



- IN THIS ISSUE**
- 3 Muller Design Group at Canary Wharf
 - 4 The automotive aftermarket in Venezuela
 - 6 U.S.: Aboriginal export trade mission
 - 8 EDC report
 - 9 Japan ICT Business Forum
 - 10 Russian agri-food import market
 - 11 Consumer goods in the Czech Republic
 - 12 Canadian IT in China
 - 13 New service at Mexican border for Canadian agri-food exporters
 - 14 Trade fairs and missions/Conferences
 - 16 Upcoming cultural events
 - 17 CANADA EXPORT AWARDS 2001: MEET THE WINNERS



CANADIAN TRADE REVIEW
(See insert.)

A new and improved way CCC: Doing business

*It's time to let you know that the professionals at the **Canadian Commercial Corporation (CCC)** want to help more exporters win more sales in more world markets. Sure, they're happy with the \$30 billion in export deals CCC has made over the years. But they know there are a lot more sales out there. After all, there's a worldwide multi-trillion-dollar public-sector procurement market just waiting to be tapped. That's why CCC has realigned its business strategy and significantly shifted the way it does business.*



CCC Executive Vice-President
Hugh O'Donnell.

"CCC needed a proactive approach to increasing business growth," says CCC Executive Vice-President Hugh O'Donnell. "By sharpening and refocusing the allocation of our resources, we could grow exports more rapidly and maximize benefits to Canadian exporters."

Over the years, CCC's business development approach was largely based on projects brought in by Canadian exporters who appreciated CCC's value in landing contracts and improving contract terms. Business focused on the U.S. military and aerospace market (through the Defence Production Sharing Agreement), and outside the U.S. in over 60 countries worldwide.

Enter realignment

This year, CCC realigned its business strategy, concentrating on the following sectors where Canadian exporters have a competitive advantage: aerospace and defence; environmental services, technologies and equipment; information and communication technologies; natural resources; housing construction; transportation and machinery; consumer goods; agri-food equipment and technology; and health care products and services.

Continued on page 7 – CCC

An excellent building block Interbuild Australia

At the 15th Australian International Building Materials and Equipment Exhibition (Interbuild Australia), which took place in Sydney, Australia from June 3-6, 2001, Canadian firms had the opportunity to reach out to a dynamic market where they have a distinct advantage.

"Australia is an excellent choice for the new or near-new exporter," says Kevin Skauge, Business



The Canadian Pavilion at Interbuild Australia 2001.

Continued on page 2 – Interbuild



— Continued from page 1

Development Manager at the Canadian Consulate General in Sydney (www.canada.org.au). "Its culture and method of doing business are so much like Canada's; there's just a little water dividing these friends."

Interbuild Australia

The Canadian Pavilion at Interbuild helped bridge that divide. Australia's largest building exhibition, the show is held in alternate years in Sydney and Melbourne. This year it drew some 16,000 visitors, all of them professionals in the field. They came to discover the latest in building products and technology for residential, commercial and industrial construction.

Organized by Canadian Export Development Inc. (CED), the Pavilion provided booths for seven Canadian companies — and in an eighth booth the Consulate General displayed information on other firms. It also gave support to Canadian participants during the show, hosted a reception and facilitated one-on-one meetings.

Participation a building block for success

Taking part for the second year in a row was **Azar Group International** (www.azargroup.com) of Windsor, Ontario. "We started out in 1987 building homes," says its president, Tony Azar, "and then moved into related fields, including construction products." One such product is the revolutionary Azar Block™. Dry-stacked, the block creates a concrete shell form that requires only a concrete fill or surface bonding. "It's an advance on conventional wall building techniques," says Azar, "but the weight makes it prohibitively expensive to export. So we were interested in setting up licensing agreements with producers abroad."

Family connections made him look to Australia, and in 2000 he

attended his first Interbuild show. There, with the help of the Consulate General, he established contacts with Boral (www.boral.com.au), one of Australia's largest construction companies. "After the show we kept in touch," says Azar, "and when I

returned for Interbuild 2001 we were ready to take the next step. We now have an agreement in principle for Boral to produce the Azar Block in Australia. And I was able to hand Boral a list of around 350 businesses that had expressed interest in the product at this year's show."



President of Azar Group, Tony Azar (centre) at Interbuild Australia 2001.

Canadian Consulate support

Tony Azar speaks enthusiastically about the support provided by the Consulate General: "They were there almost 24 hours a day, making sure we had everything we needed. I'm proud and grateful that our government will do so much to help Canadian businesses get their foot in the door abroad."

To other firms looking to start exporting, he recommends, "Work with staff at Canadian missions in the country you target. Listen to them; they know the country and the market. You still have to sell your own business but the staff can point you in the right direction and give you the key contacts."

Space has already been booked for a Canadian presence at next year's show in Melbourne, which has

been renamed **Designbuild** (www.ausexhibit.com.au/designbuild). Once again the Consulate General will be on hand.

For information on participating in the Canadian Pavilion at **Designbuild 2002**, contact Robert Grison, Director, Canadian Export Development Inc., tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca

For more information on opportunities in the Building Products sector in Australia, contact Kevin Skauge, Business Development Manager, tel.: (011-61-2) 9364-3049, e-mail: kevin.skauge@dfait-maeci.gc.ca or Peter Moore, Business Development Assistant, tel.: (011-61-2) 9364-3048, e-mail: peter.moore@dfait-maeci.gc.ca, Canadian Consulate General, Sydney, fax: (011-61-2) 9364-3097, Web site: www.canada.org.au 🌟

Editor-in-Chief: Suzanne Lalonde-Gaëtan
Managing Editor: Louis Kovacs
Editor: Julia Gualtieri

Layout: Yen Le

Circulation: 70,000

Telephone: (613) 996-2225

Fax: (613) 992-5791

E-mail: canad.export@dfait-maeci.gc.ca

Internet:

www.infoexport.gc.ca/canadexport

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

CanadExport is published twice monthly, in English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communications Services Division (BCS).

CanadExport is available in Canada to interested exporters and business-oriented people. For a print subscription, call (613) 996-2225. For an e-mail subscription, check the *CanadExport* Internet site 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 K1A 0G2.

ISSN 0823-3330

CanadExport

Canary Wharf, the new 95-acre business and residential centre in London, England's historic Docklands district, has gained a well deserved reputation as the Financial Centre of London. The challenge of helping 30,000 workers, residents and visitors — a projected 100,000 by 2010 — to find their way around the new complex was presented to a Toronto company with its own reputation. **Muller Design Group**, a design team that has extensive wayfinding experience in Canada, planned, designed and implemented a comprehensive — and award-winning — wayfinding and signage program for Canary Wharf, augmenting the reputations of both organizations.

Since its formation in 1967, the eight-employee Muller Design Group has completed international projects of distinction in the areas of education, health care, consumer products and the environment.

International projects, which constitute 40% of company sales, have been an integral part of the business since the beginning. "We were exporting by 1968," explains Muller Design Group co-founder and president Keith Muller. "If you're investing in product development, you have to think about exports, because the markets here are relatively small compared with global markets."

Government assistance lays foundation

Participation in a promotional event in New York in 1969, sponsored by the then Department of External Affairs, helped give the company its international boost. "That event gave us a great deal of exposure," says Muller, who continues to use the services of the Canadian Trade Offices in his offshore work.

The company has completed projects for clients in various U.S. states, Bermuda, Belgium and Pakistan and is currently pursuing a lead in Singapore, facilitated by the Canadian High Commission. Among Muller's many and varied achievements are

specialized furnishings and products for hospitals and health care clinics in both Canada and the United States; automated banking machines for the Bank of Nova Scotia and CIBC; and the signage and wayfinding systems for Toronto's Underground City and Vancouver's GM Place.

program to enhance the wayfinding system is also largely completed. However, with ongoing development of the complex goes ongoing signage creation and modification, giving Muller work for several years to come.

The Canary Wharf contract, which

Finding the way at Canary Wharf

Muller Design Group

Specializing in problem solving

With such prominent examples of the company's work, it's not surprising that when the management of Canary Wharf realized that they had a problem with their current signage system, they contacted Muller Design Group.



Muller Design Group President Keith Muller (left) and Tony Partington, Canary Wharf, with Canary Wharf signage. Inset: Muller-designed map of Canary Wharf.

"The whole concept of wayfinding has become huge business," says Muller. "There are few experts capable of fixing the problem of wayfinding comprehensively."

Muller Design Group happens to be one of the experts; it rationalized the various existing systems into one comprehensive solution for Canary Wharf.

Signs point to ongoing work

The company started work in 1998 and had most of it completed by December 2000. An add-on contract to develop a public information kiosk

is generating significant revenues for Muller Design Group, is also generating work for other Canadian companies. Muller has employed the support services of a local Toronto interior designer, lighting company and several electronic photo finishers and fabricators to expedite the work on the project.

Ample evidence of "great work"

Muller's advice to other Canadian exporters is simple and to the point: "Do great work!"

There's no question he follows his own advice. This past February, Muller Design Group won an award sponsored by Toronto's Design Exchange and The National Post for its Canary Wharf signage and wayfinding

program. Even more potent proof lies in the calls the firm has received from other potential U.K. and North American clients who have seen the Muller signage and wayfinding program at work in Canary Wharf.

For more information, contact Keith Muller, President, tel.: (416) 362-6446, fax: (416) 362-5124, e-mail: k.muller@mullerdesigngroup.com Web site: www.mullerdesigngroup.com 🌟

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

VENEZUELA

The Automotive Aftermarket

With a team of 500 business professionals in more than 130 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



Economic conditions have made Venezuela an ideal export destination for Canadian automotive aftermarket parts. The country is slowly emerging from a recession that has made new vehicle ownership unaffordable for many drivers. Venezuelans are holding onto their existing vehicles for much longer boosting demand for aftermarket parts to keep their cars on the road.

Market Overview

In 1998, Venezuela had almost 2.4 million registered motor vehicles. This figure has increased steadily in recent years as fewer used cars are being scrapped. Although Venezuela's economic conditions are improving and expected to spur modest new vehicle sales growth, the average age of passenger cars is now over 12 years.

New car sales in Venezuela fluctuated dramatically in the 1990s, plunging nearly 60% in 1999. Nevertheless,

HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE

- Market Prospect
- Local Company Information
- Face-to-face Briefing
- Key Contacts Search
- Visit Information
- Troubleshooting

See insert for your Automotive Industry contacts in Latin America and the Caribbean.





Over 600 market reports
in 25 sectors available at:

www.infoexport.gc.ca

it appears that the automobile industry is improving due to a series of government-led strategies designed to jumpstart the market. In the automotive parts industry, local manufacturing fell 16% in 1998 and a further 14% in 1999. However, the market for aftermarket

Competitive Environment

There is a strong foreign presence, particularly from the U.S., in Venezuela's automotive industry, including many of the world's leading automobile and parts manufacturers. However, Canadian exporters have the advantage of extensive experience

channels. Foreign exporters will usually deal with a commissioned sales agent to distribute their aftermarket product in Venezuela. If there are many potential customers - wholesalers and retailers - the use of a sales agent who has access to all of them is usually the most practical and efficient means of covering the market.

Top Five Passenger Car Sales by Manufacturer, 1998-2002*

Manufacturer	1998	1999	2000	2001	2002
GM	21,302	11,000	12,090	14,579	17,396
Toyota	16,887	8,635	9,610	11,413	13,757
MMC	13,463	5,995	6,634	7,879	9,497
Fiat	13,092	6,875	7,688	9,130	11,006
Ford	11,163	5,830	6,634	7,879	9,497
Others	32,452	38,335	42,656	50,880	61,153
Total	108,359	55,000	62,000	74,000	90,000

* Figures for 1999-2002 are estimates.

Source: CAVENEZ, Economist Intelligence Unit, 1999

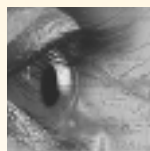
See Potential?

To learn more about these market opportunities, the competitive environment, and market entry strategies, read *The Automotive Aftermarket in Venezuela*. This report and hundreds of others, prepared by the Market Research Centre of the Trade Commissioner Service, are available on-line at www.infoexport.gc.ca

parts has not suffered as much as the original equipment parts sector.

Opportunities

Domestic producers in Venezuela tend to focus on generic aftermarket parts (suitable for all model cars) such as pumps, condensers, spark plugs, distributors and caps, starter motors, alternators, belts, hoses and shock absorbers. However, the demand for such products cannot be filled entirely by the local industry. This is particularly the case for parts for older cars. Venezuela is also relatively weak in the production of "branded" aftermarket parts. As a result, there may be opportunities for Canadian manufacturers and exporters to supply both generic and branded aftermarket products.

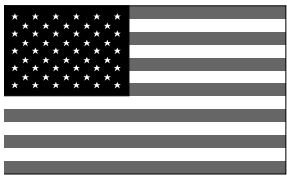


providing aftermarket parts for U.S. models. Canadian companies have already achieved good success in Venezuela.

Market Entry Considerations

Import duties for automotive parts range from 5% to 15%, and 35% for automobiles. Besides tariffs, a 15.5% value-added tax is added to both domestic and foreign manufactured equipment. The distribution of aftermarket products in Venezuela involves various types of wholesale and retail

The screenshot shows a browser window with the URL www.infoexport.gc.ca. The main text reads: "Could this be your market? Complete report at www.infoexport.gc.ca". Below this is a circular image of a cityscape with the title "The Automotive Aftermarket" overlaid. At the bottom, there is a yellow arrow pointing to the text "Access our market studies".



The U.S. Connection

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division. 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.

Aboriginal export trade mission to the United States

HINCKLEY, MINNESOTA — August 12-14, 2001 — Some 34 Canadian Aboriginal companies and organizations participated in a three-day trade mission to the United States coinciding with the **Native American Business Alliance (www.native-american-bus.org) (NABA) 2001 Convention**. Organized by the Canadian Consulate General in Minneapolis (www.can-am.gc.ca/minneapolis), the mission was designed for Aboriginal-owned companies and economic development organizations wishing to pursue business opportunities in the United States.

The mission began with a presentation by an officer from the U.S. Immigration and Naturalization Service on the Jay Treaty of 1794. He covered the section relating to entitlements of Aboriginal people from Canada and how they may qualify to work, reside and study in the United States. Participants then joined the NABA Convention, where delegates included at least a dozen other First Nations business and tribal leaders from Canada. The program began with seminars on e-commerce, economic development, and joint ventures and strategic alliances. Next came "long-table networking" — one-on-one meetings with over 25 top Fortune 500 com-

panies, as well as prominent Aboriginal-owned businesses and large tribal organizations.

The convention featured "talking circles" on topics such as minority supplier certification, Native American language and spirituality, developing



Bob Dickson (left) of Niigon Technologies Ltd., McTier, Ontario during long-table networking.

a marketing plan, and e-commerce. Another topic discussed was the creation of a National American Indian Chamber of Commerce.

Participants expressed high praise for the mission. Many plan to attend next year's NABA Convention. Here are some of their comments:

McTier, Ontario-based Niigon Technologies Ltd., Bob Dickson, General Manager: "We are a world-class, state-of-the-art injection moulding facility, wholly owned by the Moose Deer Point First Nation.

For us, the trade mission paid off. When we returned home, we entered into a serious discussion with a prominent U.S. manufacturing company."

Tom Ferguson, Manager, **Awazibi Pure Maple Syrup**, Maniwaki, Quebec: "I was so impressed with the contacts we made at this event that as soon as I got home I made an application to join the NABA. I made very good contacts throughout the convention and especially during the one-on-one networking session. I feel that as a result I will make good sales. For example, I met with big companies such as General Mills, Phillip Morris and Nestlé who were very interested in our syrup, as well as a new product we are developing. I would recommend for any Aboriginal company to participate in this event."

Robin Wortman, Managing Director, **National Aboriginal Business Association**, Calgary: "I found it encouraging to hear that Native American business communities face the same issues and challenges in getting organized nationally as we do. At the NABA Convention, I found that they keenly want to work with us to improve business and investment between the two countries. The corporate networking long table session was absolutely fabulous and I learned a lot from the Americans on networking techniques that can be used in Canada. This mission has opened my organization's eyes to the benefit of being part of a national Aboriginal business association network, and we signed up as one of

Continued on page 9 – Aboriginal

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.

— Continued from page 1

Then, CCC identified four target markets with significant potential for large export sales — markets where Canadian industry has the knowledge and technology to compete favourably and where CCC's involvement is critical to success.

CCC: Doing business

In addition to CCC's United States aerospace and defence activity, the Corporation is actively pursuing business with U.S. civilian agencies. Outside of the U.S., the United Kingdom and Europe are promising markets for Canadian aerospace and defence companies as a result of the U.S.-led Joint Striker Fighter program, a US\$300-billion multinational program to build the next generation fighter aircraft. CCC is also targeting Latin American markets such as Mexico and Chile and is working on a number of projects in Ecuador.

Of course, CCC won't ignore promising leads in other markets. And their core U.S. Operations remains unchanged. But now, CCC is positioned to build on its effectiveness and increase efficiencies. It just needed a strategic team of people knowledgeable in sectors and markets to set things in motion.

DOING BUSINESS WITH THE U.S. FEDERAL GOVERNMENT?

Find out more from the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) under "Business Opportunities: U.S. Government Procurement."

Log onto opportunities via the General Services Administration (www.gsa.gov), which facilitates purchases by the U.S. government — the world's largest consumer — and the Electronic Posting System site (www.eps.gov).

When you're ready to pursue these opportunities, the Canadian Commercial Corporation (www.ccc.ca) can assist you with the interpretation of the U.S. procurement system or ensure that as a Canadian company, you are eligible to participate.

Meet the MOD Squad

They're tenacious. They're proactive. And they mean business — a lot of it. The Market Opportunity Development (MOD) unit was created to develop business strategically and effectively. Their mission: undertake specific initiatives leading to sustained growth

in business and increase the number of clients contracting through CCC. Simply put, MOD generates leads.

MOD focuses on government procurement markets. They're also generating business opportunities by setting up strategic alliances with other Canadian government departments, agencies and professional associations.

On the road again...and again

MOD is everywhere. Right now, they're pounding the pavement in Washington to establish relationships with U.S. civilian agencies. And U.S. representatives will be doing the same in Canada to make Canadian firms aware of the opportunities that exist in the non-Department of Defense U.S. market.

From November 5 to 8, the MOD Squad will be stopping in four major Canadian cities — **Halifax** (November 5), **Toronto** (November 6), **Montreal** (November 7), **Calgary** (November 8) — to inform exporters about a pipeline to U.S. non-defence procurement agencies. They will be joined by representatives from major U.S. buying entities, such as General Services Administration (GSA), Veterans Affairs, and the Federal Aviation Administration (FAA). (Please refer to the CCC Web site www.ccc.ca for seminar registration and program information.)

"If Canadian firms qualify and register their targeted commercial products and offerings through CCC, these would be available to U.S. government buyers," says O'Donnell. "This is an exciting opportunity to make Canadian firms aware of this \$40-billion market and encourage them to work with CCC."

SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian Commercial Corporation

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, e-mail: info@ccc.ca Web site: www.ccc.ca

CCC and its regional operations are working together to meet aggressive business goals and significantly grow exports and maximize benefits to Canadian exporters.

And it's working. "We're already ahead of last year," says O'Donnell, "and the future looks very promising."

For more information, contact Hugh O'Donnell, Executive Vice-President, Business Development and Operations, tel.: (613) 996-0263, e-mail: jhod@ccc.ca; Renato Tavares, Manager International Business, Consumer Goods, IT, Health, Environment, Natural Resources, tel.: (613) 995-3284, e-mail: renato@ccc.ca; Sherri Lillico, Manager International Business, Aerospace and Defence Products/Transport and Machinery, tel.: (613) 996-2138, e-mail: sherri@ccc.ca; Robert Ryan, Manager United States Business, tel.: (613) 995-4658, e-mail: rryan@ccc.ca; Tom DeWolf, Manager Market Opportunity Development, tel.: (613) 992-3082, e-mail: tdewolf@ccc.ca; Alex Papadakis, Manager of Regional Operations, tel.: (613) 995-0300, e-mail: alex@ccc.ca 🍁

It all began about a year ago, with a meltdown in stock prices and an abrupt slowdown in the global technology/media/telecommunications (TMT) sector, centred in the U.S. The TMT sector constitutes only about 5% of the global economy, but the shock waves of its implosion have spread everywhere.

When will the world emerge?

The tech hangover

by Stephen S. Poloz, Vice-President and Chief Economist, Export Development Corporation

Gradually, it seems, the entire world is being drawn in, so this global slowdown could prove to be the first coordinated one since the mid-1970s. Asian producers of electronic equipment — particularly Singapore, Taiwan, South Korea and the Philippines — have been hit hard. Japan is sliding back into recession, and the associated global retrenchment in capital spending is hurting Europe's exports as well. Latin America is dealing with its own internal stresses. On top of all



Stephen S. Poloz

this, the tragic terrorist attacks of September 11 have made the world economic outlook even more uncertain. The world lacks a growth locomotive, and Canada's export markets have weakened significantly.

The best chance of a global growth rebound still lies with the original source of the TMT shock, the U.S. economy. The U.S. Federal Reserve has aggressively lowered interest rates in order to cushion the economy, and the U.S. government has enacted significant tax cuts to the same end. More will probably be done on both fronts in the next few months, given the new uncertainties raised by the terrorist attacks. The problem is that policymakers are aiming at a moving target — not knowing how much of a downturn would have emerged without official intervention, the net outcome of these policy changes cannot be known.

On the positive side, the U.S. manufacturing slowdown due to the TMT shock appears to have run its course. Inventories have been slashed, and business sentiment, as reflected in the survey of the National Association of Purchasing Managers, has turned up sharply this summer. Producers seem to be ready to resume operations, but now they face a second round of uncertainty — will consumers retrench in response to the events of September 11, especially in light of the recent deterioration in the labour market? It is impossible to quantify the effects of the terrorist attacks on confidence

and spending. However, with regard to the rising unemployment rate, virtually every slowdown in history has seen the labour market consequences emerge last in the down cycle. Indeed, the unemployment rate can continue to rise even after the economic recovery has begun, as companies react cautiously to the upturn and workers re-enter the workforce. The bottom line? History shows that economic upturns are just as unpredictable as downturns, so continued caution is warranted, particularly given the current high level of uncertainty. The ingredients of a rebound in the U.S. economy are gradually coming together, increasing the odds that a U-shaped rebound will emerge late this year and into 2002. However, arguing against such an upturn emerging soon is the possibility that the terrorist attacks will cause consumer confidence to retreat, with a new downturn in spending. There is no way to forecast this effect, for it depends entirely on human nature. Either way, it will probably take all of next year, and possibly longer, for the world to emerge from its tech hangover. ☀

FREE RISK CONSULTATION

Considering an investment in an emerging market economy? Contemplating an international expansion? Why not ask the experts?

Export Development Corporation (EDC)'s newest service provides your company with a customized roadmap of the political, economic and regulatory issues in the specific emerging market that interests you. This analysis includes both country and project-specific information.

The best news of all: the first consultation is on us.

Contact EDC's Political Risk Assessment Department (PRAD), tel.: 1-866-494-8080 (toll-free), e-mail: politicalrisk@edc-see.ca

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Export financing and insurance.")

THE CANADIAN TRADE COMMISSIONER SERVICE

Showcase your business abroad!

Over 30,000 companies are registered members of WIN. Are you? WIN is a commercially confidential database of Canadian exporters and their capabilities. WIN is used by trade commissioners in Canada and abroad to help members to succeed in international markets. To become a registered member of WIN, call 1-888-811-1119. Or go to www.infoexport.gc.ca and register on line.

WIN EXPORTS

Canadian firms specializing in networking technologies, multimedia and computer hardware are invited to participate in the Japan ICT Business Forum, to be held November 7, 2001 in Toronto (Nov. 5 in Montreal, Nov. 8 in Calgary, Nov. 9 in Vancouver). The Forum's schedule is designed to help Canadian ICT companies meet potential Japanese business partners and become part of one of the world's largest ICT markets.

The Canada-Japan Industrial Cooperation Forum (ICF) invites Canadian ICT firms to participate in networking, presentations and trade fair displays with the Japanese ICT delegates to Canada. The Forum is designed to facilitate partnerships between Canadian and Japanese ICT specialists.

Japan is a gigantic ICT market — the world's second largest — worth an estimated US\$158 billion. The software market alone is estimated at US\$16 billion, with software imports accounting for US\$3.6 billion in 1995.



JETRO Toronto Business Forum details

The Japan External Trade Organization (JETRO), Toronto — an ICF member — and its Forum co-sponsors have planned business-matching events,

Become a part

Japan's ICT revolution

all free of charge. The Japanese delegation will pre-select 14 Canadian companies to deliver 20-minute corporate presentations, with an option to participate in a table-top trade fair to be held concurrently. Everyone is invited to the networking luncheon.

As numbers are limited, Canadian IT companies interested in meeting the Japanese delegation are encouraged to apply early for space at the table-top fair. Fourteen out of the thirty available spaces are already reserved for the companies giving presentations.

Each local office has planned its

own separate event and schedule. For contacts see below.

Come and join a growing number of Canadian IT companies that are already part of the information and technology revolution in Japan!

How to apply for the Toronto table-top event

Fax a completed application form and company profile — available at www.canada.jetro.org/toronto/newsroom/contents/seminars/mission_2001_announcement_website.html — as soon as possible to the contact below.

For more information (Toronto and Calgary events), contact Kristi Skocic, Assistant Director, Industrial Cooperation, tel.: (416) 861-0000 ext. 231, fax: (416) 861-9666, e-mail: skocick@jetro.go.jp Web site: www.canada.jetro.org/toronto/ For JETRO Montréal, tel.: (514) 879-5617; for JETRO Vancouver, tel.: (604) 684-4174. 🌟

Aboriginal export trade mission to the U.S.

— Continued from page 6

the supporters of the newly formed American Indian Chamber of Commerce. We will continue to partner in as many initiatives as possible."

Thunderbay-based **J/D Video**, and **Red Sky Fire Fighting Services**, John Zupan, Owner: "I can't say enough about how thrilled I am with the contacts I made during this trade mission. It was a tremendous learning experience and I'm looking forward to the next one. With our video production business we were able to impress upon the Americans that our equipment is the same but our location is in Canada. And because of the exchange rate, we can do the same work for less; all they need to do is call

us. We also want to be able to fight fires in the U.S.A. The immigration session organized by the Consulate was extremely helpful and the speaker gave us the right contact in the Immigration Service. We can now take our Canadian firefighters into the U.S.A., which opens up a whole new market for us.

"The Fortune 500 representatives were well-connected and informed, and we were surprised how enthusiastic and helpful they were. They genuinely wanted to help small and minority business, matching our business with other minority suppliers. I also managed to find other business opportunities for my community and have already passed them on.

"I'm now thinking of expanding my business into the U.S.A. and signing up as a minority supplier."

For more information, contact:

- Dana Boyle, Business Development Officer, Canadian Consulate General, Minneapolis, tel.: (612) 332-7486, ext. 3358, fax: (612) 332-4061, e-mail: dana.boyle@dfait-maeci.gc.ca Web site: www.can-am.gc.ca/minneapolis
 - Rosi Niedermayer, Aboriginal Portfolio, Export Services — Small and Medium-Sized Enterprises Division, DFAIT, tel.: (613) 944-0634, fax: (613) 996-9265, e-mail: rosi.niedermayer@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca 🌟
- (For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection".)

Food aid delivered to Russia to compensate for shortages in the wake of the August 1998 financial crisis had a drastic effect on that country's 1999 agri-food import market. But since 2000, this market has been returning to pre-crisis levels.

Russian agri-food imports growing

Market overview

The year 1999 was not a bumper year for the Russian agri-food import market. That was the year the European Union and the U.S. sent \$1.48 billion worth of food aid to Russia to make up for grain and meat shortages following the financial crisis of August 1998. While food aid meat was exempt from import duties and value-added tax (VAT), commercial shipments were subject to import duties of 15% and a 20% VAT. With food aid feeding the market, Canadian agri-food exports to Russia plummeted.

By 2000, however, import statistics showed that commercial trade was rebounding: Russians imported foodstuffs worth approximately \$10.9 billion that year.

In 2001, the Russian demand for agri-food imports is returning to pre-crisis levels, with a shift towards products that have remained in short supply.

Opportunities

Canadian suppliers in the following agricultural sectors will find opportunities in Russia.

Agri-food — beef and pork cuts, by-products and edible offal; mechanically deboned meat (MDM) poultry; frozen and canned fruits and vegetables; frozen fish and seafood; cheese; breeding-poultry eggs; high-quality durum wheat and flour; spring barley, soya beans, corn; malt; and pet food.

Agricultural machinery — hog equipment; harvesting equipment;

incubators. Russian farmers purchased 11,000 tractors, 4,600 combines and 510 harvesters in 2000; in 2001, the demand for new equipment has been three times as great. In order to harvest the crop in Krasnodar, one of the largest grain-producing regions in

southern Russia, 6,700 combines are needed; only 5,400 are available, 70% of which are obsolete. Maintaining such out-dated equipment cost the local agri-food industry US\$1.2 billion last year.

Technology — breeding stocks (poultry, cattle, swine); plant varieties; scientific methodologies and expertise.



Market access issues

Working with a Russian partner is not essential, but exporters considering the Russian market should be aware of a number of issues.

The Russian market has been hindered by the devalued ruble, which has depressed consumer purchasing power. With consumer spending down, prices must be competitive.

Offering a high-quality, value-added product is no guarantee of success. Exporters must abide by import rules and regulations, must adhere to safety and labelling requirements and must pay very high tariffs and import duties — ranging from 0% to 20%. Canadian meat processing and fish processing plants must be certified, and new plant varieties must be field tested and registered.

Government bodies, including the All-Russia Institute for Nutrition, the Ministry of Agriculture and Food and the Ministry of Health, are also impor-

tant when doing business in Russia.

Domestic groups are lobbying the Russian government to protect local food processors by preventing the importation of foreign food products.

Major competition

Russia has imported large quantities of Canadian foodstuffs indirectly via traders in the U.S. and Europe. Local buyers are reluctant to offer payments in advance, an arrangement preferred by Canadian exporters, but American and European traders offer flexible financial terms. Lobster, shrimp and herring are imported via Danish, French, German and Polish companies into the European and the Far Eastern parts of Russia. Canadian meat is typically imported via South Korea.

Within the last decade, a number of companies have been successful in the Russian market: John Deere, Case and Caterpillar from the U.S., KLAAS (Germany), New Holland (Netherlands), FIAT-Agri (Italy) and other smaller companies, mainly from Europe. Between 1994 and 2000, John Deere sold machinery and equipment worth US\$1 billion to member countries of the Confederation of Independent States.

The German companies Lemken, Rauch, Riela, Stoll and Schliesser have teamed up to establish Deutsche Agrar Gruppe, an agricultural equipment production and marketing business. In 2001, the company provided US\$5 million worth of used equipment, technical support and maintenance and training services in Russia.

Useful links

- Ministry of Agriculture and Food of the Russian Federation (MoAF), Web site: www.aris.ru
- The State Customs Committee of RF, Web site: www.customs.ru
- Kompas Russia 2001 (Registry of Russian Industry and Commerce), Web site: www.kompass.ru

For more information, contact Marina Fomitcheva, Trade Commissioner, Canadian Embassy, Moscow, tel.: (011-7-095) 956-6666, fax: (011-7-095) 232-9949, e-mail: marina.fomitcheva@dfait-maeci.gc.ca 🌟

Privatization combined with increased foreign competition has been good news — and bad news — for the consumer goods sector in the Czech Republic.

Glass and ceramics

Glass, ceramics, and porcelain manufacturing have been part of the traditional Czech industrial scene since the beginning of the twentieth century.

Privatization in the 1990s has brought an infusion of foreign capital into engineering production. Revamped technology, dramatically altered business policies, and abolishment of foreign trade monopolies have all boosted productivity. Glass and ceramics are now mostly mass produced and enterprises have begun to develop their own corporate trademarks.

However, household porcelain and lighting glass are still primarily hand made because manufacturers lack sufficient capital to replace obsolete equipment.

While there are few export opportunities for glass and jewellery, Canadian firms seeking joint ventures and other types of partnerships are very welcome.

Textiles and clothing

This is one of the oldest and most important industrial sectors in the Czech Republic, employing 9.8% of the working population. In 2000, it accounted for 4.6% of processing industry revenues and 5.6% of value-added revenue.

The industry is a major exporter of innovative merchandise — and ideas. “Jet weaving” and “spindle-less spinning” are two revolutionary inventions that originated in the Czech Republic.

Exports, imports, labour productivity, average wages and production all rose during 2000, while unemployment fell. The growth in production was a result of the growing global demand for Czech goods. The domestic market remains very price-sensitive — attracting capital remains a problem — but

changes to the industry framework should improve productivity and competitiveness.

The Czech Republic is an excellent market for “second-hand” textiles and a good market for brand name products. The sector offers good

opportunities for joint ventures and partnerships.

Toys and games

Privatization has not been fun and games for the Czech toy industry. Toy production fell drastically after a number of large state-run enterprises, which had been turning out high-quality products, were dissolved.

Although their wooden, plush and textile toys and puppets are world renown, the Czech Republic has missed out on technical development and is therefore lagging in the manufacture of electronic and computer games.

The main obstacle to growth in the toy sector, however, is demographic. With the Czech population in decline, so are the numbers of potential customers — children. Czech families are following the European trend, opting to have only one or two children. It would seem the only hope for Czech toy manufacturers is to get their products into foreign markets with more promising birth rates.

Makers of high-tech toys, such as computer and electronic games, and educational computer programs will find the Czech market very receptive. Good market opportunities also exist for competitively priced baby toys and equipment. Because of Czech expertise in this

field, there is no market for wooden and textile toys.

Furniture

The Czech furniture industry is top-of-the-line, with select products enjoying a worldwide reputation for quality and design. But with the

Consumer goods in the Czech Republic

increase in global competition, maintaining its advantage in foreign markets is a challenge.

Canadian furniture makers specializing in high-tech or unusual designs can play a role in this relatively cash-poor sector by investing in new technologies, an upgraded production base and effective distribution networks. They can also get help introducing their products into the Eastern European market from Czech furniture makers, who know the market and understand the mentality of the people.

For more information, contact Jitka Hoskova, Commercial Officer, Canadian Embassy, Prague, tel.: (011-420-2) 7210-1863, fax: (011-420-2) 7210-1894, e-mail: jitka.hoskova@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/~prague 🌟



IFI Net

IFI Net is your Internet gateway to procurement business funded by international financial institutions (IFIs) and UN agencies.

www.infoexport.gc.ca/ifinet/menu-e.asp

These are exciting times — our economy is being transformed from the industrial age to the information age. We receive a steady stream of articles and commentaries that try to define the critical success factors of our day, which use buzz-

Canadian IT excellence

Partnering with China

words such as “think global, act local” and “the borderless economy.” There is one clear concept that ties these terms together, namely: partnerships — or more specifically, partnerships in this global world of information technologies.

Canada is a global force in the world of IT, and it is ready to partner with Chinese firms. Today, there are over 26,000 IT companies in Canada with annual revenues of over \$116 billion. These firms account for almost half of the total R&D undertaken in Canada — and these numbers just keep on growing!

Canadian excellence

In the past two years, Canadian IT firms have invested over \$100 billion in expansion and acquisition, and today can supply every facet of an IT infrastructure, from equipment design and manufacture, through advanced networking technology, to the software and services needed to run and maintain the infrastructure.

Canada is home to some of the world's greatest IT firms, such as **Nortel Networks** (www.nortelnetworks.com/index.html) the world's top company in the global telecommunications equipment market; **JDS Uniphase** (www.jdsuniphase.com/) the world's largest supplier of optical components; and **PMC Sierra** (www.pmc-sierra.com/) a leading broadband semiconductor technology provider.

Then there are the many Canadian multimedia firms, whose software products dominate the Hollywood special-effects industry, with an estimated 80% share of the animation software market. And these Canadian success stories are just the beginning.

Canadian presence in China

So what does this have to do with partnerships, and with China in particular?

Canada recognizes the importance of partnering with China, and wishes to build upon our long history of bilateral co-operation.



Indeed, over 400 Canadian firms now have an established presence in mainland China. Canada and China have undertaken a Memorandum of Understanding (MoU) for Co-operation in the Fields of Telecommunications and Information Technologies, under which we have successfully carried out a large number of co-operative activities with notable results.

In the past year, Trade Team Canada led successful delegations to the **China High-Tech Fair, Expocomm Shanghai, ChinaInet, Hong Kong Information Infrastructure Expo and Conference, Asia Telecom 2000, InfoCom China West** and on the Prime Minister's Team Canada Mission — and these participants went simply because they want to partner with China!

China is now in the midst of many very exciting developments — accession to the WTO, privatization of various state-owned enterprises, and market liberalization. These developments can only be expected to accelerate China's economic growth, which is already the envy of many nations.

For more information about opportunities to partner with Canadian and Chinese firms, contact :

- Rosaline Kwan, Trade Commissioner, Canadian Embassy in Beijing, tel.: (011-86-10) 6532-3536, fax: (011-86-10) 6532-4072, e-mail: rosaline.kwan@dfait-maeci.gc.ca
- Murray King, Trade Commissioner, Canadian Consulate General, Shanghai, tel.: (011-86-21) 6279-8400, fax: (011-86-21) 6279-8401, e-mail: murray.king@dfait-maeci.gc.ca
- Cathy Yao, Commercial Officer, Canadian Consulate General, Guangzhou, tel.: (011-86-20) 8666-0569, fax: (011-86-20) 8667-2401, e-mail: cathy.yao@dfait-maeci.gc.ca
- Brian Wong, Commercial Officer, Canadian Consulate General, Hong Kong, tel.: (011-852) 2847-7414, fax: (011-852) 2847-7441, e-mail: brian.wong@dfait-maeci.gc.ca
- Peter Liao, Commercial Officer, Canadian Consulate, Chongqing, tel.: (011-86-23) 6373-8007, fax: (011-86-23) 6373-8026, e-mail: peter.liao@dfait-maeci.gc.ca
- Marcel Belec, Trade Commissioner, China and Mongolia Division, DFAIT, tel.: (613) 995-6962, fax: (613) 943-1068, e-mail: marcel.belec@dfait-maeci.gc.ca
- Dale Forbes, Manager, China and Hong Kong, Industry Canada, tel.: (613) 990-9092, fax: (613) 990-4215, e-mail: forbes.dale@ic.gc.ca 🌟



Team Canada Inc • Équipe Canada inc

1-888-811-1119

exportsource.gc.ca

New service at Mexican border for Canadian agri-food exporters

A new service will make it easier to move food products into Mexico, one of the largest markets of Canada's agriculture and agri-food industry.

Mexico currently has a fairly complicated import regime and getting products (especially processed foods) across the border can be challenging. Part of the problem may be Canadian exporters' uncertainty about clearance requirements. In addition, exporters and Mexican officials sometimes interpret the requirements differently.

The new service is a joint pilot project of the federal government and the governments of Quebec, Ontario, Manitoba, Saskatchewan and Alberta. It provides a full-time resource person at the border, who will help ensure that companies involved are well prepared to meet Mexican requirements. Should any difficulties occur, the resource person will be available to see that they are resolved quickly. This should allow Canadian goods to move more smoothly across the border.

The resource person is Luis A. Pérez Benitez, a lawyer with extensive experience in consulting with Canadian companies that do business in Mexico. He will be stationed full-time at Nuevo Laredo, Mexico, the second busiest international border crossing in the Americas. Mr. Pérez will provide services and information as needed. For example, exporters can consult with

him before shipping to ensure that all their papers are in order, and he will be on site to troubleshoot any problems if a shipment is held up at the border.

Mr. Pérez will also develop strong working relationships with Mexican government and other border officials. The results should be more efficient communications and more on-the-spot resolutions of clearance problems for all Canadian agri-food exporters at Nuevo Laredo, as well as at other Mexican border crossings.

For further information, contact Luis A. Pérez, tel.: (011-528) 719-0003, cell: (1-956) 206-8771, fax: (011-528) 719-0764, e-mail: luispere@nlaredo.globalpc.net

Information seminars on exporting agri-food products to Mexico

In the five provinces participating in the pilot project, information sessions scheduled for this fall will explain how to best utilize the new border service, and will offer other tips on exporting to Mexico.

The plan is to expand the pilot project in 2002/03, making the border service available to exporters across Canada.

Following is the schedule of information sessions:

- WINNIPEG — October 22-23
- SASKATOON — October 23-24
- CALGARY — October 25-26
- MONTREAL — November 20
- TORONTO — November 21-22

For more information, contact:

- Richard A. Clegg, Agriculture and Agri-Food Canada, tel.: (613) 759-7743, e-mail: cleggr@em.agr.ca
Web site: www.agr.ca
- Lasby Lowes, Manitoba Agriculture and Food, tel.: (204) 945-4490, e-mail: lhowes@agr.gov.mb.ca
- Chandra Mark, Saskatchewan Agriculture and Food, tel.: (306) 787-5966, e-mail: cmark@agr.gov.sk.ca
- Marcy O'Connor, Alberta Economic Development, tel.: (780) 422-1762, e-mail: marcyoconnor@gov.ab.ca
- Roxana Arriagada, Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec, tel.: (514) 873-4147, ext. 235, e-mail: roxana.arriagada@agr.gouv.qc.ca
- Alan Crawley, Ontario Ministry of Agriculture, Food and Rural Affairs, tel.: (519) 826-3970, e-mail: acrawley@omafra.gov.on.ca 🌟



PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

- P** EMD typically pays 50% of:
- air fare
 - trade fair participation
 - local legal fees
 - product demonstration or testing

Ineligible costs include salaries, commissions, entertainment, meals, accommodation and taxes.

For more information, contact the International Trade Centre (ITC) in your area or visit our Web site: www.infoexport.gc.ca/programs-e.asp

(See the other PEMD announcements in the July 3, July 16, and September 4, 2001, issues of *CanadExport*.)

New market reports

To access the following reports, see *canadexport on-line* at www.infoexport.gc.ca/canadexport and click on "Market Studies":

- *The New Zealand Hardware Market*
- *The World of Wireless: Present and Future Prospects in the Korean Market* 🌟

Canadian Education Industry Summit 2001

TORONTO — October 10, 2001 — The **Canadian Education Industry Summit** is celebrating its fifth year of providing a platform for education industry leaders and the investment community to discuss unique opportunities in this emerging industry.

Expected to attract over 300 delegates from across Canada and the United States, this year's summit deals with the continued rapid growth of

the multi-billion-dollar global education industry. The one-day event examines the trends that will provide Canadian investors and operators with specific markets and opportunities for the year 2002 and beyond.

On the agenda: what's involved in going global; funding challenges; the World Wide Web of knowledge versus privatization; debt financing at the

Continued on page 16 – Education

International Development Days 2001

WINNIPEG — November 14-16, 2001 — **International Development Days** offers Canadian companies and agencies in all sectors the opportunity to promote their services and products and enhance their corporate profile. This year's event will feature the presentation of the **10th Annual Canadian Awards for International Co-operation** by the Honourable Maria Minna, Minister for International Co-operation.

The event will include a variety of informative workshops that will explain how to win more work from the **Canadian International Development Agency (CIDA)** (www.acdi-cida.gc.ca), **International Financial Institutions (IFIs)** (www.infoexport.gc.ca/ifinet), the **United Nations (UN)** (www.un.org) and other agencies. Private one-on-one meetings with senior CIDA, IFI and UN officials will provide opportunities to discuss specific areas of expertise and interest. Companies may participate as a sponsor or an exhibitor.

For more information, or for an on-line registration form, visit the Web site at www.cme-mec.ca/national/events/IDD/index.htm

For more information, contact Langis Lagacé, CIDA, tel.: (819) 994-6206, e-mail: langis-lagace@acdi-cida.gc.ca Web site: www.acdi-cida.gc.ca or Treena Adhikari, Canadian Manufacturers & Exporters, tel.: (905) 568-8300, ext. 249, fax: (905) 568-8330, e-mail: treena.adhikari@cme-mec.ca Web site: www.cme-mec.ca 🌟

Telecom mission to Africa

SOUTH AFRICA, GHANA and NIGERIA — November 11-23, 2001 — The Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada are organizing a trade mission to one of the world's last, vast, untapped markets for telecommunications products. The mission will include participation in **ITU Telecom Africa 2001**, the premier telecommunications event in Africa to be held in Johannesburg, South Africa, as well as customized programs in Ghana and Nigeria, two promising markets.

For more information, contact:

- Karra-Lee Gerrits, Trade Commissioner, Sub-Saharan Africa Trade, DFAIT, tel.: (613) 944-6575, fax: (613) 944-7437, e-mail: karra-lee.gerrits@dfait-maeci.gc.ca
- Ohannes Keuylian, Manager, Africa, Middle East, Central and Eastern Europe, and the Former Soviet Union, Industry Canada, tel.: (613) 998-0416 /cell: (613) 612-8094, fax: (613) 990-4215, e-mail: keuylian.ohannes@ic.gc.ca 🌟

Information and Communications Technologies (ICT) Week



Approximately 40 members of the Canadian Trade Commissioner Service (TCS) will be at two major events during ICT Week in Canada. They can help Canadian companies registered at these events to find export opportunities.

VANCOUVER — November 4-6 — **Softworld 2001** (www.softworld.org), the world's premier forum for technology companies to develop strategies and forge partnerships, will bring together over 800 senior-level executives from over 30 countries to connect with market leaders and emerging technology companies for the sole purpose of developing partnerships that lead to new markets, revenues and investments.

TORONTO — November 6-8 — **Communications 2001** (www.communications2001.org) is Canada's communications showcase, drawing Canada's telecommunications, Internet and computing decision makers. The exhibition will feature manufacturers and distributors of infrastructure and hardware, content providers, application service providers (ASPs), software developers, and portal and service providers.

For more information or to set up a meeting with a Trade Commissioner, contact: Syed Hasan, Market Support Division, DFAIT, tel.: (613) 944-2543, e-mail: syed.hasan@dfait-maeci.gc.ca

Access the Trade Commissioner Service's ICT market reports and network of professionals at: www.infoexport.gc.ca

Upcoming trade shows and conferences

For the full details on the following events, see **Canadexport** on-line at www.infoexport.gc.ca/canadexport and click on either "Trade Fairs and Missions" or "Conferences/Seminars/Meetings."

MYRTLE BEACH, SOUTH CAROLINA — October 11-13, 2001 — The Canadian Consulate General/Atlanta is seeking Canadian manufacturers of telecommunications equipment and software and providers of telecom services to participate in the **2001 Carolinas Telephony and Technology Symposium**, an annual event which attracts telecommunications managers and decision makers from North and South Carolina.

BUENOS AIRES, ARGENTINA — October 21-25, 2001 — The world's premier energy event, the **18th triennial World Energy Congress** is being held for the first time in Latin America, along with the **Argentina Oil and Gas Expo**. Among the over 5,000 delegates will be government ministers and regulators, heads of major energy companies, academics and consultants, and representatives from 50 international organizations and financing institutions.

BAHRAIN — October 29-31, 2001 — **Petrotech 2001** is an exhibition and conference that attracts petroleum engineers, refinery managers, geologists and geophysicists and other decision makers from all over the region. The Canadian Embassy will have an information booth promoting Canadian companies.

HAVANA, CUBA — October 28-November 4, 2001 — Cuba's largest trade fair, the **Havana International Trade Fair (FIHAV)** is multisectoral and includes the tourism; power and electricity; transportation; agriculture and food sectors. Last year's event attracted 1,400 exhibitors from 62 countries and 200,000 visitors.

CAIRO, EGYPT — November 6-9, 2001 — The **Middle East Power and Energy**

Exhibition and Conference (ELECTRIX) is the leading annual electrotechnical, power, solar and renewable energy event in the Middle East and North Africa.

CHICAGO, ILLINOIS — November 11-13, 2001 — The **Private Label Manufacturers Association (PLMA) Show** is the premier annual exhibition for North America's private label grocery products trade.

NAMUR, BELGIUM — November 21-23, 2001 — **BEST** is an environmental and energy conference and trade show held every two years. **BEST 2001** will feature a partnering event with more than 100 European companies seeking transnational co-operation agreements.

BANGKOK, THAILAND — November 28-December 1, 2001 — **Asia Automotive 2001** is the venue to promote automotive products and the latest technologies to key Southeast Asian buyers.

PADOVA, ITALY — November 28-December 1, 2001 — **Bionova** is the only Italian exhibition dedicated to health-related biotechnology and bioengineering. The Canadian Consulate General in Milan is planning a number of activities to promote partnering of Canadian and Italian and international biotech companies.

LAS VEGAS, NEVADA — December 11-13, 2001 — **Power-Gen** is the largest international trade show and conference for power industry decision makers. This year, Trade Team Canada-Electric Power Equipment and Services will have a booth at the trade show with space for six Canadian companies.

TOKYO, JAPAN — December 13-15, 2001 — **Bio Fach Japan, International Organic Trade Fair** is the platform to enter a growing market. Japanese consumers are showing a trend toward natural products including organically grown and processed food, beverages and cosmetics.

BAHRAIN — January 14-17, 2002 — The **Bahrain Naval & Maritime 2002** is the first dedicated international naval and maritime exhibition and conference in the Middle East, complementing the air and land defence exhibitions already established in the Gulf region.

ROTORUA, NEW ZEALAND — March 12-16, 2002 — The **Forest Industries International Conference and Exhibition** is New Zealand's largest forest industry event. New Zealand is becoming an international forestry leader and will need to invest heavily in new processing facilities, which means opportunities for Canadian manufacturers of forestry and wood processing machinery.

SEOUL, KOREA — March 18-19, 2002 — **Food Showcase Korea** will occur the week following **Foodex** in Japan, and is the major venue to promote food products to Korean importers. Korea is one of the most dynamic Asian economies.

MELBOURNE, AUSTRALIA — June 2-5, 2002 — Following the success of the 2001 show, held in Sydney, Canadian exporters will be able to participate in **Interbuild Australia 2002**, Australia's largest building exhibition, which showcases the latest in building products and technology for residential, commercial and industrial construction. 🌟



Forum for International Trade Training
FITT

Providing valuable step-by-step procedures by experienced trade experts on how to do business around the world.

Call 1-800-561-3488 or visit www.fitt.ca

Upcoming cultural events

FILM, VIDEO, TELEVISION AND BROADCASTING

MONTREAL, QUEBEC — October 11-21, 2001—The **Montreal International Festival of New Cinema and New Media** is a unique event showcasing *cinéma d'auteur* and digital creations.

LAS VEGAS, NEVADA — January 21-24, 2002—The **National Association of TV Programming Executives (NATPE)** is the largest programming market in North America, and includes panel discussions, media demonstrations, and networking opportunities.

BERLIN, GERMANY — February 6-17, 2002—**Berlinale** is one of the most important film festivals in Europe, and attracts producers and distributors as well as video and television sales and acquisitions representatives.

SANTA MONICA, CALIFORNIA — February 20-27, 2002—The **American Film Market** is the largest motion picture trade event in the world.

SOUND RECORDING

CANNES, FRANCE — January 20-24, 2002 — **Midem** is the premier event for independent companies and distributors.

SAINT JOHN, NEW BRUNSWICK — January 31-February 3, 2002 — The

East Coast Music Awards draw music industry professionals from the East Coast, across Canada, the United States and Europe.

TORONTO, ONTARIO — February 28-March 3, 2002—**Canadian Music Week** is Canada's leading sound recording industry event, and has increasing international participation.

VISUAL ARTS

NEW YORK, NEW YORK — February 6-10, 2002—The **Armory Show** is a continuing tradition commemorating the groundbreaking Armory Show of 1913.

TORONTO, ONTARIO — May 1-31, 2002 — **Contact** is a month-long annual festival celebrating Canadian and international photography through exhibition and dialogue.

CHICAGO, ILLINOIS — May 10-13, 2002 — **Art Chicago** is America's foremost international art show where over 200 galleries exhibit and sell the works of over 3,000 artists.

CONTEMPORARY CRAFTS

NEW YORK, NEW YORK — May 29-June 3, 2002—**SOFA New York** is one of the finest international exhibitions dedicated to bridging the worlds of contemporary decorative and fine art.

AMSTERDAM, HOLLAND — May 30-June 2, 2002—The **Annual Conference of the Glass Art Society** is an international forum for artists for the exchange of ideas and technical information.

MULTIMEDIA

LONDON, ENGLAND — January 9-12, 2002—**BETT** is the most comprehensive event in the U.K. education field, with sectors such as e-training and e-education becoming increasingly important.

CANNES, FRANCE — February 4-8, 2002—**MILIA** is the leading international exhibition and conference for next-generation interactive content across all delivery platforms.

LOS ANGELES, CALIFORNIA — May 23-25, 2002 — **E3** is the most important gaming conference in the world and addresses all the business needs of the video and computer game industry.

BOOK PUBLISHING

GUADALAJARA, MEXICO — November 24-December 2, 2001 — The **Guadalajara International Book Fair (FIL)** is the main publishing event in South and Central America.

LONDON, ENGLAND — March 17-19, 2002 — The **London Book Fair** is a major feature of the international publishing calendar, and attracts more exhibitors and visitors each year.

BOLOGNA, ITALY — April 10-13, 2002 — The **Bologna Children's Book Fair** is the major international event for children's publishing.

NEW YORK, NEW YORK — May 1-5, 2002 — **BookExpo America (BEA)**, formerly the American Booksellers Association Convention and Trade Exhibit, is a meeting place for the entire publishing industry, including distributors, and a centre of rights activity.

For more information, contact the Arts and Cultural Industries Promotion division, DFAIT, tel.: (613) 944-ARTS, Web site: www.dfait-maeci.gc.ca/arts 🌟

Education Industry Summit — Continued from page 14

University of Toronto; channelling government dollars into education; and case studies of strategic relationships and of Canadian education companies that have been successfully sold. Discussions may also touch on the burgeoning e-learning sector and what providers of venture capital require.

"Understanding the industry marketplace is a critical component of the industry's continued development," explains Charles Ivey, CEIS

chairman. "Canada has a unique opportunity to be a global exporter in the global education industry."

Sponsoring the Summit are the National Post, Air Canada, KPMG, Yorkton Securities, CENTRINITY and Canaccord Capital.

For more information, contact Sarah Blair, National Post event manager, tel.: (416) 386-2659, fax: (416) 386-2697, e-mail: sblair@nationalpost.com Web site: www.nationalpost.com 🌟



CANADA EXPORT AWARDS 2001



WINNERS OF CANADA EXPORT



THE HONOURABLE
PIERRE S. PETTIGREW

A Message from the Minister for International Trade

On behalf of the Government of Canada, I am very pleased to present the Canada Export Awards for the Year 2001 to these 10 Canadian companies who have demonstrated excellence in exporting. Through their hard work, these outstanding companies not only help our country remain a global leader in trade but also create jobs for Canadians and contribute to economic and social progress here and abroad. From modest beginnings, these companies have developed products and services that are succeeding in the global marketplace. We should all be proud of their accomplishments in the increasingly competitive world economy.



JOHN GILMAN,
CEO

FIELDTURF INC.

Montreal, Quebec

From China to Germany by way of the U.S., athletes are increasingly counting on the quality of FieldTurf synthetic grass. FieldTurf, the only artificial surfacing approved by the International Federation of Football Association (FIFA), perfectly imitates natural grass, but is more durable, safer and less expensive to maintain. www.fieldturf.com



FRANK DELFINO,
President, Canadian and
International Markets

Exporter of the Year

TEKNION CORPORATION

Toronto, Ontario

Established in 1983, Teknion Furniture Systems designs, manufactures and markets office systems and furniture products, which support the complex integration of people and technology. Teknion builds comfortable and highly functional workplace environments for millions of people around the world, helping companies boost their bottom line. Cutting-edge work environments, which are attractive but also conducive to increased productivity, help to enhance a company's ability to work with technology. www.teknion.com



MIKE CARDIFF,
President and CEO

FINCENTRIC CORPORATION

Richmond, British Columbia

Fincentric Corporation is a leading provider of Web-enabled financial services used by more than 300 financial institutions globally. Fincentric has enjoyed immense growth as even more major financial services companies adopt the company's wealth management software. Strategic alliances recently helped Fincentric to penetrate challenging markets in Asia and South Africa. www.fincentric.com

CHALLENGING
MARKETS
ACHIEVEMENT
AWARD



JAMES PERRY,
President and CEO

GLOBAL THERMOELECTRIC INC.

Calgary, Alberta

With 95 percent of the world's market for thermoelectric generators, Global Thermoelectric is still growing. It is at the forefront of the race to develop fuel cell technology, and it's claiming more of the market for commercial thermoelectric generating technology. Thermoelectric generation creates power by converting heat directly into electricity. Global Thermoelectric previously won a Canada Export Award in 1998. www.globalte.com

INNOVATION
AND
TECHNOLOGY
ACHIEVEMENT
AWARD

AWARDS 2001



BRIAN MERGELAS,
President

**SMALLER
EXPORTER
ACHIEVEMENT
AWARD**

THE PRESSURE PIPE INSPECTION COMPANY LTD.

Mississauga, Ontario

In just four years, The Pressure Pipe Inspection Company has revolutionized an entire industry. Incredibly, before 1997, the huge underground pipes that carry our water under high pressure were not subject to rigorous testing. Pressure Pipe Inspection's Canadian-engineered testing could save millions of dollars in replacements to utilities and water works, not only in Canada but also in the United States and North Africa, markets Pressure Pipe has successfully penetrated. www.ppic.on.ca



ALLAN C. SHAW,
Chairman and CEO

**JOB CREATION
ACHIEVEMENT
AWARD**

THE SHAW GROUP LIMITED

Halifax, Nova Scotia

The Shaw Group is one of the Maritimes' leading natural resource manufacturers and community developers, with a strong focus on products for the construction industry. It sends products around the world, with export sales in excess of \$30 million. Along the way the company has generated a wealth of job opportunities for Canadians, particularly in rural Atlantic Canada. www.shawgroup.com



CHES PENNEY,
CEO

GRAND ATLANTIC SEAFOODS

St. John's, Newfoundland

From fish on the line to on-line fish, Grand Atlantic Seafoods is a sophisticated, fast-growing leader in Atlantic Canada's seafood processing industry, and its success extends far beyond the shores of its home in Newfoundland. Established in 1996, Grand Atlantic Seafoods exports to Europe and Japan, and is aggressively pursuing new opportunities. www.grandatanticseafoods.com



DAVID LAUZON,
President

**CONTINUOUS
QUALITY
ACHIEVEMENT
AWARD**

LAUZON, DISTINCTIVE HARDWOOD FLOORING

Papineauville, Quebec

Produced from wood grown in our northern forests, Lauzon's premium solid flooring is recognized worldwide for its beauty and virtually perfect precision milling. Lauzon is a fully integrated company with operations from forest to finished product, and is now one of the three leaders in the flooring industry in North America. www.lauzonltd.com



HARRY COOK,
President

**ABORIGINAL
BUSINESS
ACHIEVEMENT
AWARD**

KITSAKI MEATS LIMITED PARTNERSHIP

La Ronge, Saskatchewan

From its remote outpost in La Ronge, Saskatchewan, Kitsaki Meats has become a leading producer and exporter of superior meat products. But it's known for a lot more than meat. In fact, Kitsaki is the world's biggest producer and supplier of organic wild rice. Kitsaki has also become a model of community empowerment for Indigenous people around the world. www.kitsaki.com



Puppets created by
JIM MORROW,
Artistic Director

MERMAID THEATRE OF NOVA SCOTIA

Windsor, Nova Scotia

Since its inception 29 years ago, Mermaid Theatre of Nova Scotia has provided an introduction to the magic of the performing arts to more than two and a half million spectators on four continents. The company boasts an international reputation for imaginative productions for families, using sophisticated puppetry, original music and spectacular scenic effects. www.mermaidtheatre.ns.ca

Thank you to the sponsors of the 2001 Canada Export Awards.



Export Development Corporation
Société pour l'expansion des exportations

Export Development Corporation (EDC), sponsor of the **Smaller Exporter Achievement Award**, salutes Canada's export champions. For over half a century, Canadian companies of all sizes, including many Canada Export Award winners, have relied on EDC to help them grow globally. As Canadians reach for new heights, EDC offers them trade finance and risk management services that make it easier for Canadians to sell abroad and for foreigners to "buy Canadian."



Développement économique Canada
pour les régions du Québec

Canada Economic Development
for Quebec Regions

The Canada Economic Development for Quebec Regions (CED) is a federal government department responsible for building economic capacity in Quebec. Recognizing the importance of consistency and quality in Canadian products, CED is proud to sponsor the **Continuous Quality Achievement Award**.

NATIONAL POST

National Post is committed to providing stories and information that Canadians need in order to compete and win "across the street and around the world." It is understood that every Canadian business that succeeds in the global marketplace not only inspires other Canadians but enhances our collective prosperity. National Post is proud to sponsor the **Job Creation Achievement Award**.



RBC
Financial Group

RBC Financial Group is honoured to sponsor the **Aboriginal Business Achievement Award**. As part of our overall strategy to support and grow Canada's export business, we welcome the opportunity to recognize the unique contributions of First Nations, Metis and Inuit people to Canada's global success in export trade.



Sun
Life Financial

Sun Life Financial is a leading international financial services organization focussed on providing financial services to individuals and businesses throughout their lifetime. With companies and partners operating in key markets worldwide, including Canada, the United States, the United Kingdom, Hong Kong, the Philippines, Japan, Indonesia, India and Bermuda, Sun Life understands the challenges facing exporters. Thus, we are pleased to sponsor the **Challenging Markets Achievement Award**.



Canadian
Manufacturers &
Exporters
Manufacturiers et
Exportateurs du
Canada

Canadian Manufacturers & Exporters (CME) is pleased to recognize export champions and be a sponsor of the Canada Export Awards. As Canada's leading business network, CME successfully represents the interests of Canadian business, and keeps members on the competitive edge of world-class manufacturing and trade. CME members represent 75% of Canada's manufacturing output and 90% of exports.



Pratt & Whitney Canada
A United Technologies Company

Pratt & Whitney Canada recognizes that technology, creativity and innovation are critical ingredients for the development of new competitive products. Our belief that companies should be good corporate citizens prompted Pratt & Whitney to sponsor the **Innovation & Technology Achievement Award**.

For more information about the 2001 Canada Export Award winners and application forms for the 2002 program, visit www.infoexport.gc.ca/awards-prix

Return requested
if undeliverable:
CanadExport
c/o MDS
2750 Sheffield Road, Bay 1
Ottawa, ON K1B 3V9

Canada Post
Agreement Number 40064047