



## Canada Export Awards finalists announced

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**T**wenty-five Canadian companies have been selected as finalists for the prestigious **Canada Export Awards** ([www.infoexport.gc.ca/awards-prix](http://www.infoexport.gc.ca/awards-prix)), for success in exporting. The awards were established in 1983 by the Government of Canada to encourage Canadian businesses to expand into export markets.

The 12 Canada Export Award winners will be announced in November in Toronto. The following are this year's finalists:

**ACRO Aerospace Inc.**, of Richmond, British Columbia (President: Charles McIvor), provides technical training and engineering services for helicopter engines and components. ([www.acro.ca](http://www.acro.ca))

**BHP Billiton Diamonds Inc.**, of Yellowknife, Northwest Territories (President and COO: James Excell), operates the Ekati Diamond Mine and produces 4% of current world diamond production. (<http://ekati.bhpbilliton.com/index.asp>)  
**Blood Tribe Agricultural Project**, of Standoff, Alberta

*continued on page 5 — Awards*

### Anchors away

## Canada pavilion at shipping show pays dividends

The Canadian presence at **Nor-Shipping** in June 2003 did not go unnoticed by the marine sector in Norway and abroad. **Xanatos**, a British Columbia-based company that supplies AIS (Automatic Identification System) solutions, exhibited at Nor-Shipping for the first time and signed a distribution contract worth an estimated \$1 million annually.

*continued on page 2 — Nor-Shipping*



Shirley Wolf Serafini, Canada's Ambassador to Norway, with Jacek Piechota, Polish Secretary of State for the Economy, at the Canada-Poland partnering event at Nor-Shipping's Canadian pavilion.

Dept. of Foreign Affairs  
Min. des Affaires étrangères  
Vol. 21, No. 15  
September 15, 2003 OCT - 2 2003  
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Supplement  
**SOUTHEAST ASIA:  
OPEN FOR BUSINESS**  
(see insert)



## Alimentaria 2004 not to be missed

# Spain to host major food products show

**BARCELONA, SPAIN** — March 8-12, 2004 — **Alimentaria**, which attracted over 3,000 exhibitors and some 140,000 visitors in 2002, has become one of the largest international food products trade shows in the world.

Agriculture and Agri-Food Canada, the Canadian Embassy in Madrid and the Canadian Consulate in Barcelona will be organizing and managing the Canadian presence at **Alimentaria 2004**. For a reasonable and competitive fee, exhibitors will have access to a range of services including a high-

quality stand and various on-site support services for promotional activities. Although all food sectors are represented at this event, the greatest potential for Canada are in legumes, alcoholic and non-alcoholic beverages, natural and organic products and delicatessen products.

In addition to a strong European presence, Alimentaria will be attended by major delegations of industry professionals from North America, Latin America, the Maghreb countries and non-EU Europe. Significant attendance is also expected from the hotel and restaurant industry, specialty and gourmet shops, delicatessens, caterers, sommeliers and other wine specialists.

**For more information**, contact Marc Lionel Gagnon, Commercial Officer, Canadian Embassy in Spain, tel.: **(011-34 91) 423-3228**, fax:

**(011-34-91) 423-3252**, e-mail: [marc.l.gagnon@dfait-maeci.gc.ca](mailto:marc.l.gagnon@dfait-maeci.gc.ca), Web sites: [www.canada-es.org](http://www.canada-es.org) or [www.alimentaria.com](http://www.alimentaria.com). \*

## Nor-Shipping

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Nor-Shipping is one of the leading international maritime trade shows, with over 12,700 visitors, and is one of the best venues to showcase marine technology to a global audience. The Canadian Embassy in Oslo arranged 13 international partnering events in cooperation with Canadian embassies abroad and foreign missions in Oslo, drawing over 300 contacts to the pavilion to meet Canadian exhibitors.

**Nor-Shipping 2005** will take place from **June 7 to 10, 2005**, and the Canadian pavilion will welcome some 20 companies.

**For more information**, contact John Winterbourne, Business Development Officer, Canadian Embassy in Oslo, e-mail: [john.winterbourne@dfait-maeci.gc.ca](mailto:john.winterbourne@dfait-maeci.gc.ca). \*

## Chilean and Canadian firms sign joint venture

During his visit this past July to Chile, Denis Paradis, Secretary of State for Latin America, Africa and La Francophonie, witnessed the signing of a joint venture between Calgary-based **Maxus Technology Inc.** and Recycla Chile S.A.

continued on page 6 — Chile



At the signing of the joint venture, from left (standing): Cristián Nicolai, Chilean Deputy Minister of Telecommunications, Luis Antonio Ayestarán, General Manager of Hydronor Chile, Denis Paradis, Secretary of State for Latin America, Africa and La Francophonie, and Patrick Parisot, Canadian Ambassador to Chile. Seated: Fernando Nilo, General Manager of Recycla Chile, and Charles Whatmore, Chief Executive Officer of Maxus Technology Inc.

Editor-in-Chief: **Leslie Scanlon**  
Editor: **Michael Mancini**  
Layout: **Yen Le**  
Circulation: **55,000**  
Telephone: **(613) 992-7114**  
Fax: **(613) 992-5791**  
E-mail: [canad.export@dfait-maeci.gc.ca](mailto:canad.export@dfait-maeci.gc.ca)  
Web site: [www.dfait-maeci.gc.ca/canadexport](http://www.dfait-maeci.gc.ca/canadexport)

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CanadExport is published in English and French. For more information, contact the Foreign Affairs and International Trade (DFAIT), Communications and Public Affairs Branch, Ottawa, Ontario.

CanadExport is a free publication for interested exporters and importers. For a complimentary subscription, call **(613) 992-7114** or visit our website above.

For address changes and cancellations, simply send your mailing label. Allow four to six weeks.

Mail to:  
CanadExport (BCS)  
Department of Foreign Affairs and International Trade  
125 Sussex Drive, Ottawa, ON K1A 0G2  
ISSN 0823-3330

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Construct Canada 2003

## International focus at Canada's largest construction show

**TORONTO** — December 3-5, 2003 — International trade and business opportunities for Canadian construction services, building products and technologies will be a major focus of the 15th annual **Construct Canada 2003**.

This event is held concurrently with **HomeBuilder & Renovator Expo**, **PM Expo** and **DesignTrends**.

With over 19,000 attendees and 950 exhibits, the four shows will feature the latest in new Canadian products and technologies used for the design, construction, operation, retrofit and renovation of all types of buildings. The exhibits will cover 46 different categories of products and services.

As part of Construct Canada, Team Canada Inc partners have organised an international business program—a unique opportunity for Canadian companies to unlock new global markets.

The program at Construct Canada is a coordinated effort on the part of Canada Mortgage and Housing Corporation (CMHC) International, DFAIT's Canadian Trade Commissioner Service, Industry Canada's International Trade Centre and Ontario Exports Inc.

### INTERNATIONAL BUSINESS PROGRAM December 2: Tours of residential projects in the Toronto market

This half-day tour, organized by CMHC, will provide international visitors and Canadian trade officers with a first-hand look at examples of

residential site planning, construction practices, materials and technologies used by home builders in the Toronto market. The focus will be on the latest in Canadian housing systems.

### December 3: Presentations

"Government programs and services for Canadian firms doing business internationally"

This is an overview of Team Canada Inc trade programs, services and resources available from the Governments of Canada and Ontario, and Crown corporations to assist Canadian firms in exporting their products and services. Discussions will also include advice on how a Canadian company can effectively use Internet resources such as the Virtual Trade Commissioner, ExportSource and Strategis to promote their company internationally.

"Clearing U.S. customs: What exporters of Canadian building products need to know"

This session will focus on the significant changes in U.S. customs and immigration policies and practices since 9/11. A panel of experts will provide updates and take questions from the audience.

"Canadian housing technologies: Solutions for the world"

Canadian low-rise residential technology has gained a worldwide reputation for energy efficiency, quality, speed of erection, affordability and healthy indoor environments. This seminar is designed especially for

visitors to Canada and will be delivered by technical experts from CMHC.

### Networking luncheon

The luncheon includes a presentation by a guest speaker. Admission to the luncheon for international visitors is included in the registration fee and Canadian firms and executives can purchase tickets.

### International networking session

This afternoon session will feature Canadian architects, contractors, engineers, manufacturers and suppliers who can meet with international delegates and Canadian trade officers from around the world. International visitors will have an opportunity to connect with Canadian companies that have an interest in their market.

### December 4 and 5

These two days will be devoted to touring the 950 exhibits at the show, as well as visiting the CMHC innovative technology showcase and the hands-on demonstrations on the exhibit floor.

An international business centre will be open at Construct Canada to facilitate ongoing contact between Canadian firms and trade commissioners or international visitors to discuss potential business and trade opportunities.

**For more information**, or to register for the International Business Program, contact Evelyn Silverstone, tel.: **(416) 512-1215, ext. 229**, e-mail: [evelyn@yorkcom.to](mailto:evelyn@yorkcom.to), Web site: [www.constructcanada.com](http://www.constructcanada.com). \*



## Calling all artists and galleries

# U.S. art exhibition a must-attend

**CHICAGO, ILLINOIS** — October 16-19, 2003 — Artists and galleries specializing in high-end, 3-dimensional glass, ceramics, metal, fibre, jewellery, sculpture, wood and mixed media are invited to join DFAIT's trade mission to **SOFA Chicago 2003**, the International Exposition of Sculpture Objects & Functional Art.

The mission will include a full-day educational session with industry experts, access to SOFA Chicago and networking opportunities at the international reception. With SOFA's 80 galleries



World-renowned glass artist Dale Chihuly's "Gilded Ethereal Blue Ikebana With Two Stems"

featuring over 1000 artists from 9 countries, Canadian artists will learn how to market and sell products through SOFA and to galleries.

**For more information**, contact Ann F. Rosen, Business Development Officer, Canadian Consulate General in Chicago, tel.: **(312) 327-3624**, e-mail: [ann.rosen@dfait-maeci.gc.ca](mailto:ann.rosen@dfait-maeci.gc.ca) or go to [www.sofaexpo.com](http://www.sofaexpo.com) for details on SOFA and [www.chicago.gc.ca](http://www.chicago.gc.ca) for trade mission and application information. ✪

## Join the Canada pavilion at Computer Digital Expo 2003

**LAS VEGAS, NEVADA** — November 17-20, 2003 — The Department of Foreign Affairs and International Trade (DFAIT) will be planning a Canada pavilion at **Computer Digital Expo (cdXpo) 2003**, making it easier for Canadian information and communication technologies enterprises to get the attention of some of the top high-tech buyers in the U.S.

**Enterprise IT Week** at cdXpo is a "next generation" technology event encompassing computers, portable devices, hosted services and pervasive access. The trade show and conference will cover the entire IT spectrum including mobility, enterprise applications, security, network management, open source, storage, hardware, Web services, application development and convergence.

### Canadian pavilion

To help Canadian firms focus on strategic business objectives rather than booth construction and coordination, DFAIT is organizing the Canada pavilion which will be located near

the main entrance and along a major aisle across from the displays of several major IT companies. Being a part of the pavilion is the most effective and cost-efficient way to exhibit at cdXpo. The exhibitor package is turnkey, including hard wall structure, carpeting, counters, signage, electrical service, Internet hook-up and booth cleaning. Also, companies with their own exhibit displays can co-locate within the Canada pavilion.

### DFAIT, at your service

All exhibitors will be offered, at no additional cost, access to the services of a marketing communications consultant who will help prepare marketing plans and media strategies for the event. Each exhibitor will receive information about market opportunities and trends, and will be provided with assistance in developing market entry strategies tailored to their individual U.S. market development objectives. Major value-added resellers, systems integrators, distribu-

tors and original equipment manufacturers will be contacted before the event and provided with a list of the Canadian exhibitors. Companies may also promote their company and product announcements using the facilities and services of the cdXpo press office.

Exhibiting within a Canada pavilion removes many of the burdens associated with renting and coordinating private booth space, allowing Canadian companies to channel more of their time, resources, and energy into expanding their business into the U.S. market.

**For more information**, contact Pat Fera, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: **(613) 944-9475**, e-mail: [pat.fera@dfait-maeci.gc.ca](mailto:pat.fera@dfait-maeci.gc.ca), Web site: <http://cdxpo.com>. ✪

### Export USA Calendar

**For information** about:

- trade missions to the U.S.
- seminars on the U.S. market

Visit the Export USA Calendar at: [www.dfait-maeci.gc.ca/can-am/export](http://www.dfait-maeci.gc.ca/can-am/export).

September 2003

## Southeast Asia

### Open for Business

**S**outheast Asia is getting a lot of attention lately as a destination for Canadian goods and services, as well as investment. In 2002, Canadian exports to the region were up more than 15% from 2001, reaching \$2.4 billion. This achievement is all the more remarkable when set against the \$7.5 billion decline in total Canadian sales abroad during that period. The region is also the largest destination for Canadian direct investment in Asia, topping \$10.5 billion, larger than investment flows to Japan and double those to China.

Sales to several countries have surged: by almost 40% to Malaysia, by 23% to Singapore and by 18% to Vietnam. Thailand narrowly edged out Singapore, Indonesia and Malaysia as the number one destination for Canadian shipments to Southeast Asia, with exports topping \$530 million.

Not surprisingly, the increases in exports to the region did not take place in traditional sectors. While exports of primary products did continue to grow last year, most of the growth was in the advanced sectors of information and communications products, transportation equipment, electronic components and pharmaceuticals.





### Why is this happening now?

Although the Asian crisis of 1997 hit the region hard, growth has now returned, with stable currencies and increased business confidence. Gross domestic product is forecast to grow 4%-7% for 2003. The consumer base of 500 million offers terrific purchasing power. Opportunities are emerging due to an expanding middle class with rising affluence, the return of infrastructure spending, ongoing privatization and deregulation efforts, and changes to traditional sources of supply.

Structural reform and trade liberalization have helped improve trade relations. World Trade Organization obligations, the demands of the Association of Southeast Asian Nations (ASEAN) Free Trade Area, and bilateral trade agreements have all contributed to deregulation. Canada is currently negotiating a free trade agreement with Singapore, the first of its kind in Asia. The ongoing liberalization in the region will benefit Canada by

reinforcing the rule of law and increasing access to markets.

Loan projects and technical assistance grants are supporting the region's dramatic growth. Multilateral development banks (MDBs) lend over US\$10 billion per year in Southeast Asia to fund projects ranging from health and education systems to wastewater treatment and power plants. Since Canada is a shareholder in the two MDBs lending to Southeast Asia, the World Bank Group and Asian Development Bank, Canadian companies are eligible to bid on their contracts. These banks may also offer Canadian investors private sector financing or guarantees for projects in the region.

Southeast Asia is currently benefiting from growth in China and enjoys a huge and growing trade surplus with that

country. China may be the favoured investment destination for many manufacturers, but its swelling middle class is increasingly demanding products and inputs from Southeast Asia.

### What this means for Canada

Canada, with long-term ties to Southeast Asia and complementary products, is well positioned to take advantage of this growth. The Trade Commissioner Service's nine offices in the region can assist your company in developing a strategy for taking on these exciting and dynamic markets.

Although opportunities exist in numerous sectors, six deserve particular attention: information and communications technologies (ICT), agri-food, oil and gas, environmental industries, aerospace and defence, and education.

**"We see many opportunities for both geographic and target market expansion in Southeast Asia."** MARK GUIBERT, VP CORPORATE MARKETING, RIM

## INFORMATION AND COMMUNICATIONS TECHNOLOGIES

Canada has exported more than \$500 million worth of ICT products to Southeast Asia over the last two years, and sales are expected to increase. From 1995 to 2001, annual compound growth in the telecommunications sector ranged from an impressive 5.3% (Singapore) to an incredible 32.5% (Vietnam). The emerging markets of Southeast Asia present opportunities for suppliers of network infrastructure and wireless local loop and satellite technologies.

The ICT market encompasses the developing markets of Laos and Cambodia, where land lines reach only a tiny percentage of the population, as well as the highly sophisticated market of Singapore, with close to 80% cell phone penetration. In between are the emerging but rapidly developing markets of Vietnam, Indonesia, the Philippines, Thailand, Brunei and Malaysia.

The demand for cell phone services has exploded, with annual growth ranging from 18% to 80%. Cell phone use in Thailand, for example, grew from 2 million in 1998 to over 16 million in 2002. In the Philippines, subscriptions have tripled to 17 million in two years, and analysts predict that this market is only halfway to saturation. The Philippines also leads the world in "texting," with over 120 million messages sent daily. In developed markets such as Singapore,

opportunities exist in wireless content such as gaming, enterprise mobile data computing, and multimedia video clips.

Earlier this year, Industry Canada and the Department of Foreign Affairs and International Trade conducted a successful Wireless Mission to Thailand, Malaysia and the Philippines. Strong interest from local companies showed that domestic supply of ICT products and services cannot keep pace with the sophisticated consumer base. Successful Canadian ICT companies often form alliances with international firms to increase distribution and foster new product development.

### Key events

#### ix2003

Singapore, September 30-October 3, 2003  
[www.ix2003.com](http://www.ix2003.com)

#### 3G World Congress

Bangkok, Thailand, November 3-7, 2003  
[www.3gcongress.com](http://www.3gcongress.com)

#### CommWorld & Broadcast World Expo 2003\*

Manila, Philippines, November 6-8, 2003

#### CommunicAsia/BroadcastAsia 2004

Singapore, June 15-18, 2004  
[www.communicasia.com](http://www.communicasia.com)

\* This event will feature a Trade Commissioner Service info booth.

## EDUCATION

Opportunities in this field are extensive. International students studying in Canada account for an estimated \$5.5 billion in annual revenues. Canada's reputation for delivering quality education at competitive prices, combined with its high standard of living and peaceful, multicultural environment, attracts more than 100,000 international students yearly. Demand is particularly intense from Southeast Asia. The number of Vietnamese studying here increased more than 200% between 1998 and 2001.

E-learning – distance education, virtual classroom products, curriculum models, content development tools, and corporate training and learning management systems – is another hot area where Canadian firms have earned a global reputation. Now is the time to seek partnership opportunities in the Malaysian multimedia market. Singapore-based Horizons Education and Technologies has been awarded a \$31 million contract to set up 330 "edutainment" centres in Malaysia. Opportunities exist in distance learning programs, as well as in technical and vocational learning tools and services.

### Key events

#### CEC International Education Fairs

Various dates and locations.  
Please consult [www.cecnetwork.ca](http://www.cecnetwork.ca).

## OIL AND GAS

With Asia expected to account for 32% of world energy demand by 2020, the oil and gas sector in Southeast Asia is poised for growth. There are already plans to expand existing pipelines into a regional gas grid that will eventually supply China. Energy development projects, mostly in natural gas, are under way in Malaysia, Indonesia, Thailand and Vietnam.

Indonesia, the largest exporter of liquefied natural gas in the world, recently commissioned a gas pipeline from Sumatra to Singapore. Plans are in the advanced stages to construct a pipeline from Sumatra to densely populated Java. Malaysia, where natural gas consumption is expected to grow 10% per year, is developing major reserves in the South China Sea. The oil and gas sector in Thailand is smaller but still significant. Currently the country produces 62,000 barrels of crude oil per day and has proven gas reserves of 12.5 trillion cubic feet, with another 10 trillion in probable reserves. Vietnam is new to the energy sector but is eager to develop its reserves, having signed more than \$8.6 billion in contracts with foreign companies. Talisman Energy recently entered into a \$20 million agreement to explore for oil and gas off Vietnam's south coast.

Canadian advanced technologies and methodologies are key selling points. Faced with rising demand and limited resources, countries in Southeast Asia are seeking partners who can optimize production and plant efficiencies. Opportunities exist in developing, repairing and operating facilities and pipelines; exploration; processing; compression; and transportation. Several Canadian firms are already active in the region in exploration, development, maintenance and consulting services.

### Key events

#### Oil and Gas Technology 2003

Jakarta, Indonesia, October 1-4, 2003

#### International Gas Distribution and Utilization Expo and Conference

Kuala Lumpur, Malaysia

March 30-April 2, 2004

#### OSEA 2004, 15th International Oil & Gas Industry Exhibition & Conference

Singapore, December 7-10, 2004

[www.osea-asia.com](http://www.osea-asia.com)

## ENVIRONMENTAL INDUSTRIES

Demand for environmental services and products is on the rise as countries pursue sustainable development and contend with environmental degradation. As awareness increases about the challenges associated with rapid industrialization, population growth and urbanization, significant opportunities will exist for Canadian companies in this sector.

Promising subsectors include water resource equipment and service, pollution control equipment and waste management. The water treatment market alone is projected to grow by 8.4% annually, to reach \$990 million by 2006. The Philippines, Thailand, Singapore and Malaysia offer many opportunities in these subsectors. The Mekong region is an area of great potential, and several loan projects with environmental components are on the way.

Canada's presence is evident in both private and public sector initiatives. In Thailand, the Canadian International Development Agency has a project in natural resources and environmental management as well as the Canada-Thailand Trilateral Environment Project, both of which have given Canadian companies exposure to the Thai environmental market and access to key decision makers. The newly created Thai Ministry of Natural Resources and Environment has made natural resource rehabilitation a priority, presenting another subsector of opportunity. In Singapore, meanwhile, Zenon Environmental Inc. is fulfilling a \$10 million order for technology for a water filtration plant.

With 2003 designated as ASEAN Environment Year, there are many regional and national activities, including prestigious trade shows. One of the key events, EnvironmexAsia 2003 & WatermexAsia 2003, is the longest-running exhibition in the region, attracting companies from across Asia.

### Key events

#### EnvironmexAsia 2003

Singapore, December 2-5, 2003

[www.environmexasia.com](http://www.environmexasia.com)

#### Entech/Pollutec Asia 2004

Bangkok, Thailand, June 10-13, 2004

[www.cmpthailand.com](http://www.cmpthailand.com)

## AGRI-FOOD

The countries of Southeast Asia provide a large and growing market for Canadian agri-food products. In 2000, the region's total agri-food imports were valued at approximately \$23 billion, of which \$5 billion represented products Canada can competitively supply. Tariffs in this sector are decreasing due to ASEAN integration. The Philippines, Indonesia, Singapore and Malaysia offer the greatest potential for Canadian agri-food businesses willing to invest the effort.

Canada's reputation for high-quality basic products puts exporters in a good position. Canadian soybeans for tofu, canola oil, french fries, ice wine, and wheat for bread and noodles have all proven successful in the region. Despite vigorous local competition, Canada has increased its sales of food products to the region by an average of 12% per year since the late 1990s. Moreover, many large food manufacturers in Southeast Asia also have operations in China and provide a convenient way to access that market.

Good potential exists for deli meats, bakery mixes and ingredients, seafood, confectionery items, pulses, and malt for brewing. Large food chains in the region have expressed an interest in partnering on private-label arrangements with Canadian firms.

### Key events

#### International Food and Hospitality Show 2003

Bangkok, Thailand, September 10-13, 2003

[www.qsncc.com](http://www.qsncc.com)

#### Food Catering Asia and Food Technology Asia 2003

Bangkok, Thailand, October 1-4, 2003

[www.fca-fta.com](http://www.fca-fta.com)

#### Food Ingredients Asia\*

Singapore, December 9-11, 2003

[www.singapore.fi-events.com](http://www.singapore.fi-events.com)

#### Food and Hotel Asia 2004\*

Singapore, April 20-23, 2004

[www.foodhotelasia.com](http://www.foodhotelasia.com)

#### World's Finest Foods

Manila, Philippines, April 27-28, 2004

\* Both events will feature a Canadian pavilion. Interested companies should contact Dianne Guindon, Agriculture and Agri-Food Canada, (613) 759-7513, [guindondi@agr.gc.ca](mailto:guindondi@agr.gc.ca), or Gordon Richardson, Regional Counsellor, Singapore, [gordon.richardson@dfait-maeci.gc.ca](mailto:gordon.richardson@dfait-maeci.gc.ca).



## Export Awards finalists

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(President: Chris Shade), processes and ships high-densified hay products developed through advanced methods of irrigation. ([www.bloodtribe.org](http://www.bloodtribe.org))

**BW Technologies Ltd.**, of Calgary, Alberta (President and CEO: Cody Slater), designs, manufactures and markets hazardous gas detection equipment. ([www.gasmonitors.com](http://www.gasmonitors.com))

**CAE Inc.**, of Montreal, Quebec (President and CEO: Derek H. Burney), is a world leader in aviation and marine simulators. Its marine systems division offers training solutions and supplies advanced automation. ([www.cae.com/en/marine/index.shtml](http://www.cae.com/en/marine/index.shtml))

**CML Emergency Services**, of Gatineau, Quebec (President and CEO: Jeff Robertson), manufactures and designs products for 911 communications. ([www.cmles.com](http://www.cmles.com))

**Diamond Aircraft Industries Inc.**, of London, Ontario (President: Peter Maurer), is a world leader in the manufacturing of sophisticated two-seater aircraft. ([www.diamondair.com](http://www.diamondair.com))

**Editions L'artichaut Inc.**, of Rimouski, Quebec (President and CEO: Ginette Tremblay), designs French-language school manuals and training materials for Canada, France, Switzerland and Senegal. ([www.artichaut.ca.tc](http://www.artichaut.ca.tc))

**Extreme CCTV Inc.**, of Burnaby, British Columbia (President and CEO: J.M. Gin), is an innovator in the manufacture of advanced infrared illuminators and precision-engineered video surveillance products. ([www.extremecctv.com](http://www.extremecctv.com))

**Forensic Technology (WAI) Inc.**, of Montreal, Quebec (President: Robert Walsh), is a world leader in forensic firearm identification and the research and development of high-tech crime-solving products. ([www.fti-ibis.com](http://www.fti-ibis.com))

**Innova LifeSciences Corporation**, of Toronto, Ontario

(President: Michael Kehoe), manufactures innovative medical devices for the international surgical and dental markets. ([www.innovallife.com](http://www.innovallife.com))

**Iris Power Engineering Inc.**, of Toronto, Ontario (President: Greg Stone), provides high-quality products for maintenance of large motors and generators used by power utilities and heavy industry. ([www.irispower.com](http://www.irispower.com))

**Lotek Wireless Inc.**, of St. John's, Newfoundland and Labrador (President: James Lotimer), manufactures electronic monitoring systems to track fish and wildlife for biological and environmental information. ([www.lotek.com](http://www.lotek.com))



**Maple Leaf Foods International**, of Toronto, Ontario (President: Ted Bilyea), is a global food-processing company. ([www.mapleleaf.com](http://www.mapleleaf.com))

**Master Flo Valve Inc.**, of Edmonton, Alberta (CEO: James Duncan McNeill), designs, manufactures and markets choke valves for the upstream oil and gas industry. ([www.masterflo.com](http://www.masterflo.com))

**McCain International Inc.**, of Florenceville, New Brunswick (President: Kai Bockmann), provides frozen and non-frozen food products in more than 100 countries. ([www.mccain.com](http://www.mccain.com))

**MDS Aero Support Corporation**, of Montreal, Quebec (CEO: Hans Odoefer), is the world leader in test systems for aviation, marine and industrial gas turbines. ([www.mdsaero.ca](http://www.mdsaero.ca))

**Mega Bloks Inc.**, of Montreal, Quebec (President and CEO: Marc Bertrand), manufactures and markets

high-value educational construction toys. ([www.megabloks.com](http://www.megabloks.com))

**Melet Plastics Inc.**, of Winnipeg, Manitoba (President: Edward Shinewald), manufactures quality plastic components for the agri-food, health and transportation sectors. ([www.melet.mb.ca](http://www.melet.mb.ca))

**Palliser Furniture Ltd.**, of Winnipeg, Manitoba (President and CEO: Art DeFher), produces an extensive line of furniture for the home and office. ([www.palliser.com](http://www.palliser.com))

**Pivotal Power Inc.**, of Bedford, Nova Scotia (President and CEO: Carlo Shimon), designs and manufactures high-reliability electronic power conversion equipment. ([www.pivotalpower.com](http://www.pivotalpower.com))

**Replicon Inc.**, of Calgary, Alberta (CEO: Raj Narayanaswamy), is a world leader in Web-based time and expense tracking products to increase workforce productivity. ([www.replicon.com](http://www.replicon.com))

**Schleese Saddlery Service**, of Holland Landing, Ontario (CEO: Sabine Schleese), designs and manufactures customized English saddles and equestrian accessories. ([www.schleese.com](http://www.schleese.com))

**VSM MedTech Ltd.**, of Vancouver, British Columbia (President and CEO: Barry Allen), develops innovative diagnostic devices for cardiovascular and neurological assessments. ([www.vsmmedtech.com](http://www.vsmmedtech.com))

**ZENON Environmental Inc.**, of Toronto, Ontario (Chairman and CEO: Andrew Benedek), specializes in membrane-based technology for water and wastewater treatment and water re-use. ([www.zenonenv.com](http://www.zenonenv.com))

In the last 20 years, over 200 winners have received Canada Export Awards. The gala dinner will take place in **Toronto on November 24**, as part of the 2003 Canadian Manufacturers & Exporters conference "Leveraging Success: Winning Strategies for a Changing World." For more information, call (613) 238-8888 or go to [www.cme-mec.ca](http://www.cme-mec.ca).

## AEROSPACE AND DEFENCE

Given the robust economies in Southeast Asia and the global focus on security, funding is being reallocated to transportation infrastructure and defence spending.

Thailand, Indonesia and Singapore have scheduled major airport renovation and development projects. Significant opportunities exist in the supply of navigational aids, and radar and air traffic control systems. There is also strong market potential in aviation security technologies (e.g. explosion detection devices and access control systems). In Vietnam, the shift toward product and service procurement presents opportunities for smaller-scale suppliers in the airport development, civil aviation, maintenance and training subsectors.

Unmanned vehicles are a major interest. With annual sales to Southeast Asia expected to top US\$5 billion by the end of the decade, there is sizable profit potential for companies specializing in this area.

Over the next 15 years, governments in the region will spend an estimated US\$140 billion to procure 775 new warships. Canadian companies with expertise in radar/sonar, navigation, communication and targeting systems may wish to enter this lucrative market. CAE Inc., for one, recently signed a \$37 million deal to provide control systems to the Royal Malaysian Navy.

### Key events

**Safety & Security Asia 2003, 7th International Safety and Security Exhibition and Conference**  
Singapore, October 8-10, 2003  
[www.safetysecurityasia.com.sg](http://www.safetysecurityasia.com.sg)

**Index/UDT-Asia 2003, International Maritime and Undersea Defence Technology Exhibition and Conference**  
Singapore, November 11-14, 2003  
[www.imdexasia.com](http://www.imdexasia.com)

**Asian Aerospace 2004**  
Singapore, February 24-29, 2004  
[www.asianaerospace.com](http://www.asianaerospace.com)

## Did you know...

- Southeast Asia was the only major region of the world in which Canadian exports grew in 2002—and they grew by more than 15%.
- Southeast Asia is Canada's sixth largest export market after the U.S., Japan, U.K., China and Germany, equal to that of Mexico.
- Canadian firms have increased their investment in Southeast Asia by 60% since 1997, to almost \$12 billion.
- Southeast Asia is the largest export market in Asia for Canadian commercial services at \$458 billion—larger than Japan, twice greater than China and four times that of India.

## Are You Ready for the Southeast Asia Market?

### Contacts

For information on opportunities in Southeast Asia, check the Market Reports and register for your personalized Web service at the Trade Commissioner Service site ([www.infoexport.gc.ca](http://www.infoexport.gc.ca)).

Ifinet ([www.infoexport.gc.ca/ffinet](http://www.infoexport.gc.ca/ffinet)) lists contacts and other information on international financial institutions, including guides on how to bid on contracts.

To find out more about bank projects, visit the sites of the World Bank Group ([www.worldbank.org](http://www.worldbank.org)) and Asian Development Bank ([www.adb.org](http://www.adb.org)).

In conjunction with the Department of Foreign Affairs and International Trade, Canadian Manufacturers & Exporters maintains a site ([www.cme-mec.ca/portals/seascape](http://www.cme-mec.ca/portals/seascape)) dedicated to commercial relations with Southeast Asia.

### Contact Canada's trade commissioners at:

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## Asian environment show to have Canadian pavilion

**SINGAPORE** — December 2-5, 2003 — **EnvironmexAsia** and **WatermexAsia 2003**, held once every two years, draws thousands of companies from Asia to source and showcase the latest environmental technologies—a growing market estimated to exceed \$75 billion by 2010.

As Asia heads towards a green century in recycling and reclamation, the region is witnessing great demand for new environmental solutions. This exhibition and conference is designed to help address these needs by introducing new products, services and technologies to the region.

The exhibition, the longest running and one of the largest of its kind in Southeast Asia, is a must for Canadian firms interested in tapping this huge and growing regional environmental market. The exhibition provides an ideal

opportunity for Canadian companies to profile their products and capabilities, build their knowledge of the regional market and cultivate relationships with key partners and potential clients.

DFAIT's Trade Commissioner Service is ready to work with Canadian exporters to plan for this event, offer advice on trade show best practices and strategies and facilitate introductions with potential partners and clients.

**For more information** about the show or to register, contact UNILINK, the Canadian representative for EnvironmexAsia and WatermexAsia 2003, tel.: **(613) 549-0404**, fax: **(613) 549-2528**, e-mail: **as@unilinkfairs.com**. For Canadian exporters planning to exhibit, contact Jason LaTorre, Trade Commissioner, Canadian High Commission in Singapore, tel.: **(011-65) 6325-3273**,

fax: **(011-65) 6325-3294**, e-mail: **spore-td@dfait-maeci.gc.ca**, Web site: **www.unilinkfairs.com/cp/exwx03/**. \*

## Asian defence show rescheduled

**SINGAPORE** — November 11-14, 2003 — **IMDEX Asia 2003**, the International Maritime Defence Exhibition and Conference, was originally scheduled to take place in May 2003 but has been rescheduled due to SARS. In addition to the change of date, IMDEX Asia 2003 will now take place along side **UDT Asia 2003**, the Undersea Defence Technology Exhibition and Conference.

**For more information**, contact Robert Grison, Canadian Export Development Inc., tel.: **(613) 825-9916**, fax: **(613) 825-7108**, e-mail: **cced@sympatico.ca**. \*

**For more information**, contact Dale Forbes, Industry Canada, tel.: **(613) 990-9092**, e-mail: **forbes.dale@ic.gc.ca**, or Cathy Yao, Canadian Consulate General in Guangzhou, tel.: **(011-86-20) 8666-0569**, ext. 3351, fax: **(011-86-20) 8667-2401**, e-mail: **cathy.yao@dfait-maeci.gc.ca**, Web site: **www.chtf.com** or **www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=20748**. \*

America. Recycla Chile is a pioneering recycling company in Chile, specifically in the area of electronic equipment such as computers and cellular phones.

**For more information**, contact Eduardo Segura, Market Development Manager for Latin America and the Caribbean, Maxus Technologies Inc., tel.: **(403) 255-3211**, e-mail: **esegura@maxustech.com**. \*

## China to host high-tech fair

**SHENZHEN, CHINA** — October 12-17, 2003 — Trade Team Canada Information and Communications Technologies, in cooperation with Industry Canada and the Department of Foreign Affairs and International Trade, is planning a trade mission to the **China High-Tech Fair**.

This event is one of the world's largest of its kind and serves as an excellent

showcase for innovative Canadian high-technology firms who wish to further their business interests in the fast-growing Chinese market. Canada will be organizing a national pavilion, technical seminar, reception, match-making meetings, and will be preparing a Canadian exhibitors booklet. Last year, this fair attracted over 3,600 exhibitors and more than 300,000 visitors.

## Chile-Canada joint venture

— continued from page 2

The partnership will make it possible to recycle cellular phones, computers and e-waste through the creation of a recycling plant in Chile.

Charles Whatmore, Chief Executive Office of Maxus, and Fernando Nilo,

General Manager of Recycla Chile, signed this joint venture. Maxus is a leader in Canada, the United States and Mexico in electronic asset maximization and e-waste. This is the company's first business venture in South

## Korea and Oceania trade calendar

### AUSTRALIA

**BROKEN HILL** — October 23-25, 2003 — The Environment Institute of Australia and New Zealand will hold its annual international conference on environmental management issues. **For more information**, contact R.G. (Bob) Gow, Business Development Manager, Canadian Consulate General in Sydney, e-mail: **robert.gow@dfait-maeci.gc.ca**, Web site: **www.eianz.org**.

**MELBOURNE** — November 9-14, 2003 — **ISWA** is a congress planned for the world's waste management professionals. **For more information**, contact R.G. (Bob) Gow, Business Development Manager, Canadian Consulate General in Sydney, e-mail: **robert.gow@dfait-maeci.gc.ca**, Web site: **www.iswa2003.net**.

**SYDNEY** — November 17-19, 2003 — **AusRAIL PLUS 2003** is the biennial conference and exhibition to showcase the latest in transport products, services, equipment and technology. **For more information**, contact Geoff Fox, Business Development Manager, Canadian Consulate General in Sydney, e-mail: **geoff.fox@dfait-maeci.gc.ca**, Web site: **www.ausrail.com**.

**SYDNEY** — May 4-6, 2004 — Be part of the Canadian pavilion at **CeBIT Australia**, that country's premier ICT event. **For more information**, contact Nigel Sabin, Business Development Manager, Canadian Consulate General in Sydney, e-mail: **nigel.sabin@dfait-maeci.gc.ca**, Web site: **www.cebit.com.au**.

### NEW ZEALAND

**For more information** on trade shows in New Zealand, contact Pierre-Andre Cusson, Senior Trade Commissioner, Canadian Government Trade Office in Auckland, e-mail: **pierre-andre.cusson@dfait-maeci.gc.ca**.

**ALBURY** — March 29-April 3, 2004 — **Austimber 2004** is an international conference and exhibition for the forest industries and will include a Canadian pavilion. (**www.austimber2004.com**)

**AUCKLAND** — May 18-20, 2004 — **Emex 2004** is New Zealand's premier manufacturing technology event. (**www.emex.co.nz**)

**AUCKLAND** — June 16-18, 2004 — **Pharmacy Expo 2004** is an exciting showcase of the best new pharmaceutical products and services. (**www.pharmacyexpo.co.nz**)

**HAMILTON** — June 16-19, 2004 — **Fieldays 2004** is the biggest agricultural trade show in the Southern Hemisphere. (**www.fieldays.co.nz**)

### REPUBLIC OF KOREA

**PUSAN** — October 21-24, 2003 — **Naval & Defence 2003**. **For more information**, contact the Canadian Embassy in Seoul, e-mail: **seoul@seoul.gc.ca**.

**SEOUL** — October 25-26, 2003 — The Canadian Education Centre Network is organizing a "study in Canada" fair. **For more information**, go to **www.cecnetwork.ca**.

**PUSAN** — November 4-9, 2003 — **Korea Aerospace and Defence Exhibition**. **For more information**,

contact the Canadian Embassy in Seoul, e-mail: **seoul@seoul.gc.ca**.

**SEOUL** — November 21-24, 2003 — **KAMEX 2003**, the Korea Amuse World Game Expo, will showcase PC, arcade, on-line and mobile games. **For more information**, e-mail: **ykkwon@star.coex.co.kr** or go to **www.kamex.or.kr**.

**SEOUL** — December 5-8, 2003 — **Korea English Exhibition and Conference**. **For more information**, e-mail: **jybase@cei.or.kr**.

**SEOUL** — January 2004 — **English World for Kids 2004**. **For more information**, go to **www.expojoins.com**.

**SEOUL** — March 27-31, 2004 — Join the Canadian pavilion's workshop and technical seminar at **HOMEDEX 2004**, a building products and construction trade fair. **For more information**, contact the Canadian Embassy in Seoul, e-mail: **seoul@seoul.gc.ca**.

**SEOUL** — March 3-5, 2004 — Be part of the Canadian pavilion at **Food and Hotel 2004**. **For more information**, contact Jong-Hoon Kim, Trade Commissioner, Canadian Embassy in Seoul, e-mail: **jong-hoon.kim@dfait-maeci.gc.ca**.

**SEOUL** — June 2004 — **ENVEX 2004** is the 25th international exhibition on environmental technologies. **For more information**, contact Yon-Ho Choi, Trade Commissioner, Canadian Embassy in Seoul, e-mail: **yon-ho.choi@dfait-maeci.gc.ca**, Web site: **www.envex.or.kr**.

**PUSAN** — September 13-19, 2004 — **ITU Telecom Asia**. **For more information**, contact Sangmyun Kim, Trade Commissioner, Canadian Embassy in Seoul, e-mail: **sangmyun.kim@dfait-maeci.gc.ca**. \*



## CCBC conference presents rare networking opportunity

**BEIJING, CHINA** — October 22, 2003 — The Canada China Business Council (CCBC) will be holding its 25th anniversary gala banquet, annual general meeting and policy conference, and Prime Minister Jean Chrétien and a senior-level Chinese leader intend to participate.

The gala will afford participants a rare opportunity to meet members of China's so-called "fourth generation" who have taken their posts over the past year and are putting their stamp

on national policy. The CCBC invites Canadian exporters to take advantage of this opportunity to deepen business relationships with key Chinese partners, customers and contacts.

The policy conference will feature speakers and panelists drawn from the Canadian and Chinese business communities as well as leading Chinese commentators. The sessions will be interactive to facilitate participation. This annual event brings together

the most important players in the Chinese market and is a networking opportunity not to be missed.

**For more information** on the program, registration and sponsorship opportunities, including advertising and promotional opportunities in *Forum* magazine, go to [www.ccbc.com](http://www.ccbc.com) or call the CCBC's Toronto office at **(416) 954-3800**, or in Beijing at **(011-8610) 8526-1820**.

*The CCBC is a private-sector, non-profit membership organization that facilitate and promote trade and investment between Canada and the People's Republic of China. ✪*

### Unprecedented opportunity

## Rebuild Iraq 2004 exhibition

**MISHREF, KUWAIT** — January 19-23, 2004 — The **Rebuild Iraq 2004** exhibition will connect international suppliers with the decision makers overseeing the rebuilding of that country. Arguably the largest project of its kind since the end of World War II, this undertaking will cost in excess of \$100 billion over the next five years, with at least \$50 billion worth of projects slated to be sub-contracted to U.S. and foreign firms.

### Opportunities

Uniquely positioned to respond to this exceptional opportunity, the exhibition will bring together decision makers, specifiers, project owners and government bodies with manufacturers,

suppliers and contractors. This event will be exhibiting a full range of infrastructure products, services and systems needed to rebuild Iraq. These include food, water, water infrastructure, hospital equipment, medicine, security equipment, environmental tools, oil-well and refinery repair and maintenance, oil and gas supplies, road and rail construction and development, air and sea port construction, schools, telecom and financial systems. The reconstruction of Iraq's oil sector alone will cost \$15 billion, while \$1 billion is needed to repair the telecom sector and \$20 billion has been earmarked to resuscitate the

national grid. The sale of airport communications, aircraft parts, airline services, transport, construction and security equipment also represent future opportunities for companies. Nearly \$1 billion has already been set aside by the international community for the rebuilding of Iraq, the bulk of which has come from U.S. agencies. This international initiative, coupled with the opportunities and unprecedented interest in the country, make this infrastructure project the perfect forum for your company or product.

**For more information**, contact George Sanderson, Commercial Counsellor, Canadian Embassy in Kuwait, tel.: **(011-965) 256-3025**, fax: **(011-965) 256-4167**, e-mail: [george.sanderson@dfait-maeci.gc.ca](mailto:george.sanderson@dfait-maeci.gc.ca), Web site: [www.rebuild-iraq-expo.com](http://www.rebuild-iraq-expo.com). ✪

## Enquiries Service

**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 Web site at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

DFAIT's Enquiries Service provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by calling

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