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Department of Foreign Affairs and International Trade /
Ministère des Affaires étrangères et du Commerce international

Ministère des Affaires étrangères
et du Commerce international

APR 24 2002

Canada



CanadaExpo

Vol. 20, No 7
April 15, 2002

Hot and sunny forecast for this summer Trade mission to Mexico

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International Trade Minister Pierre Pettigrew was taking no chances with the weather when he chose **June 3-7, 2002** as the dates for this year's **Canada Trade Mission to Mexico City and Monterrey**. In January 1998, the notorious ice storm upset the Prime Minister's plans to lead a 250-company Team Canada Mission to Mexico, making it necessary for the Governor General to step in as a replacement. But climatic — and economic — conditions are sure to be hot and sunny when Minister Pettigrew leads some 100 Canadian companies to Mexico this June.



Canada Trade Mission / Mission commerciale du Canada

Ever since the introduction of the NAFTA in 1994, Mexico (population 100 million) has been rapidly growing into one of Canada's leading export markets. In 2001, Canadian exports to Mexico not only increased but we actually gained market share, making Mexico one of the few markets in the world where Canada improved its position.

The following statistics clearly show why Export Development Canada in its March 2002 newsletter declared Mexico "... at the head of the class for Canadian export growth potential."

- Of our top 15 export markets in 2001, Mexico was Canada's fastest-growing.
- continued on page 14 — Mexico*

\$500-million contract awarded to CNA

Canada to the head of the class in Qatar

Canada and Qatar — two very different countries on opposite sides of the globe — have just become partners in education. With the signing in Doha of a 10-year, \$500-million educational partnership contract, Canadian teachers — and Canadian standards — will be heading to school in Qatar next fall. The contract calls for the Newfoundland and

Labrador **College of the North Atlantic (CNA)** [www.northatlantic.nf.ca] to set up a campus in Qatar and represents two years of team building effort by the **Canadian Bureau for International Education (CBIE)** [www.cbie.ca].

continued on page 3 — CNA

**CIFTA AT 5 YEARS:
CELEBRATING A QUIET SUCCESS**
Supplement (see insert)

IBOC: Trade leads

EGYPT — Courses for Secondary Training School Curriculum —

The Ministry of Education is upgrading its technical secondary school curriculum and is inviting tenders (project reference B/F/EGY/EDU/89/16/Training-4) for the supply of training courses in the following four specializations: 1) Automotive (engines, electronic injection systems, transmission units etc.); 2) Electric equipment (generators, transmission line networks, machinery etc.); 3) Electronics (control systems, computer hardware/software, communication and network equipment, industrial electronics, instrumentation etc.); 4) Refrigeration and air-conditioning (equipment and methodologies). Cost

of bid documents (non-refundable): E£500. Bid bond: not less than 2% of total bid value. Closing date: **May 7, 2002**. For more information, contact Dr. Tarek Abdel Meguid, Commercial Officer, Canadian Embassy, Cairo, tel.: **(011-20-2) 794-3110 ext. 3352**, fax: **(011-20-2) 794-7659**, e-mail: tarek.meguid@dfait-maeci.gc.ca (Notice received from the Canadian Embassy in Cairo.)

DOMINICAN REPUBLIC — Urban Planning and Landscaping of the Santiago Metropolitan Park —

The Ministry of Environment has issued an open invitation to tender to urban planning and landscaping companies for the creation of the 48-hectare Santiago Metropolitan Park in Santiago, the Dominican Republic's second-largest city. Foreign companies may bid but they must be associated with individuals or companies authorized to work in the DR. Cost of bid documents: RD\$1,000. Closing date: **May 30, 2002**. For more information, contact Jany Grullon, Secretaria de Medioambiente, Av. Tiradentes, Edif. La Cumbre, 10th floor, Santo Domingo, Dominican Republic, tel.: **(1-809) 567-4300 ext. 256**. Also contact Elizabeth Junco, Commercial Officer, Canadian Embassy, Santo Domingo, fax: **(1-809) 682-2691**, e-mail: elizabeth.junco@dfait-maeci.gc.ca quoting case no. **020320-01243**. (Notice received from the Canadian Embassy in Santo Domingo.)

THAILAND — TOU Meter — The Metropolitan Electricity Authority (MEA) has issued a public tender (bid no. MP5-8950-WBX) for TOU meters. Cost of bid documents (including courier): US\$35. Closing date: **May 23, 2002**. For bid documents, contact MEA, Wat Liab District office,



IBOC
International Business Opportunities Centre

International Business Opportunities Centre

As Team Canada Inc's Sourcing Centre, the International Business Opportunities Centre (IBOC) matches business opportunities from around the world with the business interests of Canadian exporters, particularly small and medium-sized enterprises. IBOC offers a value-added service to trade commissioners by directly contacting Canadian companies about foreign trade leads.

To pursue our international trade leads, check out our Web site at www.iboc.gc.ca (particularly our E-Leads® and Web-Leads®).

Building No.4 ground floor, 121 Chakpetch Road, Bangkok 10200, Thailand. For more information, contact Pradit Suveeranont, Director, Metropolitan Electricity Authority, Purchases & Stores Department, 121 Chakpetch Road, Bangkok, Thailand 10200, tel.: **(011-66-2) 221-2841**, fax: **(011-66-2) 225-9990**, e-mail: suporn@mea.or.th Web site: www.mea.or.th Also contact Veena Ngaocharoenchitr, Commercial Officer, Canadian Embassy, Bangkok, fax: **(011-66-2) 636-0568**, e-mail: veena.ngaocharoenchitr@dfait-maeci.gc.ca quoting case no. **020314-01160**. (Notice received from the Canadian Embassy in Bangkok.)

IBOC opportunities: www.iboc.gc.ca ✱

CNA, head of the class in Qatar

— continued from page 1

Key players

CNA, a leading provider of advanced technical training, will deliver some 2,000 person-years of educational services to Qatar. A temporary facility will be ready for students by September 2002, while a permanent campus is slated for completion the following September. Under the terms of the agreement, Qatar will provide all facilities and equipment and will outfit laboratories according to CNA specifications.

Students attending the Qatar campus will receive a technically relevant, international education that prepares them for active participation in both the local and global economies. Enrollment is expected to grow from 300 — to over 3,000 — over the course of ten years. A broad range of three-year technical programs will be offered and diplomas will be granted by CNA.

"The new institution will be a unique blend of Canadian components and courses, and local Qatari culture," says CBIE President James Fox.

CBIE is a national not-for-profit educational association comprising some 200 school boards, colleges and universities. It is involved in both aid-supported and trade-related educational projects around the world: aid support comes largely from the Canadian International Development Agency (CIDA), while DFAIT's missions abroad and its Program for Export Market Development (PEMD) provide support for CBIE's trade initiatives.

CBIE gets an "A" for achievement

Although the partnership in Qatar marks the first time that CBIE has exported an entire college system, its export history goes back 25 years — with projects in Lebanon, Egypt, Libya, Iran, Kuwait, the U.A.E., Uzbekistan and Nigeria.

The Qatar partnership was the result of two years of effort by CBIE — benefiting from DFAIT support and PEMD funding — that included a regional marketing strategy directed at the ministry of education and senior officials in Qatar, especially the Emir's office.

CBIE's Fox helped the Qatari government select the Canadian college that would best meet cost and program requirements: "CNA is an excellent choice because it is well-established with 18 campuses throughout Newfoundland and Labrador, and because it can



Signing ceremony of the MOU between CBIE, CNA and Qatar, at Wajba Palace in Qatar, on June 3, 2001 (signing from left to right): CNA President Pamela Walsh; Sheikh Abdullah Bin Mohamed Bin Saud Al-Thani, Chief of Emiri Diwan; and CBIE President James Fox. Standing (left to right): Dr. Mohamad Saleh Abdulla Al-Sada, Director Technical, Qatar Petroleum; and Canada's former Secretary of State (Amateur Sport) Denis Coderre, now Minister of Citizenship and Immigration.

deliver high-quality business-related training, technical services and programs in the oil and gas industry — at the right price."

A highly profitable visit to Canada by the very enthusiastic Sheikhha Mozah bint Nasser al Misnad, the Consort of the Emir of Qatar — as well as subsequent visits to Canada by Qatari officials to choose the winning institution — were instrumental in directing this project towards Canada and confirmed the wisdom of the choice.

Teamwork

Led by the Minister of Youth Services and Post-Secondary Education, Sandra C. Kelly, the province gave the touring Qatari delegation the red carpet treatment — including the irresistible Newfoundland hospitality — in support of the response spearheaded by CNA President Pamela Walsh to this exciting challenge. Minister Kelly demonstrated the strong commitment of the Newfoundland and Labrador government to the project through her later participation in the contract signing ceremony in Qatar.

Fox praised Sheikhha Mozah as the force behind the agreement. "The project was really based on her guidance and her vision of bringing the best in international education to Qatar.

"Furthermore" he adds, "the Canadian Embassy in Kuwait was instrumental all the way. I worked closely with Ambassador Richard Mann, who introduced us to officials in Doha some three years ago, and I also found the advice provided by Doug Bingeman and Ibtissam Hajj in the commercial section truly helpful."

Continuing education

Under the terms of the Qatar contract — the biggest education partnership deal ever initiated by Canada — CBIE will provide advisory and quality assurance

services to Qatar and will support CNA to ensure project success.

CNA President Pamela Walsh believes the deal could open other doors for the province, as well as for the rest of Canada: "Given that Newfoundland and Labrador, like Qatar some years ago, has a burgeoning oil and gas industry, I see CNA's relationship with Qatar as a foundation for other partnerships."

continued on page 7 — CNA

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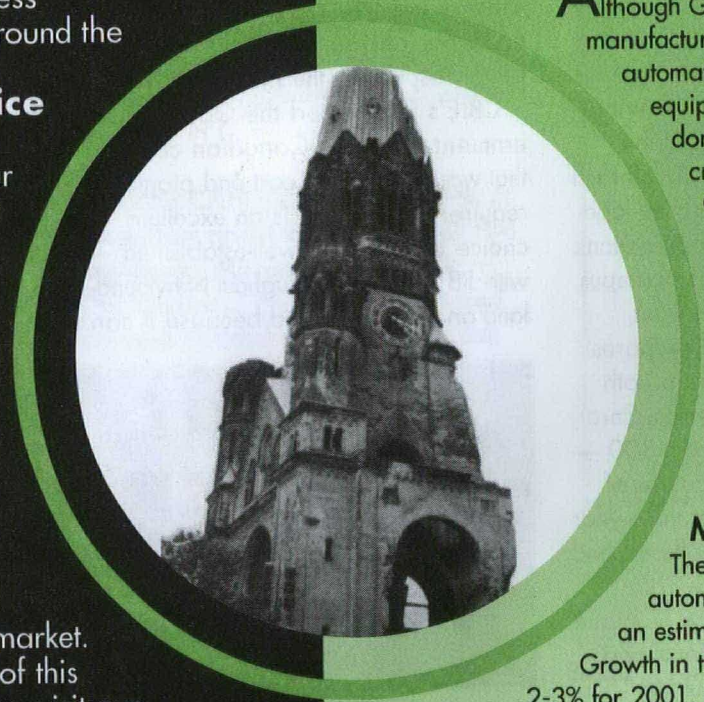
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GERMANY

With a team of 500 business professionals in 140 cities around the world, the **Trade Commissioner Service** has the market knowledge you need to succeed in your target market. Our Market Research Centre and our offices abroad have prepared over 600 market studies available for free on our Web site. These studies will help you identify foreign business opportunities and learn more about your target market.

This is an overview of the market. For a more in-depth study of this market and for other studies, visit our Web site. When you are prepared to do business abroad, you can use our Web site to get in touch with our offices around the world and request personalized services electronically.

www.infoexport.gc.ca



The Industrial Automation Market

Although Germany has a strong manufacturing capacity in industrial automation and process control equipment, demand outweighs domestic supply. This gap has created opportunities for Canadian companies with innovative and competitive products. Leading segments of the market that show most promise for Canadian companies include factory automation, robotics, microsystem technology, and sensors.

Market Overview

The German industrial automation market was valued at an estimated \$22.6 billion in 2000. Growth in the market was projected at 2-3% for 2001. Further investments in the manufacturing sector and increased competition among producers are expected to contribute to sustained growth in the market over the medium to long term.

Factory Automation

The German automobile industry accounts for 55% — or \$12.5 billion — of the total German automation market.

The energy sector and German plant manufacturers are the next leading consumers of industrial automation equipment. However, virtually every major manufacturing industry integrates automation technologies into their production processes. Strong commercial potential exists in this area for innovative software solutions.

Robotics

Robotics is a large and critical component of the factory automation segment. There are 109,000 robots operating in the German industry. In 2000, they installed 12,800 new robots, 21% more than in the previous year. Industry turnover reached \$2.1 billion in 2000, representing a 10.5% increase over 1999. The industry is currently favouring small robots, and robots with five and six axes.

Microsystem Technology

Leading industry events, such as the annual spring Hannover Fair, have begun to showcase microsystem technology and the opportunities it presents in industrial automation. Growth in microsystem technology is expected to continue as diverse industries view the miniaturization of processes as integral to remaining competitive and mastering factory automation.

Sensors

The German market for measurement and analysing devices, sensors and

process control equipment were worth roughly \$7.2 billion in 2000. Demand for sensors grew by close to 9% in 2000. Commercial prospects in this segment for Canadian firms include intelligent sensors and bus-based sensors. The market for these products will broaden as highly sophisticated diagnostic tools become essential for efficient industrial operations.

Opportunities

Beyond factory automation, robotics, microsystem technology, and sensors, opportunities are expected to grow in other areas of the German industrial automation market. Canadian companies should explore prospects in the assembly and handling technology, industrial image processing, process and utility automation and process control market segments. The German process control market, alone, was worth \$13.4 billion in 1999, while the assembly and handling technology segment was valued at \$4.4 billion in 2000.

Market Entry

The most common and effective way for foreign companies to enter

Over 600 market reports
in 25 sectors available at:

www.infoexport.gc.ca

the German industrial automation market is through a commercial agent or distributor. Interested firms should also consider attending key industry events and familiarizing themselves with all aspects of the market, including import regulations and local standards.

See Potential?

To learn more about this market, read *The Industrial Automation Market in Germany*, prepared by the Market Research Centre of the Trade Commissioner Service. This report and hundreds of others are available on-line at

www.infoexport.gc.ca

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See insert for your *Advanced Manufacturing Technologies Industries' contacts in Europe.*



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The U.S. Connection

The U.S. Connection is produced in cooperation with the U.S. Business Development Division of DFAIT's North America Bureau. For information about articles on this page, fax (613) 944-9119 or e-mail commerce@dfait-maeci.gc.ca. For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Sell2USGov

Links to the U.S. government supply chain

When your hot prospect asked for your GSA number, did you know if you had one — or even what it was?

When someone suggested "Buy American", did you know what to do? Sell2USGov (www.can-am.gc.ca/sell2usgov) is the newest site for Canadian firms with Canadian questions about the world's largest — and sometimes most complicated — market: the US\$200-billion U.S. government procurement market.

Hundreds of Canadian companies win millions of dollars in contracts with U.S. government customers for commercially available products and services each year. Sell2USGov hands you the keys to their success.

Sell2USGov focuses on planning for market entry, winning and retaining business, and solving problems. Users can link directly to bid notices and take advantage of extensive sources of business intelligence and specialists with proven track records helping companies win U.S. government contracts — a process that starts long before the bid notices are published.

"We're getting a lot of calls these days from companies with great products and services related to Homeland Security," said Judy Bradt, Director of Business Development for Aerospace, Defence and IT at the Canadian Embassy in Washington D.C. "Sell2USGov jump-starts newcomers wondering how it all works, and has a lot to offer our experienced clients too."

The content-rich site includes critical success factors such as making sure proposals are complete and accurate.

"Our clients have always liked to use our Solicitation Guide when they're writing a proposal," explained Bradt. "Sell2USGov makes it easier to use, and links right to the regulations, too."

"This portion of the site goes through each section — from A through M — of the U.S. government solicitation, and presents the issues Canadian firms need to consider as they respond."

"Drafting a winning U.S. government proposal requires a lot of detail," Bradt added, "but getting good advice when you need it — even on a weekend — can make all the difference."

"There are U.S. government buyers in every state. Clients using Sell2USGov will be even better prepared to call on their Trade Commissioners across the United States to get the names of key contacts among U.S. government buyers in their target markets," said John Kneale, Director of DFAIT's U.S. Business Development Division.

Visit www.can-am.gc.ca/sell2usgov and tell us what you think!

For more information about the Web site, contact Judy Bradt, Canadian Embassy, Washington D.C., tel.: (202) 682-1740, fax: (202) 682-7795 or 682-7619, e-mail: judy.bradt@dfait-maeci.gc.ca

For assistance with specific opportunities, contact the trade officers responsible for the region in which the buying office or prospect is located. Officers are listed in the Canadian Trade Commissioner Service directory at www.infoexport.gc.ca *

Check the Business Section of the Canada-U.S. Relations Web site at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

Tips from CCC

Add risk protection to your export contracts

For over 50 years, the Canadian Commercial Corporation (CCC), Canada's export contracting agency, has been reducing risk for buyers and sellers by building contracts that have the best possible terms and conditions. A contract is an agreement — enforceable by law — that represents the parties' intentions and documents their responsibilities. When agreements cross borders and jurisdictions, however, both buyers and sellers need additional protection from perceived risks.

Satisfaction with both product and payment is most likely when all parties perform in accordance with the mutually understood terms and conditions outlined within the contract.

In export contracting, where the risk is perceived to be higher, exporters will often be asked to post performance bonds to guarantee that the contract terms and conditions will be fulfilled. As Prime Contractor in an export contract, CCC offers buyers a 100% guarantee that contract terms and conditions will be met, which can result in the waiver of such bonds.

Built-in risk protection

CCC offers exporters the following tips for negotiating a risk-reduced contract.

Prepare for the possibility that one or both parties may not perform in accordance with contract terms:

- Include recourse options and remedies in the event of contractual default.
- For disputes, specify the rules governing arbitration, the arbitrator and the country of arbitration.

Use clear language to avoid misunderstandings:

- Define product specification requirements, payment terms and overall contract objectives.
- Identify remedial action or penalties for terms or conditions that are not met.

Investigate the pitfalls that can lead to possible shipping delays in foreign markets before signing an export contract:

- Identify all required export permits.
- Develop delivery schedules that can accommodate unexpected delays at the border, particularly in regulated markets.

Minimize the risk of non-payment in cases where a buyer perceives that the product fails to meet the specifications:

- Define the process for product inspection and acceptance.

Shaping Trade Solutions for Our Exporters



The Canadian Commercial Corporation (CCC) is an export sales agency of the Government of Canada providing special access to the U.S. defence and aerospace markets and specializing in sales to foreign governments. Canadian exporters can gain greater access to government and other markets, as well as a competitive advantage, through CCC's contracting expertise and unique government-backed guarantee of contract performance. CCC can facilitate export sales that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms.

When requested, CCC acts as prime contractor for government-to-government transactions and provides access to pre-shipment export financing from commercial sources.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (800) 748-8191, fax: (613) 947-3903, Web site: www.ccc.ca

- Establish a method of payment that satisfies the exporter's risk tolerance and takes into account whether or not the product has been manufactured to prescribed specifications in the past.

For more information about building risk protection into your export contracts, contact Canadian Commercial Corporation, tel.: (613) 996-0034, toll-free (in Canada): 1-800-748-8191. *

CNA — continued from page 3

Indeed, hitting the books together could be the start of a beautiful friendship between Canada and Qatar.

For more information on CBIE, contact Jennifer Humphries, Director, Membership and Educational Services, CBIE, tel.: (613) 237-4820, fax:

(613) 237-1073, e-mail: jhumphries@cbie.ca Web site: www.cbie.ca

For more information on CNA, contact Stephen Lee, Information Officer, CNA, tel.: (709) 643-7928, fax: (709) 643-7932, e-mail: stephen.lee@northatlantic.nf.ca

For general information on educational opportunities abroad, contact Simon Williams, Deputy Director,

Educational Marketing Unit, DFAIT, tel.: (613) 996-2041, fax: (613) 995-3238, e-mail: simon.williams@dfait-maeci.gc.ca

This is the first in a series of success stories on emerging education market opportunities and activities in the Middle East and other regions, promoted by DFAIT, that will be featured in CanadExport. Watch for details. *

Open doors for Canadian manufacturers

U.K. housing and building product sector

Canada's commercial relationship with the United Kingdom is, by every measure, its most extensive in Europe — and second only to the U.S. The U.K. is also Canada's fastest-growing export market after the U.S. Over one quarter of Canada's exports to the European Union are sold in the U.K., which is now ranked as Canada's third-largest export market. This translates into major market potential for Canadian manufacturers of housing and building products.

Market overview

The construction industry was valued at almost £60 billion in 2000, of which the housing sector accounted for 40% or £24 billion. This sector grew 34% between 1996 and 2000, and is forecast to grow 11% over the next five years.

The housing sector can be further split into the new housing and renovation/refurbishment sectors. New housing was valued at £8.4 billion in 2000. Housing starts have remained somewhat static — between 180,000 and 190,000 per year for the last five years — and forecasts suggest this will not change significantly.

The renovation and refurbishment sector, on the other hand, is poised for growth given that the U.K. is home to one of Europe's oldest housing stocks. One half of the country's 23 million dwellings are between 50 and 100 years old — or older. Between 1996 and 2000, this sector grew 11% and was valued at £16 billion in 2000. Forecasts predict growth of 11% over the next five years as government-funded refurbishment of more than 1.5 million properties gets underway.

Both commercial and industrial construction have shown positive growth over the last five years. Performance in the infrastructure sector has been poor. Forecasts suggest that this sector will continue to cool, largely due to reduced government spending.

In 1999, the U.K. reported a £2-billion international trade deficit in building materials. While the U.K. satisfies most of its needs for aggregates domestically, the country imports 80% of the wood it requires. Timber imports now amount to roughly £1 billion per annum — 20% of all building material imports.

EUROPE

Opportunities

The domestic U.K. construction industry is experiencing a period of rapid change, most evident in the new housing market. A shortage of skills, rising construction costs, defects associated with on-site wet trades and new building regulations that stipulate increased thermal insulation have all contributed to a shortage of new homes.

This has, in turn, created a trend toward off-site production and a demand for new, innovative products that "de-skill" the construction site yet meet the new standards. Framing systems, particularly wood frames, are becoming more accepted.

In the short-term, Canadian manufacturers will be well positioned to supply this market while domestic manufacturers are gearing up to meet demand. Long-term success, however, depends on developing supply partnerships with small to medium-sized homebuilders that lack their own manufacturing capabilities.

A number of other opportunities are worth exploring: lightweight cladding and roofing systems, mechanical systems, prefabricated and panelized components as well as value-added wood products such as windows, doors and flooring.

Market access considerations

While certain large retailers, merchants and builders are willing to buy goods directly from an offshore manufacturer, conducting business in the U.K. often requires a local partner. Such partners provide vital insight into British business practices, market characteristics and strategies, as well as legal, financial and importation procedures. Companies must be prepared to invest time (2 to 3 years) and resources to build contacts and product awareness.

Canadian firms must ensure that their products conform to European, or, if not available, British standards.

To become regular suppliers to leading DIY outlets, timber exporters must have their products certified by the Forest Stewardship Council or equivalent.

Major competition

Many domestic and international manufacturing firms with integrated distribution operations are well-established in the U.K., and competition between them is fierce.

Canadian wood products face intense competition from softwoods originating in Scotland, Scandinavia and the Baltic States, and hardwoods from the Far East and South America.

Many wood promotion agencies maintain well-funded and active representative offices in the U.K., but a similar marketing presence by Canadian wood associations is noticeably absent.

For more information, contact Jason Kee, Business Development Officer, Canadian High Commission, London, tel.: (011-44-20) 7258-6664, fax: (011-44-20) 7258-6384, e-mail: jkee@canada.com Web site: www.infoexport.gc.ca/uk

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

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and International Trade

Ministère des Affaires étrangères
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Spring 2002

SUCCESS

Already strong ties between our nations on virtually all industrial fronts came into force on January 1, 1997, and our exports to Israel have doubled, and our exports to Israel have never. This supplement highlights the export tool, employed by exporters

deregulate the telecommunications the country's infrastructure.

world, Israel is experiencing a downturn, and the global high-tech economy has shown remarkable strain. The economic fundamentals are a sense among analysts that the world and that the business cycle will turn diversified economy is still considered to be a potential of 4%-5%.

preferential and secure access to an economy, is a trade-based economy, and opportunities and export potential.

THE CANADIAN
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Open doors for C U.K. hous building p

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The Trade Commissioner Service helps new and experienced companies which have researched and selected their target markets.

CIFTA AT 5 YEARS: CELEBRATING A QUIET SUCCESS

This year marks the fifth anniversary of the Canada-Israel Free Trade Agreement (CIFTA). The already strong ties between our two countries have been even further strengthened by this Agreement, which has seen tariffs eliminated on virtually all industrial goods, and eliminated or reduced on 80% of agricultural and agri-food products. The CIFTA, which came into force on January 1, 1997, has been a quiet but undisputed success for both Canada and our Israeli partner. Bilateral trade has doubled, and our exports to Israel have grown more than 30%. In fact, in 2001, two-way trade should exceed \$1 billion for the first time ever. This supplement highlights the successes and opportunities spawned by the CIFTA, which is destined to become a well-known export tool, employed by exporters across the country to access this dynamic market.

Israel: An Economic Success Story

Israel is a modern, diverse and sophisticated country of more than 6 million people. Economic reforms, foreign investment incentives, a skilled and innovative work force, and strong consumer demand, combined with the creation of free trade agreements with many countries, including Canada, make the country a most attractive business environment.

Israel has gradually shifted from traditional low-tech and heavy industry toward services and the production of higher-value products for the high-tech industry, making it a high-tech powerhouse. Contributing over 50% of GDP, the high-tech sector is expected to continue driving overall growth for the next several years.

In recent years, Israel's general economic philosophy has shifted toward an increased market orientation and openness to the world economy. Although government involvement in the economy remains high, there has been some progress in privatization. A key

government goal has been to deregulate the telecommunications sector, as well as to upgrade the country's infrastructure.

Like much of the rest of the world, Israel is experiencing an economic slowdown, related, in its case, to the political situation, the world economic downturn, and the global high-tech slump. Nevertheless, Israel's new economy has shown remarkable resilience in the face of severe strain. The economic fundamentals remain in place, and there is a sense among analysts that the right course is being pursued and that the business cycle will turn around. In short, Israel's diversified economy is still considered to be sound, and once key global economies recover, most analysts are predicting long-term growth potential of 4%-5%.

The CIFTA thus provides preferential and secure access to an important market. Israel, like Canada, is a trade-based economy, offering unlimited partnering opportunities and export potential.

Prepared by the Middle East Division (GMR)



OPPORTUNITIES OPPORTUNITIES OPPORTUNITIES

The elimination or reduction of tariffs under the CIFTA has directly resulted in the freer flow of trade in a diverse array of industrial and consumer products, and Israel holds excellent opportunities for Canadian firms in key sectors.

Information and Communications Technology

Often referred to as "Silicon Wadi," Israel's ICT market is very competitive—a result of the presence of many multinationals, as well as Israel's own strong capabilities. The market nevertheless offers a wide range of business opportunities for Canadian companies, particularly those offering high-quality products. Many opportunities are associated with the government's plan to deregulate the telecommunications sector. The Ministry of Communications foresees a need for fixed wireless (an area in which Israeli companies have expertise and in which joint ventures are possible), cable telephony, fibre optics, broadband services, and 2G and 3G cellular frequencies.

Agriculture and Agri-food

The CIFTA improved market access for 80% of agriculture and agri-food products, and negotiations are under way to further liberalize trade, with a view to strengthening Canada's competitive position with respect to that of other countries. Israel's agri-food imports amount to \$3 billion per annum, half of which consists of prepared foods and vegetables. The total value of Canadian exports over the last five years has exceeded \$50 million. Grains, pulses, processed food, pet food and confectionery products make up the majority of Canadian exports, but there are also opportunities in the areas of prepared foods, fish and seafood products, bakery products, frozen fruits and meals, and wines (particularly ice wine). Also presenting opportunities is the market for private-label products, which represents 5% of the major supermarkets' volume and is expected to double within the year.

Biotechnology

The Israeli biotechnology market is a small, emerging, but highly competitive sector that holds significant opportunities for Canadian companies, particularly in joint-venture partnerships with Israeli biotechnology companies. Israel is expected to become a centre for the development of biopharmaceuticals and generic medicines. Best prospects are in bio-electronics, nanotechnology, pharmacogenomics, proteomics, bio-informatics and structure-based drug design. The Israeli government strongly supports the biotechnology industry with programs to match research funding, establish technology incubators, and encourage international cooperation.

Transportation

The tremendous growth in Israel's population has placed a burden on the existing transportation infrastructure, and its upgrade and expansion are thus a key priority of the Israeli government. A major project already under way is the \$1.2-billion Cross-Israel Highway. The government has also started the tendering process for a project to build the \$1.5-billion Tel Aviv Metropolitan Mass Transit System. Canadian companies, whose capabilities are well recognized in Israel, are encouraged to partner with local firms to participate in the international tenders.

And Other Opportunities...

Aerospace is a major industry in Israel, and Canada's excellent reputation in this market sector affords companies a variety of opportunities. Canadian sales of aircraft parts and engines to Israel totalled \$130 million in 2001.

The **construction** industry, accounting for 7% of GDP, is one of the central and leading sectors of the country's economy, and the market for building materials is estimated at \$3 billion. The elimination of tariffs on industrial products under the CIFTA has created significant opportunities for Canadian suppliers of construction components and hardware products.

Israel continues to be an emerging market for **environmental products and services**. Canadian companies can join consortia competing on future build-own-operate-transfer (BOOT) tenders for desalination plants, as well as BOT tenders for municipal wastewater plants and other types of waste facilities. All international tenders stipulate the requirement of having a local partner, and Israeli companies are very open to collaboration with Canadian companies, whose expertise in the field is well regarded.

Service Exports

Service exports have also become an important component of our trade with Israel, particularly as the Israeli government moves to upgrade the country's infrastructure. Canadian firms have already found opportunities in transportation projects. Professional services such as engineering, education, architecture and building technology are other areas in which Canadian expertise can find success in this market.

CANADIAN SUCCESSSES: THE COMPANIES SPEAK FOR THEMSELVES

The figures demonstrating the CIFTA's success are indisputable, but no evidence is more compelling than the individual stories of Canadian exporters. In virtually every key sector, Canadian companies have seen their sales to Israel increase, or have gained a competitive edge, or have even been able to penetrate the market at all, thanks to the implementation of this Agreement. Here are just a few of the many Canadian successes in Israel.

For **Heinz Specialty Pet Foods** (a Division of HJ Heinz Canada), sales soared after the CIFTA came into force. The company has been selling its specialty products through an Israeli distributor for 12 years. "For the first eight years growth was good, but not remarkable," explains Colin Flint, Sales Representative for Europe and the Middle East. "But in the last four years, we've seen very high growth in Israel, to the point where last year we doubled our sales." Flint attributes Heinz's recent soaring sales to the CIFTA, which significantly reduced duties on pet foods.

Loblaws President's Choice products took Israel by storm when they were first introduced, and they have now reached 8% penetration of private-label sales, through their distribution in Club Market supermarkets. That level of penetration was facilitated by the CIFTA, which reduced duty rates on a range of agri-food products and allowed Canadian products to compete with local and U.S.-made products.

The CIFTA also created a more level playing field for cable connector manufacturer **Stirling Connectors Ltd.** "Our major competitors, who are from the U.S., were already benefiting from a U.S. trade agreement with Israel," explains Stirling's Vice-President Bruce Buck. "So the CIFTA put us on a more even footing, price-wise; it was a great help." Stirling also had the flexibility and ability to meet its Israeli customers' stringent technical requirements. As a result, the company has a lucrative and ongoing contract to provide cable connectors to Israel's new major satellite television project, YES.

For **Thyme Maternity International Inc.**, the existence of the CIFTA was the most important factor in the choice of Israel as one of the first global markets for its unique retail brand concept. "There are tremendous difficulties shipping merchandise across most boundaries. The CIFTA allows our Canadian-made apparel to flow freely at a minimal rate," explains Thyme's Director for International Licensing, Clifford Halickman, adding that Israel also has the advantage of having a retail environment and business practices similar to Canada's. A major Israeli retailer is now operating a Thyme Maternity retail shop within its existing network of stores.

The existence of the CIFTA has also raised awareness of Canadian capabilities generally, and there is no doubt about the capabilities of the **Canadian Highways International Consortium (CHIC)**, which built Ontario's 407 ETR, the world's first all-electronic toll highway. At the same time the CIFTA was being negotiated, the Consortium was invited to Israel to present its unique system, and subsequently became part of an international consortium awarded the \$1.2-billion Cross-Israel Highway project. "The existence of the Agreement helped to build a strong relationship between Canada and Israel, which then facilitated our getting the project," says CHIC President John Beck.

FOR MORE INFORMATION...

For more information on the CIFTA and the Israeli market, visit the Web site of the Canadian Embassy in Tel Aviv at www.dfait-maeci.gc.ca/telaviv or contact **Suzanne Szukits**, Senior Trade Commissioner, e-mail: suzanne.szukits@dfait-maeci.gc.ca

Through its Market Research Centre and offices abroad, the Canadian Trade Commissioner Service has prepared more than 600 market studies, which are available for free on its Web site. Visit www.infoexport.gc.ca to access market studies and other information to help you explore specific business opportunities in Israel and other global markets.

Export Development Canada (EDC)—Canada's leading provider of trade finance and risk management services for exporters—is open for insurance and financing in Israel. With its local and foreign banks lending at competitive margins, Israel is rated as Investment Grade by three international rating agencies. EDC has lines of credit with three Israeli banks—United Mizrahi, Leumi and Hapoalim—and can be an important partner in supporting Canadian exporters in this highly commercial market. For more information, visit www.edc.ca

DFAIT's **Program for Export Market Development (PEMD)** provides financial assistance to help Canadian exporters explore new markets abroad, for example in the form of assistance for developing marketing strategies or for attending trade shows. For more information, visit www.infoexport.gc.ca or contact the International Trade Centre nearest you (www.dfait-maeci.gc.ca).

Canadian-Palestinian Framework for Economic Cooperation and Trade

Under the 1995 Paris Protocol of the Oslo Accord, Israel and the Palestinian Authority had agreed to the establishment of a customs union. The CIFTA applies to the area covered by this customs union, and thus gives duty-free benefits of the Agreement to goods produced in the West Bank and Gaza Strip.

Following Canada's expressed commitment to conclude a separate arrangement on trade with the Palestinian Authority, the Joint

Canadian-Palestinian Framework for Economic Cooperation and Trade was signed in 1999. The Framework is complementary to the CIFTA, incorporating CIFTA rules of origin, and states the intentions of both parties to conduct commercial relations on the basis of free trade. Canada maintains a Representative Office in Ramallah to assist Canadian entrepreneurs who wish to learn more about doing business in this developing market.

Upcoming Trade Shows

Trade shows in a variety of sectors offer Canadian companies excellent opportunities to exhibit their products. The following are just a few of the shows coming up in 2002. For other shows, visit www.israel-trade-fairs.com/2000/english/index.html

Hosting more than 300 exhibitors from Israel and abroad, the **Do-It-Yourself and Home Improvement Exhibition (DIY 2002)**—May 20-22, 2002, Tel Aviv—will showcase the latest equipment and products from one of the world's most impressive growth sectors. For more information, visit www.diy-israel.com/

Under the theme "**Life Advances™**," the **BIO 2002 International Biotechnology Convention & Exhibition**—June 9-12, 2002, Toronto—will highlight advances in biotechnology product development. For more information, visit www.bio2002.org/index.asp

Israel's telecommunications industry will introduce its most recent innovations at **Telecom Israel 2002**—being held in Tel Aviv, November 4-7, 2002. For more information, visit www.telecom-israel.com/2002/intro.html

CIIRDF: Fostering Canadian-Israeli R&D Partnerships

With Israel's impressive research base, Israeli companies are ideally suited as R&D partners for Canadian firms. The Canada-Israel Industrial Research & Development Foundation (CIIRDF) was established in 1994 to promote collaborative R&D among firms in our two countries. Since its inception,

the governments of Israel and Canada have each committed \$1 million per year, to 2005. CIIRDF undertakes promotion and marketing of R&D collaboration, offers matchmaking services, and provides financial support to projects. For more information, visit the CIIRDF Web site at www.ciirdf.ca



Serving the Advanced Manufacturing Technologies Industries

Upcoming Event(s) in Canada

Assembly Canada
April 3-4, 2002
Mississauga, Ontario
www.reedexpo.ca/assembly

National Factory Automation Show
May 13-15, 2002
Montreal, Quebec
www.reedexpo.ca/montreal

Upcoming Event(s) outside of Canada

International Conference on Robotics
and Automation - ICRA 2002
May 11-15, 2002
Washington, DC
United States of America
www.icra2002.org

Automated Manufacturing
Exposition - AM 2002
October 8-10, 2002
Worcester, Massachusetts
United States of America
www.am-expo.com/NewEngland/main.htm

National Associations

Canadian Advanced
Technology Alliance
www.cata.ca

Machinery & Equipment
Manufacturer's Association
of Canada
www.memac.org

Undergoing renovation

Construction in Italy

Opportunities

Renewed growth in the Italian construction industry presents export opportunities for Canadian value-added building products.

Italians, increasingly concerned with environmental issues, expect housing standards to be environmentally friendly. The Italian government has offered citizens financial incentives to improve their homes and save energy, which has stimulated a demand for photovoltaic systems, acoustic insulation, higher earthquake tolerance in buildings, ventilation systems, heat and water recovery units, solvent-free paints and building systems made of wood.

Although the use of traditional technologies is still widespread in high-rise construction, more innovative and cost-effective systems, such as internal partitions in light-frame steel, have great potential.

Market access considerations

As part of the unification program to establish common standards for its member countries, the European Union has begun the lengthy process of regulating construction products and civil engineering structural design. In 2000, harmonized standards (www.cenorm.be/sectors/construction.htm) were issued for cement and geotextiles products, and in 2001, *Structural Eurocodes* were published for concrete, steel, timber, masonry and aluminum structures.

As an EU member, Italy is legally bound to apply the product standards, codes and certification approval process developed by the Union. Exporters to Italy must also consider the national standards and codes issued by the Italian National Bureau of Standards (www.uni.com) [UNI]. In order to determine which standards apply to their particular products, Canadian

exporters are advised to consult certification bodies or local distributors/agents that are officially recognized by the Italian government.

Canadian exporters should also note that the Italian construction and building products industry is composed predominantly of small companies with highly fragmented distribution systems. Very few firms or consortia operate on a multi-regional scale.

Useful Web sites

Trade shows in Bologna:

- International Exhibition on Interior Architecture, Building Renewal, Finishing [SAIEDUE] (annual) — March 20-24, 2002:

www.on-nike.it/SAIEDUE/

- The International Building Exhibition [SAIE] (Italy largest annual building products trade show) — October 16-20, 2002:

www.bolognafiere.it/SAIE

Organizations:

- Association of the Italian Building Contractors [ANCE]: www.ance.it
- Italian Association of Engineering Consulting Companies [OICE]: www.oice.it
- Association of Italian Ceramic Tiles and Refractories Manufacturers [ASSOPIASTRELLE]:

www.ceramictiles.it/

For opportunities in the construction market in Albania and Malta, contact Canadian Embassy, Rome, Commercial and Economic Section (Information Centre), e-mail: rome-td@dfait-maeci.gc.ca

For more information, contact Lucia Tubaro, Business Development Officer, Canadian Consulate General, Milano, tel.: (011-39-02) 6758-3359, fax: (011-39-02) 6748-3900, e-mail: lucia.tubaro@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/it

SERVING CANADIAN BUSINESS IN ISRAEL

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Available Market Reports*

Europe

Germany

- The Plastics and Rubber Machinery Market
- The Industrial Automation Market

Finland

- The Industrial Automation Market

Latin America and the Caribbean

Mexico

- Electric and Electronic Components Manufacturing

* Produced by the Market Research Centre of the Canadian Trade Commissioner Service. To consult them, visit:

www.infoexport.gc.ca

THE EUROPEAN ADVANTAGE

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- For more information**, contact Lucia Tubaro, Business Development Officer, Canadian Consulate General, Milano, tel.: (011-39-02) 6758-3359, fax: (011-39-02) 6748-3900, e-mail: lucia.tubaro@dfait-maeci.gc.ca
Web site: www.infoexport.gc.ca/it

Environmental policies in the Kansai region

Converting a ¥ for the environment into \$ (part 2)

The seven prefectures in Japan's Kansai region have specific environmental responsibilities, such as upgrading sewage and wastewater treatment facilities and protecting natural resources. They also provide funding for environmental enlightenment, guidance and education, as well as for monitoring and research into a broad range of environmental initiatives.

Osaka

The prefecture is countering rising levels of toxic chemical pollutants such as dioxin and endocrine disruptors ("environmental hormones") with more research funding, increased environmental monitoring and analysis, and more stringent regulations. Measures to slow global warming, conserve energy and recycle are now actively promoted.

A large portion (68%) of the government's total 192.5-billion-yen budget for 2001 was directed towards engineering projects and studies.

Kyoto

Kyoto was once Japan's capital, but today the region is sparsely populated — three quarters of its land is forested. Despite its rich natural heritage, Kyoto faces environmental woes: water contamination, automobile pollution and growing waste.

The prefecture has been an ardent supporter of the environment, and aspires to become a leader in environmental causes. In 1999, it adopted the Kyoto Global Environment Declaration and formulated the Kyoto Prefectural Basic Environment Plan.

Shiga

With a population of only 1.34 million and few major businesses, Shiga may seem less than ideal from a business

and market perspective. Its people, however, are actively involved in environmental issues and may be considered a potentially significant consumer market for environmental products and technologies. Indeed, as the home and guardian of Lake Biwa — Japan's largest lake — Shiga is at the forefront of fresh water conservation, calling for an International Conference on the Conservation and Management of Lakes.

Within four years, Shiga's annual **Enviro-Shiga Exhibition** has evolved into a major international event, drawing companies and research institutions from around the world. Shiga will soon be home to Nagahama's Biotechnology University, scheduled to open in 2003.

Nara

Nara, an ancient city endowed with a rich historical, cultural and academic heritage, meets environmental standards for sulfur dioxide, nitrogen dioxide and suspended particulate matter, but faces excessively high levels of photochemical oxidants for about 100 days each year.

To solve domestic wastewater problems — a major source of water contamination — Nara's government has subsidized installations of municipal household-wastewater treatment facilities.

Wakayama

The performance of Wakayama's once-flourishing industries and businesses has been sluggish in recent years, resulting in a gradual improvement in air and water pollution that was produced during its period of industrial growth.

Wakayama is solving its waste problems through waste reduction, recycling, and improvements in waste disposal.

Hyogo

In recent years, increasing urbanization has caused air and noise pollution, water contamination, water run-off from golf courses and mounting waste, particularly in Kobe and the Hanshin area.

Hyogo's rich natural environment needs protection from deforestation and the over hunting of wildlife.

Okayama

Despite stricter legislation, poor quality air and water remains a problem in some areas of Mizushima, Okayama's only industrial area. The prefecture is solving some of its water quality problems, specifically eutrophication and contamination of Lake Kojima.

Customer care

Companies selling environmental products and technologies in Japan must be prepared to take action beyond simply attending exhibitions and seminars. Follow-up activities and product support are critical.

In a typical large Japanese corporation, it is unusual for a single individual to make a final decision about a new product. New product approvals are most often made using a council system that begins with an individual's boss and ends with company approval. Once final approval is granted, contract negotiations will begin. During this part of the process, proof of the product's performance may be required and possible improvements may be requested.

Continuous customer communication is the key to unlocking the Japanese environmental market.

For more information, contact Jean-Pierre Petit, Japan Division, DFAIT, tel.: (613) 996-2467, fax: (613) 944-2397, e-mail: jeanpierre.petit@dfait-maeci.gc.ca ✪

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "A Yen for Japan".)



Food for thought

South China agri-food sector (part 1)

There is a basic lesson about China that foreign exporters should understand: the vast Chinese market is not a single market, but rather many markets, segmented into geographically, linguistically, culturally and economically diverse regions much like Europe. Success in one region is no guarantee of success in another. The South China region, for example, and the province of Guangdong in particular, implemented its open-door policy decades ago, and, as a result, now exhibits a standard of living and a market economy unrivalled anywhere else in China.

South China, with a population of 175 million (13.5% of China's total), comprises the four provinces of Guangdong, Guangxi, Fujian and Hainan, and includes the special economic zones Shenzhen, Zhuhai, Shantou, Xiamen and Hainan Island. Guangdong, with one half of South China's population, and the only province to share a border with both Hong Kong and Macau, is the keystone of China's market economy.

Over the last decade, Guangdong's economy grew 13% each year — equivalent to a GDP of \$5,000 per capita. In 2000, foreign trade volumes in Guangdong reached \$200 billion — more than 40% of China's total.

"Eating in Guangzhou"

As the capital city of Guangdong, Guangzhou has long been recognized as the Grand South Gate of China. The region's open-door policy and its geographic proximity to Hong Kong have combined to make Guangzhou the economic heart of South China, and a driving economic force in the rest of China.

Guangzhou, Beijing and Shanghai have the highest per capita disposable income in China, with Guangzhou's citizens spending over one third of their income on food-related items.

Eating out is part of their lifestyle and gives them considerable HRI (hotel, restaurant and institution) consumer clout. A famous Chinese saying vividly encapsulates Guangzhou as a food paradise: the expression "eating in Guangzhou" means "good food".

Moreover, Guangzhou has always welcomed imported goods. More than a thousand years ago, in the Tang Dynasty, Guangzhou served as a hub for foreign business, trading primarily with countries from Southeast Asia. Today, Western food is coming into favor, and restaurants and fast-food outlets like McDonald's, KFC and Pizza Hut can be found almost everywhere in cities like Guangzhou and Shenzhen.

The right retail ingredients

The retail food industry throughout South China, in particular Guangdong, is also well-developed. Guangdong's many wholesale markets serve as distribution centres for some 45% of China's trade. Panyu City in Guangzhou, for example, serves as a distribution centre for imported frozen food. Many of the largest and most famous retail giants on earth — such as Carrefour, Jusco, Makro, Park 'n Shop, Trust

Mart, Wal-Mart and 7-11 — have operations in Guangdong.

For Canadian agri-food exporters, Guangzhou is the perfect showcase for their products and expertise: reliable, cost-effective transportation and distribution channels, combined with suitable storage facilities.

A-c-c-e-s-s spells success

In 1961, grain was Canada's only export to China. Forty years later, in 2001, grain was only one third of our total exports to China — proof that Canadian exporters in other sectors have been working hard to develop business in this, the world's largest market.

With China's accession to the World Trade Organization (WTO) in December 2001, Canadian agri-food exporters can expect plenty of fresh opportunities. Access will be improved for Canadian edible oils, grains, feed ingredients, health foods

(e.g. North American ginseng) and wine (e.g. icewine). Opportunities in the South China market will be centred on value-added food products such as health and functional foods.

Part two of this report will focus on specific opportunities for Canadian agri-food exporters in the South China region.

For more information, contact Minister Li, Commercial Officer, Canadian Consulate General, Guangzhou, tel.: (011-86-20) 8666-0569 ext. 3354, fax: (011-86-20) 8667-2401, e-mail: minster.li@dfait-maeci.gc.ca Web site: www.canada.org.cn ✪



Med-Eng part of the action in Tunisia

A Tunisian deminer, sporting the HDE full body protective suit, HDH demining helmet and spiderboots from Canada's **Med-Eng Systems Inc.**, was on hand (see photo) at an antipersonnel (AP) mines stockpile destruction ceremony conducted by the Tunisian Armed Forces. It took place last January at the Ras Injila military base (northwest of Tunis) where 1,000 AP mines were destroyed during a public demonstration also attended by a DFAIT representative.

Ottawa-based Med-Eng Systems (www.med-eng.com) manufactures state-of-the-art demining and bomb

disposal suit and helmet ensembles; robotic telescoping manipulators to handle explosive materials; sophisticated communication systems; and ballistic shields and body cooling suits.

Winner of the 1989, 1995 and 2000 Canada Export Award, Med-Eng Systems has been active in exports since 1981, with over 98% of its products being exported to over 130 countries and territories.

For more information on business opportunities in Tunisia, contact André Landry, Desk Officer, DFAIT, tel.: (613) 944-8288, fax: (613) 944-7431, e-mail: andre.landry@dfait-maeci.gc.ca or André Potvin, Commercial



Med-Eng Systems Inc.'s HDE full body protective suit, HDH demining helmet and spiderboots.

Counsellor, Canadian Embassy in Tunisia, tel.: (011-216) 71-796-577, fax: (011-216) 71-792-371, e-mail: andre.potvin@dfait-maeci.gc.ca ✪

No end in sight for Lea International Taking the high road to opportunity in India

In India's burgeoning roads sector, the road to the future is paved with big plans for major projects. Along for the ride, is **Lea International Ltd.** (www.lea.ca), which in association with Lea Associates South Asia (headquartered in New Delhi), has just been awarded a \$5-million contract with the National Highways Authority of India. The contract is for the supervision of major construction work — widening and strengthening — on India's Grand Trunk Road.

With support from the World Bank, India has embarked upon an aggressive program to upgrade and expand over 13,000 km of its high-density National Highways Network. This creates considerable demand for international expertise to maintain high-quality standards, compliance with specifications, and to promote technology transfer in partnership with local firms — in particular Indian contractors and construction firms. New technologies are needed for traffic management, weigh systems and paving, as well as specialized equipment.

Consultancy services are also in demand for a wide range of construction-

related functions, including supervision, project management and coordination, and road safety and maintenance. As one of Canada's best known consultancy firms, Canada's Lea International fills the bill.

Paving the way

The Canadian High Commission in New Delhi helped to pave the way for the new contract. The presence of High Commission representatives at the signing ceremony in New Delhi put the finishing touches on months of guidance and support, meetings and letters provided by them on behalf of Lea.

For more information, contact Janet Chater, DFAIT, tel.: (613) 944-1632, fax: (613) 996-5897, e-mail: janet.chater@dfait-maeci.gc.ca or Linda Brazeau, Counsellor Commercial, Canadian High Commission, New Delhi, tel.: (011-91-11) 687-6500, fax: (011-91-11) 687-5387, e-mail: linda.brazeau@dfait-maeci.gc.ca

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



At the recent contract signing in New Delhi (left to right): Deepak Dasgupta, Chairman of the National Highways Authority of India; Asok Mookerjee, General Manager of Lea South Asia; and Benoit Préfontaine, Senior Counsellor Commercial, Canadian High Commission, New Delhi.

Islands of opportunity

Trade mission to Malta and Cyprus

The Department of Foreign Affairs and International Trade, in conjunction with the Canadian High Commissions in Malta and Cyprus, is inviting Canadian companies to participate in an important trade mission to **Malta and Cyprus from June 9 to 15, 2002**. Cyprus and Malta are among the wealthiest countries per capita seeking membership in the European Union (EU) in 2004. As EU members, the two islands will serve as additional gateways for Canadian firms into other EU countries.

Good service on Cyprus

Cyprus is a sophisticated service economy that depends on imports to meet

its equipment needs and the needs of its consumers. Anticipating EU accession, Cyprus is busy updating its laws and upgrading its infrastructure, which is creating opportunities for Canadian companies in the fields of power generation and energy, communications, transportation (ports and airports), security (e.g. borders, coast guards) and consultancy services (e.g. BOTs, privatization).

Opportunities abound in industries that cater to tourism (such as agri-food, energy supply — over 90% of its hotels and houses use alternative energy sources — and equipment) and for re-exports to other regions.

Put South China on your menu

GUANGZHOU, CHINA — June 26-28, 2002 — The Canadian Consulate General in Guangzhou invites Canadian firms in the food and hospitality sectors to explore business opportunities in the South China market at **Food and Hotel South China 2002 (FHSC2002)** (www.fhc-sc.com).

FHSC2002 is ideally timed to coincide with the retail sector's buying cycle, and is the first such event to take place in Guangzhou following China's accession to the WTO.

As the capital of Guangdong, China's richest province, Guangzhou is the key to the multitude of post-accession opportunities opening up in the South China market. With economic growth outpacing Shanghai and Beijing, and a strategic location near Hong Kong, China's busiest port, Guangzhou is

one of South China's most important cities — a major gateway to the burgeoning markets of the People's Republic of China.

The Consulate General is offering booth space at the show and promotional services to Canadian companies, at a nominal cost. Time is of the essence, however, so companies should communicate their interest by fax or e-mail as soon as possible to the contact below.

For more information, contact Minister Li, Commercial Officer, Canadian Consulate General, Guangzhou, tel.: (011-86-20) 8666-0569, fax: (011-86-20) 8667-2401, e-mail: minster.li@dfait-maeci.gc.ca ✪

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

Malta — tiny island, big potential

Visitors to Malta are often surprised by the vibrancy of the tiny island's local economy. Malta is planning major expansions in many sectors, which presents potential opportunities for Canadian companies in the following areas:

Environment — Accession to the EU will compel Malta to improve its environmental standards and technology.

Health and medicine — A massive 850-bed hospital is being built, complete with research and clinical labs.

Information technologies — As a connected community, Malta seeks the best-of-breed technologies. **Nortel Networks** is the supplier to "go-mobile", Malta's wireless provider, which is interested in sourcing Canadian 3-G Universal Mobile Telecommunications System (UMTS) and Wireless LAN infrastructure technologies, mobile payment and location-based technologies, and mobile multimedia messaging systems (MMS).

Marine technologies — Malta is re-building a number of ports for both private and commercial use.

Power and Energy — The state-run energy authority, EneMalta, is scheduled to be privatized. It is facing major generation, transmission and environmental problems and welcomes foreign technologies and investment.

Privatization of museums — This government project involves the preservation and presentation of some 17 historic sites, with structures that date back as far as 5000 B.C.

A mission Web site will be launched at the end of the month at www.infoexport.gc.ca/mission

For more information, contact Serge Charbonneau, Trade Commissioner (Cyprus and Malta), DFAIT, tel.: (613) 996-4484, fax: (613) 995-8756, e-mail: serge.charbonneau@dfait-maeci.gc.ca ✪

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Mexico mission — continued from page 1

growing export market — up 20% in 2001 — and our number one market in Latin America (Statistics Canada).

- Canada is Mexico's second-largest export market.
- Canada is Mexico's third-largest direct investor (Ministry of Economy, Mexico).
- Mexico is Canada's fourth-largest export market (INEGI statistical agency, Mexico).
- Canada's total trade with Mexico is ranked fifth, behind the U.S., Japan, China and the U.K. (Statistics Canada and INEGI).

Mexican economic postcard

Mexico has distinguished itself from other emerging economies, particularly those in Latin America, by continuing to show strong economic fundamentals. With inflation and other financial variables now under control, Mexico has become a stable and maturing growth

market with solid economic credentials — 4.5% inflation and a Standard & Poor's investment grade rating.

As for economic growth later in 2002, a climate of optimism prevails — clearly linked to an expected economic recovery in the U.S. The Mexican peso has remained strong and stable, interest rates are lower, and the Mexican government continues to pursue a sound fiscal policy.

Hot opportunities opening up in Mexico reflect this optimism:

- telecommunications equipment and technologies;
- Internet-based software and other IT technologies;
- safety/security equipment and services;
- environmental and climate change technologies;
- surface transportation, airport and other capital projects;
- agri-food products.

Detailed reports on market opportunities will be featured in upcoming issues of *CanadExport*.

Roadmap to success

The June mission will provide a roadmap to these opportunities — and export success in the expanding Mexican market. Briefing sessions on current and future market opportunities, tips on doing business in Mexico, and links to practical export assistance will be included in the extensive programme of activities.

As well, workshops in both cities will highlight Canadian sectoral capabilities and introduce mission members to potential clients and partners in Mexico. Minister Pettigrew will also be hosting a number of hospitality events to provide more networking opportunities for Canadian exporters in Mexico.

For more information, contact Team Canada Division, DFAIT, tel.: (613) 944-2520, fax: (613) 996-3406, e-mail: team-equipecanada@msn.com Web site: www.tcm-mec.gc.ca ✪

assessments. An overview of international ERP directives will also be presented.

In "Doing Business with the International Aid Community", a series of free business seminars, representatives from UN organizations, international financial institutions and NGOs will discuss how to market goods and services to their organizations successfully.

The exhibition will showcase ERP products, and others, procured by humanitarian aid and governmental agencies in a wide range of sectors. At last year's show, 193 exhibitors representing 30 countries attracted more than 2,000 visitors. This year, Canada will be officially represented in the Team Canada booth.

For more information on the Team Canada booth, contact Alexandra Wood, Deputy Director, IFI Unit, Export Financing Division, DFAIT, tel.: (613) 944-0910, e-mail: alexandra.wood@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/ifinet ✪

Team Canada booth at Aid & Trade New York

NEW YORK CITY — June 19-20, 2002 — **International Aid & Trade New York 2002 (IA&TNY2002)**

(www.aidandtrade.com), now entering into its third successful year, will once again provide a forum where suppliers to both emergency and development aid markets can meet with the procurement and operational staff of the leading international humanitarian aid agencies to discuss aid-related business opportunities. **IA&TNY2002** is the world's premier procurement conference and exhibition in the field of emergency and development aid.

Given that more governments and organizations around the world are creating policies encouraging the purchase of environmentally positive prod-

ucts, the theme at this year's event — "Environmentally Responsible Procurement" (ERP) — is intended to attract a multitude of procurement and project managers from UN, non-governmental organization (NGO) and government agencies. In addition to ERP, other key issues on the agenda at **IA&TNY2002** include emergency and development aid, peacekeeping operations and IT issues such as e-procurement.

The two-day conference will address the barriers that make it difficult to introduce ERP practices into organizations. Session topics will include "ecolabeling" and other ways to identify and establish standards for "environmentally responsible" products, and how to incorporate ERP into public sector environmental

Flying high in Dubai

DUBAI, U.A.E. — June 3-5, 2002 —

The rapid expansion and development of airports throughout the Middle East to meet the safety and security challenges of the new millennium has created a hot market for terminals, concourses and runways built to the highest international standards. The Canadian Consulate in Dubai invites Canadian companies to explore these opportunities at the **Airport Build & Supply Exhibition** (www.theairportshow.com) where space has been booked for a national pavilion.

Phase one of the plan to make Dubai International Airport one of the world's leading aviation hubs — which involves the construction of terminals and concourses — is valued at US\$2.5 billion. Phase two will include the construction of a mega cargo terminal. The Emirates of Abu Dhabi and Fujairah are also planning airport expansions, valued at US\$500 million and US\$50 million respectively.

This year, airport authorities from other countries undergoing similar multi-million-dollar expansions, such as Egypt, Kuwait, Oman and Qatar, will be involved as well.

For a detailed exhibitor profile, visit the show's Web site at www.theairportshow.com

For more information, contact Sanam Shahani, Commercial Officer, Canadian Consulate, Dubai, tel.: (011-971-4) 352-1717, fax: (011-971-4) 351-7722, e-mail: sanam.shahani@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/ae ✪

Trade mission to Washington

Environment and energy efficiency

WASHINGTON D.C. — June 5-7, 2002 — The World Trade Centre Montréal (www.wtcmontreal.com/wbenv) and Team Canada Inc (http://exportsource.gc.ca/heading_e.cfm?HDG_ID=57) invite private and public organizations involved in environmental and energy efficiency activities to take part in a trade mission to the World Bank (www.worldbank.com) and the Inter-American Development Bank (www.iadb.org).

The mission will introduce participants to sectoral specialists and senior Canadian representatives on staff at both banks who will explain how multilateral development banks operate, how they award contracts — and how Canadians can tap into the US\$35 billion they invest each year in international projects.

For more information, contact Élise Laferrière, WTC Montréal, tel.: (514) 849-3593 or 1-877-590-4040, e-mail: elaferriere@wtcmontreal.com ✪

Ontario businesses get the green light in the Emerald Isle It's time to Do Business in Ireland

NEWRY AND DUNDALK, IRELAND — May 24-31, 2002 — The **Do Business in Ireland (DBI) Trade Show and Conference** (www.businesstoireland.com) invites Northern Ontario businesses to explore Ireland — an open door to the European market of 360 million people, and currently Europe's fastest growing market.

Irish companies are already keen to establish links with the Ontario business community — and the business-

to-business networking sessions, information seminars and social events at **DBI 2002** will make the trade bridge between them stronger.

For more information or details on how to participate, contact Sean Madill, Development Officer, Sault Ste. Marie Economic Development Corporation (SSMEDC), tel.: (705) 759-5431 or 1-800-565-4507, fax: (705) 759-2185, e-mail: s.madill@ssmedc.ca ✪

Secure in Peru

LIMA, PERU — June 20-22, 2002 —

Seguritec 2002 (www.thaiscorp.com/seguritec/english.htm), the seventh International Trade Fair of Security, Tactical and Safety Equipment and Services, will draw people from Latin America and the Caribbean to view the latest technological developments in the field of safety and security. Participants can also take part in a technical seminar and a workshop program.

For more information, contact Mark Strasser, Trade Commissioner, Canadian Embassy, Lima, tel.: (011-511) 444-4015, fax: (011-511) 444-4347, e-mail: mark.strasser@dfait-maeci.gc.ca ✪



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For the full details of these events, see *CanadExport* on-line at www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions".

Third Canadian Trade and Investment Mission

Brunei, a regional hub for trade

BRUNEI DARUSSALAM — June 3-4, 2002 — The Canadian High Commission in Brunei, in cooperation with the Canadian business associations in Southeast Asia, is organizing the **Third Canadian Trade and Investment Mission to Brunei**, a small country (population 350,000) with an annual per capita GDP of \$21,000 — roughly equivalent to that of Canada. Last May's mission to Brunei was a success, with representatives from eight Canadian companies reporting solid deals and new leads.

Although this year's mission will be cross-sectoral, the program will place special emphasis on information technology, telecommunications, and financial and engineering services. The agenda will include a number of

business and social events where participants can meet senior Brunei government officials and explore potential partnerships with local business people.

The High Commission will also arrange one-on-one partnering and briefing meetings for individual companies upon request.

For more information about Canada-Brunei relations and doing business in Brunei, visit the High Commission Web site at www.dfait-maeci.gc.ca/Brunei

For more information about the mission, contact Yap Mew Yee, Commercial Officer, Canadian High Commission, Brunei, tel.: **(011-673-2) 220043**, fax: **(011-673-2) 220040**, e-mail: mewyee.yap@dfait-maeci.gc.ca ✪

Seoul Book Fair

SEOUL, KOREA — June 7-12, 2002 — The Canadian Children's Books Showcase, organized by the Canadian Embassy in Seoul at the 8th annual **Seoul International Book Fair SIBF 2002** (www.sibf.co.kr), will help to bring Canadian stories to Korean children — a population of avid readers that accounts for 11% of Korea's \$1.5-billion book market. The market share of children's literature in Korea grew a remarkable 19.5% in 2000, with over 14 million new books available for Korean youngsters.

SIBF 2002 is the biggest book fair in Korea — which is the hub of Northeast Asia and a gateway to the Asian book market. In 2001, it attracted 260,000 visitors (up 10% from the previous year) and publishers from 23 countries. It also produced many hundreds of "happy endings": copyright contracts and other successful business negotiations. This year's show will have an even greater audience — it coincides with the World Cup soccer games in Seoul.

Canadian publishers interested in displaying their marketing materials or adding their book titles to a Korean-language catalogue can become virtual exhibitors at the Showcase. For more information, or to download an application form, visit the Embassy's Web site at www.korea.gc.ca/sibf2002

For more information, contact Hyun-Ju Lim, Canadian Embassy, Seoul, tel.: **(011-82-2) 3455-6058**, fax: **(011-82-2) 755-0686**, e-mail: hyun-ju.lim@dfait-maeci.gc.ca Web site: www.korea.gc.ca/sibf2002 ✪

Oil and gas, light metals and aquiculture

Norwegian mission to Canada

A business mission comprising 50 Norwegian executives will accompany the King and Queen of Norway on a state visit to Canada. The mission will host a business and investment seminar focusing on energy deregulation and light metals technology at the Royal York Hotel in **Toronto, Ontario**, on **May 8, 2002**. A second business and investment seminar on the oil and gas, and aquiculture sectors will be held in **Halifax, Nova Scotia**, on **May 10, 2002**.

For more information about the seminars, contact the Norwegian Trade Council office in Toronto, tel.: **(416) 920-0434**.

For more information, contact Rick Stephenson, Counsellor (Commercial) and Consul, Canadian Embassy, Oslo, tel.: **(011-47) 2299-5330**, fax: **(011-47) 2299-5301**, e-mail: rick.stephenson@dfait-maeci.gc.ca ✪

For the full details of these events, see CanadExport on-line at www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions".

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; by calling the Enquiries Service FaxLink (from a fax machine) at **(613) 944-4500**; or by accessing the DFAIT Internet site at www.dfait-maeci.gc.ca

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