enthusiasm unmatched in most countries. The industry has had to tailor itself to the international marketplace, which makes it a model for some pork exporting nations.

What distinguishes the Danish pork industry is an extremely high degree of integration among the different segments. Nearly all producers are members of co-operative

SIAL a must for agri-food exporters

The International Food Products Exhibition (SIAL) in Paris will be the largest food show in the world this year, taking place from October 23-27 (June 6-10 for beverages). About 4,700 exhibitors from 73 countries are expected to meet 100,000 visitors and buyers from 140 countries. With over 100,000 square metres of exhibition space at the Paris-Nord Exhibition Centre, including a Canadian pavilion, the show is a magnet for the world agri-food industry and products of all kinds. As a result, SIAL is considered a good place to make contacts and monitor trends in products and packaging on a global scale.

SIAL is divided into two shows, with the newer SIAL BOISSONS catering to the demand for all types of beverages, from wines to spirits, liqueur, beer and mineral water. Food products manufacturers and food processing engineers will also be able to attend the IPA show, held at the same time as SIAL. IPA presents equipment and technology for the food processing industry.

In 1992, 35 Canadian companies took part in SIAL, including 27 at Canada's National Pavilion. About 50 companies are expected to participate as part of the Canadian pavilion this year.

Canadian companies have fared very well at the two previous SIALs, in 1990 and 1992, winning the coveted SIAL d'Or for best-performing innovative product. Montreal's Nostrano won in 1992 for its maple syrup-flavoured ham "Nouvelle France" while Linsey Foods, from Scarborough, Ontario, was awarded the prize for its "Et Tu Caesar" salad mix, in 1990.

For more information, contact:

Lorraine Reardon
Foreign Affairs and
International Trade Canada
Tel.: (613) 996-2147
Fax: (613) 944-1008

slaughter and processing plants. This integration permits the sector to efficiently identify and concentrate its resources on the demands of the international market.

The base for Danish pork exports, as in Canada, is a producer sector that supplies the slaughter industry with disease-free, high-quality hogs. Yet the industry has also demonstrated a willingness to customize cutting and processing procedures to the demands of specific markets. Unlike the U.S., where increased production is brought about by increased slaughter line speeds, increases in Denmark are often the result of adding new cutting lines. The integration also produces more efficient scheduling of hog arrival at slaughter facilities.

The European Community, which accounted for 66 per cent of Danish exports in 1991, has a very supportive pigmeat policy which benefits the Danes. It includes a guaranteed base price for hogs, import levies and minimum import prices, and export refunds.

For more information contact:

John Ross / Kathy Istead
Agriculture and Agri-Food Canada
Tel: (819) 994-0246
Fax: (819) 953-0969

Maple syrup in the UK

The key to export success is often a product which is unique in the marketplace and captures the imagination of consumers. Canadian 100 per cent maple syrup is satisfying the sweet tooth of more and more Britons since the successful completion of an innovative promotional campaign.

Sales are expected to expand rapidly thanks to the joint efforts of the Maple Sugar Producers of Quebec, the Canadian High Commission in London, the Agent General at Quebec House in London, the Agriculture and Agri-Food Canada Maple Products Marketing Fund, and two British distributors.

The campaign included full-page advertisements in major women's magazines, efforts to feature the product in leading media, special tastings of maple recipes for leading food editors, a recipe brochure, and improved distribution and in-store merchandising by British distributors. The Quebec producer group estimates that UK exports could grow to \$3 million annually.

British consumers are being encouraged to try maple syrup with various recipes and there are plans for in-store promotions which will combine Canadian maple syrup with other Canadian products.

For more information contact:

Claude Tardiff
Maple Sugar Producers of Quebec
Tel: (514) 842-9471
Fax: (514) 842-3541

Exporting cheese to the US

Although the U.S. has set quantitative limits for most cheese imports, lucrative opportunities exist for Canadian exporters of soft ripened cow's milk cheeses.

U.S. production of these cheeses is low and demand is high. The Canadian Trade Agreements Act of 1979 sets barriers for cheese imported into the U.S., protecting domestic producers. However, soft ripened cheeses such as brie and camembert are exempt from the quotas.

U.S. regulations define soft ripened cheese as cheese which has a prominent crust formed on the exterior surface as a result of curing or ripening by biological curing agents, such as moulds, yeasts or other microorganisms. Soft ripened cow's milk cheese

must also visibly cure or ripen from the surface towards the center, have a fat content by weight (on a moisture-free basis) of not less than 50 per cent, and have a moisture content (calculated by weight of the non-fatty matter) of not less than 65 per cent. The U.S. definition doesn't include cheese with mould distributed throughout its interior.

Any prepackaged varietal cheese that meets these criteria and are surfaced ripened, would be acceptable for export to the U.S. market without quantitative restrictions.

For more information, contact:

Dominique Benoit
Agriculture and Agri-Food Canada
Telephone: (819) 994-0246
Fax: (819) 953-0969

Semex UK: a model

Artificial insemination technology for cattle is one of Canada's most successful exports and a model to follow for international success is Semex UK.

Founded 21 years ago by Scotsman Drew Sloan, Semex UK is responsible for \$9 million, or 25 per cent, of Semex Canada's total sales. Semex Canada does not own the body which sells to a quarter of the British market for Canadian beef and dairy cattle artificial insemination technology. Semex UK is a

subsidiary of a British company called Greyleg Holdings, but it holds exclusive rights to sell Semex Canada products in the United Kingdom. As a result, its staff of 200 focuses exclusively on marketing, relying on Semex Canada to deliver a high quality product which has beat back competition from several European countries.

Semex UK representatives visiting producers in every region of the UK are backed up by veterinarians, geneticists, video experts, in-house training programs and publishing facilities.

Greyleg Holdings has recently established a similar operation in Ireland. Semex Canada is trying to set up operations in other markets modeled on Semex Ireland and Semex UK.

For further information contact:

Barry Weaver
Semex Canada
Tel: (519) 821-5060
Fax: (519) 821-7225

For more information contact:

May Chow
Agriculture and Agri-Food Canada
Tel: (613) 993-6671
Fax: (613) 995-0949

Continued from page 1 — AFTA

example, will begin in 1998. The aim is to reduce tariffs, which stand as high as 50 per cent in several ASEAN countries.

TRADE SUCCESS

WOODSTONE FOODS

Since 1977, Winnipeg's Woodstone Foods Corporation has made several important research and development advances from the yellow field pea, creating a strong export demand for its products. Food manufacturers in the United States, Europe, the Pacific Rim and South America are using Woodstone's starch, protein, cell wall fibre and hull fibre products as well as newly introduced fat replacers. Manufacturers like the pea fibre because it has a higher soluble fibre content than any other source and it is flexible for use in highly processed products such as breads, baked goods and beverages. Woodstone's Responsible Foods Division offers food manufacturers, restaurants and food service operations recipes using unbleached vegetable fibre, protein and starch ingredients derived from the golden peas. For more information contact: **Sharon Inglis**, Woodstone Foods Corporation, Tel: (204) 831-8702, Fax: (204) 831-8755

BIGROS' SPAIN VENTURE

Spanish consumers have been the first targets of a marketing campaign by Bigros Foods Inc. to make canola oil a hot product in Europe. The Ontario exporter has also been trying to break into Switzerland and the U.K., but the push into Spain has been the greatest. With Spaniards suffering from high cholesterol, Bigros and its Spanish distributor have spent over \$1 million to make canola a healthy alternative cooking oil. Over 13,000 cases have been sold in Spain while several hundred doctors have also received a free bottle. The biggest problem with cracking the market has been European tariffs and fluctuating currencies, which have raised the price. For more information: **Alfonse Bach**, Bigros Foods Inc. Tel.: (613) 822-7135

Capable Canadian Suppliers Could Fly High In Japan's Soaring Aviation Market

Japan is a major consumer of aviation goods and services, its several airlines ranking among the largest and best-equipped in the world. The extensive airport development and expansion that is scheduled throughout Japan over the next few years, including the new Chubu International Airport in the Nagoya region and the massive Kitakyushu project in the Fukuoka region, will create numerous opportunities in the Japanese marketplace. An ambitious program to expand its system of regional airports will almost certainly generate substantial increases in short-haul inter-and-intra-regional passenger air services. A strong market for aircraft appropriate to such routes, as well as suitable air traffic control systems, can be expected to develop.

Japan's special characteristics have produced particular market opportunities. High population density and limited space have created a substantial market for helicopters — Japan being third in the world, after the USA and Canada, in the size of its helicopter fleet. The restrictions imposed by high costs and limited availability of space have also produced a chronic pilot shortage and a corresponding market for simulators and overseas pilot training. The same factors — cost and space — have caused Japanese airlines to establish significant portions of their maintenance infrastructure overseas. In the case of corporate jets, most are parked, as well as maintained, outside Japan because of the high cost of domestic aircraft parking space.

In all of this, good opportunities exist for Canada's aviation industry. While the number of exporters already in the market, and profitably so, is substantial, Canadian firms have generally not taken full advantage of the developing potential; there is room for plenty more.

Canada's Action Plan for Japan

Canada must develop a supply capability that meets the needs of the market.

stresses that in order to optimize our exports into this growth market, Canada must develop a supply capability that meets the needs of the market. To do this within the aerospace sector, export-ready Canadian companies must build awareness of the dynamic changes taking place in the Japanese market by exposing themselves to a variety of studies, surveys, profiles and workshops. They must adapt their products to meet Japanese requirements via activities designed to encourage partnering with Japanese firms. And they must promote their company's capabilities effectively within the marketplace by involvement in critically important events with an Asia-Pacific regional focus. To achieve this end, various trade and technology agencies of the federal and provincial governments will support the private sector in the implementation of a comprehensive, integrated plan to improve supply capabilities in Canada and

trade performance in Japan. Leading Canadian industry is the Aerospace Industries Association of Canada (AIAC).

Japan's astonishingly successful expansion into world markets in the nearly 50 years since the end of the war is a familiar story. Few Canadians can have remained unaffected by Japan's industrial growth, be it as consumers or as employees or owners of businesses competing with Japanese products. Today, few industrial sectors remain in which Japan is not a leading player on a global scale. The aerospace industry is a significant exception — sometimes

dubbed as Japan's "late bloomer".

Japan's present aerospace industry dates from the 1950s, when the remnants of Japan's pre-war aerospace industry were resurrected to provide a domestic capability to supply the needs of Japan's military. Despite occasional forays into commercial aviation, the focus of Japan's aerospace industry has remained the military, to the extent that it constitutes 70 to 80 per cent of production. Consequently, Japan's capability to supply the commercial market is weak compared to its strength in other fields of technology. Secondly, Japan's reliance upon the military market and its inability, for political and constitutional reasons, to amortize through export sales the cost of products for this market, have made Japan a high-cost producer of a limited range of aerospace products. As a result, extensive linkages have been established with the U.S.

Continued on page 6 — Japan

Japan's Aviation Market — from page 5

aerospace industry, which is now a major source of the basic technology being used in Japan. However, there is good reason to believe that the military orientation of Japan's aerospace industry, and its heavy reliance on imported technology, will not continue.

Despite the current limited size of the Japanese aerospace industry, its advanced manufacturing skills, as well as its reputation as an excellent subcontractor and supplier, have recently resulted in exceptional growth in output climbing from less than \$1 billion in 1979 to nearly \$8 billion in 1992 — comparable in size to Canada's airline industry at present.

Does Japan have the technical and economic capability to develop a world-scale aerospace industry, and does it have an incentive to do so? Although large gaps remain, Japanese industry already possesses many related technologies. They are at the forefront, for example, in development of carbon fibre composite materials. Avionics and cockpit displays are other areas where Japanese capability is strong and growing. Also significant is the fact that the main Japanese firms involved in aerospace production are conglomerates able to draw on substantial resources, technology, and production capabilities from within. Regarding incentives, the economic importance of commercial aviation, and the desire to participate in the leading edge technologies on which these industries depend would seem enough, in itself, to attract the attention of major Japanese firms. Moreover, Japan will reasonably wish to produce more of what it buys.

Japanese manufacturers are already making significant moves into the commercial aviation field and have developed numerous

Japan Aerospace Exhibition

Canada will participate with a National Stand in JA '95, taking place in Tokyo February 15-19, 1995. Taking place every four years, JA '95 will focus on business opportunities in the Asia/Pacific-Rim region. The show reflects the region's growing importance in the internationalization of the world's aerospace market. Canadian companies interested in obtaining additional information on the show should contact the Japan Trade Development Division at DFAIT (613) 995-8596.

partnerships with European and American manufacturers for development of new products. The attraction of such partnerships, for the Japanese, is rapid acquisition of foreign technology. For the Europeans and Americans, it is access to Japanese technology and financial strength; this access suggests that the interest of European and American manufacturers in such partnerships will not slacken soon. The result of this "senior-partner-and-moving-up" status, as it has been described, is a growing Japanese capability to independently develop and supply aviation products. It is not clear how far this trend will go, or whether Japanese industry might, in fact, be content with second-tier status in this key industry. The experience of other industries, however, would suggest not.

What challenges and options are therefore exposed to Canada's aerospace industry? If Japan's aerospace industry is, indeed, now in the process of transforming itself from a domestically focussed industry of limited capability into a world-scale, first-rank aerospace competitor, Canada's aerospace industry will need to consider if, and how, it will need to respond to the challenges and opportunities presented. It is not yet clear what the nature of this response should

be, although options may include a search for strategic partnerships; efforts targeting joint research, technology exchange or manufacturing; attempts to establish stable, long-term sub-contracting relationships with major Japanese manufacturers; or a focus on Japanese investors/partners able to supply technology and/or finance. By the same token, Canadian industry may conclude, after careful examination, that neither the threats nor the opportunities presented by Japan's aerospace industry are significant, and that attention and energies are better focussed elsewhere.

What is certain, however, is that Canada's aerospace industry has focussed far less attention to date on its Japanese counterpart than it has on the USA or Europe. A much closer look at Japan is needed if our industry is to fully assess the directions Japan is taking and, most importantly, draw conclusions regarding what these directions mean for them. Clearly, however, there exists the strong possibility that "a rather large train may soon be pulling out of the station". Before it does so, Canada's aerospace industry should give serious consideration to whether it is interested in the trip and, if so, how best to get aboard. Later may be too late.

Catalogue Show in India

Bangalore/Mysore — Companies wishing to display their product literature at a **Dual Catalogue Show** in these two cities in India should submit three brochures for receipt in Bombay by August 15, 1994.

This is a multi-sector show highlighting telecommunications, advanced technologies, food processing, biotechnology and auto parts.

The catalogues will be pre-numbered and displayed for reference purposes only. Photocopies of catalogues will later be mailed to Indian companies, encouraging them to contact firms directly. Canadian firms will be informed of Indian companies that have requested additional information.

Catalogues should be forwarded to the show organizers: Consulate of Canada, 41/42 Maker Chambers VI, Nariman Point, Bombay 400 021. Tel.: 91-22-2876027/28/29. Fax: 91-22-2875514.

The contact is David C. Dix, Consul and Trade Commissioner.

New Environment Technologies

Santiago de Chile — Canadian companies have an opportunity to test — or even enter — the burgeoning environmental market in Latin America between October 28 and November 6, 1994.

Those are the dates of **FISA Environment'94**, a most important Latin American industrial fair and a major international showcase for new technologies.

Last year's event attracted 2,400 exhibitors from 38 countries who displayed their products and services to more than 500,000 visitors.

Organizers say that Latin America as a whole is experiencing a surge in environmental business. The projections for Chile

alone are for an annual growth rate of 50 per cent a year for the next three years. Within a decade the market could reach \$4 billion.

FISA information packages and registration kits may be obtained from the show's Canadian marketing agents: Caesa International, 3245 rue de Tripoli. Ste-Foy, Quebec G1X 1X2. Tel.: (418) 658-9096. Fax: (418) 658-3572. Attention: Antonio Lara.

Construction Exhibition

Tianjin/Fujian — Canadian companies have an opportunity to explore or penetrate the biggest and fastest-growing construction site in the world.

And a first step would be to attend the **Sino-American Construction Exhibition (China ConEx'94)** which, this year, will be held in two locations, Tianjin (November 8-11) and the Province of Fujian (November 14-16).

The exhibitions will cover two major areas:

- construction equipment for road and highway projects, urban development, high rises, industrial zone projects, and mining projects, etc.; and
- building materials for interior and exterior decorating, plywood, kitchen cabinets and accessories, windows and doors, lavatory accessories, drywall and ceiling materials, adhesives, coatings and paint, etc.

Exhibition organizers say there remain "many untapped opportunities in China which could benefit Canadian construction companies at levels beyond anyone's imagination." And China has the purchasing power — which the International Monetary Fund now values at more than US\$1.7 trillion!

The demand in China for construction machinery, materials,

engineering services and technology makes the country one of the largest and fastest-growing construction markets in the world. Indeed, the Chinese government has earmarked infrastructure as one of its highest priorities.

Companies seeking further information may contact the events' North American organizer: Hua Executrade Communications, 323-810 West Broadway, Vancouver V5Z 4C9. Tel.: (604) 325-8366. Fax: (604) 325-4729.

South Africa Show

South Africa International Trade Exhibition — November 1-5 — In Johannesburg, multi sectoral event: industrial and electrical engineering, handling, etc.

Contact Africa and Middle East Trade Development Division, GBTA, DFAIT, fax: (613) 944-7437.

AFROSAT EXPO'94

Yaounde — The first **International Show for TV and Broadcasting Communication by Satellite in Africa (AFROSAT EXPO'94)** will be held in this Cameroon capital December 1-4, 1994. Being held concurrently are the second **Telecommunications Exhibition (TELECOM EXPO '94)** and the fourth **Data Processing (Computer) and Office Automation Show (INFOR-EXPO'94)**.

Organizers of these events, ONAFEX, in collaboration with URTNA (Union of National Radio and TV Organizations of Africa), say Africa, whose 850 million population is opening up to the world, "will constitute an enormous potential of televiewers by the year 2000."

For further information, contact ONAFEX, P.O. Box 1439, Douala, Cameroon. Tel.: (237) 42-43-20. Fax: 42-77-03. Telex: 1135KN DLA/Cameroun.

New Canada-Israel Agreement**Governments Move To Promote R&D Partnerships**

In March 1994, the Canadian and Israeli governments signed an agreement to set up a joint R&D foundation.

This exciting development, officially called the Canada-Israel Industrial Research and Development Foundation, or CIIRD-F for short, was a result of negotiations between the Chief Scientist's office of Industry Canada (IC) and his counterpart's office at the Israeli Ministry of Industry and Trade.

Israel already has over 30 simi-

lar bilateral R&D agreements with other countries, but for Canada this is a first. According to Alexander Petrov of IC, this is a pilot project in several ways.

"It is hoped it will help to achieve a better balance in Canada's relationship with Israel which is presently skewed on the political/cultural side and weak on the economic side." (Total bilateral trade is about C\$250 million per year.)

Petrov also noted that Canada might wish to apply this approach

to other countries, if the venture proves successful. He called Israel a "surprisingly fertile source of new technologies".

Indeed, Israel is very advanced in R&D in many scientific and industrial fields, having the seventh highest investment in R&D from among the 24 industrialized countries of the Organization for Economic Cooperation and Development.

Each government has committed C\$1 million per year to CIIRD-F. A company from either country wishing to receive a grant will need to identify a partner from the other country. Both partners must have proven R&D capabilities, and they must work out the conditions of their joint R&D on their own. The objective of the CIIRD-F is to **commercialize** the resulting new technologies/innovations — not just to develop them.

IC will set up a database of about 200 high-tech Canadian companies interested in pursuing R&D relationships with Israeli firms, and will make it available to the Canadian Embassy in Tel Aviv. The Commercial Section of the Embassy already has its own extensive files on many Israeli entities looking for Canadian partners.

Both countries look forward receiving many applications under the CIIRD-F and anticipate that fruitful R&D — with commercial applications — will result.

Contact the Commercial Section, Canadian Embassy, Tel Aviv, Israel. Fax: 011-972-3-527-2333.

BUSINESS AGENDA

Toronto — July 18 and 25, 1994 — Import/Export and Mail Order is the subject of these three-hour public workshops sponsored by the Canadian Small Business Institute. On July 20 and 27 the subject will be **How to Start Your Own Business**. Call (416) 512-2009 or fax (416) 512-6376.

Montreal — September 12-16, 1994 — Second Global Conference: Building a Sustainable World Through Tourism is expected to attract 1,500 persons from 80 countries and will feature 200 "success stories" representing the current state of the art in sustainable tourism development. Among the 15 internationally prominent speakers will be Maurice Strong, Secretary General of the UN Conference on Environment and Development, and

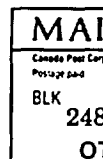
Robert Burns, Chairman, World Travel and Tourism Council. The conference, organized by the International Institute for Peace Through Tourism (IIPT), will serve to launch Tourism as the World's Peace Industry. Contact IIPT Second Global Conference, 3680 rue de la Montagne, Montreal H3G 2A8. Tel.: (514) 281-1822. Fax: (514) 848-1099.

Ottawa-Hull — September 20, 1994 — The Federal Business Development Bank (FBDB) is offering a two-month (45 hours) Strategic Planning Program specifically aimed at Ottawa-Hull area companies wanting to enter or expand their export markets. Contact Douglas L. Marshall, Manager, Business Counselling, FBDB, Ottawa. Tel.: (613) 995-5068. Fax: (613) 995-9045.

InfoCentre

InfoCentre (formerly InfoExport) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoCentre (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order DFAIT publications, fax (613-996-9709) your requests on com or faxlink 613-944-4500 from your fax machine.

Return requested
if undeliverable:
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Technology The Theme—But ...

Strategic Alliances Guide, Video Appeal to All

In the last decade, a rapidly changing competitive environment has fostered a great interest in strategic alliances on the part of technology companies. This has led to the view in some circles that competition in technology-based industries has become a team sport.

Corresponding to the growing interest in alliances has been the realization by many firms that alliances are not easy to form or manage. They can pose a severe challenge to the managerial resources of even the most experienced companies.

To assist Canadian firms in their alliance activities, the Investment and Technology Bureau of Foreign Affairs and International Trade recently produced an instructional video and guide. The video is based on interviews with senior executives of leading Canadian technology firms. The guide provides practical advice on developing and managing alliance relationships. While focused on technology companies the material contained in these products is applicable to companies in all sectors.

The following 12 guidelines for a

successful alliance are derived from this material.

Guidelines for Alliance Success

1. Start with clearly defined goals and objectives — the more narrowly focused the better.
2. Evaluate each potential partner carefully in terms of technical and organizational complementarity, personal chemistry and its other alliance relationships.
3. Take the time to understand the business environment in which a potential foreign partner operates.
4. Ensure that there is commitment at both the senior and operating level to the proposed venture.
5. Use the negotiation process to foster understanding, commitment and a problem-solving attitude as a foundation for the venture.
6. Make sure there are measures in place to protect your company secrets both during the negotiations and the implementation of the partnership.
7. Stay flexible. Recognize that circumstances and markets

Continued on page 2 — Guide

NEW BUILDING PRODUCTS COUNCIL PROMOTES EXPORTS INTERNATIONALLY

Exports of Canadian building products are likely to increase following the recent establishment of the Canadian Building Products Export Council (CBPEC).

Comprised of Canadian building products manufacturers, the CBPEC is an export-oriented sectoral council formed as the result of a joint collaboration of Industry Canada (IC) and the Canadian Exporters' Association (CEA).

In addition to increased opportunities in international markets, CBPEC members will benefit from:

- Listing of products in an *Export Directory*, with distribution worldwide;
- Participation in international building product trade missions

and exhibits;

- Information on sources of export financing, foreign product standards, import documentation requirements, and timely information on market and sales opportunities;
- Worldwide distribution of product information to Canadian Trade Commissioners; and
- Information on international developments affecting Canadian building product competitiveness (e.g. GATT and NAFTA) and impacting upon market opportunities.

As well, the CBPEC will initiate a collaborative approach by publishing and distributing annually a full colour *Canadian Building*

Continued on page 2 — Council

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Guide and Video Aid Alliances

Continued from page 1

change — your agreement may have to change too.

8. Ensure that the alliance agreement has clearly defined milestones and checkpoints and agree on reviews and measures for termination.

9. Place a priority on communication and on putting in place whatever measures are required to ensure that partners talk to each other frequently.

10. Whenever possible, provide the alliance with an experienced alliance manager.

11. Look for short-term deliverables to build trust and to maintain enthusiasm and commitment.

12. Create an environment in your company to internalize the skills you need from the partnership and to avoid alliance dependence.

Both the video (3/4" and 1/2", respectively \$70 and \$14.95, plus handling, shipping and taxes) and guide are available from: CHROMAVISION International Inc., 1172 Rainbow Street, Gloucester, Ontario K1J 6X7. Tel.: (613) 748-5335. 1-800-461-7116 (in Canada only). Fax: (613) 748-1073.

Council Builds Exports — *Continued from page 1*

Products Export Directory.

As many as 10,000 copies will be distributed throughout the world through Canadian Embassies and trade commissions, and at major international building products trade shows.

"The CBPEC will provide a focal point for a broad range of businesses of all sizes to access exporting information and services that were previously unavailable or difficult to obtain," Minister of Industry, John Manley said in co-announcing the formation of the Council. "The federal government firmly believes that such collaborative approaches are essential in

meeting the challenges of global markets."

CEA Chairman of the Board Gerald Regan added: "The creation of the CBPEC will increase the effectiveness of international marketing of residential, industrial and commercial building products on a sectoral basis. A collective approach to exporting through the CBPEC represents an exciting initiative in addressing Canada's international manufacturing competitiveness."

For more information on the Council, contact Terrance McGrath, Executive Director, CBPEC, Ottawa. Tel.: (613) 238-8888. Fax: (613) 563-9218.

Oil, Gas Opportunities in Argentina

Argentina's oil and gas industry has become more dynamic, following its recent privatization and deregulation. Production of crude increased from 20 million m³ in 1991 to 34.5 million m³ in 1993 and should reach 38 million m³ this year.

Moreover, oil companies expect to spend at least US\$2 billion a year during the next few years on production and exploration programs.

Although domestic suppliers are able to satisfy most of the industry's requirements, there remain good business opportunities for Canadian companies to provide advanced technology-related services, equipment and products.

These include vibro-type acquisition systems, 3-D seismic services, horizontal and directional drilling, secondary and enhanced recovery technology, environmental damage remediation and prevention, plunger lift techniques, core testing, corrosion detection and control, field automation and instrumentation, natural gas treatment plants, as well as services, equipment and materials for crude and natural gas pipelines.

For further information, contact Bill Perkins, Senior Commercial Officer, Canadian Embassy, Buenos Aires, Argentina, Tagle 2828, 1425 Buenos Aires.

Tel.: (541) 805-3032.

Fax: (541) 806-1209.

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

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — A Canadian-based company specializing in design and construction, and with liaison offices in Hong Kong, Quangzhou, Shanghai and Beijing, offers Canadian developers **joint venture partnership arrangements in major development/infrastructure projects with one of the three largest and powerful financial and international investment institutions in China.** This institution will be taking **actual equity contributions** in all projects. A **financial/development consortium** may be formed with additional Hong Kong financial partners. Serious parties may contact R. Fung, C.E.O., Pacific Asia Canada Trade and Development Group Ltd. (PAC), 2/F, 11514 Jasper Ave., Edmonton. Tel.: (403) 488-3888. Fax: (403) 488-0573. Or S.K. Lam, Director, PAC, 1503 Westlands Centre, 20 Westlands Road, Quarry Bay, Hong Kong. Tel.: (852) 880-5226. Fax: (852) 880-5062.

CHINA (People's Republic) — A company wishes to enter into a **joint venture** with a Canadian firm to produce silk clothing

for sale to North America Free Trade Agreement countries. The company, which has joint ventures in Argentina and Germany, produces more than two million pieces of silk products per year and comes under the umbrella of the Ministry of Foreign Trade and Economic Cooperation. Contact Cadorel International, 16 Beechwood Avenue, Suite 200, Ottawa K1L 8L9. Tel.: (613) 745-9908. Fax: (613) 745-0110.

NEW ZEALAND — A leading manufacturer, importer and exporter of **telecommunications, defence products and advanced systems** wishes to contact similar companies in Canada with a view to **importing** such products or to forming **joint venture partnerships.** Contact David Clist, Manager, Telecommunications Group, Marine-Air Systems Ltd., P.O. Box 30-248, 24 Bridge Street, Lower Hutt, Wellington, New Zealand. Tel.: +64-4-569-2170. Fax: +64-4-566-1247.

NEW ZEALAND — A telecommunications firm wishes to **import or enter into joint venture arrangements** with Canadian companies engaged in the manufacture of **consumer appliances, defence and aerospace products, computer-based systems for industrial applications, and telecommu-**

nications products and software. Contact Peter Crow, Sales and Marketing Manager, Radiola Corporation, Wineera Drive, Porirua, Wellington, New Zealand. Tel.: 64-4-2370159. Fax: 64-4-2371267.

PARAGUAY — A company would like to represent, for sale in the local market, Canadian exporters/manufacturers of a variety of **consumer goods.** The firm's clients are interested in importing, among other consumer items: **sweets (candy, chewing gum); canned juices, beer, fruits and vegetables; canned fish (tuna, sardines); tubes and tires; auto parts; and car and truck batteries.** Contact Victor L. Gehrts, Manager, Belmar S.R.L., L.A. de Herrera 185, 1er Piso B, P.O. Box 1595, Asuncion, Paraguay. Tel.: (595) 21-445177. Fax: (595) 21-442514.

SAUDI ARABIA — A Riyadh-based company is interested in entering into a **joint venture** with a Canadian firm that specializes in the **leather tannery industry.** Ideally, the Canadian partner would **provide expertise, equipment, and manufacturing and marketing capabilities.** Contact Dr. M.M. Tabba, Saudi Rehab, P.O. Box 52878, Riyadh 11573, Saudi Arabia. Tel.: (966-1) 465-7207. Fax: (966-1) 465-0136.

Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.



Belgium a Great Test Market at the Heart of the European Union

BELGIUM is one of the most attractive markets in the European Union (EU) for Canadian companies wishing to position themselves in the continental European market.

With a population of 10 million, it is relatively small, yet it is the sixth largest importer in the EU and accounts for 3.2 per cent of international trade.

Located in one of the world's most industrialized and competitive regions, where 75 per cent of the EU's purchasing power can be found, Belgium is a "value-added" country, with imports amounting to about 60 per cent of its Gross Domestic Product and exports accounting for 70 per cent.

The country is characterized by numerous export-oriented small and medium-size companies that occupy niche markets. This helps to make it an important source of potential strategic alliance partners and positions it to work well with Canadian firms—both in the

EU and in the NAFTA markets.

Belgian industrial expertise lies mainly in metallurgy, chemicals, pharmaceuticals, biotechnology, advanced industrial materials, textiles, glass, aerospace, and food processing. Belgians also excel in certain service industries, such as transportation, shipping, distribution, and banking.

Belgium is one of the countries benefitting most from European integration. Brussels has been designated the capital of the "new Europe" and the Single Market gives Belgium the opportunity to capitalize fully on the comparative advantages it draws from its location between France, Germany and The Netherlands, its multilingual and cosmopolitan population, and the openness of its economy. As well as being the host of the European Commission, Belgium is the European headquarters of many multinational organizations.

When elaborating their European strategy, Canadian firms should be aware that most marketing experts consider Belgium to be one of the best — if not *the* best — test markets in Europe. If

a product is launched successfully in Belgium, it stands a good chance of being successful in other EU member countries.

It is also one of the most challenging markets, in part because of its cultural duality, enabling the exporter to experience both the Latin and Germanic ways of doing business. Sales and marketing experience in Belgium could therefore prove invaluable for future exports to the rest of Europe.

Belgium is one of the choicest places in Europe to set up a sales office, not only because of its strategic location, but also because of the relatively low costs involved, the availability of multilingual staff, and excellent communication, financial, and support services. Further, the country offers one of the best transportation systems in Europe and is easily accessible by air, sea, road, rail, and inland waterways.

Not surprisingly, some 88 Canadian companies have established a presence in Belgium.

For more information on opportunities in the Belgian market, parties may consult the sectoral market studies on page 7.

CONTRACTS

An alliance of six British Columbia marine companies, **Western Canada Marine Group (WCMG)**, has been awarded an \$18 million contract to design and equip a 76-meter patrol vessel for the Coast Guard of Mauritius. The Group, which also is bidding worldwide on other ship design and equipment packages worth \$200 million, was successful against nine other bids. It took 15 months, seven trips to Mauritius and well in excess of \$100,000 to secure the contract.

EDC Line of Credit with Czech Bank

Canadian companies looking to sell goods and services to the Czech Republic can benefit from a US\$10 million line of credit agreement between the Export Development Corporation (EDC) and Komerční Banka (KB).

This is the first financing facility that EDC has established with KB, one of the leading commercial banks with the largest branch network in the country, and should be a particularly helpful marketing tool for small and medium-size enterprises doing business in the Czech Republic.

Potential SME exporters can have their transactions qualified for financing under this credit facility through any of EDC's eight regional offices, located in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

TRADE FAIRS AROUND THE WORLD

Woodtech'94

Vancouver — A three-day industry exhibition/conference, focusing on high technology in the sawmilling industry, will be held here September 21-23, 1994.

Woodtech'94, which attracts an international audience, will also highlight the value-added specialty lumber component, which is one of the fastest growing areas of the entire industry.

Past shows have numbered over 9,000 visitors from 27 countries. This year, 280 exhibitors from around the world (including New Zealand, Australia, China) will attend.

On September 23, 1994 **Export Vision '94** will take place.

One of the most extensive wood industry events in Canada, **Export Vision** will bring a team of trade specialists from 15 Canadian Embassies and Consulates (including Mexico, Singapore, Milan, Korea, Duesseldorf, Taiwan, and Japan). Trade officers will be available for one-on-one meetings.

For further information, contact the co-ordinator of the events, Jacalin Crosfield, Trade Officer, International Trade Centre, P.O. Box 11610, 900 - 650 West Georgia Street, Vancouver, B.C. V6B 5H8. Tel.: (604) 666-1440. Fax: (614) 666-8330.

Life 2000 International

Bombay — An information booth, staffed by the Canadian Consulate here, will showcase — through the display of product literature — Canadian technologies at the **Life 2000 International Exhibition and Symposium**, being held November 22-24, 1994.

Main sectors are health and environment, with the themes cover-

ing: medical, diagnostic systems, electronics, biotechnology, genetic engineering and biochemistry, prevention of diseases, advances in AIDS control, health promotion, hospital equipment, and environmental monitoring and pollution control systems.

Catalogues from Canadian companies will be pre-numbered and displayed for reference purposes only. The Consulate will inform participants of enquiries generated by their display.

Interested companies should forward — *for receipt before November 10, 1994* — three sets of product catalogues to: David C. Dix, Consul and Trade Commissioner, Consulate of Canada, Maker Chambers VI, 4th Floor, Nariman Point, Bombay 400 021, India. Tel.: 22-2876027. Fax: 22-2875514.

Oil and Gas Expo'94

Rio de Janeiro — The Department of Foreign Affairs and International Trade (DFAIT) will participate — October 16-20, 1994 — with a national stand at **Rio de Janeiro's Oil and Gas Expo'94**.

The event is Latin America's largest business fair for the petroleum, natural gas and oil products distribution and retail sectors.

The **Petroleum Congress**, held at the same time as the fair, guarantees the presence of the oil industry's top executives and specialists from Latin America and all over the world.

For more information, contact Bill Heslop, tel.: (613) 996-2268, or Kirk LeMessurier, tel.: (613) 944-1143, fax: (613) 944-0479, Latin America and Caribbean Trade Division, DFAIT, 125 Sussex Drive, Ottawa K1A 0G2.

Venezuela Gold

Caracas — The Venezuelan gold industry is expanding rapidly. Growing at an annual rate of 18 per cent, it is expected to generate 10,000 to 20,000 new jobs and foreign exchange earnings of US\$1.8 billion during the next three years.

Canadian companies are particularly well perceived in the Venezuelan gold industry, having recently sold drilling equipment and engineering services and having concluded joint ventures with local concerns in both drilling and mining operations.

From October 2 to 4, the Department of Foreign Affairs and International Trade (DFAIT) will sponsor a full-scale product display at the **Venezuela Gold Symposium**.

If you wish to participate, a cost-sharing fee of \$2,950 (for companies new to the market) or \$4,700 (for companies already with a physical presence in Venezuela) will help defray the return air ticket, the professionally-designed booth at the show, and the costs involved with the establishment and operation of the exhibit. All other costs — accommodation, meals, shipping, etc. — will be the responsibility of the participant.

Please note that all products must have a minimum Canadian content level of 66 2/3 per cent.

For more information, contact Paul Schutte, DFAIT, Ottawa. Tel.: (613) 996-5358. Fax: (613) 944-0479.

TRADE FAIRS AROUND THE WORLD

Leipzig Trade Fairs

Leipzig—*The following 1994 trade fairs taking place in Leipzig may be of interest to Canadian companies contemplating this market:*

Comfortex — October 1-3 — Trade fair for interior furnishings and decoration.

Schuh Modern — October 1-3 — International shoe fashion fair.

MEBA — October 11-15 — Trade fair for metal working.

Denkmal '94 — October 26-29 — Trade fair for the restoration and refurbishment of old buildings.

Leipzig Fair for Tourism and Mobile Homes — December 1-6.

For more information, contact: Leipzig Fair, Canada Office, 11231 Jasper Avenue, Edmonton, Alberta T5K 0L5. Tel.: (403) 482-3427. Fax: (403) 488-0350.

AIR FORUM'94

Geneva — Companies interested in "participating" in **AIR FORUM'94**, being held here October 18-21, 1994, should forward — *immediately* — 10 copies of their product literature to the address at the end of this article.

The literature will be displayed at an information booth sponsored by the Department of Foreign Affairs and International Trade and the Canadian Embassy in Berne. Canadian "participants" will be advised of any contacts made.

AIR FORUM'94 is an international commercial aviation confer-

ence and exhibition at which are displayed advanced equipment and related services in the area of airports, human resources, air traffic control, aerospace industry supply, tourism and the environment.

Product literature should be forwarded to: Graziella Piffaretti, Commercial Officer, Commercial Division, Canadian Embassy, P.O. Box 234, CH-3000, Berne 6, Switzerland.

U.S. Northwest Waste Expo

Seattle — Exhibitors/visitors are being invited to participate in the **Sixth Annual Northwest Waste Information Expo** being held at the Seattle Exhibition Hall October 25-26, 1994.

Sponsored by the Canadian Consulate General in Seattle, this is the largest environmental conference and exhibition in the Northwest with over 2,600 people expected to attend this year.

The show has 50 seminars and 162 exhibit booths featuring all aspects of solid and hazardous waste management.

For exhibitor or attendance information, call (206) 728-2223. Additional information is available from Jane Hardessen or Fred Babis, Canadian Consulate General, Seattle. Tel.: (206) 443-1777.

Cuba Hosts FIHAV'94

Havana — Now in its twelfth year, Cuba's most important commercial event, the **Havana International Fair '94 (FIHAV)**, will be held here October 30-November 6, 1994.

Last year the fair attained a new high, bringing together 1,239 firms from 42 countries. Canadian participants in the fair reported signing 17 contracts for a total value of

\$3.7 million.

With a Canadian government stand, **FIHAV'94** promises to be equally successful for participating Canadian companies.

Companies wanting more information are asked to contact (as well as send a description of their enterprise and products) Joseph Cogné, Latin America and Caribbean Trade Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa. Fax: (613) 944-0479.

Middle East Shows

Companies may be interested in the following 1994 Middle East trade shows, which are represented by a Montreal-based firm.

Cairo — September 22-25 — **Printpack** (printing and packaging).

Cairo — September 22-25 — **Processfood**.

Abu-Dhabi — October 16-19 — **ADIPEC** (International Petroleum Exhibition and Conference).

Abu-Dhabi — November 7-11 — **GTF** (Gulf Tourism Fair) and **ISLE** (sports and leisure).

Dubai — November 27-December 1 — **ArabPlast** (Arab Plastics Show) and **Arab Machinery Show**.

Cairo — December 9-12 — **ITCEP** (textile, clothing, leather).

Contact SABA and Associates, International Consultants, C.P. 1341, Succ. St-Laurent, St-Laurent, Quebec H4L 4X1. Tel.: (514) 953-2945. Fax: (514) 335-5639.

Canadian Commercial Corporation

CANADEXPORT SUPPLEMENT

September 6, 1994

What is the Canadian Commercial Corporation?

Since 1946, Canadian Commercial Corporation (CCC), a federal Crown Corporation, has helped thousands of Canadian suppliers make export sales abroad. It has done this as a prime contractor and guarantor for sales by Canadian exporters to foreign govern-

ments and international organizations.

Last year, CCC served 282 Canadian businesses in concluding export transactions worth \$884 million with 33 countries and 16 international organizations. That volume represented an increase of

13 percent over the preceding year, and helped sustain an estimated 8,500 jobs in Canada.

It also expanded CCC's clientele: 32 per cent of the Corporation's suppliers and 41 per cent of its customers during 1993-94 were new.

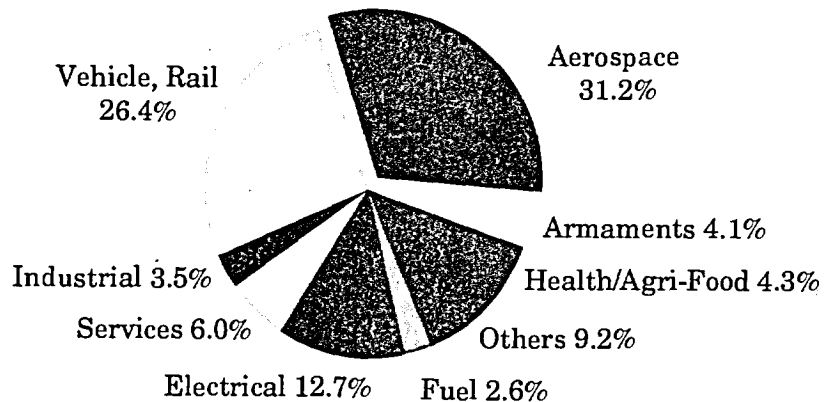
How Does CCC's Support Work?

There are many public sector buyers around the world who prefer some government involvement when they purchase from foreign sources. At the same time there are many Canadian firms with products which may interest a customer, but the fact that they are less well-known internationally may spoil their chances to make the sale. CCC brings Canadian suppliers and these foreign buyers together and works to ease the transactions between them.

CCC acts as prime contractor, guaranteeing contract performance to the foreign customer and matching that obligation through a domestic contract with the Canadian supplier. The mechanism recognizes that, where Canadian suppliers are less well-known, a foreign government purchaser may need some reassurance or endorsement from the Government of Canada.

CCC's services are designed to cut red tape, and enhance the credibility of the Canadian supplier with foreign buyers. These advantages help Canadian firms to bid more competitively, and boost their reputation and confidence in selling into foreign public markets.

CCC's Export Sales By Sector, 1989-1994*



* From 1989-1994, total business volume was \$3.7 billion.

"... But Why Should We Use CCC?"

The foreign public sector — federal departments, provinces, municipalities, public utilities, foreign state corporations, international organizations — constitutes a vast potential market for Canadian exporters. Many of these customers are major consumers of goods and services, often from sectors where Canadian industry is at its innovative best and is competitive internationally.

But selling to foreign governments is all too often regarded as a mysterious, time consuming process. Canadian business people are frequently deterred from pursuing business opportunities with these potential customers because of the perceived difficulties or costs involved. The services offered by CCC go a long way to demystifying those markets and help seize those opportunities.

In any transaction, CCC's involvement provides Canadian suppliers with the tangible backing of their own government. This enhances the

Continued on page II — CCC

CCC — from page 1

supplier's credibility and competitiveness in the market and reassures customers that when they contract through CCC to buy Canadian, they will receive quality goods and services, on time.

CCC provides a range of services at all stages of an export sale. These cover everything from providing access to restricted markets and assisting in the bidding and contract negotiations to contract administration and auditing. CCC also secures the collection and disbursement of payments to suppliers.

How Does CCC Work With Customers?

In some instances, CCC operates within formalized rules and structures established through signed agreements with a foreign customer. Such is the case with the United States Department of Defense and a number of other agencies in the defense and aerospace fields where agreements were established, beginning in 1956, calling on CCC to facilitate access to those markets for Canadian suppliers.

Similar arrangements have evolved with the United Nations and its agencies; it is estimated that over 70 per cent of UN purchases from Canadian suppliers are facilitated by the use of CCC.

In other instances CCC participates in response to a direct request from the buyer or seller. In most such cases, the Canadian supplier has been referred to CCC by a third party—the Trade Commissioner Service, other federal and provincial trade agencies, industry associations, or financial institutions.

Whether obliged to use CCC under the terms of an international agreement, or by their own option, Canadian exporters and foreign customers benefit from years of experience gained by the Corporation and its staff in helping to conclude and administer successful export deals.

What Help Can CCC Provide To Me As An Exporter?

CCC is a trade facilitator. It can help at virtually any stage of an export sale:

- identifies business opportunities, especially for U.S. Defense and UN procurements;
- helps Canadian firms register on appropriate segments of the U.S. Bidder's Mailing List;
- provides a framework for easing the complexity and paper burden which Canadian suppliers would otherwise face in selling to U.S. defense agencies;
- acquires and assists in interpreting tender documents;
- interprets foreign legislation;
- undertakes risk analysis of buyer, exporter and project;
- assists with bid preparation;
- assists in contract negotiations;
- its participation in a deal can eliminate or reduce bonding requirements;
- offers advantageous payment terms for SMEs;
- collects foreign accounts receivables and pays supplier;

• assists in resolving problems and conflicts that can arise during the execution of a contract.

These services are not offered anywhere in the private sector as a package. Small and medium-

sized businesses, in particular, could not afford acquiring them separately. Without CCC and its contracting mechanism, therefore, many of their export opportunities would be lost.

CCC's Suppliers 1993-1994



Export Successes: Persistence Pays Off

Hard Suits Incorporated of North Vancouver has succeeded in selling its "Newtsuit" to the U.S. Navy after five years of persistent marketing. *Hard Suits* develops and manufactures leading edge self-contained atmospheric diving systems for deep diving applications. It allows divers to work at depths of 360 metres without the need for decompression on surfacing.

Hard Suits has already succeeded in selling its equipment in Canada, Europe and Japan, but has also targeted the U.S. as another lucrative market. After learning about CCC, *Hard Suits* saw the potential for using CCC to market to the U.S. Navy. Under agreements signed with the U.S. Department of Defense, contracts over \$25,000 U.S. normally require that the Canadian supplier go through CCC. The company recognized that there was a stronger chance of winning contracts with the U.S. if the U.S. was assured that their contracts would be performed. After successful trial demonstrations both in the U.S. and at *Hard Suits*'s facilities, interest in purchasing began in earnest.

At CCC's recommendation, *Hard Suits* submitted an unsolicited proposal to the U.S. Navy. Even after submitting their proposal, it took persistent calls and CCC's representation and knowledge of the market before *Hard Suits* finally signed a \$1 million contract with the U.S. Navy. The contract represents a significant potential for future business.

A Supplier's Export Base is Strengthened

Companies across Canada are chalking up successes in foreign export markets. This is certainly the case for *Tri-Star Industries*

Ltd., a Yarmouth, Nova Scotia company that's been exporting its custom-built ambulances and other specialty vehicles throughout the world for the last sixteen years.

Even before *Tri-Star* got to know about CCC in 1990, their exports, to some 20 countries, accounted for 80 per cent of their annual sales of more than \$12 million. It was during negotiations with the government of Turkey for a substantial order of fully-equipped ambulances that *Tri-Star* began to investigate CCC's services more closely. But it wasn't until an opportunity to bid on ambulances for the two divisions of Britain's National Health Service arose that *Tri-Star* and CCC began to work together.

Tri-Star needed help with terms and conditions, and payment schemes that were suitable to both parties. CCC's experience and attention to detail helped create a contract structure that *Tri-Star* could use for future deals with any of the other NHS

divisions across the United Kingdom. To date, *Tri-Star* has landed in excess of \$3 million worth of orders for ambulances and there are more waiting in the wings.

The New Exporter on the Block

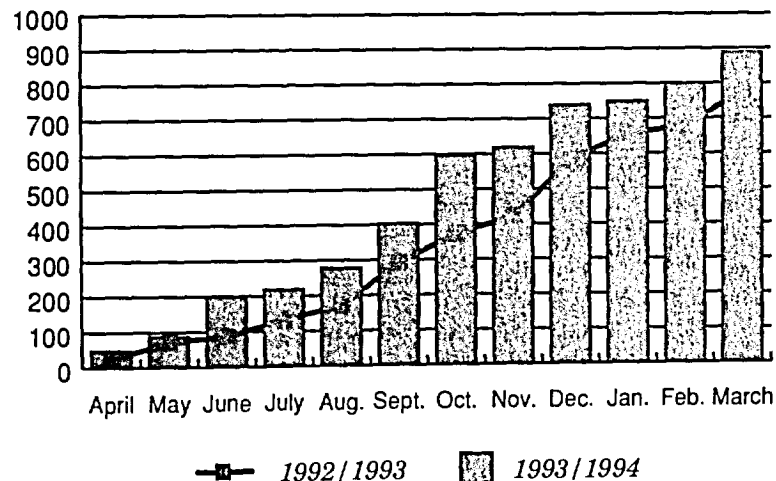
Excalibur Systems Limited of Kanata, Ontario, is no longer a stranger to exporting. What makes this company particularly interesting is that it has been export-oriented from its beginnings in 1988. But as Gordon Frosst, its Vice-President/Operations admitted, they were relatively new to the real complexities of exporting, and needed credibility.

The company first identified an opportunity in 1992 for a sale to Norway but, as a small and unknown firm, it needed more credibility. When CCC was first mentioned, *Excalibur* was somewhat reluctant to deal with a government agency.

The company had been built

Continued on page IV — Export

CCC's Cumulative Sales (\$000 000)



Export Successes — from page III

without any direct funding or support other than R&D tax credits and a small amount of PEMD funding for marketing.

Nevertheless, it did deal through CCC, and was pleasantly surprised by the experience.

Two-and-a-half years later, the company has won another deal with CCC's help — this time in Holland. The Corporation's solid reputation with the Dutch Ministry of Defence, reflected equally well on *Excalibur* and both parties were well-served by the arrangement.

Excalibur is pleased with its track record — two-for-two — both with CCC. It is currently exporting 90 per cent of its product, and has made CCC an integral part of its marketing strategy.

Hi-Tech Company Becomes Better-Known

Canada's high technology industry is internationally recognized for its innovative products, and *UltraOptec* is just such a company. This Boucherville, Quebec company specializes in laser ultrasonic inspection systems, one of which was sold to the Dassault Aviation and industry giant *Aerospatiale* of France. However, the most innovative firm can suffer from a lack of exposure to potential customers. Hence, it lacks credibility. That is where CCC steps in.

Established in 1989 by a handful of technical experts, *UltraOptec* has developed and patented technology which allows complete physical inspection of an aircraft, without any physical contact which could damage sensitive com-

ponents. The recently delivered *Aerospatiale/Dassault Aviation* system is the company's first export sale, one in which CCC played an important role in establishing credibility with the buyer.

UltraOptec's experience demonstrates that although a company

may be at the forefront of technological innovation, if it is not well known, it can take significantly more time to penetrate a market. CCC's endorsement gives exporters the added credibility they need to establish themselves in the international marketplace.

What About Other Export Programs?

CCC is an integral member of the Canadian export trade team and is striving for better coordination of its efforts in support of Canadian exporters with those of fellow agencies in the trade sphere.

The Trade Commissioner Service of DFAIT is a key point of referral for CCC; suppliers who have encountered stumbling blocks in completing a deal overseas are referred to CCC to determine if our services can bring supplier and customer together. In some cases, combining the financing and insurance services offered by the Export Development Corporation with CCC's contractual support and performance guarantee provides an enhanced package to Canadian exporters.

CCC also works closely on behalf of individual companies with such agencies as Industry Canada, ACOA, WED, and FORDQ which provide industrial support programs to Canadian exporters, as well as with provincial trade agencies and ministries.

What Kind of Business Uses CCC?

Any Canadian firm that has a prospective foreign government buyer of its goods or services can utilize CCC.

Selling to foreign government buyers does not necessarily mean large deals with large companies. Of the almost 1,500 new contracts and positive contract amendments signed by CCC in 1993-94, 71 per cent were valued under \$100,000. In the same year, **68 per cent of our suppliers were small and medium-sized enterprises (SMEs)** — that is, companies with annual sales of less than \$10 million or fewer than 200 employees. And, as mentioned earlier, 37 per cent of our SME clients were new.

CCC is in a unique position to make a contribution toward the goal of increasing the number of SMEs engaged in exporting. The Corporation acts internationally on a commercial basis and offers the Crown's guarantee of performance. In addition to offering SMEs access to accelerated payment terms (i.e., in 15 days), it can also avert requirements for bid or performance bonds or other financial securities. These benefits have enabled many SMEs facing financing and cash flow difficulties to take advantage of foreign business opportunities from which they would otherwise have had to walk away.



CANADIAN
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CANADIENNE

How Do I Get CCC's Help?

Whether you have actually identified a prospect, or have become aware of an opportunity with a public sector customer and would like CCC to consider supporting your effort, we'd be pleased to hear from you. Give Glen Nichols or Vivian Asfar a call at (613) 996-0034, or send a fax to (613) 995-2121. Our mailing address is: 50 O'Connor Street, 11th Floor, Ottawa, Ontario K1A 0S6.

PUBLICATIONS

Market Guides to Countries Worldwide

The Department of Foreign Affairs and International Trade (DFAIT) has prepared guides on various countries for use by Canadian exporters. Each guide gives general information on the country, doing business with the country, customs, business visits, and federal export assistance. Copies of the guides, citing appropriate code number, are available through DFAIT's InfoCentre, Ottawa. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Code	Region	Code	Region	Code	Region
Africa	Middle-East	Asia Pacific North		Latin-Central America and Caribbean	
6AA	Arabian Gulf States	1CA	Hong Kong	164LA	Bolivia
10AF	Export Guide on Six African Countries - French	Asia Pacific South		2LA	Brazil
8AA	Israel	6CA	ASEAN	3LA	Chile
3AA	Morocco	4CA	Australia	38LA	Dominican Republic
Asia		90CA	Bangladesh	5LA	Ecuador
111CA	China	15CA	Singapore	47LA	Puerto Rico
57CA	Japan	17CA	Sri Lanka	46LA	Uruguay
		18CA	Thailand	8LA	Venezuela

European Community Publications Available

A new set of a continuing series of publications aimed at assisting Canadian exporters has been released by the European Community Division of Foreign Affairs and International Trade. These publications provide useful information on specific sectors in a number of European countries.

Unless otherwise indicated, all the titles have an "executive summary" in French.

Joint DFAIT/Canadian Heritage Cultural Industries Studies

- The European Film and Video Market (137EA)
- The European Sound Recording Market (155EA)

Going Global European Initiative Fund (GGEIF) Reports

- The Finnish Software Market (106EA)
- The Swedish Computer Market (169EA)
- Geo Information Systems in Germany (156EA)
- Belgian Specialty Market Profiles:
 - . Seafood (141EA)
 - . Specialty Foods (142EA)
 - . Medical Equipment (143EA)
 - . Clothing and Textiles (144EA)
 - . Security Equipment and Services (148EA)
 - . Auto Parts Aftermarket (149EA)
 - . Construction Materials (146EA)

- . Toys, Games and Handicrafts (145EA)
- . Sporting Goods (147EA)
- . The Belgian Market for Environmental Products (152EA)
- . The Belgian Market for Value-Added Wood Products (160EA)
- Danish Food Packaging (151EA)
- Information Technology in the Madrid Region (150EA)
- Italian Hazardous Waste Industry (112EA)
- Infographics in Italy (139EA)
- Market Survey on Shipping Gear - Norway (157EA)

These publications are available through InfoCentre's toll-free phone number 1-800-267-8376 (Ottawa area: 944-4000), or by fax (613) 996-9709. Please quote the bracketed code number.

PUBLICATIONS ...

Mongolia Market Subject of Study

Study on Mongolia (code 258CA) was undertaken to provide Canadian industry with an understanding of current economic and trade conditions in that country, and to set forth potential business opportunities. Providing general background material on Mongolia (such as politics and reforms), the study will show how the country was able to survive the collapse of the former Soviet Union — a country on which it was almost totally dependant for its exports.

Among other items featured are: business opportunities, sector-by-sector reviews, financing sources, and government services for Canadian exporters. The study was prepared by The Canada China Trade Council for the Department of Foreign Affairs and International Trade (DFAIT). To obtain a copy, contact DFAIT's InfoCentre, Ottawa. (See box at bottom of page 12).

Japan is Worth the Junket

Doing Business in Japan, compiled in collaboration with the Canadian Chamber of Commerce in Japan, written by Western business people with extensive working experience in and with Japan, covers a full range of topics, including market trends, social and business customs, setting up joint ventures, marketing and distribution, strategic alliances, and much more. \$21.95 paperback. Order your copy by calling 1-800-668-5525. Ask for Operator 6.

Oilseeds Review Continues Series

Global Market Opportunities Review — OILSEEDS, a survey of the oilseed industry for selected countries, now is available to exporters of these products.

Part of an on-going program to assist new and established Canadian exporters in expanding into new markets, the review is part of a continuing series of publications that cover a wide range of product sectors.

This particular *OILSEEDS* survey takes a regional approach, studying markets in various countries — from Argentina to Turkey — in Asia

Pacific, Europe, Central and South America, Africa, the Middle East and Asia.

Also included are country statistical tables and lists of federal government and industry contacts.

Additional copies of *OILSEEDS* (code 237TA), as well as material on other product sectors (pork, beef, value-added food products, primary agricultural products) are available through Foreign Affairs and International Trade's InfoCentre, Ottawa. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Sector Reports Survey China

Three recently-updated sector reports, prepared by the Canadian Embassy in Beijing, are available through Foreign Affairs and International Trade's InfoCentre: *The Petroleum Industry in China* (253CA), *The Mining and Metals Industry in China* (119CA), and *The Chinese Gold Mining Industry* (117CA).

Each guide contains information on production, key players, recent developments, and business opportunities. For copies, call 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Austria, China, Egypt: Focus is Fish

Three updated reports prepared for Canadian fish exporters are now available through Foreign Affairs and International Trade's InfoCentre. Under the name *Guidelines for Canadian Fish Exporters 1994*, each report provides an overview of the *Chinese* (339CB), *Egyptian* (142AB), and *Austrian* (180TB)

fish markets. It also identifies market opportunities of potential interest to Canadian seafood exporters and includes information on fish and seafood products, marketing information and factors influencing fisheries imports into those markets. For copies, call 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

... FOR YOUR PERUSAL

World Seafood Directory Hooks Exporters

A new marketing tool for Canadian exporters of fish and seafood products is now available.

The *World Directory of Seafood Importers 1994* is based on the contributions of Trade Commissioners and Commercial Officers at Canadian Trade Offices abroad and contains information on more than 80 countries or regional markets and over 1,770 different importers.

The directory includes short market profiles, lists of seafood buyers/importers/distributors and the name of a contact at a Trade Office for each country or territory who can assist you with your marketing efforts. It provides the essential database required for developing export marketing strategies and contacts.

Importers, distributors and buyers listed in the directory are generally known to Canadian Trade Offices, however, it is the sole responsibility of individual Canadian exporters to check the com-

mercial standing of any firms with which commercial arrangements are being contemplated.

Trade Commissioners in each of your foreign markets are there to advise you and provide more detailed information on the markets of special interest.

Trade Programs in Pocket Format

Trade Development Programs and Services, a convenient, pocket-size brochure, has just been published by the Department of Foreign Affairs and International Trade.

Topics individually covered in the 23-leaf packet range from Trade Services Networks, International Trade Centres and Geographic Trade Divisions to Trade Commissioners in Canada and Abroad, Export and Import Controls, Defence Programs and the Access North America Program.

Copies, quoting code number 4TA, are available through DFAIT's InfoCentre, Ottawa, Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

The directory is available in English (code 34TA), French (code 34TF), and on 3.5" diskette (code 34TB).

For your copy, contact Foreign Affairs and International Trade's InfoCentre, Ottawa. Tel.: 1-800-267-8376 (Ottawa area 944-4000). Fax: (613) 996-9709.

Market for Apparel in South America

With a population of 33 million people living in three different types of climate: cold, mild and hot, Colombia represents an interesting market for Canadian apparel exporters. The document, *Colombia: Apparel Market* (333LA) provides information on market opportunities, major buyers, sources of supply, promotional activities, business environment and contacts.

Another report called *Venezuela: Apparel Market* (336LA) will give similar information to exporters.

Copies of the studies are available from Foreign Affairs and International Trade's InfoCentre, Ottawa. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Union in Europe

Intellectual Property in the European Union (code 10EA) is a report which assesses the measures put into place by the European Union to complete its internal market. The document summarizes various initiatives in the Union and reviews the implementation of new property policies in Europe: patents, trademarks, copyrights, and protection of database.

Copies are available through Foreign Affairs and International Trade's InfoCentre, Ottawa. Tel.: 1-800-267-8376. (Ottawa area: 944-4000). Fax: (613) 996-9709.

INFORMATICS IN BRAZIL EXPECTED TO DOUBLE

The Brazilian market for informatics is expected to more than double in the next three years. New opportunities will arise in specialized niches as technology evolves. Those are some of the findings in *Informatics: The Brazilian Market up to 1993* (code 11LA).

The guide, which also provides general economic and political information on Brazil and recent informatics developments, is available through Foreign Affairs and International Trade's InfoCentre, Ottawa. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

PUBLICATIONS

Cable TV in Korea

Market Huge for Hardware and ...

Korea is in the midst of creating its own cable television network. Scheduled to start broadcast in early 1995, this network is expected to generate a total market for hardware of as much as C\$ 6.5 billion (C\$ 1 billion required in 1994).

The new Korean industry is made up primarily of subsidiaries of large, financially stable Korean companies. They have considerable purchasing power and have an immediate need for CATV products and services. Companies that are able to mobilize quickly

and approach the Korean market can be very successful.

With a view to helping Canadian industry to evaluate and capitalize on the Korean cable television market opportunity, the Embassy in Seoul has prepared a detailed market study. Hard copies are available on request and a disk version of the study will be provided with the receipt of a DOS formatted diskette.

Contact the Commercial/Economic Section, Canadian Embassy, C.P.O. Box 6299, Seoul, Korea. Fax: (82-2) 755-0686.

... Programming and Co-production Projects

Cable television will be introduced in Korea in early 1995. Consisting initially of 27 channels, it will transmit 77,708 hours of air time. By the end of the decade, eight more channels will be designated.

For Canadian programming production companies, this represents a significant, and sudden, market opportunity. Business relationships forged now, as Korea's cable television network is forming, will pay dividends over the long term.

Opportunities for Canadian companies in this sizeable new market include selling programs and co-production projects.

Korean program providers will purchase nearly 6,000 hours of programming from abroad during 1994. Nearly

20,000 hours of programming will be produced by network production companies, program providers and independent production companies.

These companies lack experience, capital and manpower but must quickly meet Korea's requirements. This suggests that there are many opportunities for Canadian companies.

With a view to helping Canadian industry to evaluate and capitalize on the Korean television programming market, the Embassy in Seoul has prepared a detailed market study. Hard copies are available on request and a disk version of the study will be provided with the receipt of a DOS formatted diskette.

Contact Commercial/Economic Section, Canadian Embassy, C.P.O. Box 6299, Seoul, Korea. Fax: (82-2) 755-0686.

Business Newsletter International in Scope

A Canadian magazine, *International Business Newsletter*, provides information on European, Asian, and North American markets. Each month, a significant market is featured as well as articles on new technologies, finance, business opportunities and trends.

For information, contact International Business Newsletter, Berba and Associates Inc., 2300 Sherbrooke Street East, Suite 400, Montreal, Quebec H2K 1E5. Tel.: (514) 528-8210. Fax: (514) 528-8211.

Directory on Russia Covers Business, Politics and Economics

A new, revised and updated edition of *Russia Directory: Political and Economic Analysis and Business Directory* is now available.

It lists the most important private and state-owned businesses and includes information on foreign investment, labour law, the industrial structure and Russian customs regulations.

A copy of the new edition (\$80, plus applicable taxes) may be obtained from: The Canadian German Chamber of Industry and Commerce Inc., 1010 Sherbrooke Street West, Suite 1604, Montreal, Quebec H3A 2R7. Tel.: (514) 844-3051. Fax: (514) 844-1473.

TRADE FAIRS AROUND THE WORLD

International Trade Fair for Medical and Hospital Equipment

Zurich — The Department of Foreign Affairs and International Trade (DFAIT), through the Canadian Embassy in Berne, will participate — November 1-4, 1994 — with an information booth in **IFAS'94**.

The **International Trade Fair for Medical and Hospital Equipment and Supplies** covers the entire range of products, from medical technology, electromedical and laboratory equipment, and diagnostics, to pharmaceuticals, orthopaedics, and dental equipment and supplies.

Canadian companies active in these sectors and interested in the Swiss and European markets are invited to "participate" by forwarding — *immediately* — 10 copies of their product literature for display at the Canadian booth to: Graziella Piffaretti, Commercial Officer, Commercial Division, Canadian Embassy, P.O. Box 234, CII-3000, Berne 6, Switzerland. The Canadian "participants" will be advised of any contacts made.

South Africa International Trade Exhibition

Johannesburg — South Africa's premier multi-sector trade exhibition, **SAITEX**, will be held in this country's centre of business November 1-5, 1994.

Canada's trade office in South Africa will be present and Canadian participants now are being recruited to attend.

SAITEX (South African International Trade Exhibition) will profile 14 industry sectors, ranging from information technology to industrial materials, from food to building products to packaging equipment and more.

Last year **SAITEX** involved over 500 exhibiting companies from 45 countries and counted over 40,000 visitors from 88 nations, including 33 African countries.

Canadian companies will be supported by a Canadian information stand and service centre. Special arrangements have been made with exhibition organizers

to reserve space around the Canadian stand for Canadian companies wishing to exhibit.

Benefits to Canadian companies include use of the Canadian stand's meeting area and hospitality services, as well as the on-site support of Canadian trade staff based in Johannesburg.

Arrangements are also underway in support of two other South African trade development activities in September.

Canada will have an information booth at **Electra Mining** (September 19-23, 1994) in Johannesburg and a South African incoming software buyers mission is expected to visit **Softworld 94**, September 25-28 in Fredericton, New Brunswick.

Contact the Africa and Middle East Trade Development Division of the DFAIT, Ottawa. Tel.: (613) 944-6589. Fax: (613) 944-7437.

All's Fair in Salvador

El Salvador — The Canadian government will participate — November 3-13, 1994 — with a national stand at the **International Fair of El Salvador**.

El Salvador offers many business opportunities, particularly in construction materials, consumer goods, and agri-food products.

In 1992, some 500,000 persons from 34 countries attended.

Contact (as well as send a description of enterprise and products) Joseph Cogné, Latin America and Caribbean Trade Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 944-0479.

U.S. Plumbing, Cooling and Heating Exposition

Fort Washington — Canadian manufacturers are invited to participate in the **Mid-Atlantic Plumbing, Heating and Cooling Exposition** being held November 9-10, 1994 in this Pennsylvania city.

The exposition will be attended by distributors, wholesalers, contractors, engineers, architects and building operators who specify and use all types of plumbing, heating and cooling equipment and supplies.

Visitors will come from Pennsylvania, New Jersey, Delaware, Maryland and the District of Columbia region.

For details, contact Manuel M. Ellenbogen, Commercial Officer, Canadian Embassy, Washington DC. Fax: (202) 682-7619.

BUSINESS AGENDA

Toronto — September 13-14, 1994; **Montreal** — September 16-17, 1994 — **The Eighth Meeting of the Canada-India Joint Business Council** will provide an opportunity for Canadian and Indian businesspeople to establish mutually beneficial commercial relationships. Contact Pan Kanagaretnam or Heather Worozbyt, Canada-India Business Council, Ottawa. Fax: (613) 238-7643.

Toronto — September 14, 1994; **Brampton** — October 19, 1994 — **Trade Shows Made Profitable**. These workshops, presented by trade show expert Barry Siskind, are aimed at company show coordinators, sales managers and staff who are involved or plan to become involved in trade fairs. Sponsored by Industry Canada and the Ontario Ministry of Economic Development and Trade. Contact International Training and Management Company. Tel./Fax: (416) 483-3836.

Calgary — September 26-27, 1994 — The Canadian Energy Research Institute (CERI) hosts the **13th CERI International Oil and Gas Markets Conference**. Contact CERI Conference Division. Tel.: (403) 282-1231. Fax: (403) 289-2344.

Toronto — October, 3-5, 1994 — *Towards a New Cohesive Export Strategy* is the theme of the **51st Annual Canadian Exporters' Convention**, during which For-

eign Affairs and International Trade will also hold (October 3) a conference celebrating the **Centenary of the Trade Com-**

missioner Service. Contact Micheline Bélanger, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888, ext. 225.

R.S.V.P California

Your Presence is Required

The California market is huge, the eighth largest in the world. Canadian firms with excellent products and services can do well in California — but not from a distance. Market knowledge and presence are vital if you plan to profit.

The Canadian Consulate Trade Office, San Francisco, has arranged some help for you. Those Canadian companies contemplating a physical presence in northern California can receive a free initial telephone consultation (your dime) from local professionals, many of whom are Canadian ex-patriates who have generously offered assistance. In some cases, these professionals may also offer teaming possibilities, or recommend other suitable partners.

These advisory services include: banking, mergers and acquisitions, accounting, tax law, business law, advertising, public or government relations, architecture, engineering, construction, commercial real estate, residential real estate, marketing management, and franchising.

If you plan to visit San Fran-

cisco, we would also work with you to arrange a breakfast meeting with selected professionals to discuss your plans for doing business here — you buy breakfast, the business guidance is free.

There is an abundance of available printed information on doing business in the U.S. or California. Price Waterhouse and other major management consulting firms produce general "Doing Business in the U.S." guidebooks. As well, the California Chamber of Commerce provides extensive printed background information relating to establishing a business in California.

To obtain a copy of the list of advisory service contacts or information on California Chamber of Commerce publications, please fax, write or phone:

Canadian Consulate Trade Office, 50 Fremont, San Francisco, CA 94105. Tel.: (415) 543-2550, ext 21. Fax: (415) 512-7671; or

Canadian American Chamber of Commerce of Northern California, P.O. Box 2931, San Francisco, CA 94126. Tel.: (415) 296-0961. Fax: (415) 296-9649.

InfoCentre

The InfoCentre of the Department of Foreign Affairs and International Trade provides counseling, publications and referral services to Canadian exporters. Companies interested in obtaining trade-related information are invited to contact the InfoCentre at 1-877-944-4000 or by fax at (613) 996-9709. Trade information is also available on a fax machine) at (613) 944-4500, the Department's round-the-clock

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CANADIAN EXPORT

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September 19, 1994

Fisheries Sector

New Canadian Action Plan for Japan

Contrary to popular belief, fish has not always been a staple in the Japanese diet. Offshore fishing really began in 1854 when Japan began opening up to the outside world. Fish was just another source of food until the beginning of the 20th century.

After the Second World War, harvesting activities for fisheries resources doubled. However, it was not until the 1960s that the consumption of fisheries products became widespread. The decline of the offshore fishery after fishing areas were extended to 200 nautical miles in 1977 resulted in Japan becoming the largest interna-

tional importer of fisheries products.

Consequently, Japan is the largest overseas market for Canadian fisheries products. In 1993, Canadian exports totalled \$642 million, a substantial increase of 29 per cent over 1992.

The outlook for Canadian exports of fisheries products to Japanese markets has never been better. Japan should soon be reducing its tariff barriers and opening up its markets as a result of the Uruguay Round agreements.

The modernization, or simplification, of distribution systems should also favour Canadian ex-

ports. Canada can also consider new avenues because the Japanese have changed their eating habits so drastically without abandoning their traditional food.

A restaurant serving French-Canadian cuisine already exists north of Tokyo, while in Yokohama and Amagasaki, near Osaka, one finds *Anne of Green Gables*-style restaurants offering a choice between Japanese cuisine and specialties of Prince Edward Island!

Action Plan

A good many Canadian fisheries companies already are quite successful in Japan. They work with the federal and provincial governments to establish a *Canadian Action Plan for Japan: Fisheries Sector* — a concerted effort to support clearly coordinated private-sector strategies.

The Plan calls for acquiring more familiarity with the Japanese market, adapting and developing products that meet Japanese needs, and launching group and individual efforts to promote Canadian fisheries products in Japan.

Continued on page 2 — Action

Leading Exporters to be Awarded

Each year in October, Canada's leading exporters are presented with the Canada Export Award.

This year, the award presentation is being held at the University of Toronto's MacMillan Theatre. The ceremony takes place on October 4, one day after a national conference on Canada's Trade Commissioner Service, which marks the Service's 100th birthday. The one-day conference, with the theme "Launching the Second Century", will be held October 3 at Toronto's Four Seasons Inn on the Park.

The Canada Export Awards ceremony is held in conjunction with the Export Development Corporation, which is hosting a

special reception at the Royal Ontario Museum to celebrate its 50th anniversary, as well as the Canadian Exporters' Association 51st annual convention, taking place October 3-6, also at the Inn on the Park.

Minister for International Trade Roy MacLaren will present this year's Canada Export Awards to 10 enterprises chosen for this honour by a committee of Canadian business people. The winning companies are judged on the basis of their last three years of operation, with emphasis on the strength of their export sales, their ability to introduce new products and services into world markets, and their

Continued on page 2 — Export

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Action Plan for Japan — Continued from page 1

Missions to Japan

Recently, a mission of Atlantic herring egg producers travelled to Japan in connection with the **Action Plan**. It published a detailed report and organized a seminar in Moncton on July 28, 1994, in order to extensively explore the Japanese market for herring eggs, and to enable Canadian exporters to develop a product that better meets the changing needs of the Japanese market.

A second Canadian mission in June 1994, involving sea urchin eggs, travelled to Tokyo, Osaka and Hokkaido Island, with the objective of developing and consolidating Canada's relations with this promising Japanese niche market for fisheries products.

Promotional Projects

Promotional projects, such as Canadian participation in the Tokyo International Seafood Show from June 21 to 23, 1994, (see article on Page 4) and two Canadian shows in Fukuoka and Osaka were also made possible through the **Canadian Action Plan for Japan: Fisheries Sector**.

Famous chefs from the most prestigious Japanese hotels visited Charlottetown, Halifax and Quebec City, where a seminar with chefs from Newfoundland and

New Brunswick was held to once again introduce the Japanese to Canadian seafood delicacies.

Seminars were also held in Kobe, Osaka and Kyoto to promote Pacific salmon for restaurants and hotels in the Kansai region. Posters and brochures were also specifically produced to promote Canadian fisheries products on the Japanese market.

Additional Activities

A number of activities must still be detailed in connection with the **Action Plan for Japan**:

- The Department of Foreign Affairs and International Trade (DFAIT) is following up on the sea urchin mission, which could include organizing seminars and a visit by Japanese business people.
- The Vancouver International Trade Centre is organizing a visit to British Columbia by Japanese chefs and journalists for next month.

- The Canadian Fisheries Council is currently managing a project to develop strategic alliances between Japanese companies in the Hokkaido region and Canadian companies in the Maritimes.

- The British Columbia Salmon Marketing Council (BCSMC) is setting up a similar project.

These initiatives, in addition to all of the others in the **Action Plan** are selected and often carried out by the industry and its groups.

This fall, in conjunction with industry, provincial governments and other federal departments, the Japan Division of DFAIT will coordinate the updating of the **Action Plan** and the selection of activities scheduled for 1995-96.

Please send your company or group's ideas, suggestions and initiatives for the **Canadian Action Plan for Japan: Fisheries Sector** to G. Daniel Caron, Japan Division, by telephone (613) 995-1677 or by facsimile (613) 943-8286.

Export Awards *Continued from page 1*

success in maintaining competitive markets.

In its 12-year history, 159 companies have received the Canada Export Award, from over 2,500 applications. This year, Canada's geographic and industrial diversity is again well represented, with winners spread across the country and products ranging from sophisticated telecommunications equipment and environmentally-friendly packaging to unique home and office furnishings and large-scale tractors and trucks.

Look for a special feature on the 1994 Canada Export Award winners in an upcoming issue of **Canada-Export**.

For more information, contact Beverly Hexter. Tel.: (613) 996-2274. Fax: (613) 996-8688.

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BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BRAZIL — A company here wishes to represent Canadian manufacturers of **20 and 40 watt fluorescent lights** for distribution throughout Brazil. Contact Amilton F. Abdo, Commercial Director, Kingdom Importacao E Exportacao, Rue Valinhos, 235, 13170-570 Sumare, SP. Tel.: (55-192) 73-2143. Fax: (55-192) 73-6315.

BRAZIL — A company would like to import **motion sensing devices, photocell devices, wireless door bells and timers**. Contact Ricardo Magalnic, Commercial Manager, Keywest Importacao E Comercio Ltda., Rum Concelheiro Bretaro, 761, 01232-011, Sao Paulo, SP. Fax: (55-11) 270-5343.

CHINA (People's Republic) — Two companies here are looking for the supply of turnkey equipment for the production of: **apple juice concentrates and fruit juice; and wooden sticks for ice cream bars**. Contact C. Y. Hung, Marketing Director, Sahari Trading Ltd., Suite 101, 416 Sixth Street, New Westminster, BC, V3L 3B2. Tel.: (604) 521-7008. Fax: (604) 521-4007.

FRANCE — A long-established small **pharmaceutical com-**

pany is seeking a partner for co-marketing each other's products in respective markets. The company has established distributors in North Africa, Middle East and South America. The company is looking for a partner who can undertake the regulatory approval of its prescription products in Canada. Contact Peter Kallai, CMG Canadian Marketing Group. Tel.: (613) 567-9406. Fax: (613) 567-9170.

NEW ZEALAND — One of Australasia's most experienced **traffic systems companies** specializing in, among other areas, **road signalling intersections, parking installations, and telemetry systems for international telecommunications and power industries** wishes to contact similar Canadian companies with a view to **importing or establishing joint ventures**. Contact John Elston, Commercial Manager, Harding Electronic Systems Ltd., 44 Wainui Road, P.O. Box 36-007, Lower Hutt, New Zealand. Tel.: 64-4-569-6089. Fax: 64-4-569-7119.

PORTUGAL — A company seeks Canadian exporters of **household electronics and small appliances**. Contact Asfer-Malhas de Portugal Lda., Seccao de Electrodomesticos, Avenida Riode Janeiro, 50-A, Alvalade, 1700 Lisboa. Tel.: 351-1-848-3460. Fax: 351-1-849-4879.

SOUTH AFRICA — A company here seeks a **business relationship** with a manufacturer or supplier of **specialized electrical utility equipment** for 11-88kV electrical distribution network. Products should include, but not be limited to, sectionalizers, auto-reclosers, switches, specialized current and voltage transformers, porcelains etc. Interested parties may contact Bruce Fraser at the Canadian High Commission Trade Office in Johannesburg. Fax: 011-27-11-442-3325.

SOUTHEAST ASIA — A Canadian-owned, Asian-based company wishes to **represent railway equipment/machinery manufacturers** in Malaysia, Singapore, Indonesia, the Philippines and Vietnam. The firm deals with large and medium-size distributors in these areas. Contact Andi Winarta or James Kurniawan, GrandCan International, 73 Lorraine Drive, North York, Ontario M2N 2E3. Tel.: (416) 223-9072/730-8736. Fax: (416) 730-8985.

VENEZUELA — A Caracas-based group seeks a **joint venture Canadian partner to start up a new plant for the production of heat-resistant opaline and transparent glass oven and tableware**. Contact Rafael Jimenez, Oficina Tecnica Morgan, C.A., Avda Ppal el Bosque, Edificio Pichincha, Of 93, Chacaito, Caracas 1067. Tel.: 582-710941/710569/721851. Fax: 582-952-1869.



Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

TRADE FAIRS AROUND THE WORLD

Now Recruiting for Seafood Show

Tokyo — Companies wanting to take advantage of the openness and drastic changes occurring in the world's largest market for fisheries products *should reserve their space now* at the Canada National Pavilion which will be set up for the **Tokyo International Seafood Show** being held here June 13-15, 1995.

At last year's event some 10 Canadian companies from British Columbia and Atlantic Canada showcased their salmon, herring eggs, lobster products, and more.

They were among the 223 companies from 21 countries that exhibited before more than 13,000 buyers and agents. These Canadian firms already are well established on the Japanese market.

While they have close and often long-standing relations with their Japanese partners, they have continued to take an aggressive stance on the market, presenting their techniques and promoting their products, both new and old.

They know that person-to-person contact is needed to promote products and companies, obtain information from the source, and become real exporters rather than mere purveyors of fish products.

The Tokyo International Seafood Show is much more than simply a trade show. Your participation in it represents an investment for your company.

To reserve your space for the 1995 show or to obtain further information, contact G. Daniel Caron, Japan Trade Division, Foreign Affairs and International Trade, Ottawa. Fax: (613) 943-8286.

"Taste of Canada" in the Philippines

Manila — You are invited to participate in **A Taste of Canada** October 17-21, 1994, a sweeping promotion of Canadian food products in what will become one of the most dynamic markets for processed foods and beverages.

The promotion consists of exhibits in the major supermarket chains of Metro Manila (the Philippines' most influential consumer market), product exhibits at the prestigious Westin Philippines Plaza Hotel, and a food festival of distinctly Canadian dishes and food products at select Westin restaurants.

Supermarket Shows

Three of the Philippines' major supermarket chains will feature displays of Canadian food products currently available in the Manila market. Duty Free Philippines, one of the world's largest duty free stores and a trendsetter locally, will also boast special Canadian corners.

Food Fair

A special five-day exhibit at the Westin Philippines Plaza Hotel will spotlight Canadian companies new to the Philippines alongside those already doing business there. The first three days will be restricted to importers, distributors, hotel and restaurant food and beverage managers, supermarket buyers and others directly linked to purchasing decisions. The final two days will see the exhibit opened to the general public, highlighted by an International Bazaar where visitors will have the opportunity to purchase featured products.

portunity to purchase featured products.

Restaurant Promotion

From October 17-30 selected restaurants at the Westin Philippines Plaza Hotel will play host to a culinary festival featuring Canadian dishes and food products such as Alberta beef, Pacific salmon and Atlantic lobster. A Canadian General Manager, an in-house Canadian Executive Chef and a Canadian Food and Beverage Manager head the Westin staff.

Your participation in **A Taste of Canada** will entitle you to a free display space for your products, special accommodation rates at the Westin Philippines Plaza, one-on-one meetings with importers and distributors, and inclusion of your company's name in Embassy releases.

In the words of the Counsellor (Commercial) in Manila: "After almost 30 years of experience in this business, I can sincerely say that this is an opportunity companies should not miss. The Philippines is really going to boom now. Some 65 million people with 20 years of pent up demand for things they see every day on T.V. will, I am convinced, make this a consumer marketers paradise in the next decade."

Contact Pamela Hay, Philippines Trade Desk, Department of Foreign Affairs and International Trade, Ottawa, tel.: (613) 995-7659; or Alan Dacanay, Commercial Officer, Canadian Embassy, Manila. Fax: 63-2-810-8839.

TRADE FAIRS AROUND THE WORLD

Constructing Markets in Indonesia

If you're interested in selling construction equipment, building products or related services in Indonesia, and are unable to attend **Building and Construction Indonesia '94** in Jakarta from 20-24 September, you might want to re-think your strategy.

Indonesia is Canada's largest market in ASEAN, and the Indonesian construction sector is growing by leaps and bounds. With rising per capita income and rapid urbanization, the demand for residential housing (including private homes and residential complexes) is substantial.

The National Housing Board estimates that annual demand for new housing will reach over 500,000 units per year. Government power and road infrastructure projects are also contributing to the creation of opportunities that correspond well to Canadian capability.

The opportunities that exist for Canadians are documented in a market opportunities study recently published by the Canadian Embassy in Jakarta.

But to successfully do business in Indonesia requires more than skill, more than opportunity. Winning in the Indonesian construction sector will take commitment and sustained relationships on Indonesian territory. Participation in an event such as **Building and Construction Indonesia '94** provides an important venue for developing your company's image locally. "Convincing the potential client of the company's *long term commitment* to the Indonesian market and *price-competitiveness* are of primary

importance to a successful business strategy," says the Embassy's market study.

To obtain a copy of *Construction Equipment, Building Products and Related Services in Indonesia (Code 82CA)*, contact Foreign Affairs and International

Trade's InfoCentre, Ottawa. (See box at bottom of page 8).

For general trade information on Indonesia, contact Marie Stamp, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-0959. Fax: (613) 996-1248.

Tunisian Shows Set for This Fall

Tunis — Canada will participate in two important trade shows in Tunisia: the **Tunis International Show**, from October 21 to 30, 1994; and **Tunisia Telecom 94**, from November 23 to 26, 1994. The Canadian Embassy in Tunis has already reserved space for Canadian exhibitors.

Canadian companies interested in participating may contact Lassaad Bourguiba at the Canadian Embassy in Tunis, telephone 011-216-1-798-004 or fax 011-216-1-796-577; or Loretta Giannetti, Africa and Middle East Trade Development Division, Foreign Affairs and International Trade, Ottawa, telephone (613) 944-8134 or fax (613) 944-7437.

World Coming to Expocomer

Panama City — March 8 to 13, 1995 may seem a long way off but not when you are recruiting participants for an international trade fair that features products and buyers from around the world!

The event is **EXPOCOMER'95** — one of the largest and most important general trade fairs in Latin America.

For the thirteenth consecutive year, the Department of External Affairs and International Trade (DFAIT) is recruiting participants to its stand.

EXPOCOMER will be of particular interest to Canadian companies engaged in: food products,

building materials and hardware, automotive accessories, security products and systems, informatics and office products/supplies, textiles, telecommunications, and medical and healthcare products.

Space at **EXPOCOMER'95** is expected to fill quickly. Interested parties wanting more details should contact Joseph Cogné, Latin America and Caribbean Trade Division, External Affairs and International Trade, Ottawa K1A 0G2. Fax: (613) 943-8806.

Parties may also contact Manuel Ruiz, Commercial Officer, Canadian Embassy, San José, Costa Rica. Fax: (506) 223-0609.

*Opportunities in Israel***Increase in Market for Oil, Gas Equipment**

The Israeli market for oil and gas exploration equipment and services has expanded greatly over the past few years — primarily because private investor limited partnerships have been providing capital for exploration.

Indeed, a report from the Canadian Embassy in Tel Aviv indicates that, during 1995-1996, Israel is expected to invest some \$200 million in oil exploration.

And there are opportunities for Canadian exporters, as was discovered when an Israeli delegation of private companies and government officials participated in the National Petroleum Show (NPS) in Calgary in June 1994.

The NPS, says the report, made Canadian companies realize the extent of growth in Israel's oil and gas sector. At the same time, it

gave the Israeli delegates an opportunity to see what Canada has to offer in this field and to discuss business agreements and joint ventures with Canadian companies.

As a matter of fact, participation in NPS resulted in one major contract being signed and negotiations were begun for joint ventures and for representation for Canadian companies!

Major areas on which the Israeli market is focussed lie in, among others:

- testing and production equipment and procedures (including various pumps);
- coring equipment and methods;
- various logging facilities and services; and
- conventional and specialized drilling and fishing tools and

methods.

There is also an interest in:

- drilling platforms for deep water (between 500 and 1500 metres);
- shallow, high-pressure gas drilling methods;
- coal-bed methane production;
- generation of electricity with natural gas turbogenerators; and
- oil sand recovery and technology.

For further information, contact Avi Goldstein, Commercial Officer, Canadian Embassy, 220 Hayarkon Street, Tel Aviv 63405, Israel. Tel.: 972-3-527-2929. Fax: 972-3-527-2333.

**Canadian Apparel
Appealing in Britain**

According to the Canadian High Commission in London, the United Kingdom is a growth market for Canadian clothing exporters. Here are a few figures:

- sales of Canadian-made women's and girls' jackets, skirts, trousers and shorts rose from \$33,047 in 1990 to \$3.1 million in 1993;
- exports of women's and girls' dresses rose from \$12,000 in 1990 to \$1.3 million in 1993;
- exports of T-shirts and vests were \$131,299 in 1990; three years later they had passed the \$1 million mark;
- men's and boys' trousers — from zero only four years ago — rose to over \$1 million in 1993.

If you are interested in the UK clothing market, you may wish to contact Mr. Gil Martin, Canadian High Commission, Macdonald House, One Grosvenor Square, London W1X 0AB England. Tel.: 011-44-71-258-6600. Fax: 011-44-71-258-6384.

EDC Aids Exporters to Romania

Canadian companies looking to sell goods and services in Romania can benefit from a US\$4.8 million line of credit agreement between the Export Development Corporation (EDC) and Banca Romana de Comert Exterior S.A. Bucharesti (BRCE).

This line of credit is valuable as a marketing tool, especially for small- and medium-size companies. Since the terms and conditions of sale are already established, the financing of individual transactions can be more quickly finalized.

"Canada wants to expand its trade relationship with Romania, particularly in such sectors as telecommunications and informatics, oil and gas exploration, cattle breeding, and veterinary and pharmaceutical products," noted International Trade Minister Roy MacLaren.

"This new financing facility, as well as the recently signed Canada-Romania agreement on economic cooperation, provides the impetus to achieve our trade potential."

Exporters interested in knowing more about this and other EDC credit arrangements can contact an EDC regional office in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal or Halifax.

Infotech Newsletter Available by E-mail

Companies now can save tax dollars while catching up on developments in the *United States information technology (IT)* market.

The Canadian trade posts in the U.S. produce a newsletter on the IT industry (including telecommunications), providing Canadian exporters with relevant and timely market information and intelligence in this field.

Departmental officers are writing about companies, events, decisions and technology that may have an impact on the market for Canadian IT products and services. Contributors also deal with joint ventures, strategic partnerships and investment relations.

The newsletter is only a few pages in length, so it takes just minutes to scan. Our officers try to do articles on topics of interest to many in the IT industry, and they welcome your suggestions and comments.

Currently, the newsletter is mailed out in hardcopy every second month to almost 1,500 Canadian companies and organizations. The desktop publishing, copying, handling and postage cost \$2.35 per copy.

We can get it to you more quickly and a lot more cheaply as an e-mail message via the Internet. All we need is your permission and your e-mail address. (Your CompuServe or other on-line service address will work just as well.) The Canadian Consulate Trade Office in San José, California, coordinates the input from our U.S. posts, and distributes the newsletter. The next issue will be out in October. If you would like to receive it by e-mail, please send an e-mail message to the San José office (canadian@shell.portal.com) to give them your Internet address. Indicate whether you want the newsletter in English or French.

Philippine Bus, Truck Guidelines

The Philippine Department of Trade and Industry has released guidelines for the importation of used trucks and buses.

For both used trucks and buses, the Philippine government has waived the year model limitation, meaning that any model can be imported — provided that the unit is issued a *Certificate of Roadworthiness and Compliance to Emission Standards* by the Department of Motor Vehicles or any of its accredited inspection units.

Only left-hand drive cargo/dump trucks and other special-purpose vehicles are allowed to be imported into the Philippines, with the exception of special-purpose vehicles of the "off-the-road" type which can be brought into the country, even if they

are right-hand drive.

Cargo/dump trucks are also required to have a gross vehicular weight of at least 18 tons.

Importation of used buses (gross vehicular weight of 12 tons or more) is likewise allowed for right-hand drive units — provided that the appropriate conversion kit, or steering assembly, or all of the parts identified to be distorted during the conversion process are made part of the shipment.

Copies of the detailed guidelines may be obtained personally or in writing from the Philippine Trade Commission, 60 Bloor Street West, Suite 409, Toronto M4W 3B8. Tel.: (416) 967-1788/967-1798. Fax: (416) 967-6236.

10 Years Young!

NEBS Good News to New Exporters

The highly successful New Exporters to Border States (NEBS) program already is 10 years old this year!

From its inception in Buffalo, New York in 1984, NEBS has contributed to the training of some 8,000 Canadian exporters, mostly small and medium-size enterprises.

NEBS is a one- to two-day crash course in export marketing. Participation fees are low and the excellent programs are put together by various Canadian border posts across the United States. It is estimated that 50 per cent of NEBS companies engage in exports after their participation in the program.

In 1994, NEBS has become even more relevant for the Canadian economy, given the emphasis by the present government on helping small and medium-size enterprises (SMEs) get a headstart in the export business — and the world's most lucrative market is just next door!

At a very modest cost, participants in the NEBS program learn all the basics of exporting, including transportation matters, customs brokers, export insurance, distribution networks, and much more.

Canadian Consulates in the United States running NEBS missions are Boston, Buffalo, Detroit, Minneapolis and Seattle.

To register to be a part of a NEBS mission, contact your nearest International Trade Centre, co-located in Industry Canada offices.

THE AGENDA

Montreal— On Thursday, September 22, 1994, the Montreal Junior Chamber of Commerce (MJCC) will present a **Seminar on Chile** at the Intercontinental Hotel from 4 pm to 8 pm. A number of speakers will discuss their business experiences and knowledge about Chile in a dynamic discussion format. This seminar on **Chile** will be followed by a seminar on **Lebanon** on February 9, 1995, and one on **China** on April 6, 1995.

Please register at the MJCC office (\$35 for members, \$50 for non-members).

Toronto — October, 3-5, 1994 — *Towards a New Cohesive Export Strategy* is the theme of the **51st Annual Canadian Exporters' Convention**, during which Foreign Affairs and International Trade will also hold (October 3) a conference celebrating the **Centenary of the Trade Com-**

missioner Service. Contact Micheline Bélanger, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888, ext. 225.

Canada—October 17-21, 1994 — **A Trade Mission of 20 Portuguese Entrepreneurs to Canada**. Headed by Faria de Oliveira, Minister for Trade and Tourism, the mission also includes leading Portuguese companies seeking industrial cooperation, and representatives of manufacturers of components for the automotive industry, hardware, moulds for plastics, clothing, ornamental stones, and ceramic tiles. For details, contact Portuguese Trade and Tourism Commission, 60 Bloor Street West, Suite 1005, Toronto M4W 3B8. Tel.: (416) 921-4925. Fax: (416) 921-1353.

Toronto—October 30-November 1, 1994 — **Grocery Showcase Canada**. This country's largest annual grocery industry trade show and convention attracts more than 8,500 retailers, wholesalers, agents and brokers. The trade show portion features more than 600 exhibits from leading suppliers worldwide. The Canadian Federation of Independent Grocers (CFIG) presents the event. For exhibit or delegate information, contact Rosemary Dexter, Director of Expositions, Trade Marketing, CFIG, Willowdale, Ontario. Tel.: (416) 492-2311. Fax: (416) 492-2347.

PUBLICATIONS

Surviving in Russia

Russia Survival Guide: Business & Travel can make life much easier when travelling in Russia. The handbook provides information on the 77 most important cities and towns of Russia, plus tips ranging from how to choose a trade partner to how to avoid cultural faux pas. It also contains an impressive amount of advice on home remedies, safety measures and other details that can be of great assistance.

Although the guide lists multiple contacts, many of the addresses and other bits of information may be more American than Canadian oriented. It can be obtained for US\$18.50 from Russian Information Services Inc., 89 Main St., Suite 2, Montpelier, VT 05602. Tel.: 1-800-639-4301. Fax: 1-800-223-6105.

Index to Mexico

Small and medium-size companies that often cannot afford expensive marketing junkets to foreign countries now have an opportunity to reach 40,000 potential Mexican businesses!

All they need do is advertise their products and services in the **Canadian Buyers Index Catalog '95 Edition**.

The catalog, to be hand distributed throughout Mexico will reach 100,000 key Mexican executives, including importers, exporters, distributors, sales agents, wholesalers, retailers, manufacturers, freight forwarders and government officials.

Contact Kane Rouse, Alpha Research Incorporated, 720 Spadina Avenue, Suite 310, Toronto M5S 2T9. Tel.: (416) 944-1968. Fax: (416) 944-2755.

InfoCentre

The InfoCentre of the Department of Foreign Affairs and International Trade, publications and referral services to Canadian exporters. Company trade-related information are invited to contact the InfoCentre at 1-800-944-4000 or by fax at (613) 996-9709. Trade information is also available at a fax machine) at (613) 944-4500, the Department's round-the-clock fa

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OTTAWA

CANADIAN EXPORT

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Canadian Exports Total \$2.4 billion

Doing Business With Germany

Germany is Europe's most powerful country economically, with a GNP exceeding \$2.3 trillion. It is the world's largest exporter and its second-largest importer.

Among Canada's trading partners it stands fourth in the world, and second in Europe, after the UK. Canada's trade with Germany has increased steadily for several decades. This past year, Canadian exports to Germany were \$2.4 bil-

lion. Despite the decline in German imports due to economic restructuring, this represented an increase of 9 per cent over 1992 and 23 per cent over 1989.

Business Opportunities

Doing business in Germany requires a good deal of patience on the part of Canadian business people. There is no such thing as a lightning-fast contract. Telephone

soliciting should be avoided. To obtain a trade agreement, a company must be visible — for a number of months, at the very least. Being in the country for a few days only, without planned follow-up, is simply a waste of time.

German business people are technically-minded, careful in assessing a product, proud of their trade regulations, and conservative in their approach to new products. They often expect detailed technical catalogues, knowledge of the specific intentions of the firm soliciting them, and a lasting business relationship.

A Door to Licensing Opportunities

dISTCover is a service of Industry Canada designed to create industry awareness of the worldwide supply of transferable technology available through licensing and joint ventures.

This service provides information on more than 30,000 licensing opportunities from over 40 countries and introduces Canadian companies to contacts from around the world who are willing to license the rights to manufacture their products and use their processes and technologies.

A Canadian company can also use dISTCover to promote its unique product or process for licensing internationally.

Your company may be interested in our Selective Dissemination of Information Service (SDI) which is available to Canadian entrepreneurs, manufacturers and investors who are users of the dISTCover service.

The SDI service is designed to provide, on a regular basis, the

new technologies and processes on the dISTCover database in your specific product areas.

If you have a PC, modem and communications software with "doorway mode", you can access dISTCover through "Industry Canada On-Line" (ICON). In cooperation with ICON, the on-line pilot can be accessed in one of three ways: Toll Free-Number, 1-800-507-7456; Direct Dial, (613) 943-1910; via **THE NET** and the over 300 local Datapac numbers across Canada.

Simply call **THE NET** at 1-800-267-8480 and ask to be accredited to Industry Canada Association number 00141. Your account will be validated within 24 hours and then you'll be able to access dISTCover by calling your local Datapac number any time of day.

Contact Strategic Information Branch, Industry Canada, Ottawa. Tel.: (613) 954-4977. Fax: (613) 954-2340.

Importance of Trade Fairs

History has shown the importance of fairs in the economic dynamics of Germany and, consequently, of Europe. Germany's trade fairs are the most numerous and rank first in importance, with names such as CeBIT, Anuga, Automechanika, Medica, the Hanover Fair. They embrace practically every sector of German economic activity. Year in and year out, Germany has about 120 ma-

Continued on page 2 — Germany

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Germany — from page 1

major fairs, the main ones being in Hanover, Frankfurt, Cologne, Munich and Duesseldorf.

Among the various trade expansion options open to Canadian companies, trade fairs and missions are the most effective means of penetrating the German market.

Trade fairs furnish an excellent birds-eye view of the market and its trends and give opportunities to meet new agents and distributors, to maintain good business relations, to develop market strategies, and above all, to see what the competition is doing.

Realizing the importance of the German fairs as a vehicle for promoting Canadian international trade, the Western Europe Trade,

Investment and Technology Division of Foreign Affairs and International Trade (see address in *Main Contacts below*) has, with private-sector associations, other federal and provincial departments and our missions in Europe, planned some 25 trade fairs and missions to Europe over the next several months.

It has used a series of programs whose primary objective is to facilitate trade. Their names are the World Market Development Fund, the Going Global Fund via the Investment Development Program, the Foreign Market Development Program, and the New Exporters to Overseas Program.

These programs rest on the premise that businesses wishing to export their products to Euro-

pean markets gain valuable experience when they exhibit their products at the right trade fairs. For Canadian companies aiming at penetrating the German market, these fairs are a must.

Trade Fairs and Missions statistics prove that a positive correlation exists between sales and increased presence of Canadian firms at trade fairs. The more visible a firm is, the more it sells.

Something to Bear in Mind

No Canadian business can afford to ignore Europe, and Germany is the hub of Europe. Even if Germany does not figure among your target countries in Europe it is an excellent yardstick for the continent.

These fairs are international. Millions of dollars in sales are generated at them each year by non-German business people. Moreover, if a product meets German environmental and other standards it will probably meet all the European criteria. Germany provides an opportunity to penetrate the markets of Eastern Europe.

Main Contacts

Western Europe Trade, Investment and Technology Division,
Department of Foreign Affairs and International Trade, 125 Sussex Drive,
Ottawa, Ontario, K1A 0G2. Tel.: (613) 996-3774/ 943-0611. Fax: (613-) 95-6319.

Canadian Embassy in Bonn
Friedrich Wilhelmstrasse
18 d-5300 Bonn 1, Germany.
Tel.: 011.49.228.9680.
Fax: 011.49.228.968.3904.

Consulate General of Canada Berlin,
Friedrichstrasse 95,
10117 Berlin, Germany.
Tel.: 011.49.30.261.1161.
Fax: 011.49.30.262.9206.

Consulate General of Canada
Munich, Tel.: 29, D-8000 Munich,
Germany. Tel.: 011.49.89.29.06.50.
Fax: 011.49.89.228.5987.

Consulate of Canada Duesseldorf,
Prinz-Georg Strasse, 40479 Duesseldorf,
Germany. Tel.: 011.49.211.17.21.70.
Fax: 011.49.211.35.91.65.

Dear Readers,

It is with great pleasure that I assume the role recently vacated by Sylvie Bédard.

The least I can say is that Sylvie was right: the job is fascinating.

All I want to say at this time, on behalf of the *CanadExport* team, is how happy we all are to work with you in the months ahead to make the newsletter even better.

We will ensure that your comments are taken into consideration so that *CanadExport* becomes an even more valuable link between the Canadian business community and international markets.

Looking forward to hearing from you.

Amir Guindi, *Editor-in-Chief*

CANADEXPORT

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Celebrating 100 Years

Canada's Trade Commissioner Service Puts Canadian Businesses First

Before Ed Swift travels abroad on business, he does his homework.

For Swift, Manager of Business Development for Spar Applied Systems, a division of Spar Aerospace Ltd., this includes confer- ring regularly with the Canadian

Trade Commissioner Service about the best ways to do business in the countries he visits.

"The trade commissioners at the Canadian embassies can help you navigate some perilous waters," he said. "Smart companies always talk to the embassy staff first. They

can save you a lot of trouble, time and money."

Swift, who travels extensively for Spar, Canada's premier space company and a leader in the space-based communications, informatics and aviation and defence industries, says he thinks of the Trade Commissioner Service as a valuable marketing tool.

"It provides a network of people who are dedicated to helping you market your product abroad, and who are glad to do it," he said. "At the same time, they give you the cold, hard facts about your chances. They provide you with a realistic, unbiased view of the market that you wouldn't necessarily get from an export agent."

EARLY HISTORY OF THE TCS

- 1851:** Three British North America colonies — Canada, Nova Scotia and New Brunswick — collaborate in the first display of Canadian products and resources at the large international exhibition in London's Crystal Palace
- 1892:** Act Respecting the Department of Trade and Commerce proclaimed; Mackenzie Bowell named the first Minister of Trade and Commerce
- 1894:** An Order-in-Council authorizes the Department of Trade and Commerce to appoint commercial agents in foreign countries and various colonies; John Larke leaves Canada in December for assignment in Australia as the first such agent
- 1914:** Dana Wilgris and Norman Johnston become trade commissioners after the first university recruitment
- 1916:** Plant tours before posting become part of a trade commissioner's training
- 1929:** James Langley becomes the first trade commissioner to be formally attached to a diplomatic mission
- 1933** Commodity divisions established to improve communications with industry; first divisions included animal products; economics; wood and vegetable products; and minerals, metals and chemicals
- 35:**
- 1939:** Trade office opens in Los Angeles to promote Canadian tourism and to pursue opportunities offered by the Canada-United States trade agreement, now in effect
- 1949:** Newfoundland joins Confederation and Newfoundland Trade Commissioners become members of the TCS
- 1969:** First female officers recruited into the TCS

(Facts taken from O. Mary Hill, Canada's Salesman to the World, The Department of Trade and Commerce, 1892-1939, McGill-Queen's University Press, Montreal and London, 1977 and departmental sources)

A century of service

For the past 100 years, Canada's Trade Commissioner Service has helped Canadian companies do business around the world.

When John Larke, Canada's first trade commissioner, boarded the R.M.S. Warrimoo in Vancouver harbour en route to the Australian colonies in 1894, he had a clear idea of what he was charged to do — promote Canada and Canadian companies as strong, worthwhile trading partners.

Today, Canada's Trade Commissioner Service, a network of 950 trade commissioners and locally-hired commercial officers, works to uphold this goal. However, their markets are much more vast. Canadian trade commissioners are based in 12 cities across Canada

Continued on page 4 — 100 Years

100 Years of Service — from page 3

and in 128 countries around the globe.

Trade commissioners link Canadian exporters with foreign buyers. They also manage and arrange trade shows and tackle market access issues. This results in improved sales, strategic alliances, more foreign investment, technology transfers and better market intelligence — all of which lead to job creation in Canada.

The way trade is conducted has developed over the century, says Allen Kilpatrick, Deputy Minister for International Trade with the Department of Foreign Affairs and International Trade (DFAIT). "Trade commissioners are now more involved in setting up joint ventures and strategic alliances between companies in different countries," he said. "They have to provide added value to their clients, Canadian companies. They have to ensure they provide information that is not readily available from the myriad of computerized data that now exists."

And today, competition is stiffer, thanks to collapsing global trade barriers and emerging market places, says Kilpatrick, a career trade commissioner who joined the Service in 1962. He says that as the world gets smaller, because of technological breakthroughs in communications and transportation, the competition among countries fighting for a piece of lucrative, new markets is growing fiercer.

But though the market has changed drastically, the Canadian Trade Commissioner Service's mandate has not. "What Canadian industry wanted from John Larke 100 years ago is essentially what industry demands from us today," said John Treleaven, DFAIT's Director General of the Trade Planning and Operations Bureau. "They want such market intelligence as the best distribution channels for their products, the types of opportunities available, and how a country operates in terms of both

business and culture."

Provides access

The Trade Commissioner Service provides valuable insight into new and complex markets such as China, says Red Wilson, Chairman of BCE Inc., the parent company of telecommunications powerhouses Bell Canada, Bell Canada International, Northern Telecom and Bell-Northern Research.

"Northern Telecom and Bell Canada International are actively involved with Canadian embassies in many countries," said Wilson, a former trade commissioner. "We rely on them, especially in locations where we're operating for the first time, for local intelligence such as key contact people and competitive information about non-Canadian companies doing business there. Also, the embassy staff is usually very well-connected to senior foreign government officials, and can often set up meetings for us that we couldn't obtain ourselves."

Ed Swift agrees. "If you go hand-in-hand to a meeting with a trade commissioner, you carry more clout than if you go in on your own, especially in ASEAN countries where government-to-government relations are very important," he said. "Your credibility definitely rises."

But though the Trade Commissioner Service has helped set up crucial interviews as well as provide solid market intelligence, Swift says the little gestures count just as much. "They make my life so much easier when I'm abroad on business," he said. "Small details, like helping me build my

Continued on page 5 — Canadian

Trade Commissioner Vignettes

TRADE COMMISSIONERS are adapting to the many changes occurring in the world economy. But Susan Cartwright, Senior Departmental Assistant in the Office of the Minister for International Trade, says, "In adapting to the changes that face us all, Trade Commissioners are clearly focussed on the needs of our clients and how best to address them."

THERE IS NO OTHER JOB that I can think of where all your smarts, all your creativity is needed ... Sometimes you're trying to sell potatoes in the morning, submarines in the afternoon and bicycles in between and selling a consulting job for a big shipyard after that. The job has incredible challenge.

(Trade commissioner vignettes taken from departmental files and a book-in-progress by Oli Cosgrove)

AFRICA AND MIDDLE EAST REPORT

African Development Bank

HOW TO BID ON PROMISING AfDB PROJECTS

Canadian companies wishing to bid on African Development Bank (AfDB) projects should first consult the Bank's *Quarterly Operational Summary* and the *Annual Loan Program*, published in November of each year. These documents are available from the Canadian Embassy in Abidjan (Côte d'Ivoire) or in Canada from the Africa and Middle East Trade Development Division of the Department of Foreign Affairs and International Trade. Tel.: (613) 944-6579.

Companies should limit themselves to investigating only one or two projects at a time. They should focus their action plan on countries with which they are familiar, and on projects that fall within their main fields of specialization.

Once a project is selected, additional information can be obtained from the Canadian Embassy or High Commission responsible for the country in question (consult the *Trade Commissioners Directory*). The information usually required includes:

- contact information for the executing agency;
- the present stage of the project;
- costs and components of the required products or services;
- pre-qualification schedule for consultants, if applicable;
- approximate period for evaluation by AfDB project officers;
- names of other funding bodies and components they are funding;
- names of Bank officers responsible for each successive stage of the project.

Once it has the information required for the project, the company should concentrate its market development efforts on the executing

agency involved. Direct contact with the agency allows the company to introduce itself, assess the competition and position itself for future tender calls. *Interpersonal relations, which are essential to success in Africa*, should not be neglected. The company should also inform the Canadian Embassy in Abidjan of its visit to the executing agency so that the Embassy's liaison officer can inform the AfDB of Canada's interest in the project.

The executing agency is chosen by the individual country and the Bank. It may be a government ministry, a public or semi-public corporation, a government agency or even a local or foreign firm. Its work begins with the preparation of the terms of reference and continues through the screening process or drawing up of short lists, if any; the call for tenders; examination of proposals received and selection of one of them; and, finally, negotiations of contracts for implementation of the project.

When visiting the executing agency, Canadian firms should identify and evaluate various avenues for co-operation and association with local counterparts, as the AfDB accords preferential treatment to African companies or partnerships.

An association with a local company can certainly help reduce the many expenses related to the cost of preparing and following up tenders. (A good starting point might be to consult the directory published by the Federation of African Consultants (FECA).)

Contrary to popular belief, it is not the Bank which is responsible for the selection of tenders within a project, but rather the executing agency of the borrowing country. The Bank's intervention is limited to monitoring and overseeing the selection process in accordance with its regulations.

South Africa: Canada Starts to Corner the Market

The dismantling of Canada's trade restrictions continues to spur rapid growth in Canadian exports to South Africa. Export success is being scored in a wide range of sectors and the prospect of future business opportunities for Canadian companies is bright.

During the first six months of 1994 Canadian exports of goods to South Africa — valued at \$105 million — increased by 76 per cent over the same period last year. A significant proportion of Canadian products sold were manufactured and high-tech products.

Sectors in which Canadian exports to South Africa are showing strength include:

- aircraft
- telecom equipment
- machinery
- instrumentation
- office equipment
- electrical products
- pulp and paper
- metals and minerals
- agrifood

Strong Business Prospects

The new South Africa is in the

South Africa Trade Agenda

The Canadian Trade Office is expected to be present at several key South African trade fairs to assist exhibiting or visiting Canadian companies. These events include:

- *South African International Trade Exhibition (Saitex)*. This multi-sector fair will be held in Johannesburg November 1-5.
- *Instructa 95*. Education and Training Exhibition and Conference. February, Johannesburg.
- *Pak Process 95*. International Packaging Exhibition. February, Johannesburg.
- *Telkom 95*. International Telecom Exhibition and Conference. March 27-29, 1995.

midst of dramatic political, economic and social change. It is a society committed to closing the gap between first-and third-world conditions within its own borders. It is a country rapidly integrating into the global economy.

South Africa, while self-sufficient in many areas, nevertheless faces some key industrial and commercial challenges.

Canadian companies with innovative and competitive products and services can be important partners in this process. Through ex-

ports, joint-venturing and technological cooperation, Canadian enterprises have ample opportunity to do business in South Africa.

The South African government, through its Reconstruction and Development Program, has emphasized housing, education and electrification as government development priorities. Although implementation of these plans is still in progress, considerable public and private resources are expected to support these initiatives.

Current market information suggests that innovative Canadian companies should also have opportunities in other areas.

Prospects look promising in the fields of, among others: mining equipment and services; telecom, computer hardware and software; environmental equipment and services; security equipment and medical products; geomatics and franchising.

Export Financing Available

Canada's growing trade linkages with South Africa are supported by existing lines of credit for goods and services established by the Export Development Corporation (EDC).

Continued on page IV — Corner

New Market Studies

The Johannesburg Trade Office is producing a series of South African Market Studies in key sectors to help Canadian companies get started.

Several recently completed reports are available in hardcopy or via faxlink by contacting InfoCentre, Ottawa. See box at bottom of page 8).

- *Agrifood Opportunities in the New South Africa*. (August, 94. 41 pp.)

Note: Only the executive summary is available via faxlink.

- *The Telecom Sector in South Africa*. (June, 94. 5 pp.)
- *A Treasure House - An Overview of Mining in South Africa*. (June, 94. 4 pp.)
- *Meeting the Need: Housing in the New South Africa*. (Part I - Market Overview. June, 94. 7 pp.); (Part II - Government Housing Development Policy. Includes list of government addresses. July, 94. 9 pp.)

Also available:

South Africa: Trade and Investment Overview. (September, 94. 5 pp.)

Trade Shows in South Africa. (April, 94. 5 pp.)

South Africa: National Budget Summary. (July, 94. 5 pp.)

*A New Era Opens***Commercial Opportunities in Jordan, Syria and Lebanon**

The latest peace breakthrough and the signing of the Israeli/Jordanian/Washington declaration constitute important steps toward a promising and prosperous era in the Middle East. Economic co-existence is the guiding principle in the process and, if all goes well, the Middle East region can be expected to witness major economic growth in the next few years.

As part of the Canadian promotion drive, the Canadian Embassy in Amman has targeted priority sectors and developed a number of promotional activities to further enhance Canada's presence in this important market. These activities will position Canadian firms for the eventual regional projects that are likely to begin in the next year.

The medical and health sector in Jordan and Lebanon has been a priority for Canadian trade and exports for the last few years.

This year, plans include the organization of a medical and health mission to Jordan, Lebanon, Gaza and the West Bank (Nov. 11-14, 1994) to coincide with the Saudi Healthcare show in Riyadh (Nov. 6-10). Products of interest include disposable ware, X-ray machines, diagnostics, pharmaceutical and hospital furniture.

Jordan's rapidly increasing population has burdened its health sector. As a result, the Jordanian government has announced a \$40 million health management project, to be completed in five stages by the year 2000. The project also envisages ways of developing sources of revenue to reduce dependence on government financing, studies on disease control and on the prospects for implementing a national health care service. In addition, a number of privately-owned hospitals are being built. Jordanian business people also are looking to expand their activities in Gaza and the West Bank market.

Lebanon also is witnessing a surge in hospital reconstruction and rehabilitation efforts in the aftermath of sixteen years of civil war. Now that the war is over and the reconstruction process has truly begun, the Lebanese government has initiated the implementation of a massive 10-years, (\$12 billion) rehabilitation program.

The World Bank, Arab financing institutions and other national governments have provided significant contributions to finance this effort. Solidere, a public shares real estate holding company, has been established with a paid-up capital of \$1.2

billion to reconstruct and develop the old commercial centre in Beyrouth. The design and engineering work has started on this massive project.

The region also is witnessing a surge of activity in the telecom and informatics sectors. There is a great need for telecom equipment and services.

Market potential exists for special and advanced technologies in data communications, data processing, computer software and other informatics systems and products.

Jordan has one of the best and most efficient telecommunications systems in the region.

The Kingdom's Five-Year Plan includes projects which should be of interest to Canadian companies.

They are:

- a telephone network, on B.O.T. basis (10,000 lines), which is under evaluation by the government; and
- a communications lines and stations project to accompany the electric interconnection line between Jordan and Egypt (valued at \$4 million).

For information on any of the above contact the Canadian Embassy in Amman: fax: (011-962-6) 689-227; tel: (011-962-6) 666-124/5/6; or Renee Umezuki, at the Africa Middle East Trade Development Division, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 944-6346. Fax: (613) 944-7431.

Twentieth Tehran International Trade Fair

Twelve Canadian companies currently (October 2-9, 1994) are participating in the **Twentieth Tehran International Trade Fair** in this Iranian capital.

The fair is designed to assist Iranian importers in international competitions and in supporting the transfer of technology to Iran.

The participating Canadian companies are promoting such products and services as diesel engine locomotives, medical devices, oil well services, and engineering technology.

News From Tel Aviv

Oil and Gas Sector Opportunities are Looking Good

The Embassy reports growing opportunities in Israel for Canadian **equipment and services exporters in the oil and gas sector.**

An Israeli delegation, including senior executives of oil prospecting firms and an official from the Ministry of Energy, attended the National Petroleum Show (NPS) in Calgary for the first time this year. There is a "mini-boom" in the Israeli oil industry, with a number of private-sector exploration firms involved in large-scale drilling and prospecting throughout Israel.

This delegation was the first significant exposure of the Israeli market to Canadian exporters. We already know of one large export sale by an Edmonton firm that resulted directly from the NPS mission, and we are hopeful that there will be more! The Embassy is planning further promotional activities in this sector in the coming months. We encourage Canadian business people visiting the Middle East to add Israel to their itineraries; the Embassy will be glad to put you in touch with the local oil and gas industry.

The new **Canada-Israel Industrial Research & Development Fund (CIIRD-F)** encourages R & D cooperation between the private sectors of both countries. In Ottawa, contact (tel. 613-724-1284; fax. 613-724-1134). Innovative proposals are welcome! The Embassy (fax: 011-972-3 527-2333) can assist interested Canadian firms to identify suitable R & D partners in Israel.

The Embassy monitors business opportunities in the **West Bank and Gaza Strip**, especially those in projects under development with World Bank or other international funding. We are organizing a delegation of Palestinian decision-makers to visit Canada, both pri-

vate-and public-sector, in fields relating to infrastructure development (construction, telecommunications, municipal infrastructure). The timing of this mission to Canada is not confirmed, but should be late this autumn or early spring.

Corner the Market — from page II

Further information can be obtained from your nearest EDC Office.

Canada Trade Office Open for Business

The Canadian government's Trade Office in Johannesburg is now fully staffed and at the service of Canadian companies. The team of Canadian Trade Commissioners and locally-engaged Commercial Officers is able to:

- Assess local market prospects for Canadian goods and services;
- Identify potential business partners; and
- Provide advice on local business practices.

The Trade Office can be reached at:
 Canadian High Commission - Trade Office
 10 Arnold Street, 1st Floor.
 P.O Box 1394, Parklands, 2121,
 Johannesburg, South Africa
 Tel.: (27 11) 442-3130
 Fax: (27 11) 442-3325

A Formula for Success

Some tips from Canadian companies that are successfully exporting to South Africa:

- 1) *Don't have unrealistic expectations.*
 - South Africa has a highly developed economy.
 - South Africans are experienced traders with strong global links.
 - Foreign competition is strong.
- 2) *Make regular visits to the market. Plan your trips in advance.*
- 3) *Be prepared to work with a local representative.*
- 4) *Consult the Canada Trade Office. Remember to keep the staff informed of your progress.*
- 5) *Finally, don't be discouraged if business success isn't immediate. Perseverance is paying off for a growing number of Canadian companies.*

Canadian Businesspersons — from page 4

itinerary, provide me with a high level of comfort. As a Canadian businessperson in a foreign country, I don't feel so alone. They're on-hand and eager to help."

For Hall & Stavert Ltd., a designer and manufacturer of marine propellers, the TCS helped them to establish a presence in the lucrative U.S. market. "We turned to our local International Trade Centre for advice. We were encouraged to try marketing through national stand displays, organized by the Trade Commissioner Service at major trade shows in Chicago, New Orleans, Miami and Fort Lauderdale," said Bill Stavert, Hall & Stavert's Vice-President. "As a result of this support from the TCS, we have developed a good U.S. market share."

Proceco Industrial Machinery Ltd. of Montreal also experienced positive feedback from potential overseas clients, thanks to the TCS, says Helmut Schauer, Proceco's President. "The TCS assisted us in contacting high-level officials of prospective customers in the railway and aviation markets in Australia and Korea, in identifying market opportunities through trade fairs and missions abroad, and in finding suitable firms to act as our agents in foreign markets," he said. "First and foremost, the value of the TCS for us is the prestige that comes with such endorsement by the Canadian government."

Bigger markets, smaller world

Like John Larke, today's trade commissioners work to expand market borders for Canadian goods and services, but in greatly differ-

Trade Commissioner Vignette

"... NO OPPORTUNITY IS TOO SMALL to warrant attention. It all provides jobs at home. The challenge ... is to find the impossible.

"You always set your expectations a little higher than you're likely to receive. In Bolivia, I managed to find a market for Canadian toilet paper and a department store was interested in importing NHL table hockey games. In every post you can have some triumphs, even small ones."

(Anthony Eytton, Chairman, Canadian International Trade Tribunal)

ent circumstances.

High technology and the building of the information super-highway mean that information can be instantly transmitted from almost every nook and cranny of the world. "In Larke's time, a letter would take more than six weeks to reach its destination, but the information would still be valid," said Allen Kilpatrick. "Now data is transmitted in nanoseconds via fibre optic cable, and can be considered old news in less than a day. This means the Trade Commissioner Service, in order to justify its existence, has to monitor situations constantly and immediately seize opportunities as they arise."

Spar's Swift says he is always impressed with how fast the Trade Commissioner Service responds when he calls. "Within a few days of my letter, I'll get a long-distance phone call or a fax from a trade commissioner who gives me details on the market, contact names and other pertinent information," he said. "They also help me find an appropriate export agent, if necessary, and start to set up meetings with key people. Often, I'll have someone in Ottawa and someone in the embassy abroad working on

my file. They provide me with one powerful marketing thrust. They really know their stuff."

Trade has changed

In John Larke's time, trade was conducted in such products as lumber, carriage wheels, grain, cotton and rubber goods and woodworking machinery. Though many of these markets still exist today, the Trade Commissioner Service also promotes Canadian exports of microchips, telecommunications equipment, financial and legal services, and information technology.

One way of doing this is by holding trade fairs abroad. At Canada Expo '94, a trade show sponsored by DFAIT in Mexico City in March, more than 400 Canadian small and medium-sized companies participated, demonstrating their products and expertise to more than 35,000 businesspeople. In the first year alone, Cd\$100 million in sales are expected by Canada Expo's participants as a direct result of this trade show.

"Trade missions and shows sponsored by the federal government have helped us to identify foreign markets," said J. Stewart Mulvey,

Continued on page 6 — Taking

Taking Advantage of TCS Expertise — from page 5

President of I.P. Constructors Ltd. of Calgary, which designs and manufactures oil and gas processing equipment, and designs and installs turnkey plants for the oil and gas industry. "We believe that the Canadian government, through its trade officers at our embassies overseas, does an excellent job of supporting Canadian exporters in helping us gain access to new markets."

One small step

With large, medium and small businesses taking advantage of the expertise offered by Canadian trade commissioners worldwide, it is likely we will see changes in the Service to reflect the ever-changing needs of their clientele, says DFAIT's Kilpatrick.

"John Larke would be heartened by the rapid growth of Canada's trade over the past 100 years," he said. "As Canada's first trade commissioner, he was the inspiration for the current crop of trade officers, who work hard to ensure that Canadian businesses have a chance to compete and succeed in today's global marketplace."

But Kilpatrick adds there are still challenges ahead for the Canadian Trade Commissioner Service.

"Trade with other countries has always been crucial to Canada's prosperity, but especially so today. One-third of Canadian jobs and one-quarter of this country's wealth depend on international trade," he said. "Business is adapting to meet the demand of the global marketplace, and we have to move ahead with them. The 21st century promises to be an exciting time for the Canadian

Trade Commissioner Service."

For more information, contact: Leslie Fulton, TCS Centenary Media Relations, Ottawa. Tel.: (613) 724-5946; or Media Relations Office, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 995-1874.

To gain access to a trade commissioner, you're advised to first contact the International Trade Centre (ITC) in your area. The local officers will assist you in assessing your needs, and put you in touch with the appropriate trade commissioners. Their job is to help new and experienced Canadian

exporters take advantage of export markets. Your local ITC performs a wide range of services that include providing market information and intelligence, one-on-one export counselling and a link with trade commissioners overseas.

To locate the International Trade Centre nearest you, and to gain access to information about other departmental programs and services, call DFAIT's toll-free InfoCentre: 1-800-267-8376 (Ottawa-area: 944-4000). A FaxLink — an interactive fax information service — can be reached by dialing 613-944-4500 from the handset on your fax machine.

What a Trade Commissioner Can Do For You

- provide basic and specific export counselling
- help identify market opportunities
- help develop an international marketing plan
- help promote your company to international customers
- provide information on technology transfer and joint-venture opportunities
- arrange trade-related conferences and seminars
- advise on marketing channels
- recommend trade fairs and missions
- identify qualified foreign agents
- help find credit and business information on potential partners
- assist in solving problems with duties, taxes or foreign exchange
- advise on a country's trade, cultural, business and financial environment and practices
- recommend which federal and provincial government assistance program is right for you.

Your First Step?

Contact the International Trade Centre (ITC). Located across Canada, ITCs help new and experienced Canadian exporters take advantage of export markets.

Call the InfoCentre at the Department of Foreign Affairs and International Trade — 1-800-267-8376 (Ottawa-area: 944-4000) — to find the ITC nearest you.

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

A number of companies in Taiwan are seeking Canadian suppliers of a variety of goods and services. Among them are:

1. A company is seeking to purchase one million units from a reliable Canadian manufacturer of Pexel's CCD cameras for medical use.

2. A manufacturer of sealed lead-acid batteries used for all standby and rechargeable power applications, is seeking to update its technology by obtaining the new formula and process method used in making high-capacity sealed lead-acid batteries.

3. A company wishes to find a Canadian manufacturer of electrical discharge machines (EDM), for: a) licensing EDM products from overseas; b) to become the OEM manufacturer of EDM products and sell to Asia and/or Europe; and c) to become an agent for EDM products and sell to Asia.

4. A company seeks to form a partnership with a Canadian manufacturer of rubber molding machinery, by either becoming their agent or setting up a joint venture involving technology transfer to produce rubber molding machines for sale in Taiwan.

5. A manufacturer of auto components in Taiwan is seeking rubber coating and teflon membrane technology to create temperature endurance and flexible movement.

6. A company wishes to work with a

Canadian partner that specializes in pharmaceutical research, to help it improve its veterinary medicines. It would also like to become the exclusive agent in Taiwan for that firm's products.

7. A company is interested in manufacturing colour ink-jet printing paper, and needs the prescription of fibre in paper, chemicals used and methods to add chemicals, coating prescription and related

technology. It also needs de-inking technology for high-brightness de-inked DNP; de-inking and bleaching technology with brightness of 76-80 degree GE after de-inking and bleaching.

For more information, please contact: Taiwan Trade Centre, Place Montreal Trust, 1800 McGill College Ave., Suite 2108, Montreal, Quebec H3A 3J6. Tel.: (514) 844-8909. Fax: (514) 844-9246.

International Matchmaking

The Business Cooperation Network (BCNet) can put a world of potential partnerships at your fingertips.

BCNet is an international matchmaker for companies producing all types of goods and services, in all industrial sectors. It provides users with profiles of companies — describing the activities they are involved in and the type(s) of partnership they are seeking.

Companies are matched through a network of accredited business advisors. To date 35 countries and thousands of companies are registered on BCNet.

Following is a diverse sample of Hungarian companies listed on BCNet:

1. A company producing a wide variety of chemical fertilizers is seeking investors or main contractors.

2. A metal works company capable of producing any spare parts or ready-made products (according to a sample

or drawing) primarily for metal furniture is seeking a main contractor.

3. An economic consulting firm specializing in investments, financial matters, accountancy, foreign trade and law is looking for foreign partners.

4. A restaurant owner wants to build 5 to 12 guest rooms above his restaurant, located on the Danube. He is looking for a foreign partner to do marketing abroad and aid in the operation of the motel.

5. A food processing plant is seeking technological assistance in the production of jam, honey, juice and fish-and-game-pie; the company wants to develop new products and improve existing ones.

For information about these business opportunities or additional information about BCNet contact the Chamber of Commerce in Ottawa (613) 238-4000, Industry Canada (613) 941-2684 or Foreign Affairs and International Trade (613) 995-6440.

Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.



TRADE FAIRS AROUND THE WORLD

Bilbao, Spain — Canadian companies interested in cooperating with European business partners have an excellent opportunity to do so — through the **Europarteneriat Matchmaking Event**, being held here November 21-22, 1994.

The intent is to introduce primarily small and medium-size companies in the Basque Region to business partners beyond their immediate borders.

These companies often lack the expertise or resources to journey abroad, so interested parties are invited to come to them, often with as many as 9,000 meetings that have been pre-arranged. Last year, about 2,000 companies, mostly from Europe, visited.

The Canadian Embassy in Madrid is organizing a complementary program (November 23-25), that will assist Canadian "matchmaking" companies by arranging visits and meetings with firms in the Basque Region or in such cities as Madrid, Barcelona and Valencia.

For further information, contact Mr. Isidro Garcia, Commercial Division, Canadian Embassy, Nunez de Balboa, 35, Apartado 117, 28080 Madrid, Spain. Tel.: 34-1-431-4300. Fax: 34-1-431-2367.

Lyon — Scheduled for October 18-21, 1994, the **10th International Environmental Industries, Technologies and Serv-**

ices Show (POLLUTEC 94) is one of Europe's largest exhibitions.

It brings together players from the four major environmental sectors: water, air, noise, and waste.

This year, the recycling, energy and industrial and landscape cleaning sectors will also be included.

The annual exhibition, which alternates between Paris and Lyon, attracts more than 40,000 professional visitors from the industry and from local communities. This year, some 1,400 exhibitors from 22 countries will present

the latest innovations in environmental material, equipment and services.

Canada will have an information booth at **POLLUTEC 94** where technical brochures and documents can be displayed for the international and European community. Individual booths for Canadian companies may be located around Canada's information booth.

For further information, contact Gayle McCallum, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-1530. Fax: (613) 995-6319.

BUSINESS AGENDA

Toronto — October 12, 1994 — The status of direct foreign investment funds, estimated at more than US\$7 billion in 1993, and the confidence it displays in the Commonwealth of Independent States, are among the topics to be discussed at a conference entitled **Western Investment Funds in Russia and Ukraine: A New Mechanism in a Challenging Market**. Contact the sponsors, the Canada-Russia Business Council, Canada-Ukraine Business Council, Toronto. Tel.: (416) 862-2821. Fax: (416) 862-2820.

Ottawa — October 19, 1994 — International offset will be one of the topics at the **Fall Meeting of the Industrial Benefits Association of Canada**, at which Industry

Canada Minister John Manley is the invited guest speaker. Contact Bob Brown, Ottawa. Tel/Fax: (613) 733-0704.

Toronto — October 20, 1994 — Canadian and international manufacturers interested or involved in exporting are likely to find value in **World Trade'94 (Agents/Distributors Locator and Recruiter Show)**. Last year there were 170 exhibitors representing 51 countries, states and provinces. Participants can prospect for agents/distributors at this event, which is also an ideal venue to source new product lines. Contact the organizers, Canadian International Trade Association, Toronto. Tel.: (416) 351-9728. Fax: (416) 351-9911.

InfoCentre

The InfoCentre of the Department of Foreign Affairs and International Trade provides counseling, publications and referral services to Canadian exporters. Companies interested in obtaining trade-related information are invited to contact the InfoCentre at 1-800-944-4000 or by fax at (613) 996-9709. Trade information is also available (by fax machine) at (613) 944-4500, the Department's round-the-clock f

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CANAD EXPORT

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October 17, 1994

The "Four Pillars"

Chrétien China Trip Also Promotes Trade

A "Team Canada" delegation — led by Prime Minister Jean Chrétien — will be in the People's Republic of China November 5 to 13, 1994. A visit to Hong Kong is also on the itinerary.

The Prime Minister will also attend the Asia Pacific Economic Cooperation (APEC) summit meeting in Jakarta, followed by a brief visit to Hanoi.

The China visit — the last by a Canadian Prime Minister was in 1986 — will reinforce Canada-China relations and allow Canadian interests to be pursued at the highest levels, with Chrétien

meeting senior Chinese leaders.

The objective of the visit is to further develop relations according to the "four pillars" of Canada's China policy: economic partnership, sustainable development, peace and security, and human rights and the rule of law. It also will reinforce the Canadian government's objectives of job creation, especially in small-and medium-sized enterprises.

One of the highlights of the visit will be the Prime Minister's participation in the Canada China Business Council's (CCBC) annual general meeting in Beijing. Some

200 Canadian businesspeople, representing over 100 companies, are expected to attend.

Partnership with China is important to Canada. With over one-fifth of the world's population, China has one of the fastest-growing national economies. China is Canada's fifth-largest trading partner, with two-way transactions worth about \$4.77 billion in 1993. Canadians are involved in over 1,500 investment projects in China, with related contracts valued at US \$1.81 billion.

Chrétien also will take part in cultural events. In Shanghai, he will preside at a Haida totem pole-raising ceremony celebrating the conclusion of a sister port relationship between Shanghai and Vancouver, the largest ports in their respective countries.

As part of the Government's "Team Canada" approach, the Prime Minister will be accompanied by Roy MacLaren, Minister of International Trade, and Raymond Chan, Secretary of State-Asia Pacific. Provincial premiers and territorial leaders, as well as

Continued on page 4 — Chrétien

Small, Medium Firms Benefit as New Company Finances Exports

Small- to medium-size Canadian companies looking to expand sales into international markets now have access to a new source of export financing.

An innovative export finance company — Northstar Trade Finance Inc. — has begun offering term export financing for smaller export transactions.

The firm is owned by Bank of Montreal, the British Columbia Trade Development Corporation, Ontario Ministry of Economic Development and Trade, and Dalhousie Financial Corporation, a small Vancouver-based financing firm. The Government of Canada, through the Export Development Corporation, also is a partner.

Northstar Trade Finance sup-

ports Canadian exporters by offering fixed-rate, medium-term financing to credit-worthy foreign buyers of eligible Canadian goods and services. Its establishment fills a recognized gap in the financial market for export sales of relatively modest amounts (under \$3 million), with payment terms up to four years.

Companies hoping to take advantage of this facility must meet the following criteria:

- the export must have a value of between Cdn\$100,000 and Cdn\$3,000,000.
- the exporter must be Canadian.
- the buyer must be resident in an OECD country other than Canada.

Continued on page 2 — Firms

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BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

Canadian companies interested in the following business opportunities in the United States may contact M.M. Ellenbogen, Canadian Embassy, 501 Pennsylvania Ave., N.W., Washington D.C., 20001. Tel.: (202) 682-1740. Fax: (202) 682-7619.

A company is seeking to represent Canadian manufacturers for HVAC/R products which are purchased by companies such as Carrier, York, Trane and Inter-City Products.

A company would like to represent

Canadian manufacturers who can provide Original Equipment Manufacturers (OEMs) with standard and special metal and plastic parts.

A distributor of plastic boxes seeks Canadian manufacturers interested in selling such products in the United States.

A company that sells surplus new/used industrial utility/petrochemical investment recovery-type equipment to third-world markets wishes to contact Canadian suppliers.

An industrial manufacturer's representative who covers the Mid-Atlantic States and specializes in establishing and developing industrial pneu-

matic and hydraulic distribution networks is interested in representing Canadian manufacturers.

A company is seeking Canadian suppliers of moulded, machined and extruded plastics and fabricated metals (stampings, screw machine parts, castings, springs, four slides parts and electro-mechanical assemblies).

A manufacturer's representative covering OEM (Original Equipment Manufacturers) markets in New York, Pennsylvania, New Jersey, Delaware, and Minnesota, seeks Canadian manufacturers of mechanical and electro-mechanical components.

Firms — from page 1

- the export may be goods or services.

The contacts for more information are:

- Gary Fowlie, B.C. Trade Development Corp., tel.: (604) 844-1915.
- Lynne Kilpatrick, Bank of Montreal, tel.: (416) 867-7014.
- Rod Giles, Export Development Corp., tel.: (613) 598-2904.
- John Ayling, Ontario Ministry of Economic Development and Trade, tel.: (416) 325-6842.

"Healthy" Exports to the U.S. Focus of Cross-Canada Seminars

Free business development seminars — focusing on opportunities for the Canadian exporter to the U.S. healthcare informatics and consulting sector — will be held in cities across Canada beginning in Vancouver November 2, 1994.

These important half-day briefings will review, define, and identify the opportunities and changes occurring in this sector — one which today represents a US\$5 billion industry. It is expected to

increase by 250 per cent in five years to exceed US\$13 billion by the year 2000.

Sales opportunities, alliances and market entry strategies throughout the United States are some of the topics to be discussed.

All seminar sessions will be presented by Dorenfest & Associates, the leading North American firm in healthcare informatics and consulting, and the developers of the Dorenfest 3000+ Database.

The series is sponsored by the Department of Foreign Affairs and International Trade, Industry Canada and the Canadian Consulate General in Chicago.

Seminar locations and dates are: Vancouver (Nov. 2, 1994); Edmonton (Nov. 3, 1994); Saskatoon (Nov. 4, 1994); Toronto (Nov. 7, 1994); Montreal (Nov. 8, 1994); and Halifax (Nov. 9, 1994).

Contact Matthew Share, Canadian Consulate General, Chicago for additional information, including specific venue locations. Tel.: (312) 616-1860. Fax: (312) 616-1878.

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, Department of Foreign Affairs and International Trade, Ottawa K1A 0G2.



rs and International Trade (DFAIT)

October 17, 1994

TRADE FAIRS AROUND THE WORLD

Beijing Fair Means Business

Beijing — It's short notice, but Canadian companies interested in exploring the Chinese market still have an opportunity to do so by participating in the **Bohai Business Fair** being held here October 29-November 4, 1994.

The Bohai region, which produces 33 per cent of China's industrial output, is considered the industrial heartland of China. The seaport activity in the region encompasses nearly 50 per cent of foreign trade volume.

The fair focuses on a number of projects/opportunities in which Canadians have expertise. These include: real estate (tourism villages, hotels, apartments, amusement parks); energy (coal, thermal, hydro, oil and gas); communication and transportation (highways, airports, harbours); industrial (cement, iron and steel plants, automobile products factories).

For complete details, contact J-Z International Technology and Trading Company, Box 42001, 8307 Oak Street, Vancouver, BC, V6P 6S6. Tel.: (604) 263-4456. Fax: (604) 321-2366.

Korea Hosts Sea-Tech Show

Pusan — Canadian exporters engaged in commercial fishing equipment, aquaculture and ocean pollution have an opportunity to participate in **SEA-TECH'94**, being held in this Korean city November 1-4, 1994.

To date, 200 companies from 12 countries have registered to participate in this **International Sea Technology and Fisheries Exhibition**, which promises to be the largest trade promotion in Pusan this year.

Officials of the Canadian Embassy in Seoul, which is participating in the event, say Canadian companies are well positioned to enter this market.

They also note that Korea has one of the world's largest fishing fleets, is one of the world's top ten shipping companies (by tonnage), and is the world's second-largest shipbuilder.

Canadian companies are invited to distribute their products/services information at the Canadian stand.

For further information, contact Korea and East Asia Division, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-2807. Fax: (613) 996-1248. Or, contact directly, the Canadian Embassy in Seoul. Tel.: (011-82-2) 796-3310. Fax: (011-82-2) 755-0686/774-6989.

World Travel Worthy Topic

London — An Ottawa-based company is co-ordinating a Canadian group participation to **World Travel Market (WTM'94)** being held at Earls Court November 15-17, 1994.

The 1993 event, which was the most successful to date, attracted 2,971 companies from 149 countries. All indications are that this event will surpass last year's.

The Ottawa-based company,

Rheal Leroux, will provide its participating group with full logistical support, including: facilitation of workstation reservations, payments, information and hospitality arrangements.

For details on how to participate, contact Rachel Gauthier, Project Officer, Rheal Leroux and Associates Inc., 37-1010 Polytek Street, Ottawa K1J 9J2. Tel.: (613) 741-9397. Fax: (613) 741-9906.

Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.



PUBLICATIONS

• U.S. MARKET GUIDE KIT •

Road to Success, A Guide on Exporting Services to the U.S., is an export information kit that includes: three workbooks; a self-assessment, export-readiness questionnaire on diskette (IBMPC compatible computers); and a video featuring interviews with successful exporters to the U.S. discussing business and legal requirements for selling to this market.

The kit was developed by Foreign Affairs and International Trade, Industry Canada, and the Canadian Exporters' Association (CEA).

Contact the CEA, Ottawa. Tel.: (613) 238-8888. Fax: (613) 563-9218.

• ELECTRICALLY MEXICAN •

The Mexican Market for Electrical Equipment and Services, provides an overview of this sector and identifies opportunities that are compatible with Canadian capabilities.

The report indicates that, with an installed capacity of about 33,000 MW, the Mexican electricity sector ranks among the world's 20 largest; electricity consumption in Mexico is expected to grow at an average annual rate of about 6 per cent between now and year 2000.

In order to meet this demand, the Commission Federal de

Electricidad, responsible for the Mexican power sector, plans to build almost 14,000 MW of additional generating capacity, at an estimated cost of \$34 billion. Presently, the Commission has about 3,500 scheduled electrical power projects, totalling about US\$20 billion.

A copy of this study may be obtained from Jim Robinson, Commerce Officer, Manufacturing and Processing Technologies Branch, Industry Canada, 235 Queen Street, Ottawa K1A 0H5. Tel.: (613) 954-3262. Fax: (613) 941-2463.

BUSINESS AGENDA

Being FITT Aids Exporters

FITT is the Forum for International Trade Training — a group that helps train primarily small- and medium-size Canadian businesses to aggressively move into foreign markets.

Established in March 1992 by the business community, with the support of the federal government, FITT is mandated to provide a national standard for international trade trading.

Contact the Forum for International Trade Training (FITT), 155 Queen Street, 6th Floor, Heritage Place, Ottawa K1P 6L1. Tel.: 1-800-561-FITT. Fax: 1 (613) 230-6808.

Vancouver — October 21, 1994 — The third in a series of **Doing Business in China** breakfast seminars will focus on "where to look for information and how to research opportunities in China." Contact The British Columbia Institute for Studies in International Trade. Tel.: (604) 844-1955. Fax: (604) 660-3917.

Toronto — October 25, 1994 — **How to Start Your Own Import/Export Mail Order Business** is the subject of a three-hour public workshop being offered by the Canadian Small Business Institute. Cost \$25.00. For complete details, tel.: (416) 512-2009; fax: (416) 512-6376.

Chrétien Promotes Trade — *Continued from page 1*

several mayors, have also been invited.

For further information on the business delegation and the CCBC annual general meeting in Beijing, contact the Canada China Business Council. Tel.: (416) 954-3800.

Fax: (416) 954-3806.

For all other business enquiries related to the visit, contact William Reid, China Division, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-2463. Fax: (613) 943-1068.

InfoCentre

The InfoCentre of the Department of Foreign Affairs and International Trade provides counselling, publications and referral services to Canadian exporters. Companies interested in obtaining trade-related information are invited to contact the InfoCentre at 1-800-267-8376 (Ottawa Region: 944-4000) or by fax at (613) 996-9709. Trade information is also available by calling FaxLink (from a fax machine) at (613) 944-4500, the Department's round-the-clock faxback service.

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November 1, 1994

In U.S. Markets

Canadian Defence, Aerospace Firms Can Compete

Canadian defence and aerospace companies wishing to improve their competitiveness in the U.S. technology and information transfer marketplace now can take advantage of a program developed by the United States Department of Defence.

The **Best Manufacturing Practices Program (BMP)** consists of three main components: company surveys, annual workshops and a user-friendly Program Manager Workstation System.

For Canadian participants, the central element of the BMP Program is the Program Manager Workstation.

The Workstation is a comprehensive data network that provides industry and government program managers, engineers and staff with a means to identify and avoid risks from a program's start to finish.

This program is designed to assist in all phases of acquisition, including proposal preparation and evaluation, concurrent engineering, design review, development and testing. In addition, the workstation database contains a rich assortment of information regarding U.S. policies and programs, including defence conversion, dual use technology, environmental remediation and CALS

implementation information.

BMP surveys are designed to identify and document non-proprietary, best manufacturing techniques available to industry. Surveys are conducted on an invitational bases using a team of engineers and technical experts. Final reports are entered into the BMP Program Managers Workstation data base and made available to program participants.

BMP also sponsors presentations, seminars and an annual workshop. These meetings provide industry as well as government manufacturing and production experts and managers the opportunity to exchange information, review the accomplishments and lessons learned through the BMP program and consider actions needed to solve industry wide problems.

Full access to BMP will provide Canadian industry with a number of competitive advantages, including increased visibility in the U.S., quick access to U.S. government and industry information

Continued on page 8 — Defence

EDC Line of Credit Agreement Assists Exporters to Mexico

Small- and large-size Canadian companies looking to sell their goods and services to Mexico can benefit from a new line of credit agreement between the Export Development Corporation (EDC) and Banca Serfin, S.A., Mexico's third-largest commercial bank.

This line of credit is a valuable tool when doing business in Mexico, allowing companies to arrange financing for transactions between US\$50,000 and US\$5 million.

"This new facility is a practical, results-oriented initiative that will further help Canadians sell their goods and services in the growing Mexican consumer mar-

ketplace," said International Trade Minister Roy MacLaren.

MacLaren also noted that the Mexican market continues to open up to Canadian businesses.

"In fact," said the Minister, "Canadian exports to Mexico in the first six months since the NAFTA was implemented have increased 24.5 per cent over the same period last year."

For more information on this line of credit, contact any of EDC's eight regional offices, located in Halifax, Montreal, Ottawa, Toronto, London, Winnipeg, Calgary and Vancouver.

Banca Serfin's Canadian headquarters is in Toronto.

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11,000 Tons

Egypt Seeks Canadian Seed Potatoes

Following an international tender for the supply of 40,000 tons of seed potatoes, Egypt's Ministry of Agriculture has experienced a short-fall of 11,000 tons.

The Ministry now advises that, despite the due date of September 20, 1994 having passed, it will still accept any quantity of seed potatoes offered by Canadian suppliers.

Commercial officers at the Canadian Embassy in Cairo note that C&F prices quoted by European suppliers are in the

range of US\$546 to US\$658 per ton.

More importantly, these officers say that this opportunity is particularly good for Canadian suppliers — and for a number of reasons:

- Canada has registered four varieties (Kenebec, Atlantic, Shepody and Belisle) with the Egyptian Ministry of Agriculture;
- Bad crop conditions this year limit the supply from traditional European exporters;

- International exchange rates currently are working in Canada's favour (relative to European currencies); and.

Local authorities are urging Canadian seed potato suppliers to enter the market in order to sharpen the price competition among existing suppliers.

For further information, interested parties should contact Magdy Ghazal, Senior Commercial Officer, Canadian Embassy, Cairo. Tel.: (011-20-2) 354-3110. Fax: (011-20-2) 356-3548.

Notice to Our Readers

CanadExport would like to remind its readers that requests for insertion of material in the newsletter should be submitted at least five weeks before the desired date of publication — generally the 1st and 15th of the month.

This is the minimum time required for the various stages of production of the newsletter.

Thank you in advance for your understanding.

CanadExport, DFAIT Take Bows!

An Award of Merit in the Newsletters category was presented recently by the Information Services Institute (ISI) to *CanadExport*.

It was one of several awards garnered by the Department of Foreign Affairs and International Trade (DFAIT) at the annual awards banquet held September 30, 1994 at the Chateau Laurier Hotel, Ottawa.

Other DFAIT winners were:

- Michael Sage, Award of

Excellence, Communications Plans and Strategies category, for Uruguay Round of GATT Negotiations;

- Gaston Barban, Award of Merit, Posters category, for International Conference on Population and Development;
- Christine Pappas, Award of Excellence, News Releases and Articles category, for the release: MacLaren Hails World Trade Breakthrough; and
- Amanda Maltby, Award of Excellence, Made-for-Broadcast Program, for Gambit/La Combine.

The ISI is an autonomous, non-profit, professional association founded in 1967 to represent the interests of federal government communicators. The Institute promotes professional development, service and innovation in federal communications.

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

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

ARGENTINA — A Canadian firm with offices in Canada and Argentina can assist enterprises wanting to penetrate this market in South America. The firm can provide **market analysis, legal advice, search and select distributors, open branch offices, and help in establishing joint ventures.** Contact Guido Dinelli, Contact Sur Ltd., 7581 Jane Street, Suite 211, Concord, Ontario L4K 1X3. Tel.: (905) 738-5809. Fax: (416) 744-0788. Or, contact directly, Carlos Carugo, Monroe 2970, Buenos Aires, Argentina. Tel/Fax: 011-541-544-0384.

ARGENTINA — A leading dairy products company wishes to purchase 50 tonnes per month of **aluminum foil** to be used as lids on individual yogurt containers. Interested suppliers should contact José A. Maltagliatti, Mastellone Hnos. S.A., Avda. L.N. Alem 720, 1001 Buenos Aires, Argentina. Tel.: 54-1-311-6206. Fax: 54-1-313-6206.

CHINA (People's Republic) — A company is seeking a Canadian supplier of **scraped bare copper wire** (95 per cent or up) to be delivered regularly at 100 metric tonnes per month. Contact the

firm's Canadian representative, G. Oh, Managing Director, Wellelsian Co. Ltd., Unit 11, 7170 Warden Avenue, Markham, Ontario. Tel.: (905) 470-9002. Fax: (905) 470-9986.

GABON — A Libreville-based company seeks Canadian suppliers of **soft drinks, computers and accessories.** Contact La Commerciale d'Import Export, S.A., B.P. 18178, Libreville, Gabon. Tel.: + (241) 70.23.42/3. Fax: + (241) 70.23.45.

HUNGARY — A meat processor in this country requires **container lot shipments of frozen deboned horsemeat, beef and pork.** Contact Mr. Zsolt Goffa, Executing Manager, Zemplen hus Kft., 3980 Satoraljaujhely, Berecki u. 1 sz. Tel.: 011-36-47-322-745. Fax: 011-36-47-322-654.

NETHERLANDS — An importer/distributor is interested in representing Canadian manufacturers/producers of **quality cosmetics** (bodycare, haircare, beautycare) and **food supplements.** Contact W.M.A. van Winsberghe, Mercari Sluis, Netherlands. Tel.: 31-1178-62393. Fax: 31-1178-62628.

SAUDI ARABIA — A prominent Saudi group of companies is seeking a **Canadian partnership for the establishment in Saudi Arabia of a drug and pharmaceutical manufacturing facility.** Interested parties may contact

directly, The Experts Co. Ltd., P.O. Box 2110, Jeddah 21451, Saudi Arabia. Tel.: (966-2) 653-4585. Fax: (966-2) 682-2387.

SPAIN — A company here is seeking offers from Canadian manufacturers/exporters of **cosmetic and dietetic products** (slimming diets, vitamins) and other **health/sports-related (not drugs) products.** Contact Daniel J. Ybarra, Marketing Director, Iberia Farmaceutica, S.A., Calle Mercurio, 3 (P.I. San José de Valderas) 28917 Leganes, Madrid. Tel.: (341) 610-8684. Fax: (341) 612-4557.

TAIWAN — A company in Taipei is seeking Canadian suppliers of **health food products.** Contact Mr. E.F. Chou, Import Manager, Cernitin Taiwan Incorporated, 11F, 35, Fu-Hsing N. Road, Taipei. Tel.: 886-2-7509011. Fax: 886-2-7402295.

UNITED STATES — A Mid-Atlantic States manufacturer's representative wishes to represent **producers/exporters of custom structural foam moulders** which are designed for use in the manufacture of items for children (sliding boards, furniture, pallets, computer cabinets, and various other enclosures). Contact Manuel M. Ellenbogen, Commercial Officer, Canadian Embassy, Washington DC. Fax: (202) 682-7619.



Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

CONTRACTS AWARDED

A Brampton, Ontario company, **Atlantis Aerospace Corporation**, is winging its way into markets with major Asian airlines, having recently been awarded two flight training equipment contracts in the region. China Eastern Airlines, of the People's Republic of China, has ordered a flight training device and a flight management and guidance system; while All Nippon Airways, of Tokyo, has ordered a flight management and guidance system.

Five years of persistence, hard work and commitment have paid off for Coquitlam, B.C.'s **CANAC/Microtel**. The company, with its Malaysian partnership, **SCM Integrated Systems Sdn. Bhd.**, has been awarded a \$46.2 million contract from the government of Malaysia to design, supply, deliver, install, integrate, test and commission a vessel traffic management system for the Straits of Malacca. The state-of-the-art system will enhance maritime safety by facilitating safe vessel traffic movement in the straits.

A Delta, B.C.-based company, **Canpack International Manufacturing Ltd.**, has signed a contract to export more than \$4 million in lubricants and motor oil to the Chinese government-owned Shanxi Hualian International General Corporation. The sale is the first in a four-year contract.

With financing of up to US\$230,000 from the Export Development Corporation (EDC), a Goderich, Ontario company will sell road graders to a construc-

tion company in Argentina. **Champion Road Machinery Limited** manufactures and sells heavy construction equipment worldwide. The firm's sales volume for 1994 is projected at \$155 million.

Fuller-F.L. Smith Canada Limited, Scarborough, Ontario will supply process machinery, electrical equipment and related services for construction of a cement plant in China with financing of up to \$23 million from the Export Development Corporation (EDC). The 2,000 tonne per day cement plant is Fuller's second EDC-supported export sale to China. Earlier this year a similar transaction was financed, up to \$23.5 million, through EDC.

Geomatics International Inc., Burlington, Ontario, has been awarded a US\$1.7 million remote sensing project contract from the World Bank to update vegetation and land use information for all of Nigeria. An essential part of the project will be the purchase (from **RADARSAT International** of Richmond, B.C.) of US\$351,000 worth of optical and radar satellite data (from 1978 to 1994) of the entire country. The project also involves an intensive technology transfer/training program which will enable the Nigerians to analyze, manipulate and update the digital database and develop resource management plans using the most current information.

Under a \$300,000 contract, **Ion-Trace** of Scarborough, Ontario, will supply its Luma-Lite 2000A

forensic light sources to the Swedish National Laboratory of Forensic Science. Ion-Trace was selected over 19 competitors on the basis of suitability and price. A part of the Payton group, Ion-Trace was established 26 years ago and has 20 employees. Its 1993 turnover was \$6 million, of which \$2 million were from export sales.

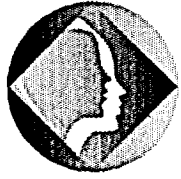
Pyrotech Asphalt Equipment Mfg. Co. Ltd. of North Vancouver, through its Swedish representative, **Terrmac AB**, has signed a \$2-million contract to supply the Swedish National Road Administration with an asphalt recycling system — the **Pyropaver 300E**.

EDC Wins Award

A silver Canadian Productivity Award in the Departmental category has been won by the Export Development Corporation (EDC).

The award was presented for developing and implementing an innovative (electronic format) system used by the Short-Term Insurance division to analyze and approve customer credit requests. It results in more credit approvals in less time, greater efficiency and customer satisfaction.

The annual awards, sponsored by Maclean Hunter, Ernst and Young, and the Information Technology Association of Canada, celebrate excellence in the use of information technology.



COMEXPORT

Vol. 2, No. 2

November 1, 1994

Africa TELECOM in the Land of Pyramids and Sphinxes

Africa TELECOM 94 was the third International Telecommunication Union's (ITU) regional conference to take place in Africa. It was held from 25-29 April 1994 in Cairo, Egypt, and was organized in close collaboration between the ITU and the Government of the Arab Republic of Egypt. Ancient Egypt acted as the host for this modern telecommunications exhibit, which not only focused on the African market but also offered added emphasis on the telecommunications developments within the Middle East region.

The Canadian delegation at Africa TELECOM 94 included 50 people, representing seven companies, which participated as exhibitors (CANAC Telecom, NovAtel, Spar-Comstream, Glenayre Electronics, SR Télécom, Mitel and Gandalf) and nine firms that came as trade visitors (Incospec Electronique, TX/Communications, CANAC-Microtel, Ségibel Canada, CTI Datacomm, Fineline Technologies, Newbridge Networks,

Télé globe Canada and Pan African Consultants) using the Canadian information booth as a base. Several Canadian experts were featured speakers at the conference.

A special briefing session was organized by Industry Canada as well as the Department of Foreign Affairs and International Trade, with the participation of the embassy in Cairo, for the Canadian delegation members to familiarize themselves with the latest arrangements, to share information and to encourage business acquaintances. Several of our participants discovered areas of mutual interest which led to the development of collaborative ventures over the next few days.

A reception, co-hosted by the Canadian Ambassador to Egypt and the Director General of the Radio Regulatory Branch within Industry Canada, was held at the ambassador's residence during Africa TELECOM and attracted more than 250 international VIPs.

At final count, the ITU reported that Africa TELECOM 94 was its most successful regional conference to date, attracting more than 800 delegates, including 40 ministers and over 200 senior officials, plus some 200 exhibitors.

Our follow up indicates that all Canadian participants were highly satisfied with their participation in Africa TELECOM 94, and most events far exceeded their initial expectations. Canada received some excellent publicity and visibility including an article in *Jeune Afrique* featuring Canadian telecommunications companies and their capabilities.

The next major event sponsored by the ITU is TELECOM 95, considered the Olympics of telecommunications conferences, and will be held in Geneva, Switzerland, in October 1995. Canada is expected to marshal a delegation of more than 200 telecom specialists and interested parties for this world telecommunications exhibition and conference.

ITU Buenos Aires Action Plan on Telecom Development

The First World Telecommunication Development Conference (WTDC-94), held by the International Telecommunication Union (ITU) since the establishment of its Telecommunication Development Sector, took place in Buenos Aires, Argentina, from 21-29 March 1994. Delegations from 133 member countries of the ITU, headed by ministers or senior officials, and representatives of 31 organizations and agencies

as well as many private sector representatives participated in the conference.

The purposes of the conference were to review the progress made in telecommunications development since the publication of the Independent Commission for World-wide Telecommunications Development Report, *The Missing Link*, in December 1984; to set goals and objectives up to the year 2000; to define and establish a common vision

and strategies for achieving balanced telecommunications development by and beyond the end of the century; and to approve an action plan that translates the goals and objectives agreed upon into a concrete work program to be implemented over the next four years, identifying those priorities specific to the ITU and those areas of cooperation with partners of the development sector.

Continued on page II —
Buenos Aires

Korea Gears up to Launch Cable TV

The Republic of Korea is getting ready to launch cable television (CATV) by early 1995, with a three tiered structure comprised of program providers, transmission network operators and system operators. The initial cable network will carry 27 channels: five existing networks, 20 new program providers and two channels for information and government.

The total market for hardware in the Korean CATV industry is estimated to be as much as C\$6.5 billion; C\$1 billion is required in 1994. The 20 program providers, which have considerable purchasing power, required sophisticated studios, including dubbing and mixing equipment. For the most part, the six transmission operators, which are subsidiaries of major companies, have most of the technology and hardware in place for providing transmission services. The 50 system operators have, on the other hand, immediate hardware requirements amounting to approximately C\$3.5 million each for installation in 1994.

The Korean government is emphasizing local production of the equipment requirements for this industry. The goal is for 60-85 percent of the total market to be sourced locally. Imports of equipment available locally will be prohibited. The market open to direct foreign imports is still of substantial value. Furthermore, there are many opportunities for Canadian companies to participate in the localization effort. Korean companies must license technology from abroad to produce the hardware in such a short time. Furthermore, localized equipment has high portions of imported parts and components.

There is an immediate need for CATV equipment in Korea, and valuable market opportunities for Canadian companies. The Canadian Embassy in Seoul, Korea, has recently conducted a study on the "Korean Cable Television Product and Services Market" as well as on the "Cable Television Programming Market." For a copy of these studies, see the Contacts box.

Rural Telecommunications Seminar for the Americas

Preparations have been made for a rural telecommunications seminar to be held in Brasilia, Brazil, at Telebras headquarters the week of 28 November 1994. A number of leading Canadian companies including Sasktel, Téléglobe, Mitel, Spar and led by SR Télécom, are working closely with Canadian government officials, and the International Telecommunication Union to set up a highly focused seminar targeted at Latin American and Caribbean countries. Key decision makers from these countries will be participating in the week-long seminar. The seminar will be comprehensive and will include topics such as network technologies, policy and regulatory issues, the economics of rural telecommunications, case studies, etc. For future proposed telecommunication seminars or for further information, see the Contacts box.

Buenos Aires — from page 1

The conference adopted the Buenos Aires Declaration, the Buenos Aires Action Plan for Worldwide Telecommunication Development as well as a number of resolutions and recommendations. The declaration highlights the main orientation of telecommunications development as a result of the decisions made by the conference and contains the visions, goals and objectives of telecommunications development to be achieved by the end of this century. It is addressed to governments.

The resolutions and recommendations provide guidelines for the work to be carried out by the Telecommunication Development Sector. They also can express desired broad objectives that cannot be achieved other than by a combination of factors outside the control of any individual entity.

In his closing address, ITU Secretary General Dr. Pekka Tarjanne said "ITU can be proud of the fact that it has paved the way for the information superhighway that will ultimately unite mankind and give everybody access to the world's riches of information and knowledge."

Canada is establishing a Government/Industry Consultative mechanism for participation in the ITU-D Study Group, in order to address the program of work for the Bureau for Telecommunications Development. For those Canadian companies looking for avenues to expand their relations with developing countries, serious consideration should be given to the potential advantages of joining in the work of the ITU Telecommunication Development Sector. For further information, see the Contacts box.

A Russian-Canadian Partnership called SovCan Star

SovCan Star is a partnership of Canadian and Russian companies, joining together the best of western high-tech satellite telecom payloads, built by Canada's Spar Aerospace and COM DEV, with the best of bus and launch facilities provided by the Russian NPO PM and Khrunichev. SovCan Star will launch and operate a global telecommunications network consisting of five geostationary satellites capable of providing voice, data and video communications services. Each satellite will be equipped with 24 transponders of 54 MHz bandwidth in Ku band and with four steerable spotbeams. Their life span will exceed 10 years.

To appreciate the strength of SovCan Star, a brief profile of the major partners follows.

From Russia

- **NPO PM**, a state company, is the largest Russian manufacturer of satellites for telecommunications, TV-broadcasting, navigation and geodesy applications. NPO PM has over 30 years of design, experimentation, manufacturing and program management experience. It has been the prime contractor for more than 30 space programs including Molniya, Raduga, Gorizont, Ekran, Loutch and Radio communications satellites; Tsikada and Glonass navigation satellites; Geo-Ik and Etalon geodesic satellites; and high-altitude probe and ionospheric station research satellites. NPO PM is currently involved in the development of telecom and television satellite programs including Gals, Gelikon, Express and Arcos. The reliability and track record of NPO PM's launches are among the best in the industry.
- **Russian Ministry of Posts and Telecommunications (MPT)**, the governing body of all Russian telecommunications, is currently managing some 23 million telephone lines and is mandated to doubling the network by the year 2000. Its enormous need for long distance circuits is such that it has agreed to support SovCan Star in an unprecedented quid-pro-quo arrangement. Although not a SovCan Star shareholder (and cannot be by law), the MPT's in-kind support is an outstanding example of win-win reciprocity between Russian entities and western companies that will help service Russia's own domestic telecommunications requirements.
- **Russian Space Agency (RSA)**, the governing body of all Russian space activities, has agreed to be a major shareholder. It will fund all of the Russian contribution to SovCan Star and will guarantee its five launches. The RSA, along with the MPT, is a major partner whose role and interest in SovCan Star are not only a significant vote of confidence for the program but also a testimonial of the importance of SovCan Star to the telecom needs of the Russian Federation.
- **Other Russian shareholders** include Intersputnik (an international intergovernmental satellite carrier), Informcosmos (responsible for national satcom needs) and RSCC (the national satcom operator).

From Canada

- **COM DEV Ltd.** is a privately held company located in Cambridge, Ontario. COM DEV is the world's premier supplier of multiplexing, switching and on-board processing subsystems for communications satellites, supplying more than 65 percent of the western world's requirements. COM DEV has supplied equipment to 67 international space programs resulting in more than 150 satellites in orbit using COM DEV's switches and multiplexers.
- **Spar Aerospace Limited (Spar)**, a public Canadian company, has an international reputation for excellence in advanced space technology. Spar is a world leader in the design, development and manufacture of space robotics (e.g. Canadarm), satellite payloads for telecom (e.g. Anik series) and earth observation (e.g. Radarsat), and ground satcom networks for both public and private applications. Spar is the largest Canadian space technology corporation addressing global markets with end-to-end telecom network capabilities.
- **The Canadian government** has been consistently supportive of the partnership.
- **Other Canadian shareholders** include Cancom Telecommunications Inc., a provider of satellite telecommunications services, and General Discovery, a trading company specializing in Russian-Canadian trade. SovCan Star is currently seeking to raise the western level of investment in the project.

The reputation of the above partners and their long-term commitment to the success of SovCan Star is a reassuring guarantee of quality, performance and reliability in satellite communications, matching or exceeding the best available today.

While 36 transponders are already fully committed to the Russian MPT to serve its domestic telecommunications needs, 84 more will be available to serve both domestic and international needs of Central and Eastern Europe, Africa and the Middle East, Central and South America, as well as Asia-Pacific and Australasia regions. SovCan Star's 20 steerable beams can provide quick and inexpensive mini-comsat networks to many developing countries. They can also provide TV broadcasting facilities and overlay voice, data and video networks for single or multiple users. SovCan Star aims to capture 5-7 percent of the available market by virtue of its cost competitiveness and technical excellence.

The first two geostationary satellites launched by SovCan Star, at 14W and 145E, will cover the Atlantic and Pacific regions, respectively. They will be launched in the last quarter of 1997 and in the first quarter of 1998, respectively. The other three satellites, located in slots between the first two, will be launched approximately a year later.

Who's Coming to INTER COMM 95

Canadian Trade Commissioners from 15 posts throughout the United States, responsible for the telecommunication sector within their geographical territory, are planning to be present at INTER COMM 95, scheduled for 20-23 February 1995 in Vancouver, B.C. They will be available to meet with representatives from Canadian telecom companies in order to discuss sales and marketing opportunities within their respective territories. Now is the time to plan on meeting with these trade officers. Their names, cities and telephone numbers follow, so that you may directly contact them for appointments during the week of INTER COMM 95.

Manuel Ellenbogen	Washington, D.C.	(202) 682-1740
Steve Flamm	Atlanta, Ga.	(404) 577-6810
Michael Rooney	Boston, Mass.	(617) 262-3760
Mary Mokka	Buffalo, N.Y.	(716) 858-9500
Natalie Cornell	Chicago, Ill.	(312) 616-1860
Gordon MacLennan	Dallas, Tex.	(214) 922-9806
Ralph Reich	Detroit, Mich.	(313) 567-2085
Jeffrey Gray	Los Angeles, Calif.	(213) 346-2700
Charles McGriff	Minneapolis, Minn.	(612) 333-4641
Don Garretson	New York City, N.Y.	(212) 596-1600
Douglas McCracken	Seattle, Wash.	(206) 443-1777
Steve Pickens	Cincinnati, Ohio	(513) 762-7655
John Pearce	Pittsburgh, Pa.	(412) 392-2308
Michael Siewecke	San Jose, Calif.	(408) 289-1157
Michael Stinson/Larry McJanet	San Diego, Calif.	(619) 546-4467

Liberalization of Korean VAN Market

The Republic of Korea's Ministry of Communications (MOC) recently announced a further liberalization of its Value Added Network (VAN) market for 100 percent foreign-owned companies operating in Korea. Prior approval is now no longer necessary to establish a VAN. The resale of voice-over data lines will be permitted as long as data are attached to the voice traffic. The MOC is also going to permit the purchase and resale of data capacity and allow the lease of data lines from mobile telecom providers. Foreign companies will also be allowed to install and operate their own packet switching networks.

For Canadian companies that provide VAN services, these clarifications increase flexibility and reduce the administrative burden of entering the Korean VAN market. While the acid test will be in the actual implementation of these clarifications, they promise to remove virtually all significant regulatory restrictions on foreign companies in the Korean VAN business. For more information and a copy of the "Korean Value Added Network Regulation Clarifications," see the Contacts box.

CONTACTS

ComExport is published in English and French as a supplement to *Canada-Export* by the International Telecommunications Division of Industry Canada. Articles may be reprinted with credit to *ComExport*.

For further information on any of the topics described in this issue of *ComExport*, contact:

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Fax: (613) 990-4215

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(613) 990-4238

Hélène Cholette-Lacasse *Russia & Newly Independent States (NIS)*
(613) 998-4478

Patrick Julien *Africa and Western Europe*
(613) 990-4211

Sinclair Volk *Middle East and Eastern Europe*
(613) 990-4216

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(613) 990-4232

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(613) 998-0416

Department of Foreign Affairs
and International Trade
East Asia Trade Development Division
Tel.: (613) 992-7359
Fax: (613) 943-1068

TRADE FAIRS AROUND THE WORLD

This Show a Constructive Project

Toronto — Canada's largest annual exposition of products, materials and technologies for building construction, retrofit and renovation will be held here November 30-December 2, 1994.

Construct Canada'94 will provide foreign visitors the opportunity to learn about Canadian building technologies and systems and to make personal contact with Canada's leading real estate, construction, architectural and engineering professionals.

To date, delegations have been confirmed from the Czech Republic, Slovakia, Poland, Mexico and the People's Republic of China.

In addition to **Construct Canada**, there are sub-shows entitled **PM EXPO**; **CIDC: Computer Integrated Design & Construction**; and **The Real Estate Show**.

All told, the event is considered the "meeting place" for the Canadian construction industry, featuring more than 750 exhibits of: products, materials, systems and technologies used in building construction; retrofit and renovation applications for housing, office, industrial and institutional buildings; and special feature areas for concrete, wood, roofing, energy management, security and housing technologies.

More than 100 seminars and conferences also are on the agenda. As well, an International Business Centre is open daily to assist foreign visitors in contacting specific exhibitors, industry associations, architects, engineers, contractors and other

Canadian construction and real estate professionals they may want to meet.

Since 1989, international visitors to **Construct Canada** have included guests from Australia, Britain, the Czech Republic,

France, Germany, Indonesia, Italy, Mexico, the Netherlands, the People's Republic of China, South Korea, Spain, Sweden and the United States.

For more information, tel.: (416) 869-1156; fax: (416) 869-1660.

Telecommunications Goes Global

Vancouver — Sporting an international reputation as Canada's leading global telecommunications event, **INTER COMM 95** — a major congress and exhibition — will be held here February 20-23, 1995.

The exhibition offers a 400-booth showcase of state-of-the-art products and services, with a special market focus on the Pacific Rim: North America, Asia-Pacific and Latin America.

The congress — with 40 major plenary and concurrent sessions and 100 leading industry speakers — will cover the topics of emerging technologies, their applications, regulatory and policy issues, and market and economic trends around the world.

For further information, contact the **INTER COMM 95** office at 500-1190 Melville Street, Vancouver, B.C., V6E 3W1. Tel.: (604) 669-1090. Fax: (604) 682-5703.

Singapore Hosts Offshore, Petro Shows

The following Singapore-based shows in which Canadian firms may wish to participate were supplied by the show organizers' Canadian representative: UNLINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Offshore SouthEastAsia94 — December 6-9, 1994 — This 10th **Offshore Conference and Exhibition** will present drilling and downhole technology, construction and engineering equipment, exploration and production technology; geological, geophysical and reservoir evaluation tech-

nology, gas processing equipment, marine equipment and services, safety and anti-pollution products and services.

Refining, LNG & PetrochemAsia94 — December 6-9, 1994 — The 2nd **Asian International Refining, LNG & Petrochemical Technology Exhibition** will feature pipeline engineering equipment; instrument & control equipment and systems; power generation equipment; safety systems & equipment; environment engineering systems & equipment; pipeline equipment; process control systems & equipment.

TRADE FAIRS AROUND THE WORLD

Water Management a Mediterranean Issue

Nicosia — An international exhibition and symposium on modern technology for water management in the Mediterranean region will be held here in March 1995.

The **Watertech Mediterranean 95 Exhibition** will include the latest technology and expertise available to decision-makers dealing with water supply and management issues.

The event, which also includes technical workshops and visits to water projects in Cyprus, is an excellent opportunity for companies to show their capabilities to professionals from many countries, including Lebanon, Syria, Israel, Tunisia, Greece, Egypt, Jordan and the Gulf States.

Companies that would find **Watertech Mediterranean 95** of interest include those that provide equipment and services related to: irrigation, domestic and industrial water supply, drainage, desalination water-saving, pollution control, flood con-

trol, climate regulation, sewage disposal, and other water management-related fields.

Watertech Mediterranean 95 is being organized by the Cyprus State Fairs Authority and the Brussels International Trade Fair.

Companies wishing to participate should contact the Cyprus State Fairs Authority (fax: 357-2-352316) for application information. The staff of the Commercial Section, Canadian Embassy, Tel Aviv, Israel, can also provide assistance. Fax: 972-3-527-2929.

Biotechnology Theme of U.S. Show

Washington, DC — Movers and shakers in the biotechnology marketplace will congregate here January 9-12, 1995.

That's when **Bio East '95**, a Conference and Exhibit sponsored by Genetic Engineering News, will be held.

Technical workshops and sessions on research, bioprocess, regulatory and business issues that play a role on the biotechnology stage will be addressed in the conference sessions.

Biotechnology companies and associations, along with economic development organizations are among the **Bio East** exhibitors.

The Trade and Investment Development Office of the Canadian Embassy in Washington is not participating in the event. However, companies interested in participating in **Bio East '95** on their own can obtain additional information from Manuel M. Ellenbogen, Commercial Officer, Canadian Embassy, Washington D. Tel.: (202) 682-1740. Fax: (202) 682-7619.

PUBLICATIONS

Argentine Environment

The aim of the report, **Market Research on Services, Equipment and Materials for the Environmental Sector in Argentina**, is to supply information on business opportunities related to ecology and the environment in Argentina. It includes a listing of Argentine companies and organizations seeking services and equipment in these fields. This report provides a gateway to

establish contacts between Argentine and Canadian companies and organizations. You may obtain a copy of the report, code number 130LA, through the InfoCentre (See box at bottom of page 8).

Bottin International

The publishers of *Québec dans le monde* will soon be releasing the 1995 edition of the Bottin International. This directory provides information on areas of

activity, countries of interest and the addresses of Quebec stakeholders such as exporters, trading houses, consultancy firms and so on. Registration in the directory costs \$40; the deadline is December 15, 1994. For further information, contact *Québec dans le monde*, tel.: (418) 659-5540 or fax: (418) 659-4143.

Venezuela Agrifood

The *Canadian Exporter's*



PUBLICATIONS

Handbook on Doing Business in the Venezuelan Agrifood Market, prepared by the Canadian Embassy in Venezuela, contains general information and trade statistics on Venezuela, information on the agrifood sector and market, and a list of the main contacts.

Venezuela's climate and soils are well-suited to agriculture, especially corn, coffee, cacao, cotton, rice, sesame seeds, tobacco and plantain bananas, and to live-stock-raising. The infrastructure of the country's agrifood industry is probably the best in Latin America.

The West Indies also affords numerous opportunities for Canadian exporters of high value-added food products and alcoholic beverages, owing to the expansion of the hotel and restaurant business.

The Handbook, Code No. 142LA, is available from Foreign Affairs and International Trade's InfoCentre, Ottawa. Tel.: 1-800-267-8376 (Ottawa region, 944-4000). Fax: (613) 996-9709.

Japan Fish Guide

A new report prepared for Canadian fish exporters is now available through External Affairs and International Trade's InfoCentre. **Guidelines for Canadian Fish Exporters 1994 - Japan** (120CB) provides an overview of the Japan fish market. It also identifies market opportunities of potential interest to Canadian seafood exporters and includes information on fish and seafood products, marketing information and factors influencing fisheries in Japan. For copies, call 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

The Berlin Papers

Prepared by the Canadian Consulate General in Berlin and now available from the Department of Foreign Affairs and International Trade (DFAIT) are two "occasional papers" on market opportunities in Germany.

The titles are: **Apparel and Footwear Retailers in Berlin and the New German States and Cosmetics, Toiletry and Fragrance Retailers in Berlin and the New German States**.

Each paper provides a market overview of Berlin and the new German states, market and company information on the subjects under review, standards and regulations, a list of specialized trade fairs and a list of associations.

Copies of the papers may be obtained from John F. Dierckx, Trade Commissioner, Sectoral Liaison Secretariat, DFAIT, Ottawa. Tel.: (613) 992-7882. Fax: (613) 943-8820.

Finnish Shipping

Canadian marine/naval suppliers should make their capabilities known to the Finnish shipbuilding industry. It is interested in new materials, equipment, partnerships and technology transfer that would allow it to retain its competitive edge.

That Canadians seize this opportunity (Finnish shipyards have an order book in excess of half a billion Canadian dollars) is one of the recommendations in **The Finnish Shipbuilding & Ship Repair Industry**.

The study, recently carried out by the Canadian Embassy in Helsinki, is the result of visits to and meetings with Finnish shipyards, government departments and industry associations which

provided a complete picture of the industry and its latest trends.

The study, say its authors, attempts to provide useful, pragmatic information which Canadian suppliers may exploit. They also stress to Canadian suppliers the importance of following up their correspondence with phone calls and/or visits to Finland — as personal contacts are often a determining factor in the clinching of a deal in that country.

Copies of the study may be obtained from Foreign Affairs and International Trade's InfoCentre, Ottawa. (See box page 8).

Environment Market in Philippines

A comprehensive market study on business opportunities in the environment sector in the Philippines says there is a demand for environmental consultants and manufacturers of pollution control equipment.

The report provides detailed information on the current status, government action, and market potential in the following areas of urban environmental pollution control: solid waste management; water quality and wastewater treatment; toxic and hazardous waste treatment; air quality; and mining and mine tailing wastes.

The study also provides contact names and pertinent information on the country's legislative structure and relevant government agencies, non-governmental organisations, local direct importers and consultants, and industry associations.

To obtain a copy of the market report, contact the Embassy's Trade Section. Tel.: (632) 810-8861. Fax: (632) 810-1699.

BUSINESS AGENDA

Longueuil — November 8, 1994 — **U.S. New Border Regulations** is the theme of this workshop that should interest marketing managers, traffic managers, accountants and lawyers. Topics include how to use the Customs Modernization Act and Regulations; the documented steps to ensure proper Customs entry to the U.S.; and new U.S. Customs country of origin marking requirements. Contact Louise Côté, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888. Fax: (613) 563-9218.

Quebec City — November 9-11, 1994 — An international conference on **The Partnership between North-South Companies: New Ways of Cooperating and/or Strategic Management Processes** will focus on the globalization of markets. The Conference will be attended by businesspeople, academics and international organizations. Contact Marie-André Bertrand, Coordinator, tel.: (418) 656-2131; fax: (418) 656-3337.

Ottawa — November 10, 1994 — **Training in Export Marketing**, which takes place 12 nights over a six-week period, is designed to acquaint participants with the international competitive environment for Canadian products and services; export financing alternatives and procedures to access such funding; and create

awareness of various federal, provincial, territorial and regional government programs and support services. Cost is \$450 (+GST). Contact S. Chidambaram, Project Manager, Unaaq Inc., Ottawa. Tel.: (613) 234-4550. Fax: (613) 234-4317.

Ottawa — November 15, 1994 — **A conference on international trade law** will be held at the Faculty of Law, University of Ottawa. Organized by the Centre for Trade Policy and Law, an agency created by the Department of Foreign Affairs and the Faculty of Law, this conference will examine the steps taken by various stakeholders in Canada, the United States and Mexico to harmonize their road transport regulations. The conference is for members of the legal profession, businesspeople and government employees. Contact Raymonde Gour-Tanguay, tel.: (613) 564-4953; fax: (613) 564-9889.

Defence — *Continued from page 1*

and an ability to network with thousands of U.S. participants from government, academia and industry.

Industry Canada and the Department of National Defence are facilitating the introduction of BMP into Canada. Beginning in this month, industry representatives will be invited to participate in regional workshops designed to

Toronto — November 16-17, 1994 — More than 2,000 visitors, dealers, managers, consultants and sales representatives are expected to attend **Security Canada Central'94**, an industry trade event that features a series of conferences and more than 150 exhibitors from across North America. Contact Canadian Alarm and Security Association, Markham, Ontario. Tel.: (905) 513-0622. Fax: (905) 513-0624.

Vancouver — November 22, 1994; **Calgary** — November 23, 1994 — **Exporting healthcare products and services to Mexico** is the subject of seminars being held in these two cities. The Vancouver contact is Michelle Hesserland, B.C. Trade Development Corporation. Tel.: (604) 844-1900. For Calgary, the contact is Phil MacKinnon, Alberta Economic Development and Tourism. Tel.: (403) 427-4809.

encourage Canadian industrial and government participation in the **Best Manufacturing Practices Program**.

For further details on BMP, contact Michele Lyons, Department of National Defence, Directorate of North American Materiel Co-operation, Ottawa. Tel.: (613) 945-0064. Fax: (613) 995-2305.

INFOCENTRE

The InfoCentre of the Department of Foreign Affairs and International Trade provides counselling, publications and referral services to Canadian exporters. Companies interested in obtaining trade-related information are invited to contact the InfoCentre at 1-800-267-8376 (Ottawa Region: 944-4000) or by fax at (613) 996-9709. Trade information is also available by calling FaxLink (from a fax machine) at (613) 944-4500, the Department's round-the-clock faxback service.

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Ottawa, Ont.
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Cooperative Marketing Alliance Assists Exporters of Value-Added Food Products

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100 UNIVERSITY AVENUE 3RD FLOOR
TORONTO ONTARIO M5S 1A5

Small and medium-size companies that want to export value-added Canadian food products now have a valuable tool at their disposal.

It's the Cooperative Export Marketing Alliance of Canada (CEMAC), a not-for-profit organization of small-to-medium-size companies that have pooled their

resources to export value-added Canadian food products to the United States and other markets.

In addition to promoting the export of such products, the CEMAC provides its members with services that enable them to:

- better understand the export market;
- introduce Canadian-made

products; and

- be competitive in foreign markets.

The CEMAC, currently targeting the State of Florida in its initial stages, was also designed to overcome some obstacles recognized by these exporters.

Czech Republic Construction Mission Here to Build on Canadian Imports

Canadian construction/building products companies looking to export their building technologies and materials to the Czech Republic might do well to look to the Toronto area November 30 to December 3, 1994.

That's when some 30-35 representatives of the major Czech Republic construction firms, the Association of Building Entrepreneurs of the Czech Republic and senior representatives of the Czech Railways will be here.

The delegation's aim is to find out about Canadian construction technologies and building materials that could be imported to the Czech Republic; to investigate possibilities of cooperation and joint ventures in the Czech Republic; and to visit CONSTRUCT CANADA '94.

(Canada's largest annual exposition of products, materials and technologies for building

construction, retrofit and renovation is being held in Toronto, Nov. 30-Dec. 2, 1994. For information on CONSTRUCT CANADA, tel.: (416) 869-1156; fax: (416) 869-1660.)

The Czech Republic group wishes to focus on infrastructure developments such as railroads, roads and nuclear energy contracting, industrial and agricultural construction, energy efficiency and building envelopes, repairs and reconstruction of historic buildings, housing developments, manufactured housing, and general contracting.

Individuals and companies wishing to contact members of this visiting Czech Republic group or wishing further information may contact L.J. Novotny, The Canada-Czech Republic Chamber of Commerce, Toronto. Tel.: (416) 367-3432. Fax: (416) 367-3492.

SUPPLEMENTS

Export Awards pp 1 to 8

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Among them were: small initial orders; high transportation costs; high costs of trade shows; high start-up costs; and lack of adequate marketing/labelling information.

By pooling their resources, these small and medium-size firms are able to overcome those obstacles. As well, all member companies become active partners in developing long-term strategies to expand exports into a global marketplace which, up to now, has been open only to large-scale players with huge in-house resources.

Small-to-medium-size enter-

Continued on page 2 — Alliance

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THE 1994 CANADA EXPORT AWARDS



**A SPECIAL SUPPLEMENT BY THE DEPARTMENT OF FOREIGN AFFAIRS AND
INTERNATIONAL TRADE AND THE EXPORT DEVELOPMENT CORPORATION**

*The Canada Export Awards, presented by the
Department of Foreign Affairs and International Trade,
pay tribute to Canadian companies that have excelled in
exporting their products and services around the globe.*

*This year, 10 leading Canadian exporters, selected from 252 appli-
cations, received a Canada Export Award at a special ceremony on
October 4, 1994, in Toronto, Ontario. The presentation ceremony was
held in association with a reception celebrating the 50th anniversary of
the Export Development Corporation and the 51st Annual Convention
of the Canadian Exporters' Association.*

*Canada's geographical and industrial diversity has been well repre-
sented throughout the 12-year history of the Canada Export Award
Program. This year is no exception, with winning companies from coast
to coast, and products ranging from sophisticated information technology
systems and environmentally friendly packaging to unique home furnish-
ings and large-scale trucks and tractors.*

MESSAGE FROM THE MINISTER FOR INTERNATIONAL TRADE

Exports are vital to Canada. They account for close to 30 percent of our Gross Domestic Product and they create new and challenging jobs for Canadians across the country.

Canada must be successful in the international marketplace to continue to grow and prosper. We secure our future by meeting global competition head-on, by ensuring that we have in place the economic conditions and the access to world markets needed to sell our products and services.

The Canada Export Award Program gives me the opportunity to recognize publicly the dedication, perseverance, professionalism and excellence of some of Canada's leading exporters. Current and past winners of the Award are a source of inspiration for all those companies that are striving to achieve international success.

The signing of the North American Free Trade Agreement and the coming into force of the World Trade Organization provide Canadian exporters with better access for their products and services, and help strengthen their competitive position. Canadian firms must now take advantage of these trade policy results and pursue strongly new opportunities, not only in our traditional American and European markets but also in the fast-growing markets of Asia and Latin America.

The Department of Foreign Affairs and International Trade (DFAIT), mainly through its domestic and foreign network of Trade Commissioners, provides Canadian businesses with trade development assistance in markets all around the world. Canada's Trade Commissioner Service, celebrating its 100th anniversary this year, continues to provide a most valuable service to Canadian firms: up-to-date market information and intelligence.

With the advent of new technologies and in the face of fiscal constraint, the government has launched a number of new initiatives aimed at providing the business community with information on federal and provincial government services and programs. For example, the opening of Canada Business Service Centres across the country, established with the cooperation of the provinces and the private sector, brings together under one roof quick and easy access to information that businesses need.

The creation of the Canadian Business Centre in Mexico City is another example of an innovative approach to informing and supporting Canadian companies that are interested in foreign markets. Operated by DFAIT on a cost-shared basis, the Centre offers Canadians many valuable services to help them conduct business, including temporary office and exhibit space, meeting and seminar facilities, market information, and contacts with key business representatives.

Exports, in general, and high value-added exports in particular, mean thousands of new jobs and the prospect of sustained economic growth and productivity. With government and the business community working together and using their capabilities to the fullest, we can seize opportunities as they arise and contribute to a brighter future for Canadians.



Roy MacLaren
Minister for International Trade

ANDYNE COMPUTING LIMITED

A Kingston, Ontario, software company boosted its exports by 562 percent.

In just three short years, a Kingston, Ontario, computer software company has boosted its export sales by 562 percent.

Andyne Computing Limited has watched its exports, which make up 95 percent of its total sales, soar from \$1.6 million (Cdn) in 1991, to \$10.8 million in 1993. Its software products are used by 2,500 companies in 35 countries. The United States, its largest market, made up \$6.8 million of its export sales in 1993, while European countries comprised \$3.4 million. Andyne has also established a strong market presence in the Asia-Pacific region.

This vast leap in export sales is due to the worldwide popularity of its flagship product, *Andyne GQL* (Graphical Query Language), a family of query tools for accessing and managing database resources in a client-server environment. *GQL* gives users easy access to their corporate computer database, while still letting the corporation maintain control over its system. Reports, presentation packages and corporate spreadsheets are easily designed via *GQL*, thanks to its "point and click", hands-on, graphics interface. *GQL* can be distributed across Macintosh, Windows and Unix/Motif platforms.

In addition, international customers are clamouring for *Andyne P²BLO*, a revolutionary desktop reporting tool that lets users extract summary information from corporate databases to create sophisticated reports with tables and charts. Like *GQL*, *P²BLO* is easy to use and can be customized to meet individual, departmental or corporate needs.

"We've waded into one of the software industry's most competitive markets — client-server computing — and have worked hard to gain a competitive advantage," said Cameron Thompson, Andyne's President. "Our success can be attributed to our employees. A software package's design can only be as good as the people who developed it. At Andyne, we have some of the best people in the business." Today, Andyne employs 100 people, a 714-percent increase from 1990.

Andyne Computing was founded in 1976 by a Queen's University computer engineering professor and four graduate students. Originally, the firm's focus was on offering computer consulting services for both public- and private-sector clients. In 1982, Andyne merged with another Kingston-based computer firm, Micromega System Components, founded by Cameron Thompson. At that time, Andyne Computing Limited began to move into the software development side of the industry. "Our strategic plan was to channel Andyne's growth toward the goal of developing a software product that could be successfully

marketed worldwide," said Thompson. "We strongly believed there was a large, untapped market for software that allowed users who weren't necessarily computer literate to access and manipulate data through visual cues."

Thompson's hunch paid off. Andyne's software packages are now used by such heavy-hitting companies as Coca Cola, The World Bank, Nike, Apple Computer Inc., Eastman Kodak Company, Motorola, Walt Disney Pictures and Television, and British Telecom.

The federal government has always been a strong promoter of Andyne and its software products, says Thompson. "We've gained publicity abroad by participating in government-sponsored trade shows, as well as having been written up in government publications. Everything adds up."

CHAMPION FEED SERVICES LTD.

Persistence and patience are key to earning the confidence of an overseas customer.

W

hat do beef and dairy cattle, sheep, goats, hogs, chickens, dogs, cats, elks, ostriches and rabbits around the world have in common?

There's a good chance they are fed by Champion Feed Services Ltd. of Barrhead, Alberta.

Champion owns and operates a fertilizer business and a pet food manufacturing plant in Barrhead, feedmills in Westlock, Barrhead and Grande Prairie, and an alfalfa hay cubing plant in Didsbury, all in Alberta.

The company exports its alfalfa cubes, pet foods and animal feeds to countries around the globe, including Japan, Korea, Taiwan, Mexico, Hong Kong, Germany, Russia, the United Arab Emirates and the United States. Exports are crucial to its success. The company currently employs 100 people, including six nutritionists, in rural areas of Alberta.

Japan is Champion's largest export destination, followed by Taiwan, Korea and the U.S.A. In 1993, the sale of hay cubes to Japan rose by 103 percent from 1991. Ninety-eight percent of Champion's hay cubes are exported to these markets.

"Though trying to gain a foothold in a new market can be an arduous process, it's worth the effort 10 times over," said Reinhard Muhlenfeld, Champion's President. "We meticulously follow up on every export inquiry we receive. And although only one inquiry in ten turns into a sale, we realize that it takes a long time to earn the confidence of an overseas customer, especially in Pacific Rim countries. Persistence and patience are key."

Persistence is certainly a common theme for Champion,

which was founded in 1975 with only one employee. "The first few years were very difficult as there were many feed suppliers servicing the market. At first it was hard to attract customers, but we kept plugging away," said Muhlenfeld. "Also, our Didsbury plant burned down in 1990. We rebuilt it in only seven months, because we knew that we had to stay in contact with our overseas customers or else we'd lose them to our competitors. In this business, it's essential to keep in touch, and to show that you're capable, honest and fair."

Muhlenfeld credits **Champion's** overseas agents as crucial to the company's exporting accomplishments. "We've built up a number of agents who are very familiar with our products, and who really know the markets in their territories," he said. "It's difficult to enter a foreign market without product recognition. Our agents have helped to build this awareness."

Champion's exporting success is beneficial to Canada's agricultural industry as a whole, said Muhlenfeld. "Our strong reputation for customer satisfaction is not only good for us, it's also good for Alberta farmers."

EMERY INTERNATIONAL DEVELOPMENTS LTD.

Recycled paper products bring big returns, both financial and environmental.

You could put all of your eggs in John Emery's basket, and help clean up the environment at the same time.

Emery International Developments Ltd. of Markham, Ontario, designs and manufactures high-speed pulp moulding machines that can churn out as many as 375 million egg cartons made of recycled paper per year. They can also produce everything from waterproof flower pots, paper plates, berry containers and protective casing for audio-visual equipment, to name only a few products.

The manufacture of products made out of recycled paper is a booming business, especially in these environmentally sensitive times. With many countries discouraging the use of styrofoam products, the market for machines that make eco-friendly packaging is growing rapidly, says John Emery, President of **Emery International Developments Ltd.**

"**Emery** machines use less fuel, less electricity and are less labour intensive than our competitors' machines," he said. "And at the same time, they have a 50-percent higher production rate than other machines."

Though the process that the machine employs seems simple enough, it is a sophisticated product that was developed using Computer-Aided Design (CAD) technology and sheer hard work. First, waste paper, such as newsprint, waxed paper cups, fine paper and pulp slush,

is broken down, or pulped, using recycled water. The pulp is then cleaned to remove bits of glass, plastic and other impurities. The clean pulp is sent to a special forming section and drawn through a wire mesh to form the desired product. The moulded product, which is about 75-percent water at this stage, is then dried in a 450-degree Fahrenheit oven.

These pulp moulding machines, which can cost between \$170,000 and \$20 million apiece, are almost legendary in the business.

"We've actually had one customer scrap three Japanese machines — literally break them into pieces — so that they could install just one of ours," Emery said. "It took us eight months to convince him to buy the first machine. It took only two weeks to sell him another one because he was so pleased."

This popularity is reflected in the 42-year-old company's export sales. In fiscal 1994, its export sales of \$25 million (Cdn) represented 92.5 percent of its total sales of \$27 million, a 375-percent growth in total sales from 1993's \$15 million. Its export markets include the United States, Japan, Taiwan, China, Denmark, Mexico, the Caribbean, the Middle East, Germany and France. **Emery** has experienced a 400-percent growth in staff over the past three years, with a current complement of 80 people making components for **Emery** machines.

Emery attributes his company's success to a philosophy that has been embraced by his company's staff for the past 12 years. "We try to get a 15-percent higher production rate out of the same machines each year," he said. "This goal has helped us to become more innovative, and has resulted in a better, faster machine."

Emery's export triumphs have also been aided by the federal government. "We've worked closely with the National Research Council, the Department of Foreign Affairs and International Trade and its embassies, and the Department of Industry," he said. "They have definitely helped us to meet our export goals."

KVAERNER HYMAC INC.

Laval, Quebec, manufacturer's focus on a niche market doubles export sales; using half the trees for as much paper.

Kvaerner Hymac Inc. of Laval, Quebec, supplies environmentally friendly, Canadian-developed processes and technologies to international pulp and paper manufacturers.

A manufacturer of systems and equipment for the pulp and paper industry, **Kvaerner Hymac's** high-yield pulping systems utilize a high percentage (over 90 percent) of the wood being processed, unlike chemical

pulping systems which use only 50 percent.

"Our process is mechanical rather than chemical. Instead of chemically cooking the wood, which dissolves a good part of it in the process, our refiner physically separates the fibres, increasing the amount of usable wood utilized in the paper," said Miro Polegato, **Kvaerner Hymac's** Vice-President of International Sales and Special Projects. "A major advantage of our system is that you use only about half as many trees to make as much paper. We also develop high-yield processes that can utilize fast-growing plantation wood species to produce high-quality bleached pulps."

In addition to its high-yield pulping systems, **Kvaerner Hymac** also manufactures systems that recycle waste paper into pulp that can be used to make newsprint and writing paper. "We promote processes that recycle such products as mixed office waste paper and newspaper," Polegato said.

The recycling process consists of key components such as repulping and coarse screening, flotation, fine screening and cleaning, dispersion, washing and wet lapping to produce pulps suitable for various grades of paper. The system's sophistication depends on the quality of waste paper used, and the requirements of the end product.

Kvaerner Hymac Inc. has been in business for 88 years and exporting for 25. Originally called HYMAC LTD., a majority of the company's shares were purchased by **Kvaerner a.s.**, Norway, in 1992.

Exports play a vital role in **Kvaerner Hymac's** sales. Export sales in 1993 were approximately \$49 million (Cdn), which made up more than 85 percent of total sales for that year, a 95-percent increase over 1992 export sales. China was **Kvaerner Hymac's** largest customer during that period. The United States, Mexico/South America, Europe, Korea, Australia and New Zealand are also key export markets for the company.

"The key to the successful introduction of our products into the export markets was to focus on a niche market with our high technology machinery and processes. Establishing good customer relations through top service helped us to win repeat business," said Polegato.

"Our reputation for high-quality products, expertise in engineering and project management capability quickly spread, and we are currently a dominating force in the high-yield pulping market, as well as a major player in the recycling equipment field."

Polegato said that the federal government has been instrumental in helping **Kvaerner Hymac** win contracts, especially in China. "We relied on the Export Development Corporation to help our clients obtain financing.

InfoCentre

The InfoCentre of the Department of Foreign Affairs and International Trade provides counselling, publications and referral services to Canadian exporters. Companies interested in obtaining trade-related information are invited to contact InfoCentre at 1-800-267-8376 (Ottawa Region: 944-4000) or by fax at (613) 996-9709. Trade information is also available by calling FaxLink (from a fax machine) at (613) 944-4500, the Department's round-the-clock faxback service.

MITEL SEMICONDUCTOR

Mitel continues to go the "extra mile,"
racking up export sales the world over.

G

oing beyond the call of duty has helped **Mitel Semiconductor** boost its export sales as well as gain a strong foothold in the highly competitive communications components marketplace.

"We go the extra mile to ensure that our customers receive all the technical support they could possibly need, and then some," said John Millard, President and Chief Executive Officer of Mitel Corporation of Kanata, Ontario, the parent company of **Mitel Semiconductor**. "As part of our corporate commitment to providing total communications solutions, we strongly believe that our customers, no matter where they are located, should be supported every step of the way."

For the past 19 years, **Mitel Semiconductor**, from its facilities in Kanata and in Bromont, Quebec, has designed and manufactured integrated circuits and custom wafers for information technology and telecommunications companies around the world. Key export markets include the United States, China, Japan, Taiwan, the United Kingdom and Australia. With offices in Kanata, Wales, Germany, Japan, Singapore, Florida and California, **Mitel Semiconductor** employs a total of 572 people, 394 in Canada.

Exports made up 92 percent of **Mitel Semiconductor's** fiscal 1994 total sales of \$71 million (Cdn), up from \$52.8 million in 1993, and \$37.3 million in 1992. In 1994, its two largest export markets were the United States and the Asia-Pacific region, with sales of \$43.7 million. Total sales continue to grow each year at rates that are better than 35 percent.

"We're known as communications specialists, and this reputation has helped us to increase our market share in the Asia-Pacific region," said Kirk Mahdy, General Manager of **Mitel Semiconductor**. "These fast-growing new markets need our technology, our know-how and our products because they're very focused on expanding their telecommunications services to meet future needs. Among components suppliers, we are uniquely positioned to support their specialized product development and infrastructure growth."

One of the reasons for **Mitel Semiconductor's** success is its commitment to stay ahead of its competition by producing products that are on the cutting edge of technology. For instance, in 1993, it introduced the **MT9196 chip**, a device which brings the idea of a telephone set with all of its circuitry on a single chip even closer to reality. In addition, it is addressing the inevitable merging of computers and telephones by introducing real-time networking products for the *computer telephony integration* (CTI)

marketplace. "Our attention to future applications, as well as the continuous improvement and strategic marketing of our existing products, such as digital switches and digital trunks, will help enhance **Mitel Semiconductor's** reputation as an export leader," said Mandy.

"**Mitel Semiconductor** has succeeded where others have failed because we offer our customers the services of our design engineers, who provide outstanding assistance for the design of state-of-the-art communications systems. This highly-valued assistance is either hard to access, or non-existent, at other semiconductor companies," he continued. "This attention to detail is a big draw for our customers. They know that they can rely on us for products that are sophisticated and superior, and for continuous follow-through to ensure that their designs are the best that they can be."

Mitel Corporation is an international manufacturer of business telecommunications systems, public switching systems, semiconductor and PC communications products, network enhancement and gateway products, and systems development software components. In fiscal 1994, the company had revenues of \$496.4 million (Cdn), and has sold more than 173,000 PBX systems in over 80 countries.

NADEAU

(Division, Shermag)

Product, people, price, promotion, place,
and plant efficiency — the six "P's"
of Nadeau's export success credo.

The six "P's" of marketing have given **Nadeau** (Division, Shermag) a leg up in its export ventures.

"Product, people, price, promotion, place and plant efficiency — we concentrate on ensuring we beat our competitors in these six areas," said Aurèle Turcotte, **Nadeau's** President. "We make a quality product, we believe in teamwork, we give excellent value for money, we know our markets, we use our sales tools effectively, and our manufacturing plant runs smoothly. These elements have helped cement our success both at home and in the United States."

Nadeau, founded in 1946, designs and manufactures high-quality, solid maple and veneer bedroom, dining room and juvenile furniture. With its manufacturing plant in St-François de Madawaska, New Brunswick, and its marketing office in Boucherville, Quebec, **Nadeau** has taken the U.S. market by storm ever since it started exporting its "Atlantic Collection" of furniture there just three years ago. In 1993, exports to the U.S. made up 41 percent of **Nadeau's** total sales, up from 7 percent in 1991.

"Our furniture graces bedrooms from New England to

California," said Turcotte. "We give our customers what they want."

What they want is mass-customized, rather than mass-produced, furniture to suit their unique demands, said Turcotte. "We have 250 items available in 20 different colours," he said. "As an inspiration to our furniture design, we look at the trends and colours in the fashion world. Today, furniture is fashion, not just a commodity. People buy it to meet their functional needs as well as to reflect their individual lifestyles."

Nadeau's parent company, The Shermag Group, is an industry leader in the design and manufacture of residential furniture. The largest enterprise of its kind in Canada, with six divisions, Shermag employs more than 700 people. **Nadeau**, Shermag's fastest growing division, employs 130 people

Nadeau's success lies in not only selling a quality product, but by being in the right place at the right time at the right price, said Turcotte.

"We participate in the big furniture trade shows and keep our ears to the ground," he said. "We pay close attention to what North American consumers want in the 1990s — a top-quality piece of furniture at an affordable price — and give it to them. Unlike our American competitors who mass produce their furniture, we're more flexible and can modify our product to suit specialized demands. That's what our customers like to see."

ULTIMATE TECHNOGRAPHICS INC.

Montreal company addresses "pressing" needs,
saving clients precious time and money.

A five-year-old Montreal company has single-handedly revolutionized the global printing industry with its innovative software.

Ultimate Technographics Inc. designs, develops and markets electronic pre-press systems for the graphic arts and printing industries. Key among its products is *Impostrip*, electronic imposition software which allows printers to automate their stripping operations using a Macintosh, PC or Sun Unix work station. Imposition is the placement of pages on films or plates so that they can be printed correctly. It can also be referred to as the "stripping" of pages according to the presses' exact specifications — if the copy is not stripped correctly, it will not fit on the press or on the folding machine.

The *Impostrip* software is available in seven languages. *Impostrip* is the world's first, and still the only professional, page imposition and stripping software to take pages from desktop and professional publishing systems, and place them into finished signatures for printing. *Impostrip* lets printers impose pages six to ten times faster than by hand, and increasingly, to do this work in-house.

"Stripping is a manual process that's very labour-intensive, time-consuming and wasteful," said David Watson, **Ultimate Technographics'** President. "Having come from a printing background myself, I realized that it could really help printers if we developed a product that could automate this process. At the time, nobody else was thinking about supplying this kind of software solution to the printing industry. To me, it seemed like a logical niche market."

Realizing the product's potential, Watson and four colleagues decided to aggressively pursue the export market. "We realized we had a world-class idea and product, and that if we didn't get it out there first then somebody else would beat us to it," he said.

Their perseverance paid off. In just five short years, **Ultimate Technographics Inc.** has over 4,600 software installations and 100 distributors in 35 countries, including the United States, Japan, England, Italy, Germany, France, Sweden, Mexico, Australia and Russia. These export markets make up 97 percent of its total sales. More than 40 employees now work for **Ultimate Technographics**, an increase of 60 percent over the last three years.

Ultimate Technographics' export success is due, in part, to assistance from such federal government departments as the Department of Foreign Affairs and International Trade and the Export Development Corporation, says Watson. "They helped us identify pertinent international trade shows and gave us solid marketing advice and assistance," he said.

But the company's runaway success can be ultimately based on two simple tenets — saving customers both money and precious time. "For an ever-growing number of *Impostrip* users, their investment has paid huge dividends. With our product, they've increased their profits, product quality and productivity, while reducing overtime, material, space and equipment costs and eliminating production bottlenecks," Watson said. "For instance, one of our customers was able to reduce the time it took to print user manuals for an international computer company by up to two weeks. Because their client could get their product to the market this much faster, they made millions of dollars extra in sales. My customer was happy because their client was happy. It was a win-win situation for everybody."

VERSATILE FARM EQUIPMENT OPERATIONS (Ford New Holland Canada Ltd.)

Winnipeg-based manufacturer continues to reap export rewards and quality awards.

When **Versatile Farm Equipment Operations** revs its export engines, its competitors take notice. **Versatile**, a division of Ford New Holland Canada Ltd., designs and manufactures large two- and four-wheel-drive tractors for the agricultural industry. Based in Winnipeg, Manitoba, the com-

pany's exports improved by 600 percent over 1992, and make up more than 85 percent of its total sales. **Versatile** is Canada's only agricultural tractor manufacturer.

The United States is by far the company's largest market. However, **Versatile's** farm equipment is also sold in Europe, the Asia-Pacific region, Australia, Africa, the Middle East, and Latin America, said Paul Soubry, the company's General Manager.

"We're very excited about the significant increase in export sales we've experienced in the last two years," said Soubry. "We are successful because we've introduced new, state-of-the-art tractors to the market, and we also have access to a sophisticated distribution structure covering more than 100 countries, thanks to our parent company, New Holland n.v., a wholly-owned subsidiary of Fiat S.p.A."

In addition, said Soubry, the Winnipeg plant was recently awarded the world manufacturing and engineering mandate for the new *Genesis 70* two-wheel-drive tractor. "This has positively affected sales, especially to the highly competitive North American marketplace where we compete with other world class manufacturers," he said.

In 1993, New Holland n.v. presented **Versatile** with the prestigious *Qualitas Award* for outstanding achievement. The *Qualitas Award* is given only to New Holland plants that have demonstrated continuous improvement and have obtained the highest levels of customer satisfaction.

Located on 45 acres, **Versatile** boasts 773,500 square feet of manufacturing and office space. Formed in 1945, the company currently employs 760 people.

Another reason for **Versatile's** success is that it consults directly with its own people, as well as customers, suppliers and distributors, to find out how to improve its tractors to meet the market's demands. "We believe that quality and teamwork are vital components of success," Soubry said. "For instance, for the design of our popular *Genesis 70* series of tractors, it was a team effort from day one."

WATERSPRING BED COMPANY INC.

Sweet dreams bring big sales for Mississauga, Ontario, exporter.

Restless sleepers around the world can now have sweet dreams, thanks to **WaterSpring Bed Company Inc.**

For the past eight years, the Mississauga, Ontario, company has designed, manufactured and sold softside *waterbeds* and *aqua pads* to more than 20 countries. Exports made up 84 percent of the company's millions of dollars of sales this year, an increase of 136 percent from last year.

What makes **WaterSpring's** beds and *aqua pads* so special? "Innovation combined with quality, pure and

simple," says Gordon West, who, with his wife, Lisa, is the sole owner of **WaterSpring Bed Company Inc.** "For instance, our softside mattress looks and acts identically to any normal mattress, but with all the benefits of a waterbed. Unlike conventional waterbeds, our product can fit into a bedframe of the customer's choice. As well, our product contains only about 20 percent of the water used in a conventional waterbed, and eliminates the need for a heater because we use a thermal barrier material that reflects body heat. For customers who want the experience of a waterbed without the price, we have the *AquaPad*. It's made up of a thin vinyl mattress with two inches of water in it, covered by a quilted panel. It fits over your regular mattress."

The products' global popularity encouraged West to expand his operations. Three years ago, **WaterSpring** employed 15 people. Today, it employs 60.

The reasons behind his company's success have become a mantra for West. "You have to do everything right. You have to have the best quality and design. You have to understand your foreign markets, and make it as easy as possible for them to purchase from you," he said. "You also have to be surrounded by the best people. You have to build credibility with your customers, which takes years. You have to be technologically innovative. And finally, you have to implement an efficient and clean manufacturing process."

While pursuing new export markets, **WaterSpring** has made full use of federal government programs, says West. "We've used funds from the Department of Foreign Affairs and International Trade's Program for Export Market Development to help us attend international trade shows, federal funds to incorporate ISO 9000 standards, and the Export Development Corporation for a number of different ventures," he said.

Though the waterbed side of the market plays a major role in **WaterSpring's** export sales, West says his company, far from being complacent with its current success, is exploring new products, markets and opportunities.

"We've just introduced a mattress pad that provides heat without using electricity," he said. "On one side, it provides 12° F more heat than on the other side, thanks to a special fabric we've invented and patented. This product is designed to bring heat to every sleeping surface in the world for a very low cost. It will revolutionize sleep!"

EDC – Financial Solutions for Canadian Business

EDC is a customer-driven, financial services corporation that has been dedicated during the past 50 years to helping Canadian business succeed in the global marketplace by providing a wide range of flexible and innovative financial solutions to exporters and their global customers.

EDC's risk management services — including insurance, financing and guarantees — have become an integral part of the export strategies of large and small Canadian companies. The Corporation is committed to building long-term relationships, with its customers and partners.

EDC encourages the growth of small- and medium-sized enterprises and helps create and sustain jobs through its support to exporters and their worldwide buyers.

WESTERN STAR TRUCKS

Bold new strategies and offshore outlook pay off for Kelowna, B.C., manufacturer.

A bold new marketing strategy has paid off for **Western Star Trucks** of Kelowna, B.C.. In 1991, this manufacturer of fully-customized, heavy-duty trucks and tractors took a hard look at where its exports were headed — primarily to the United States — and decided to aggressively pursue expansion to offshore markets.

"We wanted to minimize our dependence on the cyclical, volatile, high discount North American market," said Terry Peabody, President of **Western Star**, which was founded in 1967. "To ensure our success, we custom designed trucks for the offshore market. For instance, for our Australian and SouthEast Asian customers, we built right-hand-drive trucks. We realized that we couldn't just sell our North American trucks to our foreign clientele — we had to meet their unique needs."

Western Star's deliberate exporting shift and dedication to its clientele have paid off. In 1993, the company's export sales increased by 77 percent over 1992, from \$81 million (Cdn) to \$144 million. And compared to 1991's export sales of \$53 million, 1993's sales were an impressive 172 percent higher. **Western Star's** success has translated into jobs as well. In 1993, 860 Canadians were employed by the company, an increase of 87 percent from 1992, and 158 percent from 1991.

Though the United States is still **Western Star's** largest export destination, the company also sells its trucks and tractors to Australia, SouthEast Asia, Mexico, Colombia, Chile, Zambia, and the Middle East, to name only a few. **Western Star's** vehicles are used for general service purposes as well as for such speciality applications as logging, mining and construction.

Plotting the company's future exporting success was an exacting process, said Peabody. "We decided to expand beyond our primary North American market by offering fully-customized speciality vehicles for heavy duty and more hostile environment applications that weren't being satisfied by our major American, Japanese and European competitors. This meant establishing an international sales unit in Kelowna, as well as setting up a network of sales representatives around the globe. At the same time, we assessed the most lucrative market opportunities, especially in resource-based countries. We also dedicated staff to work specifically on meeting the individual needs of our offshore clients."

Peabody also credits the federal government for promoting **Western Star**. "We've participated in many government-sponsored fact-finding missions and trade shows, and found that they've helped us to make contacts and discover new business opportunities," he said.



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TRADE FAIRS AROUND THE WORLD

Vancouver Venue for Global Connections

Vancouver — World Markets at Your Doorstep will be coming here December 7-8, 1994., following its tremendous success in four other Canadian locales.

This table-top trade show and seminar has been specially developed to introduce British Columbia and Prairie manufacturers and processors to the international contacts, networks and expertise of Canadian and international trading companies and export management companies.

Over 125 such companies will be attending the Vancouver show.

The four previous events (in Halifax, Montreal, Edmonton and Toronto) generated an estimated \$50 million in new exports to overseas markets from mostly small- to medium-size suppliers.

These suppliers report results that include immediate sales opportunities, representational arrangements, overseas joint ventures, licensing, technology transfer and investment opportunities.

Trading houses account for over 60 per cent of Canada's non-U.S. exports, yet most Canadian suppliers are unfamiliar with their use and selection.

To address this, the December 8 morning session will include presentations on how to profit from using trading houses. This will be followed by a table-top trade show where companies can exhibit

their products/brochures and network and discuss opportunities with trading house representatives. Directories of participants will be available, as will directories of suppliers and trading houses from previous events.

Additional information is available from Joanne Emond, British Columbia Institute for Studies in International Trade, tel.:1-800-

318-1966 or (604) 844-3195; fax: (640) 660-3917.

For further information on trading houses in Canada and how they can help you export and on future shows planned for Montreal and Calgary in 1995, contact Michael Reshitnyk, DFAIT (TPS), 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 996-1862. Fax: (613) 996-1225.

Paris Air Show Set to Soar

Le Bourget — Canada again is preparing a national pavilion at the world's largest and most prestigious air show.

Paris Air Show'95 (PAS) is being held here June 10-18, 1995.

Already, the Department of Foreign Affairs and International Trade (DFAIT) is recruiting, having mailed some 400 "Invitations to Participate" packages to Canadian aerospace companies.

Trade officials say PAS is the show that Canadian aerospace companies must attend — if they want to take full advantage of the more than 128,000 "professional" visitors from some 138 countries who attend the exhibition.

At the 1993 event, 38 Canadian companies, including 16 small- and medium-size firms and two provinces, participated. About 40 Canadian firms are expected at the 1995 pavilion.

Since 1965 Canada has been attending PAS, the show which alternates with the Farnborough International Aerospace Exhibition.

As in the two previous events, government and industry cost-share funding goes entirely toward PAS pavilion operations. This year's invitation package also includes information on the Small and Medium Enterprises (SME/PME) Program — another method for SMEs to participate — provided they meet the proper criteria.

Contact Louise Cameron, Project Officer, DFAIT, Ottawa. Tel.: (613) 996-3607. Fax: (613) 944-1008.

INFOCENTRE

The InfoCentre of the Department of Foreign Affairs and International Trade provides counselling, publications and referral services to Canadian exporters. Companies interested in obtaining trade-related information are invited to contact the InfoCentre at 1-800-267-8376 (Ottawa Region: 944-4000) or by fax at (613) 996-9709. Trade information is also available by calling FaxLink (from a fax machine) at (613) 944-4500, the Department's round-the-clock faxback service.

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CANADEXPORT

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Enhanced Support for SME Exporters as the Government and Banks Join Forces

Minister for International Trade Roy MacLaren recently announced a new initiative for enhancing the ability of small- and medium-size exporters (SMEs) to access export financing and information. It involves a series of measures detailed in the just-released report

Servicing SME Exporters - Government and Banks Working Towards Better Support.

As part of this initiative, information about help for exporters will now be available through the extensive networks of Canadian banks. The banks will also join

forces with the Export Development Corporation (EDC) to provide enhanced support for SME exporters.

The focus will be on three areas where support to exporters was deemed needy of improvement: access to information; short-term financing; and medium-term export financing.

Markets Emerge as Ukraine on Road to Economic Renewal

Ukraine is attempting to steer a cautious but determined course on the new road to economic renewal.

The move could be a beacon for Canadian exporters!

Indeed, the Renaissance Eastern Europe Program, administered by the Department of Foreign Affairs and International Trade, has financed about 40 trade development initiatives between the Canadian private sector and Ukrainian partners. In addition, Canada's technical assistance program has funded more than 60 projects valued in excess of \$27 million.

The new fact is that, with the stabilization of the economy, a move toward a more market-oriented economy; and the implementation of the recently-agreed International Monetary Fund Economic Reform Program for Ukraine, the country increasingly is being seen as an export market well worth exploring — despite obstacles that include frequent changes in government regulations, delays, and a generally over-regulated economy.

That being said, and perhaps due to the natural interests of Canada's large Ukrainian community, several Canadian exporters already are active in this market, primarily through establishing joint ventures or investing directly.

For example:

- A joint venture has been established to build a large office complex in Kyiv;
- Another is with a large Ukrainian research institute to develop methanol and related technologies;
- Still others include:
 - the production of beverages in Lviv for marketing throughout the Ukraine;
 - The production of cheese for Pizza Hut outlets;
 - Shoe production;
 - The production of coffins;
 - The manufacture of marble-like bathroom slabs and tops; and
- A Canadian company is involved in the production of perogies!

Continued on page 4 — Ukraine

Information/ Access to Information

This component involves four new initiatives: 1) the *Road Map to Exporting and Export Finance*, which is a guide to key contacts who can assist an exporter; 2) the *Top Ten Export Programs*, a series of fact sheets which help to distil available information on the most frequently used programs and services; 3) the *InfoCentre Bulletin Board*, which can be accessed via a telephone using a personal computer and modem, thereby providing a whole raft of information on international market opportunities and export finance; and 4) training, a Canada-wide export and trade finance

Continued on page 2 — Exporters

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Exporters — from page 1

training seminar developed for bankers and financial institutions by the Institute of Canadian Bankers.

Short-Term Financing

EDC has been developing a guarantee facility which would encourage bankers to extend incremental operating lines to Canadian exporters against their foreign accounts receivable. On its part, the Canadian Commercial Corporation (CCC) is developing a *Progress Payment Program* which will provide pre-shipment financing to exporters.

Medium-Term Export Financing

Two frameworks have been developed to support the partnership among EDC, banks and Canadian financial institutions with a view to providing Canadian exporters and primarily SMEs with medium- and long-term financing: 1) the *SME Risk-Sharing Framework* for exporters with annual export sales of less than \$10 million; and 2) the *General Risk-Sharing Framework* in support of all larger exporters.

Copies are available through Foreign Affairs and International Trade Canada's InfoCentre, Ottawa. See box at bottom of page 8).

Sharing Trade Secrets

It's not always easy to conquer a new export market. So many efforts to make and so many hurdles to cross. Nevertheless, some day you meet success: a contract agreement is initialled, or even better, this well-deserved contract is finally signed.

Starting in the next issue, *CanadExport* will introduce a new feature allowing you to share the secrets of your success in various overseas markets. This is an opportunity to exchange with other exporters those trade secrets that bring about results in foreign markets.

Trade commissioners do their utmost to decipher, for the business community, the confusion about their respective markets. However, your personal vision, modeled by your own experience in the field, is irreplaceable. You have the opportunity to share it in *CanadExport's* columns with the rest of the Canada Team players.

CanadExport looks forward to receiving your stories.

Export Development Corp. Takes Worry Out of Contract Bonds Risks

It has come to CanadExport's attention that many exporters are unaware of the existence of the products and services provided by EDC's Medium Term Insurance Department. In view of the invaluable support that these services can provide to the export community, CanadExport is pleased to highlight their main features.

Providing contract bonds for an international project, as is sometimes required by foreign buyers to guarantee an exporter's bid or its complete performance of a contract, can be a risky prospect that

can also tie up a company's corporate resources. EDC can help by protecting the exporter, the bank or the surety company. Here's how:

For bank guarantees, EDC provides a) Bid Security Insurance and Performance Security Insurance, which protect exporters for up to 90 per cent of losses resulting from wrongful and frivolous calls, and justified rightful calls outside the exporter's control (such as force majeure situations); and b) Bid Security Guarantees and Performance Security Guarantees, which protect banks for 100 per cent of losses arising from both wrongful and rightful calls.

For surety bonds, EDC usually

Continued on page 3 — Bonds

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

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — A publicly-held company in China, with an office in Canada, seeks Canadian manufacturers/exporters of **PCs, PC accessories and communications/electronics products**. Contact Edman Lau, C.H.Y. Electronics (Canada) Inc., 1234 Reid Street, Richmond Hill, Ontario L4B 1C1. Tel.: (905) 882-9300. Fax: (905) 882-2300.

MEXICO — A Canadian/ Mexican export development consultant, with offices in both countries, can assist new exporters in **market penetration, market analysis, joint ventures, staff selection and the arrangement of high-level, direct contacts**. Contact Michael Aleman de Lavergne, 131 Bloor Street West, Suite 1016, Toronto M5S 1S3. Tel.: (416) 968-1332. Fax: (416) 348-8622. In Mexico, contact Sr. Javier Zamora Rios Jr. Tel.: 011-52247-214-66.

SOUTHEAST ASIA — An Asian-based firm is seeking a qualified partner for **investment in a coal-mining industry** in which the deposit is approximately 3 million tons. Contact Andi Winarta, Director, or James Kurniawan, GrandCan International, 73 Lorraine Drive, North York, Ontario M2N 2E3. Tel.: (416) 223-9072. Fax: (416) 730-8985.

Bonds Without Worry — from page 2

reinsures the surety company issuing the bond and shares the risks with the surety. Alternatively, where a reinsurance structure is not feasible, EDC may be prepared to issue surety bonds directly to the beneficiary. In either case, EDC's involvement could facilitate bonding for non-traditional industries and markets.

Furthermore, EDC coverage helps obtain financing. Because an exporter must have adequate collateral for a bank to issue a guarantee, the exporter risks being left

with insufficient working capital to meet its needs. However, Bid Security Guarantees and Performance Security Guarantees provide direct working capital support to an exporter by fully securing the bank's exposure. The exporter can then access existing operating lines of credit or cash reserves, which would otherwise be committed as security to the bank.

For more information, contact Kirk Anderson at EDC, Ottawa. Tel.: (613) 598-2500. Fax: (613) 598-2775.

Exports to Emerging Markets

EDC Introduces New Financing Mechanism

New financing and risk management support, which would enable Canadian exporters to increase their competitiveness in emerging markets, now is available from the Export Development Corporation (EDC).

According to this mechanism, EDC will consider public- or private-sector projects and transactions in countries for which EDC support was previously either closed or heavily restricted, such as Argentina, Ghana, Jamaica, Jordan, Kazakhstan, Lebanon, Romania and Vietnam. Brazil, Peru and possibly, Egypt, could also benefit from EDC support to their private-sector projects and transactions.

Market demand and a combination of financial factors determine EDC's choice of countries. EDC also takes into account such factors as foreign exchange earnings,

other financial partners, level of capitalization and quality of sponsors. Legal and regulatory structures and foreign-investment criteria will also be evaluated by EDC.

For further information, contact Rod Giles, EDC, Ottawa. Tel.: (613) 598-2904.

Open for Business

The Canadian Embassy in the Republic of Kazakhstan still is "open for business"; however, the new address is: Canadian Embassy, 157 Prospect Abaya, 6th Floor, 480009 Almaty, Republic of Kazakhstan. Tel.: 011-7-3272-509381. Fax: 011-7-3272-509380.

Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.



Ukraine Door Always Open — from page 1

Still other Canadian firms are working on the rehabilitation of Ukrainian thermal power plants; Teleglobe has opened a satellite communications station; and companies are exploring opportunities in oil and gas; food processing; the minting of coins; and light manufacturing.

While these firms already are active in the region, other Canadian exporters and would-be exporters to Ukraine, say trade officials, must realize that

"Ukraine is big enough for all Canadian business. The door is always open."

Equally important, they add, is: "Now is the time to enter it."

That message clearly was demonstrated when Ukrainian President Leonid Kuchma, since being elected in July, visited Canada in October. It was his first trip abroad — a significant indicator of the importance Ukraine attaches to Canada!

For further information on

Canada-Ukraine business matters/opportunities or programs, contact Roman Hruby, Central and Eastern Europe Trade Development Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 944-1437. Fax: (613) 995-8783.

Information also is available by contacting directly, the Embassy of Canada, 31 Yaroslaviv Val Street, Kyiv 252034, Ukraine. Tel.: (011-7-044) 212-0212/212-3550. Fax: (011-7-044) 291-8958.

Worth \$20-Million

Credit Line to Ukraine a Positive Step

A \$20-million line of credit to Ukraine, to be administered by Canada's Export Development Corporation, will give priority to transactions that have a positive impact on Ukraine's foreign exchange position.

"The line of credit will encourage Ukraine to integrate its economy into the world economy and it will help Canadian business develop new opportunities in this emerging market," Minister for International Trade Roy MacLaren said in making the announcement during Ukrainian

President Leonid Kuchma's recent five-day visit to Canada.

To ensure that Ukraine receives quick benefit, the non-concessional credit line will give preference to contracts that are to be completed within a year and only capital or quasi-capital goods will be eligible.

Mr. Kuchma also attended the G-7 Conference on Partnership for Economic Transformation for Ukraine, held October 27 in Winnipeg.

"Canada has a close relationship with Ukraine and is interested in

helping it make the transition to a market economy," said MacLaren. "For this reason, we are delighted to host the Winnipeg meeting. It will provide a boost to the process of economic reform."

Total bilateral trade between Canada and Ukraine remains modest but the level of interest within the Canadian exporting community continues to increase.

Export opportunities have been identified in many sectors, the most promising being energy, mining, agriculture, telecommunications and the environment.

CANADA-UKRAINE: A History of Firsts

- **1992:** Canada granted the General Preferential Tariff treatment to many Ukrainian imports;
- Canada, through the Export Development Corporation, was the first western country to extend to Ukraine a \$50-million line of credit;
- Canada and Ukraine signed a joint Declaration of Economic Cooperation.
- **1993:** Canada exported \$28.6 million worth of goods to Ukraine and imported \$15.7 million. Chief Canadian exports were: banknotes and postage stamps; textiles and clothing; breeding cattle; pharmaceuticals; computer equipment.
- **1994:** Canada-Ukraine Trade and Commerce Agreement was reached. It establishes a framework of General Agreement on Tariffs and Trade (GATT)-compatible rules for the conduct of trade and commercial relations between the two countries.
- **Presently:** Officials are close to concluding a Double Taxation Agreement; a Foreign Investment Protection Agreement; and an Economic Cooperation Agreement.



TRADE SUCCESS

Makes Compusense....

Compusense has been finding that exporters are relying heavily on its sensory testing services as they try to target their overseas products. Clients primarily interested in testing their export products are a significant part of its business. The company helps fine-tune the taste of food products to withstand the shipping time from processor to consumer. The company is also looking into the possibility of using Canada's ethnic population to conduct taste tests with products aimed at specific overseas markets.

For more information, contact: **Chris Findlay**, *Compusense*, Tel.: (519) 836-9993, Fax: (519) 836-9898.

Serres Les Grands Vents

A St. Mathieu, Quebec greenhouse has discovered that cut roses grown without the use of chemicals have a market in the perfume and food industries. Serres Les Grands Vents has found a way to sell the 10 % of cut flowers which don't meet the aesthetic standards of the flower shop. For two years the company has been selling the roses to a perfume manufacturer and a jelly producer in Cowansville, Quebec. The company makes use of the roses in such products as rose jelly. Sales have also been made to a Cap-Santé, Quebec, perfume manufacturer. The market was developed with the help of Agriculture and Agri-Food Canada and the Quebec Institute of Ornamental Horticultural Development. The technology developed for this product is considered to have good potential in the domestic markets.

For more information, contact: **Réjean Antil**, *Serres Les Grands Vents*, Tel.: (418) 738-2093, Fax: (418) 738-2047.

Goldfarb on agri-food trends

Globalization and changes in society will have profound effects on consumer buying habits, marketing efforts, and the ability of agri-food companies to survive the next two decades, says pollster Martin Goldfarb.

Speaking to a recent international symposium on challenges in food and food services marketing, in Montreal, Goldfarb said shocks will hit food processors in North America in the coming years that will test the ability of whole industries to respond to new trends:

Social trends

- Immigration from Pacific Rim countries means a larger segment of the population will be lactose intolerant, posing challenges for the dairy industry.
- The shrinking of the middle class will also affect consumption trends of many food products.
- A large class of people less financially secure will demand inexpensive foods which may need even greater mass production to lower costs than we have today.
- Reducing distribution costs will be the wave of the future.

Lifestyle trends

Associating lifestyle trends with food products has long been a marketing strategy. However, in the coming years, food products must associate themselves with the coming trends of people wanting to have more control over their schedules and a growing emphasis on family relationships.

Eating habits will evolve from meals in front of the television to more structured meals involving the family together for at least one meal a day.

Food processors will also be faced with even stronger opposition to fat content. Goldfarb said fat will become as unpopular as cigarettes and will be something to be avoided at all costs. As a result, the movement to light products will grow. He advises that products which contain fat should concentrate on marketing efforts which discourage guilt and encourage balanced consumption of food. Marketing will involve colours that are more natural and toned-down.

Fashion trends

However, sex appeal will remain as popular as ever, as will the need to remain fashionable. Products without style will be in trouble. Style allows consumers to display their individuality and freedom through buying habits.

Customer satisfaction will in many instances be the defining issues for companies facing the challenges of the late '90s. With competition so great, the telling difference between products will be customer satisfaction. This is decided largely by customer service and a thorough understanding of and response to demands for value, quality and the power of price.

For more information, contact:

Marc Chénier

Agriculture and Agri-Food Canada

Tel.: (514) 283-3815 ext 508

Fax: (514) 283-3143

Inside:

Market profiles: China, Hong Kong, Korea

Market profile: China

The People's Republic of China is Canada's 5th largest trading partner. That relationship could prove to be important as mainland China develops into what is expected to be a dynamic marketplace in coming years. At the present time it is difficult to list China's requirements as the market is demanding raw materials and upgrades of processes and technology in virtually every sector. Value-added products from the West generally have less potential in the short term, although some wealthy cities in southern China have considerably more disposable income and have developed tastes for such products.

Many of China's import and infrastructure requirements correspond to Canada's export strengths, especially in agricultural products. Canada and the U.S. are China's major suppliers of wheat, with the Canadian market share

at 35%. Canada also supplies significant amounts of malting barley and this should continue as the Chinese become more familiar with our product. China is expected to import increasing quantities of grain over the next ten years because of consumer demand for meat, livestock and poultry products. The meat demand will also increase imports of feed technology, livestock production facilities and management systems.

Some other areas of opportunity for Canadian companies which have been identified include dairy cattle, swine, meat, agricultural inputs and the ability to process, store and market agri-food products.

Joint ventures are popular with the Chinese, who are also seeking to improve production and other processes in many sectors. Some areas which

hold opportunities for such Chinese-Canadian joint ventures and technology transfers include grain handling and storage, sustained agricultural use of grasslands, food processing industries, farm machinery, forestry technology and livestock and crop disease control.

Business practices in China are very different from those in Canada and exporters should be cautious when trying to establish themselves in this market. The Canadian embassy in Beijing should be relied upon for information to help negotiate China's business culture.

For more information contact:

Randy Nelson

Agriculture and Agri-Food Canada

Tel: (613) 995-9554

Fax: (613) 995-0949

Hong Kong

Mastering the Hong Kong market can go a long way to opening the vast Chinese market for Canadian agri-food products. Products which become popular in Hong Kong often move into mainland China, which increasingly looks to the island city of 6 million for economic trends.

Hong Kong is the principal gateway to China and a major portal through which China does business with the world. An estimated 37% of China's world trade flows through Hong Kong and 60% of China's foreign investment is sourced through the territory.

Hong Kong primarily holds opportunities in two areas for Canadian agri-food exporters. These are to supply the market for noodles of all kinds and canola oil. There is also some opportunity for Canadian beef and pork products, especially in supplying the food processing industry.

Processors are often tied to supermarkets, which have established food processing facilities due to a lack of supply for required products. If exporters can produce products specific to this market, with the proper packaging, then opportunities could emerge.

Canadians products also have to overcome a reputation as being too expensive and not being interested in developing the market over the long term.

For more information contact:

Randy Nelson

Agriculture and Agri-Food Canada

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Fax: (613) 995-0949

Korea

Korea is Canada's fourth most important market for agri-food exports and the third most important market in Asia, after China and Japan.

In 1993, Canadian agri-food exports to Korea amounted to \$391 million, 83% of which was unprocessed grains. As Korea becomes a more affluent society and as eating habits become more westernized, there are opportunities for value-added Canadian agri-food exports to this emerging market.

Korea's imports of ready-to-use consumer goods such as processed food products are increasing. The food and food products market (excluding rice) has grown at an average annual rate of 12% between 1990 and 1992. This rate of growth is expected to continue over the next five years.

The major trends in food consumption are an increase in the consumption

Continued on page IV — Korea

Great outdoors help sell our beer in Japan

1993 was the year of Canadian beer in Japan. Exporters discovered that it pays to market the natural beauty of the Canadian outdoors in the same breath as their product's name.

And with a sweltering 1994 summer parching Japanese throats as temperatures rose about 3°C higher than the 30-year average, the picture looked even better this year for beer imported into the Japanese market.

For the January to June '94 period alone, the market share for imported beer shot up to 3.4 % from 1.6 % in 1993.

The big four brewers in Japan (Kirin, Asahi, Sapporo and Suntory), who «own» 90 % of the Japanese market, also experienced a 3.5 % increase in shipments in January-July 1994 compared to the same period last year.

Several Canadian breweries such as Moosehead, Banff Springs, Pacific Western and Labatt's, have found a niche market that exceeds their sales projections because Japanese consumers identify Canadian products as clean, natural and high quality items.

Drummond Breweries expects to sell over one million cans of beer this year after changing its name to Banff Springs. Banff is well known in Japan and the beer was marketed as being produced with the clean water from the Rockies and barley from the rich soil of the Prairies.

Moosehead is selling 1,000 cases of beer a month by linking it to Canada's natural beauty.

Marketing efforts were also directed at very specific segments of Japanese society. For example, sales of some Canadian beers were targeted at female office workers between 20 and 35 because many young women prefer a lighter beer. Some young men also found these products desirable. Labatt's Ice Beer gained acceptance across the age spectrum with both men and women with its higher alcohol content, but as a rule, Japanese beer drinkers don't like their beer too strong or too weak.

Moosehead has also focused on the "on-premise market" of bars and restaurants because between 70 % and 90 % of imported beer sales take place in these establishments.

Other factors which have led to stronger than expected Canadian beer sales include the strength of the Japanese Yen and the community of thousands of Canadians and Americans living in Japan. Although there are several large breweries in Japan, Canadian companies are expected to create a foothold in the market that will make exporting to Japan a profitable venture.

Expectations have also been raised by a loosening of government restrictions, last April, that make it easier for supermarkets to sell imported beer.

GATT would also see the eventual elimination of the ¥6.40 (8.6¢) per litre duties on imported beer.

Asia choice market for high-value agri-food

Exporters looking outside the U.S. for high value agri-food markets may wish to look at Asia. In the first five months of 1994, Asia has been a market for 51 % of Canada's high value agri-food exports outside the United States. This is more than such exports to Western Europe (24%) and Latin America (14%) combined. High value agri-food exports exclude bulk commodities such as bulk grains and oilseeds.

In the first five months of 1994, Canadian high value agri-food exports to Asia are \$382 million, up 3.5% over last year, and an all time high. Pork and pork products represent 18% of these high value exports to Asia, and are up 4.3% from last year. Hides, skins and furs represent 14% of these exports, and a gain in fur exports offsets a drop in hides and skins. Alfalfa and hay forage products, predominantly from the Prairies, represent 12% of these exports, and are up 5.8% from last year. Malt exports are the only major drawback to these exports, down 26% from last year, representing 7% of high value exports to Asia. Other top products include Canadian whisky exports which are up 72% from the same time last year, and quadruple the value of 1991 exports.

Frozen french fry exports are up 10% to Asia. Ginseng exports to Asia are currently off 9% from last year.

Japan remains the number one market in Asia for Canadian high value agri-food, representing 60% of such exports in 1994. Many individual regions within Japan hold large markets warranting a closer look by exporters. Exports there are currently down 3% from last year. Korea surged into the second largest high value market in Asia, with exports up 64% due to increases in furskins, forage, beef and other exports. Association of South-East Asian Nations (ASEAN) member countries imported 28% more high value agri-food from Canada over last year. High value exports to Taiwan have dropped due to less hides and skin exports, and exports to Hong Kong remain unchanged. High value exports to India have risen from \$1 million to \$18 million in the first five months of 1994 compared with the first five months of 1991, this due to pulses and canola oil exports. Vietnam has emerged as our 10th largest Asian market for high value agri-food so far in 1994, and several indications show future

Continued on page IV — Asia

Post-GATT opportunities and the Visegrad pact

The Visegrad trade agreement which brings together the countries of Hungary, Poland, Czech Republic and Slovakia offers Canadian exporters opportunities worth exploring, in the wake of the successful conclusion of the Uruguay Round of GATT talks. These countries have a combined population of approximately 75 million and have more than doubled their imports of Canadian agri-food products in 1993 over 1992, to a total of about \$70 million. This is indicative of the taste for western products by a growing middle class. The nations of the Visegrad Agreement extend most favoured nation tariff treatment to other GATT members, including Canada.

Canadian exporters interested in technology transfer, joint ventures, and commodity exports to the region are likely to find commercial opportunities. These Central European nations can also offer

a gateway for Canadian commodities and value-added food products into the European Union, the Middle East and other Central and Eastern European nations.

Joint ventures could include meat packing, canning and distribution to third countries and the introduction of value-added products via some European Union retail chains operating in the Visegrad countries.

Technology transfer opportunities include animal genetics in beef, dairy, poultry and swine, and production management.

Canadian commodities which could find markets include wheat, corn, barley, beans, peas, lentils, canola, animal feed and alfalfa cubes and pellets and tobacco. The need for animal breeding stock and genetics for dairy and beef cattle, as well as poultry, could also provide opportunities. Seed potatoes

and processed and semi-processed food, such as meat, fruit, vegetables and dairy products are also in demand.

For more information, contact:

John Smiley

Agriculture and Agri-Food Canada

Tel: (613) 995-9554

Fax: (613) 995-0949

TRADE SUCCESS

Eastern Sea Products

Eastern Sea Products, of Scoudouc, New Brunswick, reports that 90% of its sales are outside the country for its smoked fish products. The 10-year-old company uses the latest fish smoking technology from Europe and access to fresh Atlantic fish to export high quality smoked salmon, eel and mackerel. Markets include California, New York, Boston, and Russia. The company recently started a next-day shipping service for Canadian customers of smoked salmon.

For more information, contact:

Maurice Allain

Eastern Sea Products

Tel: (506) 532-6111

Fax: (506) 532-9111

Toll Free Tel.: 1-800-565-6364

Prairie Essential Oils

Prairie Essential Oils Ltd. will soon be extracting oils from crops such as coriander, dill and caraway, near Kipling, Saskatchewan. The plant is a joint effort of the Pipestone Valley, Gateway, and Moose Mountain Central Rural Development Corporations.

For more information contact:

Jason Zhu

Prairie Essential Oils Ltd

Tel./Fax: (306) 736-8399

Korea — from page II

of meat and meat products, and fruits and vegetables, including an increase in the consumption of imported produce. There is also increased demand for processed foods such as processed meat and canned foods.

Koreans have an increased awareness and demand for "healthy" foods and branded quality food products. However there is also growing interest in fast food outlets and the frequency of

dining out is increasing.

Some products identified with good potential in this market include beef, pork, seafood, animal by-products, soybeans, dairy products, bottled water, confectionary and processed meats.

For more information, contact:

May Chow

Agriculture and Agri-Food Canada

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Fax: (613) 995-0949

Asia — from page III

potential here.

By the turn of the century, Asia will hold 60% of the world's population, and consume 40% of the world's goods

and services. This, combined with rapidly rising incomes, is creating opportunities for high value agri-food products in several key markets in Asia.

Education the Entry to Spain's Housing Market

Canadian exporters who want to erect frame houses in Spain are first going to have to build a solid foundation — the basis of which is education!

The fact is, that while the market has lots of potential (*see CON-STRUMAT'95 trade fair article, this page*), Spanish consumers must learn to perceive that a frame house is more than an abandoned, dilapidated cabin deep in the forest, or at best, a little cottage where one might spend a few days "roughing it."

That's the gist of a report, *Introducing Frame Houses in Spain: A Long-Term Project*, received from the Canadian Consulate in Barcelona.

Developing this market, the report says, means starting from scratch. Educating such a market is hard work. It requires in-depth knowledge of local customs. The ability to speak the language is a natural asset. And significant financial and human resources must be devoted to the task.

Those Canadian exporters willing to face these facts are likely to find lucrative rewards.

The Spanish market

Today, a climate of "constructive" optimism seems to be taking hold, following a period of negative growth.

Now, there is an enormous housing shortage and the current housing plan, in effect until 1995, includes subsidies for the construction of 400,000 dwellings.

Spanish companies and promoters are seeking the technology and know-how required to be competitive in the European Single Market. High labour costs and stagnant productivity favour the introduction of new building techniques — ones that improve and compliment (rather than chal-

lenge) traditional building procedures.

For instance, exteriors and finishing, as we know them in Canada, are generally unacceptable in Spain. Brick or stone must be a main component. Wall-to-wall carpeting is unacceptable; the kitchen and bathroom walls must be covered in ceramic.

These requirements, however, do not pose a problem to Canadians,

thanks to their technological flexibility. As well, Canadian companies have no European competition in this sector.

Canadian companies wishing to participate in the Spanish residential construction market or wishing to discuss the adaptability of their products or services to this market may contact René-François Désamoré, Canadian Consulate, Barcelona, Spain. Fax: (343) 410-7755.

Barcelona Hosts Building Expo ...

Barcelona — One of Europe's principal construction-sector events and the most important of its kind in the Mediterranean region will be held here April 3-8, 1995.

This **International Building Exhibition (CONSTRUMAT'95)** takes place every two years and, once again, the Department of Foreign Affairs and International Trade (DFAIT) is organizing a national stand for which it now is recruiting participants.

The last event, held in 1993, attracted 3,321 exhibitors and 210,135 professional visitors. Similar figures are expected for **CONSTRUMAT'95**, which will feature the latest innovations and technologies that relate to 18 different sectors of the construction industry.

For further information on this international building exhibition, contact Gaston Thompson, General Manager, Canadian Participation, Trade Fairs and Missions-Europe, Trade Development Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 944-1008.

And Brussels Builds with Batibouw!

Brussels — Building materials and components companies interested in establishing or further penetrating foreign markets are likely to be interested in participating in **BATIBOUW'95**, being held in this Belgian capital March 2-12, 1995.

At this trade fair, now in its 36th year, Canada will have a national pavilion, with Canadian participation being organized by Rhéal Leroux and Associates in collaboration with the Canadian Embassy in Brussels.

Participants, now being recruited, will be exhibiting such products

as Canadian timber frame construction, log homes, furniture stock, building systems and consulting services. An added feature is that they can enhance the appearance of their booths through the use of different floor coverings, kitchen cabinets and fences.

Organizers of **BATIBOUW'95** indicate that participation in this event could open doors to markets in Belgium (annual Canadian sales now exceed \$1 billion) as well as in other countries of Europe (Belgium has good ports and onward transportation facilities to

Continued on page 6 — Batibouw

Peru, Chile Events Explore Mining Markets

Lima — Companies engaged in mining equipment and related services have an opportunity to explore these markets through attending a trade fair being held in this Peruvian capital April 24-29, 1995.

There also is the option of being part of a follow-on mission (May 1-5, 1995) to Santiago, Chile to explore the mining prospects in that country.

The Peru event is **TECNO-MIN'95**, for which the Department of Foreign Affairs and International Trade (DFAIT) is organizing a Canadian Pavilion and now is recruiting participants.

Organizers say the time for a strong showing at **TECNO-MIN'95** is particularly opportune — given the fact that, in each of the next three years, Peru plans to spend US\$400 million on mining equipment and related services!

The follow-on mission to Santiago, Chile will afford Canadians the opportunity to maintain contact with the world's largest producer/exporter of copper.

With an annual demand of US\$500 million, Chile is Canada's premier Latin American market for mining equipment and services. (Persons wanting more information on this market can obtain the publication *Chilean Mining: Supply and Demand for Equipment and Services* from their local International Trade Centre).

For complete details on **TECNO-MIN'95** and the follow-on mission to Santiago, contact Paul Schutte, Latin America and Caribbean Trade Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5358. Fax: (613) 944-0479.

Plastics a Priority in Sao Paulo

Sao Paulo — If your company has the resin, machinery, equipment, or the finished product, **BRASILPLAST'95** is the place to be!

Held once every two years, **BRASILPLAST'95** is the world's sixth-largest plastics show, and the southern hemisphere's largest. Show organizers expect a record-breaking 700 international exhibitors, with an estimated attendance of 72,000 visitors.

A trade only show, **BRASILPLAST'95**, is being held May 18-24, 1995 —and Foreign Affairs and International Trade will have a National Stand for which it now is recruiting participants!

In addition to direct plastics applications, if your company has packaging and labelling machinery with plastics application, **BRASILPLAST'95** is an excellent marketing opportunity for your firm. Brazil, with the world's eighth-largest economy, has undergone significant economic liberalization in recent years, marked by large tariff reductions,

bringing the average duty to only 6.5 per cent. As a result, Latin America's largest and most industrialised market has become increasingly open to a wider range of imports.

The Brazilian plastics sector is no exception, and is among the most rapidly growing areas of the economy. Driven to a large extent by the need to modernize to compete with imports, and a healthy pick up of activity in the packaging, automotive, and construction industries, the sector now generates nearly C\$7.5 billion in annual sales.

For further *market* information, contact Charles E. Perry, Commercial Officer, Canadian Consulate General, São Paulo, SP, Brazil. Fax: 011 (55-11) 251-5057.

For *show enrollment*, contact Jon Dundon, Latin America and Caribbean Trade Development Division, Department of Foreign Affairs and International Trade, Programs and Administration, Ottawa. Tel.: (613) 996-6921. Fax: (613) 944-0479.

20th Anniversary

Tokyo Set to Host Foodex '95

Tokyo — Asia's premiere food and beverage show, **Foodex '95**, will be held near Japan's capital city March 7 - 10, 1995.

Foodex, which in 1995, will be celebrating its 20th anniversary, attracts more than 86,000 trade visitors from 42 countries.

In 1994, Canadian exhibitors registered over \$5 million in sales and, in 1993, Japan's food imports grew by 5.5 per cent to exceed \$40 billion.

Participation in **Foodex** provides Canadian exporters an opportunity to grab a greater share of this market.

For more information on

Foodex '95, contact Lorraine Elworthy, Japan Trade Development Division, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 992-6185. Fax: (613) 943-8286.

Batibouw — from page 5

neighbouring countries).

Companies interested in participating in **BATIBOUW'95** or wishing further information on this event may contact Rachel Gauthier, Project Officer, Rhéal Leroux and Associates, Ottawa. Tel.: (613) 741-9397. Fax: (613) 741-9906.

Cologne Site of Geotechnology Show

Cologne — This German city will be the sight, May 2-5, 1995, of **GEOTECHNICA '95**, an international trade fair that provides the most important and well attended European forum for companies and organizations engaged in the fields of geosciences and geotechnology.

While the main underlying theme is conservation and restoration of the environment, over 100 overlapping and related disciplines have, in the past, been highlighted at **GEOTECHNICA**.

More than 20 Canadian organizations and corporations have participated in each of the 1991 and 1993 events. Demand generated by visitors and exhibitors was especially significant for geological/geophysical instrumentation, GIS systems and software, and the entire range of remote sensing technologies and their applications.

In 1993, **GEOTECHNICA** attracted over 600 exhibitors and in excess of 20,000 visitors.

This event provides an excellent venue for breaking into the European markets (both East and West) which, for GIS alone, are approaching \$1.5 billion. Canadian companies will be able to demonstrate their capabilities and to explore other business opportunities.

Recruitment is underway for Canadian companies interested in joining Canada's National Stand.

For more information on **GEOTECHNICA '95**, contact Gayle McCallum, Trade Fairs and Missions - Europe, (RWTF), Trade Development Division, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2. Tel.: (613) 996-1530. Fax: (613) 944-1008.

Buddy System Serves Exporters

An informal **Buddy System** that primarily assists companies new to the world of exporting now is available through the Toronto office of the Canadian Exporters' Association (CEA).

Basically, the service consists of seasoned exporters ("seniors") who volunteer their time and expertise to informally guide less experienced exporters and would-be exporters in overcoming specific hurdles they may be encountering.

The help is free of charge and without liability and is intended to promote both exports and the CEA.

Essentially, those seeking advice ("juniors") call CEA/Ontario (416-325-6396) to review issues and provide brief details on their company.

The CEA, after consultation with

the designated senior, will confidentially provide the junior with the senior's name and telephone number. In all, the process typically involves no more than three or four 15-minute telephone calls spread over about two months.

Members of the CEA, the Ontario Ministry of Trade, and Chambers of Commerce are among the groups that support and promote the **Buddy System**.

For further information on the **CEA Buddy System**, or to volunteer your export experience, contact the Canadian Exporters' Association, Room 539A, Hearst Block, 900 Bay Street, Toronto M7A 2B1. Tel.: (416) 325-6396. Fax: (416) 325-6509.

PUBLICATIONS

Trade Commissioner Service Directory

The 1994 edition of the *Directory of the Canadian Trade Commissioner Service* now is available through the Department of Foreign Affairs and International Trade's InfoCentre. The publication lists trade commissioners in Canada and at Canadian missions around the world who will assist Canadian exporters in starting or in expanding their export sales in international markets. To obtain a copy of the directory, phone or fax the InfoCentre (see box at bottom of page 8), quoting Code 8XA.

Japan Unlocked

Unlocking Japan's Distribution System in the '90s is a complete (400 pages), up-to-date (based on information gathered to September 1994) guide, ideally suited to exporters, people who advise exporters (consultants,

trade officials), and those who instruct exporters (college/business professors).

Available in separate English and French versions and authored by James Keenan of The Asia Pacific Foundation of Canada, the guide is written so that it can be read from beginning to end or quickly referred to, through a well-arranged table of contents/index, for information on topics of special interest, including direct marketing.

Contents, with numerous sub-categories, include: Understanding Japanese Customers, Japan's Distribution Scene, Preparing the Groundwork, Distribution Agreements, Managing Your Distribution Relationships, and Planning and Reference.

Available in most bookstores that carry federal publications, *Unlocking Japan's Distribu-*

Continued on page 8 — Publications

BUSINESS AGENDA

Toronto — January 16-17, 1995 — **How to Do Business in Mexico One Year After NAFTA** should position Canadian companies to take advantage of the opportunities awaiting them in this country. The opening address, by outgoing President Salinas, is titled *Further Opening Up Trade Between Canada and Mexico*. The conference should help partici-

pants develop a practical approach to entering the Mexican marketplace; learn to negotiate in the Mexican business environment; understand the nuances of foreign investment, taxation regulations, banking and legal issues; and learn from the examples of companies successful in the Mexican marketplace. There also are two concurrent half-day workshops: *Essential*

Cross-Cultural and Social Training: The Pros and Cons of Preparing Yourself for the Mexican Business Environment or *Planning and Actioning a Successful Start-Up in Mexico*. To register, contact the organizers, Institute for International Research, Toronto. Tel.: (416) 928-1770. Toll-free: 1-800-461-2398. Fax: (416) 928-2994.

Publications — from page 7

tion System in the '90s (Cat. No. K49-3-1994E), at a unit cost of \$39.95, plus GST, shipping and handling, may be ordered directly from Canada Communication Group-Publishing, Ottawa K1A 0S9. Tel.: (819) 956-4802. Fax: (819) 994-1498.

Have Guide, Will Call

International Calling Guide and a *Canada Direct™* wallet-size card could very well be indispensable tools for Canadians, whether they be travelling abroad on business or pleasure.

The guide provides users with the information they need to telephone to and from almost anywhere in the world. It includes over 230 countries, from Afghanistan to Zambia, time zone differences, and how to call direct, operator-assisted, collect or by calling card.

The benefits users get from the *Canada Direct™* service (more than 80 countries are listed in the guide) are, among others: Canadian rates, which are lower than overseas long-distance rates

CONTRACTS AWARDED

Bell Canada International Inc. (BCI), through the Canadian Commercial Corporation (CCC) has won an important \$27-million contract with Uruguay's National Telecommunications Administration (Antel).

BCI will provide telecommunication services and software to Antel in the areas of systems implementation and integration, corporate culture and direction, resource training and customer service.

"This sale," said Minister responsible for the CCC, David C. Dingwall, "shows the success Canada's exporters can have in the significant new markets of Latin America and underscores the value

CCC provides to those exporters in facilitating sales to foreign governments and international agencies."

BCI's Chairman and Chief Executive Officer Derek Burney said: "This contract constitutes the basis for an on-going and developing relationship between BCI and Antel." The project will employ some 20 Canadians on the site.

CCC, wholly owned by the Government of Canada, provides a range of services to help Canadian exporters sell to foreign governments and international agencies. Over the last 10 years, CCC has concluded sales valued at more than \$7.7 billion on behalf of Canadian suppliers.

in most other countries; Canadian operators, who will serve customers in either English or French; choice of billing, to your Canadian Calling Card™, or collect if you are calling Canada; savings on foreign currency because you can be billed at your home or office;

and savings on hotel charges.

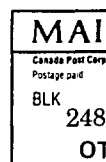
This service is offered by Teleglobe Canada Inc., in conjunction with the Stentor companies.

Contact Violaine Lacroix, Program Manager, Montreal. Tel.: (514) 868-7993. Fax: (514) 868-7275.

INFO CENTRE

The InfoCentre of the Department of Foreign Affairs and International Trade provides counselling, publications and referral services to Canadian exporters. Companies interested in obtaining trade-related information are invited to contact the InfoCentre at 1-800-267-8376 (944-4000) or by fax at (613) 996-9709. Trade information is also available by calling a fax machine) at (613) 944-4500, the Department's round-the-clock faxback service.

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Long-term Commitment

Vietnam Viewed as a Market of Value

Now moving toward a market economy and gradually simplifying the bureaucratic hurdles to free enterprise, Vietnam, with a population of 72 million, is becoming a market of major potential for western business.

Canada is getting in on the ground floor and is there for the long term!

As was constantly reiterated at a *CanadExport*-attended November 7 seminar in Ottawa (*Vietnam: A Tiger with Different Stripes?*), a long-term commitment

is a prerequisite to successfully conducting business with this "tiger cub" of the Asia Pacific.

That message also was reinforced when Prime Minister Jean Chrétien and a delegation of Canadian businesspersons visited Vietnam in November. It was the first official state visit to Vietnam of a Canadian Prime Minister and symbolizes the growing relationship between the two countries.

That relationship has been maturing since 1973 when Canada established diplomatic relations

with North Vietnam (renamed the Socialist Republic of Vietnam in 1976, following official reunification with the South).

Many changes have taken place since then, among them:

- In 1990, Vietnam reopened its embassy in Ottawa;
- In 1991, Canada opened an office in Hanoi (upgraded to an embassy in 1993);



Revised Action Plan for Japan

On December 5, 1994, International Trade Minister Roy MacLaren gave a speech in Toronto to a breakfast meeting organized by the Asia Pacific Foundation of Canada, the Japan Society and the Canada-Japan Society, on the opportunities for Canadian business in Japan. Minister MacLaren underlined that changes in Japan offer excellent opportunities for Canadian exporters to add to their \$8.5 billion in annual sales. While Canada must maintain its "traditional" exports, the real long-term growth potential is in value-added exports.

To this end, Mr. MacLaren unveiled Canada's updated Action Plan for Japan. The Plan is the result of close collaboration among the federal and provincial governments and industry to develop a strategic approach to

improving Canada's performance in its second largest export market. The updated Plan maintains its three principles of action: fostering awareness of market opportunities, facilitating adaptation of products to market needs, and promoting products in the Japanese market. It outlines activities over the coming year in each priority sector. One notable success of the Action Plan approach is in building products, where Canadian industry has built a demonstration house in Japan, educated builders' purchasing consortia about Canadian products, and is working together to gain Japanese recognition of Canadian building codes and standards.

For further information on Canada's Action Plan for Japan, contact the InfoCentre (see box bottom of page 4).

- In 1994 (and inaugurated by International Trade Minister Roy MacLaren during the November visit), Canada opened a trade office in Ho Chi Minh City; and
- In September 1994, the first Canadian ambassador (Christine Desloges) arrived in Hanoi.

Significant as these developments are, it is trade with which *CanadExport* is primarily concerned. And here, too, things have changed significantly.

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SHARING TRADE SECRETS

Have a success story to tell? Send it and CanadExport will be pleased to publish. Please remember that what we need to know is how you succeeded in a specific market(s). The objective of this new feature is to share trade and export hints among Canadian exporters.

Indal Technologies Inc. (ITI) produces a variety of high-technology handling systems used primarily aboard naval ships and submarines. ITI currently exports 95 per cent of its \$35-\$40-million in annual sales, to 22 countries.

Vince Lacey, President and CEO, attributes ITI's tremendous export success, in what amounts to a 'shrinking' industry, to two factors.

The first is ITI's extensive efforts to develop a genuine understanding of international markets and the best ways to deal with each of them, on an individual basis.

The second, is the company's demonstrated ability to deliver effective and affordable solutions to customers, in spite of the thousands of miles which often separate them.

"We made it our business to understand precisely how we must relate to each foreign customer's distinct needs, throughout all stages of a project; how to approach them, how to contract with them and, basically, how to make them feel comfortable in dealing with us over long distances."

Lacey maintains that to succeed in that market, one must have a competitive edge and, in ITI's case, that edge is market knowledge..

"Market intelligence is an extremely important element of success in our industry," says Lacey. "We make it our business to know what projects are happening around the world, and how they will evolve. Often, we will assist a customer in evaluating what is required for their program, at no cost to them.

In addition to having established a network of sales agents around the world, ITI also participates in many forms of teaming arrangements with shipyards, OEMs and other relevant companies, in order to increase its chances of being asked to bid on jobs, and to provide solid, in-country support.

However, he maintains that the real key to international success in the '90s still lies in becoming 'culturally compliant.' "There's still lots of truth to that old maxim, 'when in Rome, do as the Romans,'" quips Lacey.

Governments Take Team Approach to Global Markets

Duplication will be cut, information will be shared, and efficiency in trade and investment marketing will be increased, thanks to the signing recently of a memorandum of understanding (MOU) between Ontario and the federal government.

What's more, the MOU, which it is hoped can be similarly arranged with other provincial governments, will improve co-ordination of international business development activities between the two parties.

The signing of the MOU was announced jointly by International Trade Minister Roy MacLaren, Industry Minister John Manley, and Ontario Economic Development and Trade Minister Frances Lankin.

"We want to ensure greater co-operation and collaboration between the two levels of government in the delivery of international business activity," said MacLaren. "This is a perfect example of what we can achieve when we put our minds to building a Team Canada approach to global markets."

For further information and copies of the MOU, contact Media Relations Office, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 995-1874.

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

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — A company that manufactures **water coolers/cold and hot water dispensing units** is being sought to enter into a joint venture. Contact C.Y. Hung, Managing Director, Sahari Trading Limited, Suite 101, 416 Sixth Street, New Westminster, B.C., V3L 3B2. Tel.: (604) 521-7008. Fax: (604) 521-4007.

PORTUGAL — A company in the **professional development and personnel training field** wishes to contact similar companies with a view to **cooperation on projects in Portugal, Angola and Mozambique**. Contact José N. Moreira Ramos, Managing Partner, Humasel, R. Elias Garcia 313 r/c Dto, 2700 Amadora, Portugal. Tel.: 351-1-493-6379. Fax: 351-1-493-8972.

TAIWAN — A leading Taiwanese importer/agent seeks Canadian suppliers of **pharmaceutical, medical, nutritional and vitamin supplements**. Contact Mr. Chih-Hui Lin, Manager, Gerent International Trading Co. Ltd., 20, Ren Yin St., Taichung 402, Taiwan. Tel.: 886-4-2878859. Fax: 886-4-2859985.

Canadians Participate at APEC

Two tangible results are immediately apparent following Canadian participation in the first ever **Asia Pacific Economic Cooperation (APEC) Trade Fair** and the concurrent annual **Global Business Opportunities Convention (GBOC)**, held October 24-27, 1994 in Osaka, Japan:

- the signing of a sister chamber accord between the Vancouver Board of Trade and Osaka Chamber of Commerce and Industry (OCCI); and
- a planned OCCI mission to Canada and a Kansai-CanWest Forum in 1995. The Kansai region is one of growing trade importance between Canada and Japan.

Less tangible, but full of promise, is the business that could evolve from the one-on-one consultations that were pre-arranged between foreign participants and potential business partners with matching interests.

A record 6,700 consultations were arranged, of which 600 involved

Canadian parties! These meetings were particularly appreciated by newcomers to the Japanese marketplace — where credible business introductions are essential.

Designed to encourage APEC members to export products to Japan and to promote intra-APEC trade, the fair attracted the participation of 260 companies from 16 countries and territories.

APEC is a regional consultative body, consisting of Australia, Brunei, Canada, Chile, China, Hong Kong, Indonesia, Japan, Malaysia, Mexico, New Zealand, Papua New Guinea, the Philippines, Singapore, South Korea, Taiwan, Thailand and the United States.

For information about the APEC Trade Fair or the Kansai region, contact Brian Oak, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-2458. Fax: (613) 943-8286 or, Ms. Ikbal Demirdache, Canadian Consulate General, Osaka, Japan. Tel.: 816-212-4910. Fax: 816-212-4914.

Business Links Canada and Indonesia

Long-term business linkages between private-sector companies in Canada and Indonesia should get a boost with the recent launching of the **Canadian-Indonesian Business Development Office (CIBDO)**.

The project, which was launched last month by Prime Minister Jean Chrétien, with a contribution from the Industrial Cooperation Division of the Canadian International Development Agency

(CIDA), will be managed by the Ottawa office of the Canadian Exporters' Association (CEA) and three advisors based in Jakarta.

"CIBDO will facilitate a wide range of business cooperation projects with the private sector throughout Indonesia," said Michel Plante, the CEA's Director of International Projects. "We can help with private sector joint ventures, transfer of technology and

Continued on page 4 — CIBDO



Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

Vietnam Viewed as Valuable Market — Continued from page 1

Trade Growth/Developments

In 1993, two-way trade totalled \$42.5 million, up from \$31 million in 1992. Major Canadian exports include pharmaceuticals, machinery and pulp.

During the Prime Minister's visit, and among many other developments, almost \$110 million in Canadian business deals were signed, with about \$68 million going to contracts that covered telecommunications, ship traffic management, and the sale of pharmaceutical equipment.

Another \$40 million in investments include a joint venture to explore an offshore oilfield in the South China Sea and the building of an office and residential complex in Ho Chi Minh City.

As well, a \$35-million agreement was signed under which the Canadian International Development Agency will provide training and assistance in environmental management, economic management, legal and administrative

reform, economic planning and information technology.

Opportunities

More than 200 Canadian business people and delegations have visited Vietnam in the last year — a sure sign of their growing interest in developing greater commercial/investment ties.

What they discovered, among other things, is that Canada is well placed to contribute to the economic reforms under way in Vietnam. They also learned that Canadian expertise and capabilities match Vietnamese requirements in areas designated for priority development, particularly in human resources, transportation, telecommunications, and energy.

As well, there are major opportunities for Canadian companies that can help rebuild the country's infrastructure. Vietnam needs roads, ports, communications systems, airports and railroads.

As International Trade Minister

Roy MacLaren said in an address to the Ho Chi Minh Business Community: "I encourage Canadian business to pursue new opportunities in Vietnam; to continue the search for the appropriate Vietnamese partners; and to continue our quest for providing world-class products and technologies to a receptive Vietnamese market."

What's more, MacLaren said: "Canada is here, and here to stay. Canada is committed to this market for the long term."

For trade information on Vietnam, contact David Edwards, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 995-8649. Fax: (613) 996-1248.

CIBDO — from page 3

training, investments, franchising, licensing, and other forms of business cooperation."

Plante added: "Most importantly, there are no fees for this service."

Indonesia, aside from being an excellent location from which to access the ASEAN market, offers potential for business partnerships in a number of sectors which are appropriate for Canada: agriculture, oil and gas, forestry products, mineral (copper, nickel) resources, manufacturing, environment, energy and power, and natural resource processing (fertilizer, cement, pulp and paper, steel).

Contact Katherine Came, Director of Communications, CEA, Ottawa. Tel.: (613) 238-8888, ext. 234.

Safety Subject of Mexico Show

Mexico City — A Safety and Security Products Show will be held at the Canadian Business Centre February 20-24, 1995.

The show, designed to take advantage of this growing market, is being organized by Montreal-based Interexpo Canada Inc., in collaboration with the Department of Foreign Affairs and International Trade.

Safety and security products to

be promoted include: alarm systems; fire-fighting equipment; access control and identification systems; commercial/residential security and communications systems; ordnance equipment; protective clothing; security consulting and software systems.

Contact L.D. Burke, President, Interexpo Canada Inc., Montreal. Tel.: (514) 482-1946. Fax: (514) 483-6595.

INFOCENTRE

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