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**CANADIAN TRADE COMMISSIONERS  
NEW POSTING — FALL 2000**  
(See supplement inside.)



**Season's Greetings!**

Next issue will be January 15, 2001

*Canada trade mission a success*

# The Maghreb and the Iberian Peninsula

**I**nternational Trade Minister Pierre Pettigrew led this year's highly successful Canada trade mission to the Maghreb and the Iberian Peninsula, held from October 10 to October 20. The multisector mission, with over 100 representatives from Canadian businesses and institutions participating, provided a host of activities planned by the Canadian Embassies in each of the four countries on the itinerary — Morocco, Algeria, Spain and Portugal.

Participants were treated to a busy schedule designed to help them gain access to the valuable commercial potential in each country.

## Morocco

In Casablanca, Morocco, representatives from 55 Canadian firms and institutions spent three days "talking shop"

with 400 of their Moroccan counterparts, resulting in six agreements worth approximately \$90 million.

*Continued on page 3 — Trade mission*



Jacques Lamarre (left), SNC-Lavalin President and CEO, shakes hands with Chekrine Abdelkader, Assistant Director General, National Industrial Potable Water and Purification Agency, after signing a \$600 million MOU with the Algerian government. In the background are Pierre Pettigrew, International Trade Minister (centre), and Salim Saadi, Algeria's Minister of Water Resources.

## NOVA SCOTIA CORPORATION incubates companies to be export-ready

**T**he most challenging time for a company is start-up, when product development and market exploration must be balanced with limited capital. One Nova Scotia corporation is taking young companies under its wing to help them survive and grow — and become globally competitive — during their first years. Through its world-class business incubation centres,

**InNOVAcorp** is producing "graduates" ready to take on the world.

Founded in 1996, InNOVAcorp promotes, stimulates and encourages the development of technology products and services for emerging entrepreneurs in the life sciences and information technology (IT)

*Continued on page 8 — InNOVAcorp*

No more waiting for the mail to arrive to find out about upcoming trade fairs, markets to watch or new business opportunities offered from Bangkok to San Francisco!

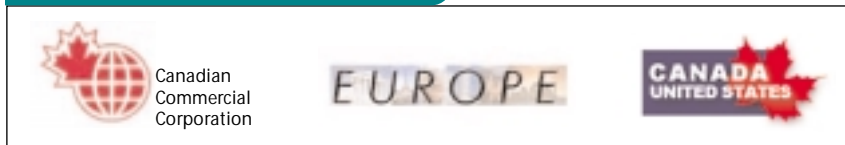
Updated regularly, the *Canadexport on-line* Web site allows us to offer a larger number of articles from our network of associates, which delve deeper into a variety of subjects of interest to anyone involved in the export market or thinking of pursuing foreign market opportunities. Since the launch of *Canadexport on-line* in September 2000, we have already published 15% more articles from our missions all over the world, with many of the articles more detailed than the print version. Visit us at [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport)

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"connected" to global markets

## Canadexport on-line sponsors



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the United States Bureau and the European Business Development Section of DFAIT, as well as the co-operation of the Trade Commissioner Service of Canada. 🌟

## CANADIAN-MODELLED GIRLS' SCHOOL IN ABU DHABI

In Abu Dhabi, United Arab Emirates (U.A.E.), the **Sheikh Zayed Private School for Girls** opened on September 9. The school is modelled on Toronto's Bishop Strachan School ([www.bss.inforamp.net](http://www.bss.inforamp.net)), one of the oldest private schools in Canada; it is designed, furnished and managed by Canadians.



*The Sheikh Zayed Private School for Girls in Abu Dhabi, United Arab Emirates.*

Attending the school are 200 girls in grades 1 to 9. Grades 10, 11 and 12 will be added over the coming three years. Plans also call for construction of an annex to house a preschool for 100 children. Situated close to the Canadian Embassy, the institution has a swimming pool, auditorium and library, and is highly IT-connected.

The school is named for Sheikh Hamdan bin Zayed, Ruler of Abu Dhabi

and President of the U.A.E. He and his wife, Sheikha Fatima bint Mubarak, had both visited Canada and wanted to create an institution similar to the Bishop Strachan School in their country. The principal, Rosemary Scarlett, is Canadian, as are the librarian and 10 of the 13 teachers hired from abroad. This will reinforce Canada's considerable influence in Abu Dhabi in the field of education. Over 200 Canadians currently teach at higher institutes of technology in cities throughout the U.A.E.

At the official opening, Minister of Higher Education and Scientific Research, Sheikh Nahyan bin Mubarak Al Nahyan commented, "Our aim is the establishment of a school that will provide each student with an education that will enable her to live a moral, satisfying and productive life... We hope that this academy will continue to develop as a model of educational excellence."

For more information, contact Maher Abou-Guendia, Counsellor (Commercial), Canadian Embassy, Abu Dhabi, tel.: (011-971-2) 445-6969, fax: (011-971-2) 445-8787, e-mail: [maher.abou-guendia@dfait-maeci.gc.ca](mailto:maher.abou-guendia@dfait-maeci.gc.ca) 🌟

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canadexport

—Continued from page 1

Judging by these results, Morocco is fast becoming a key destination for Canadian exports, which includes everything from products in the infrastructure sector to the cutting-edge field of biotechnology, as well as Canadian expertise in hospital management, and software design for Moroccan income tax calculation.

### Algeria

In Algeria, Canada's largest trading partner in Africa and the Middle East, the trade mission grew to 86 Canadian participants, who met over 600 Algerian business representatives. Algerian Prime Minister Ali Benflis attended the inaugural session to urge Algerian and Canadian executives to further strengthen the strong business relationship they already share, one that is worth over \$1 billion annually. Apparently heeding his advice, the two countries signed 12 agreements, worth over \$605 million.

### Spain

Then it was on to Madrid, and Barcelona, Spain, where 35 Canadian business people explored the potential of one of the fastest growing economies in the European Union (currently 4.2% annual growth). Spanish companies have already invested in, and made commitments to, Canada totalling \$5.7 billion, and 55 Canadian companies either have an office, or some other presence, in Spain. Top priorities for this mission were the construction, environment, information technology, communications and transportation sectors. The Canadian and Spanish business discussions produced three significant commercial agreements.

### Portugal

Next was the Portugal leg of the trip, where 14 Canadian companies visited Lisbon, focusing on telecommunications, information technology, defence, environment, transportation and construction. The Canadian companies expressed interest in partnering with the Portuguese, not only in domestic markets, but

in third-country markets as well. The mission also witnessed the launching of the Canada–Portugal Business Club.

The mission itself may have ended, but its success lives on. Several Canadian firms are keen to return to the

# Trade mission

region to further explore additional business opportunities, to develop contacts, and to establish a presence in these growing markets.

In the words of Minister Pettigrew, "There was a real enthusiasm for Canada here. The results have exceeded our expectations."

### Agreements signed in Morocco:

- **Gestion Médicale Internationale**, of Sillery, Quebec, will provide consultancy on hospital administration to the Casablanca Children's Hospital.
- **Groupe Sykam**, of Laval, Quebec, will establish a plastics processes institute and a biotechnology institute in Morocco.
- **Progestic International**, of Ottawa, Ontario, and the Laboratoire Public d'Essais et d'Études of Morocco will conduct a study of building maintenance management in Morocco.
- **TMR Conseils et Expertises**, of Hull, Quebec, in partnership with Informatix Maroc, will design three software applications for the preparation of personal and corporate Moroccan income tax.
- **World Export**, of Abbotsford, B.C., and **Groupe Multimédia 2000** of Morocco, will partner to design a Web site promoting Moroccan exporters.

### Agreements signed in Algeria:

- A \$600 million memorandum of understanding between **SNC-Lavalin International Inc.** of Montreal, Quebec, and Algeria's Agence nationale de l'eau potable industrielle et de l'assainissement [National Industrial Potable Water and Purification Agency].

- Letter of intent for the creation of a joint venture between **RSW International Inc.** of Montreal, Quebec, and Algeria's **Entreprise nationale des études hydrauliques (ENHYD)** [National Corporation for Hydraulic Studies].

- Partnership agreements between **Neosignal** of Lasalle, Quebec, and Forem of Algeria, and between Neosignal and Alpha Design of Algeria.
- Letter of agreement between **PanGeo Pharma Inc.** of Montreal, Quebec, and Digromed of Algeria.
- Partnership agreement between **Elix Inc.** of Montreal, Quebec, and EEPAD of Algeria.
- Memorandum of understanding between **Géomat International Inc.** of Montreal, Quebec, and Geocomputer of Algeria.
- Memorandum of understanding between **Dessau-Soprin International** of Montreal, Quebec, and Algeria's EPA-ANSA Sidi Abdellah.
- Partnership agreement between **Connexions commerciales internationales** of Verdun, Quebec, and L'entreprise de promotion immobilière of Bejaia.
- Partnership agreement between **Groupe Canam Manac** of Ville de Saint-Georges, Quebec, and Groupe ADF of Terrebonne, Quebec, to carry out projects in Algeria.
- Letter of intent for a partnership between the **Atelier d'Usinage Tracy** of Tracy, Quebec, and Algeria's **Entreprise nationale de charpente et de chaudronnerie (ENCC)** [National Frame and Boilermaking Corporation].
- Sanitary agreement between the **Canadian Food Inspection Agency** and Algeria's Ministry of Agriculture and Fisheries.
- Partnership agreement between **ATCO Structures Inc.** of Alberta

Continued on page 13 – Trade mission

# Make the Trade Commission

**Thousands of Canadian companies do it.**

**Why not yours?**

With a team of over 500 trade commissioners in more than 130 cities around the world, the Canadian Trade Commissioner Service can help you succeed abroad. When you contact us, you are tapping into a worldwide network of professionals. Your initial enquiry to us is the beginning of an important partnership with your trade commissioner.

“When we negotiated our first international deal, we were not aware of the services offered by the Trade Commissioner Service abroad. Now, when we approach a market, we contact them systematically. We share information with them as we would with a real business partner. When you let them know what your plans are, you get maximum results.”

Neale Johannesson  
Cyntech Corporation, Calgary

## Where to start

Our clients tell us that to succeed internationally, companies must concentrate on entering one foreign market at a time. Start by identifying the most promising foreign market for your company by doing your research here in Canada. For help in researching and selecting a target market, call Team Canada Inc at 1 888 811-1119 or visit [exportsource.gc.ca](http://exportsource.gc.ca).

## Who to contact abroad

Once you have targetted a market, you're ready to contact the Canadian Trade Commissioner Service at one of Canada's embassies, high commissions or consulates abroad.

## What we need to know

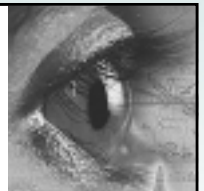
*To get our best, give your best*

If you approached your bank for a loan, you wouldn't think twice about the level of information you'd be willing to provide. You need to do the same with your trade commissioner, so that he or she can interest foreign buyers in doing business with you.

## HOW WE CAN HELP

More than 130 trade offices abroad provide the following 6 core services, free of charge:

- **Market Prospect**  
Help to assess your market potential
- **Key Contact Search**  
Qualified contacts and partners
- **Local Company Information**  
Current information on foreign businesses
- **Visit Information**  
Practical guidance on organizing and making your trip successful
- **Face-to-face Briefing**  
Market intelligence from our officers in the field
- **Troubleshooting**  
Advice on resolving market access and other business challenges





# Commissioner Service Work for You

To give your company credibility and to make your initial enquiry count, tell us about your firm, using this checklist of questions:

- What is unique or special about your company, product or service?
- Who are the end users of your product or service? To whom do you sell in Canada and abroad, and how?
- Which country or regional market are you targeting and why? What do you know about your target market?
- How do you plan to enter the market: export, license, joint venture or investment?
- How would you describe the typical buyer, distributor, agent or partner you want to work with in your target market?
- When do you plan to visit the market? Have you considered adapting your company and product literature to the market at that time?

*If you've already provided this information as a registered member of WIN Exports, the Trade Commissioner Service's client database, let your trade commissioner know.*

## Why we need all this

**Don't hesitate to brag about your accomplishments. If you've just landed an account with a well-known Canadian corporation, that connection can go a long way with buyers from Atlanta to Zagreb.**

## information

### *Imagine you're the foreign buyer*

"Why should I get my products from halfway around the world? Why should I choose a Canadian supplier?" These questions are going to be asked by the buyers in your target market. In fact, you will have to sell yourself more than you would to a Canadian buyer, since you are new to the market.

### *Imagine you're the trade commissioner*

A sketchy, three-line enquiry has its own implications: if we don't have all the information on your company, we can't pass it on to potential buyers. So, provide detailed information to your trade commissioner.

And don't worry: all requests are treated confidentially.

## Who will answer your enquiry

Your trade commissioner will get back to you within five working days. Most of the time, it's not a Canadian who answers your enquiry. More than half of the 500 trade commissioners working abroad are sectoral specialists who have been hired for their first-hand knowledge of the country in which they live. You too can benefit from their market intelligence and valuable connections.

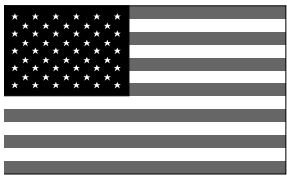
**You're a stranger in a strange land. To successfully enter a foreign market, you need to build a credible reputation abroad. That foundation starts with your trade commissioner.**

## How to contact us

Our Web site is the easiest and most economical way to reach us abroad. Go to **www.infoexport.gc.ca**.

To provide us with comments and suggestions, call our feedback line at **1 888 306-9991**





# The U.S. Connection

**T**he U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (URT). For information about articles on this page, contact URT by fax at (613) 944-9119 or e-mail at [commerce@dfait-maeci.gc.ca](mailto: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.

**W**hat do you get when you take one of Toronto's most innovative improvisers and let him loose in the business world? You get a unique workshop with a positive effect on the operations and bottom line of major organizations and businesses. You also get a U.S. training insti-

preconceived ideas, complacency, fear and false ego — that stop people from being flexible.

The workshop has been used effectively by organizations in all sectors of the economy. After going through the program, a group of engineers at **Bombardier** was able to

Training and Development (ASTD) conference in Dallas in June 2000.

## Embassy offers the key

Through the training professionals partnering event, Rosenberg has developed a close relationship with QEI Design Training of Arlington, Virginia, to deliver the Flexible Thinker® program. "The Embassy helped us find QEI — and from QEI we have had a wonderful entranceway to other organizations. If QEI has been a door for us, the Embassy was the key."

Indirectly, the Embassy was also a key to the introduction to Charlottesville-based FEI, which heard about Flexible Thinker® after the partnering event, and approached Rosenberg for a request for proposal. "From the numerous training programs considered, FEI selected two that they felt to be of such high quality they couldn't turn them down," says Rosenberg. "They said Flexible Thinker® fit a need, without knowing in what way."

Rosenberg has ambitions for Flexible Thinker® to be a multimillion dollar, multinational organization within the next three to five years. But after the talk about financial goals, the entrepreneur adds, "I'm not doing this for the money. Ultimately, I'm doing this because I believe the world will be a better place if more people can think flexibly. Besides, it's fun for me too."

**For more information**, contact Michael Rosenberg, tel.: (905) 846-5455 or 1-888-834-3327 (83-IDEAS), fax: (905) 846-6752, e-mail: [info@flexiblethinker.ca](mailto:info@flexiblethinker.ca) Web site: [www.flexiblethinker.com](http://www.flexiblethinker.com) 🍁

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport))

## Training facilitator improvises way to success in United States

tution so impressed, they create a special place for the program in their curriculum. Aided by the Canadian Embassy in Washington, D.C., Michael Rosenberg is poised to offer his Flexible Thinker® workshop at the Federal Executive Institute (FEI) — the premier public training institution in the world.

solve, in one week, a design problem with one of their engines that had others stumped for over a year.



Michael Rosenberg

## Strategic partnerships

Rosenberg and his own business success are themselves proof of the effectiveness of his workshop, which emphasizes, among other things, the importance of strategic part-

nerships. The contract with FEI, and other U.S. firms, came about as a result of a partnership with the Department of Foreign Affairs and International Trade (DFAIT). "I've been able to tap into their expertise to help me build my business," explains Rosenberg.

Specifically, Rosenberg tapped into the Partners-in-Training conference sponsored by the Canadian Embassy in Washington, D.C., in early spring 2000, and the Program for Export and Market Development (PEMD), which in turn allowed him to attend the American Society for

With a career background as a writer, director, comic and improviser, Rosenberg is far from your typical business entrepreneur. His workshop is not typical either: it mixes humour, improvisation and accelerated learning techniques to give participants the tools to be flexible in the real world.

## Learning through improvisation

"The workshop places people in a situation where they have to create something out of nothing under pressure," explains Rosenberg. The key, he says, is to overcome the obstacles — such as negativity,

Check the **Business Section of the Canada-U.S. Relations Home Page** at [www.dfait-maeci.gc.ca/geo/usa/business-e.asp](http://www.dfait-maeci.gc.ca/geo/usa/business-e.asp) ... for valuable information on doing business in and with the United States.

**A** convoy of U.S. Army trucks arrives at the edge of a river. The bridge has been blown out, but that doesn't stop them. Boats are launched, followed by ribbon bridges, which are quickly locked together to form a mobile bridge. In short order, the convoy is continuing its journey on the

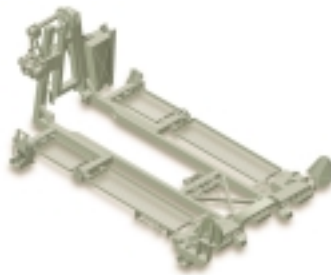
Cargotec, a U.K. company. The patented temporary-bridge loading and unloading system was required for a 1987 contract with the Department of National Defence. In late 1997, Bombardier learned of a request by the U.S. Army Tank Automotive Command (TACOM) for a

## CCC provides bridge to United States for Mass transit firm

other side. Behind this rapid temporary bridge deployment, lies technology manufactured by Kingston-based **Bombardier Transportation**, with the **Canadian Commercial Corporation (CCC)** providing its own kind of bridge to help the mass transit company secure the contract.

A division of **Bombardier Inc.** since 1992, Bombardier Transportation specializes in manufacturing mass transit equipment, targeting sales to cities across the United States and Canada. Previously, the company had obtained a licence to manufacture a bridge adapter pallet (BAP), a load-handling system (LHS), and a flat rack for Partek

North American company with bridging expertise. The company suddenly found itself in the running for a very lucrative contract.



*Backed by CCC, Bombardier won a three-year contract to provide TACOM with bridge adapter pallets; orders to date are valued at \$10 million.*

As with all U.S. Army contracts valued at over \$100,000, CCC was brought in to bid as the prime contractor. Having no previous experience with the U.S. Army, explains Darrell Carnegie, Manager of the BAP Project, the company found the contract terms and conditions daunting, but CCC Senior Project Manager James Kelly helped to alleviate the company's fears.

"James was invaluable in translating U.S. Department of Defense regulations, and in easing the intimidation factor," explains Carnegie. "Without his help, we might not have had the nerve to bid — or have even finished reviewing the proposal documents in time."

### 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 preshipment export financing from commercial sources.

**For more information**, contact CCC, tel.: (613) 996-0034, toll-free in Canada: 1-800-748-8191, fax: (613) 947-3903, e-mail: [info@ccc.ca](mailto:info@ccc.ca) Web site: [www.ccc.ca](http://www.ccc.ca)

Backed by CCC, Bombardier won a basic ordering agreement to provide TACOM with BAPs over a three-year period beginning in June 1999. To date, the orders placed are worth \$10 million.

"It's been beneficial all round," says Carnegie. "TACOM saved a significant amount of money just coming to Canada. What they also got is a service-oriented company that really values their business."

TACOM's satisfaction is reflected in Bombardier having current orders in steady production until March 2001, and in its optimism regarding future business. This CCC-assisted bridge to the United States may not be temporary.

**For more information** on Bombardier Transportation, contact Darrell Carnegie, Manager, BAP Project, tel.: (613) 384-3103, ext. 4668, fax: (613) 384-4947, e-mail: [dcarnegi@transport.bombardier.com](mailto:dcarnegi@transport.bombardier.com) Web site: [www.transportation.bombardier.com](http://www.transportation.bombardier.com) 🌟

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### DOING BUSINESS WITH THE U.S. FEDERAL GOVERNMENT?

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

Log onto opportunities via the General Services Administration ([www.gsa.gov](http://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](http://www.eps.gov)).

When you're ready to pursue these opportunities, the Canadian Commercial Corporation ([www.ccc.ca](http://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.

— Continued from page 1

industries. It does this by offering investment, advisory and incubation services. The company's objective is to work with other provincial agencies to increase exports in the IT and life sciences industries by \$1.5 billion over the next five years.

# InNOVAcorp



## Incubation services under three roofs

Through its three business incubation facilities, the company, with between 50 and 60 employees, provides its clients with a range of services and expertise.

The facilities are the Technology Innovation Centre in Dartmouth, AgriTECH Park in Truro, and the BioScience Enterprise Centre in Halifax. In addition to flexible leasing arrangements, the facilities offer everything from administrative support to networking opportunities, and seminars on a wide range of topics, most notably export-readiness.

## Offering export expertise

"When a new company starts up with us, we immediately begin to talk to them about export and export potential," explains David McNamara, Director, Technology Innovation Centre Development. "If we have the expertise in-house, we provide it, but we also go to agencies such as the Atlantic Canada Opportunities Agency (ACOA), the International Trade Centres (ITCs), and the Department of Foreign Affairs and International Trade (DFAIT). We always have expertise a telephone call away."

## Nurturing partnerships

Client companies in the incubators, whether they reside on-site or access services remotely, are given ample opportunity to network with the representatives from foreign trade delegations and embassies who visit the incubators.

InNOVAcorp has also hosted trade missions, including two to Sweden. "The

Canadian Embassy in Stockholm was instrumental in setting up meetings between our Nova Scotia companies and those in Sweden," says McNamara.

## North America-wide incubator alliances

Closer to home, InNOVAcorp has solid

connections with incubators across the United States, through membership in the U.S. National Business Incubation Association (NBIA). "We have a particularly close affiliation with the NASA incubator," notes McNamara. "If I have a company interested in selling to NASA, I can phone my contact



One of InNOVAcorp's business incubation facilities, the BioScience Enterprise Centre, located in downtown Halifax.

there, who will find out if there's a market for the product or service."

InNOVAcorp also coaches its clients on how to present at international trade shows and hosts an annual trade show — Innovation Showcase — which gives its clients what McNamara describes as a "dry run" at presenting and networking with potential customers.

## Successful graduates

According to the "Nova Scotia Business and Technology Incubation Strategy" (Gardiner Pinfold, February 1998), the rate for survival of incubator graduates beyond five years is 87%. InNOVAcorp's business incubators have graduated more than 55 companies, of which McNamara estimates 50% are export-ready.

Two of its most successful graduates are **Survival Systems** and **CORD Group**, each of which developed its product

in the Technology Innovation Centre's research and development facilities, as well as benefiting from the incubator's export expertise.

"Directly and indirectly the Innovation Centre contributed to our being more successful in the export world," says Survival Systems President and CEO Albert Bohemier. "They provided us with stability in our early years and coached us in aspects of exporting."

Another graduate, **Ocean Nutrition Canada**, was able to bring its nutritional products to market more quickly by conducting its research and development at the BioScience Enterprise Centre. The company is currently distributing its products all over the United States.

For more information on InNOVAcorp, contact David McNamara, Director, Technology Innovation Centre Development, tel.: (902) 421-5606, fax: (902) 466-6889, e-mail: [dmcnamara@innovacorp.ns.ca](mailto:dmcnamara@innovacorp.ns.ca) Web site: [www.innovacorp.ns.ca](http://www.innovacorp.ns.ca)

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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](http://www.infoexport.gc.ca) and register on line.

WIN  
EXPORTS



**C**anadian exporters looking to tap into Thailand's recovering economy have an invaluable resource in the Thai–Canadian Chamber of Commerce (TCCC). Located in Bangkok, the Chamber offers unique networking opportunities, and works closely with both the Canadian Embassy in Bangkok and the Thai government to enhance regrowth of the business environment in Thailand.

The TCCC, a non-profit organization, was founded in 1991 to promote commercial relations between Canada and Thailand. The results are compelling: Canadian exports for the period of January–August 2000 are up over 21% from the same period in 1999 and Canada's investment in Thailand — estimated at \$563 million in 1999 — is modest but growing.

#### Members as partners

Most key sectors are represented in the mostly corporate TCCC, with membership more or less evenly split between Thai and Canadian companies. This is ideal for fostering partnerships — something TCCC President Peter van Haren highly recommends. "One of the things we stress to people looking to do business in Thailand is to find a local partner — someone who has their feet on the ground already. A number of companies will willingly take on the responsibility of setting up a local presence for your company and be your local representative."

In fact, such partners can be found among the Chamber membership itself. Most of the Thai members, explains van Haren, belong to the Chamber precisely because they are interested in doing business with Canadians. "As a Chamber, we can't do direct match making," he notes, "but we can provide a venue for networking through our many business and social events." These events include an annual golf tournament, pub nights, a Thanksgiving ball and a Christmas party.

As well, members gain opportunities to participate in trade missions in the region, organized in conjunction with the Canadian Embassy. Trade missions are open to companies within Thailand, as well as to those seeking entry.

Through the Chamber, members can access the Board of Trade of Thailand, the Board of Investment,

van Haren, Chairman of the organization. "We have good communications with different government departments. We work closely with the ministries, striving for fairness and equality for foreign business. "The organization successfully lobbied the Revenue Department to refund delayed value-added tax (VAT) to foreign businesses and was

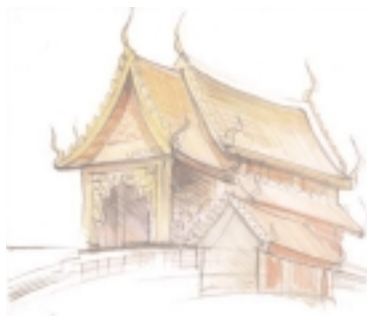
### Fostering business and trade relations

# Thai–Canadian Chamber of Commerce

and several Canadian business organizations in Thailand and Canada.

#### Close affiliation with Embassy

The TCCC and the Embassy co-operate to foster trade between Canada and Thailand. Recently, the two



groups organized the first Canada–Thai Business Forum in Bangkok, and collaborated on market study development. For up-to-date reports on a range of sectors, visit: [www.dfait-maeci.gc.ca/bangkok](http://www.dfait-maeci.gc.ca/bangkok)

#### Unique lobby organization

The TCCC works closely with the Government of Thailand through the Joint Foreign Chambers of Commerce in Thailand (JFCCT), an organization comprising 10,000 members that represents the country's 22 foreign Chambers of Commerce.

"The JFCCT is quite a powerful lobby group here in Thailand," explains

instrumental in expediting government approval of the new Alien Business Law.

#### Fostering bilateral trade links

In September 2000, TCCC representatives attended the sixth Canada–Thailand Bilateral Economic Commission (BEC), held in Ottawa, where Canadian and Thai officials met to discuss issues of mutual interest. This year, the Royal Thai Consulate General in Toronto canvassed interest for a Canada–Thai Business Alliance.

#### Canadians a good fit for Thailand

Peter van Haren encourages Canadians to tap into the Thai market. "Thailand is open to cultural and religious differences and is a very liberal country; Canadians fit in quite well here and are very well liked. If they can be patient, Canadians should be able to do quite well in the market."

For more information, contact Megan Foster, Executive Director, Thai–Canadian Chamber of Commerce, tel.: (011-662) 266-6085/6, fax: (011-662) 266-6087, e-mail: [tccc@loxinfo.co.th](mailto:tccc@loxinfo.co.th) Web site: [www.thai-canadian-chamber.org](http://www.thai-canadian-chamber.org) 

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport))

**K**nown for its fine cuisine and diverse cultural makeup, Belgium presents an ideal, albeit challenging, test market. With a population of 10 million, the country is a good size for Canadian food exporters looking to penetrate the

are discerning food consumers who demand high quality from a wide variety of products. For convenience and competitive prices, consumers shop at local supermarkets and hypermarkets which carry both food and soft/hard non-food items.

are often destined not only for the Belgian retail market but also for other European markets.

Canadian food exporters can take advantage of a host of distribution channels in Belgium, including retail chains, cash and carry, wholesale purchasing groups, franchises and industry associations. Using these various channels simultaneously is often the most successful method of penetrating the Belgian food market. Most of the dominant retail chains in Belgium are vertically integrated and active in all stages of the distribution process.

Imports account for some 30% of the Belgian food market, making it a viable destination for Canadian food products. The most promising opportunities are in current food trends (e.g. private label, health and organic foods), and Canadian specialty products (e.g. wild rice, specialty meats, confectionery goods). Top agri-food imports from Canada include oilseeds, cereals and vegetables, with beverages, prepared foods, and specialty products on the rise.

**For more information** about the Belgian agri-food market, consult the market study at [www.infoexport.gc.ca/be](http://www.infoexport.gc.ca/be) or contact Francis Keymolen, Canadian Embassy, Brussels, fax: (011-322) 741-0616, e-mail: [francis.keymolen@dfait-maeci.gc.ca](mailto:francis.keymolen@dfait-maeci.gc.ca) 🍁

## Market profile

# Agri-food products in Belgium

greater European market. Nestled between France, Germany, the Netherlands, and the North Sea, Belgium is an excellent centre for trade as well as a gateway to northwestern Europe. With one of the best transportation systems in Europe, cost-effective transportation can be provided to 300 million consumers in less than 48 hours.

While Belgium is recognized as one of the best test markets in Europe, its cultural diversity also presents one of the most challenging environments. As both Germanic and Latin business practices are common throughout the country, it is highly recommended that Belgian business partners possess the knowledge and skills required to be able to effectively cover the different regions of Belgium. Sales and marketing experience in Belgium will prove invaluable for future exports to other European Union (EU) countries. It is widely accepted that if a product can be successfully launched in Belgium, it stands a good chance of being successful throughout the European Union.

### Europe's culinary capital

Along with having the highest disposable incomes in the EU, Belgians

In addition to these stores, Belgium has many specialty shops and markets. Most communities have at least one bakery, delicatessen, butcher shop, and a host of other stores specializing in fresh produce, seafood, wine, cheese and chocolate.

With some 35,000 restaurants and pubs of varying ethnicity, Belgians also have a passion for dining out, and Belgian cuisine ranks among the finest in Europe. Restaurants also offer patrons an opportunity to try unique foods not found in retail outlets. Belgians are considered to be more willing to try and accept new food items than other Europeans. Canadian exporters, for example, have been successful by offering specialty meats such as bison.

Consumption patterns differ significantly throughout Belgium's various regions with their diverse cultural characteristics. For example, the tastes and preferences of southern Belgium's predominantly French population tend to reflect those found in France, while people from Flanders tend to be more influenced by the Netherlands.

### Distribution channels abound

Due to Belgium's central European location and its thriving food processing industry, food imports



**D**enmark leads Europe in imports of organically certified foodstuffs. In 1999, the organic food sector increased by approximately 25%, and accounted for some \$400 million in retail sales.

### Technology transfer opportunities

Canada, with very similar agricultural characteristics to Denmark, should continue to look to Denmark for sophisticated technology to enhance its raw product processing capabilities. There is considerable scope for scientific co-operation and technology/knowledge exchanges, especially in such areas as plant and seed development, porcine and bovine genetics, environmental practices and food technology.

Canada's many fact-finding missions to Denmark have been highly successful, and our trade office is frequently called on to set up agricultural study programs for Canadians, particularly in pig breeding, agri-food production, processing and marketing.

### Gateway to other markets

A highly sophisticated food processor, packager and exporter, Denmark's agricultural imports exceed US\$3 billion of raw products to maintain its food manufacturing industry. With an efficient export distribution network and considerable marketing expertise, Denmark is an attractive potential partner for Canadian companies for distribution to Europe as well as for supply to the Eastern European and Baltic states, China and Russia.

Many Canadian products enter Denmark for packaging as well as re-export to the rest of Europe, including wild rice, maple products, wine, durum wheat, honey, seeds, special beans and peas, wild mushrooms, frozen vegetables and fruits, stiffeners and additives for the Danish food processing industry, dairy, bakery and confectionery products, livestock genetics, breeding minks and fur skins.

As the purchasing headquarters for

Scandinavia's agri-food co-operatives, Denmark also purchases fresh onions, potatoes and other staples for those countries. Through close co-operation with Canadian cattle breeders, Denmark has increased the milk yield of its Holstein Friesian and has changed the bloodlines of its Angus and Hereford cattle, taking over Britain's

strategic alliances and partnerships particularly attractive for Canadian companies. Denmark's location between Scandinavia and Continental Europe, its large international airport and bridge link to southern Sweden, its sophisticated transport and telecommunications make Denmark one of Europe's best locations for product

## Sector profile

# Agriculture and agri-food in Denmark

position as the leading exporter of beef bloodlines to the rest of Europe.

### Demand for new products

There is increasing demand in Denmark for high-quality, nutritious alternatives to the traditional Danish diet. Quality-conscious Danes are now looking for wider variety, including more imported, ethnic food products, convenience foods, seafood specialties, frozen food and microwave items. Denmark's wide range of tastes and preferences offers Canadian exporters opportunities for niche products and foods with unique characteristics, such as lean and finished meals, and top-of-the-line specialties like those offered under the President's Choice brand.

### Market access considerations

Canada and Denmark share similar business cultures, which facilitates business transactions between the two countries. Complementary agri-food industries, coupled with Denmark's excellent distribution networks, particularly in northern Europe, make

distribution. In the agri-food sector, an importer, agent broker and/or distributor is essential.

**For more information** on the Danish agriculture and agri-food sector, visit the Canadian Embassy's Web site at [www.canada.dk](http://www.canada.dk) or contact Bernadette Luscombe-Thomsen, Commercial Officer, Canadian Embassy, Copenhagen, tel.: (011-45) 33 48 32 56, fax: (011-45) 33 48 32 21, e-mail: [bernadette.luscombe-thomsen@dfait-maeci.gc.ca](mailto:bernadette.luscombe-thomsen@dfait-maeci.gc.ca) 🇩🇰

Ten leading-edge Canadian alternate fuels technology companies showcased their products at the **Natural Gas Vehicle Show** held in Yokohama, Japan, October 17-19, 2000.

"Natural Gas Vehicle 2000, Transportation for the New Century" was the



*Canada in the driver's seat*

# Natural Gas Vehicle Show in Japan

theme of this internationally renowned industry event which drew 2,000 visitors and participants from Japan, Korea, Europe, and the United States to view the 86 exhibits and 49 natural gas vehicles (NGV) on display. An array of presentations and seminars mapped out the future of an auto industry confronted with a looming energy crisis.

Alternative fuels, such as natural gas and or hydrogen are widely seen to be the future of automotive transport. They are much cleaner and generally less expensive than is conventional gasoline. Unfortunately, these technologies also require a new infrastructure for delivering the fuel as well as, in the case of hydrogen, a new design for the car.

Natural gas vehicles are seen by the industry to be a potential "bridging" technology between today's internal combustion, gasoline burning cars and the clean "hydrogen" car of the future, which will be powered by fuel cells such as those manufactured by Canada's **Ballard Power Systems Inc.**

Natural gas is relatively similar (in terms of chemistry) to traditional

gasolines so it can be used in a modified internal combustion engine. This means that auto manufacturers can create these vehicles without having to radically alter traditional engine designs, which in turn lowers costs for both the manufacturer and the consumer. What does need to be changed now ever is the storage system in the car and the infrastructure surrounding the delivery of the fuel.

That is where Canadian companies come in. Alberta-based **Dynetek**, for example, makes the **DyneCell**, an industry leader in natural gas storage systems widely used in Japan and around the world. Ontario-based **Fuelmaker** produces

pated in a Canadian stand. It was co-sponsored by the Canadian Embassy in Japan, Natural Resources Canada (CANMET), and the Canadian NGV Alliance, and featured a large common area used for meetings which was framed by the various company booths. This distinctive approach allowed participants to maximize the size and efficiency of the space provided to them, while at the same time minimizing the cost. In addition, companies were able to cover for one another, which meant a better use of resources all around.

With its distinctive Canadian colour scheme, the stand proved to be a major draw at the show, as was confirmed by the fact that it won second prize for overall design! This distinctly "Canadian," co-operative approach worked well and was especially appreciated by Japanese visitors.

The market in Japan for such new technological approaches is strong, and the Canadian initiative will be repeated next year.

**For more information**, or to participate in next year's Natural Gas Vehicle Show, contact Eric



Nick White of Charonic Canada

Canada's stand at the Natural Gas Vehicle Show in Yokohama, Japan.

refuelling appliances for natural gas vehicles. And B.C.-based **PowerTech** tests and certifies NGV systems worldwide.

Nine of the Canadian companies who came to the NGV show, including those mentioned above, partici-

Laverdure, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 995-1678, fax: (613-944-2397), e-mail: [eric.laverdure@dfait-maeci.gc.ca](mailto:eric.laverdure@dfait-maeci.gc.ca) 🍁

**D**uring a recent visit to Wenzhou, Zhejiang province, agriculture sector officers of the Canadian Consulate General in Shanghai identified a business opportunity for Canadian canola meal to be sold to a local Chinese feed company. According to the company managers, the region around Wenzhou lacks feedstuffs, and the company purchases 10,000 to 20,000 tonnes of feed from northeast China annually to meet the demand. The officers grabbed the opportunity to introduce and promote Canadian canola meal as a supplement for Wenzhou feed production. The differences between canola and rapeseed meals were explained during the visit, and the feed company managers expressed an interest in using Canadian canola meal.

Following this market lead, Canadian companies have since succeeded in selling 300 tonnes of Canadian canola meal to the Wenzhou feed company for first trial. The feed company has since produced and tested a new feed product using canola meal and reports that it would consider using Canadian product for production, as well as promoting the product to the members of the Wenzhou Feed Association (which has more than 29 members).

In China, canola oil is crushed and marketed as a cooking oil, but the canola meal is not typically used. Most Chinese feed producers do not understand the value of canola meal, believing it to be the same as rapeseed. Often, because of this limited appreciation for the value of the meal left over after pressing, canola meal is exported to Korea, Southeast Asia, and even back to North America. The increase in China's population and disposable income will result in increased meat consumption and a greater demand for animal and feed products.

### Entering the market

There is significant demand for Canadian feedstuffs and protein

supplements. However, entering the Chinese market requires particular preparation and an appropriate business plan. Canadian exporters are advised to learn all they can about the market, and must pay close attention to finding the right partner and

trials, seminars and customer education are effective ways to promote Canadian feed in China.

**For more information**, contact Henry Deng, Senior Commercial Officer, Canadian Consulate General, Shanghai, China, tel.: (011-86-21)

### Successful sales

# Canadian canola meal in China



to providing resources to penetrate and develop this market. As the Chinese feed industry is not familiar with feed peas and has minimal knowledge of the difference between canola meal and rapeseed, Canadian exporters must demonstrate the value and effectiveness of Canadian feed ingredients. Methods such as

6279-8400, fax: (011-86-21) 6279-8401, e-mail: [henrydeng@shanghai.gc.ca](mailto:henrydeng@shanghai.gc.ca) or Gregory Chin, Trade Commissioner, China and Mongolia Division, DFAIT, tel.: (613) 996-7256, fax: (613) 943-1068, e-mail: [gregory.chin@dfait-maeci.gc.ca](mailto:gregory.chin@dfait-maeci.gc.ca) 🌟

## Trade mission — Continued from page 3

and Enterprise nationale de travail des puits (ENTP) [National Wells Corporation].

### Agreements signed in Spain:

- **SNEMO** of Quebec, designer and manufacturer of energy transmission equipment, signed a distribution agreement with Electromediciones Kainos, which specializes in the distribution of measuring instruments for the electronics sector.
- **CP Ships** of Alberta signed a co-operation agreement with ASECO to improve the freight shipping system between ports in Spain and ports throughout America, Asia, the Middle East and Oceania.
- **Filmb Blanc** of Toronto, a producer of advertising films, formed a

partnership with Lee Films of Madrid, the 1999 winner of the Spanish award for best television advertising.

**For more information on the mission**, consult the following Web site: [www.tcm-mec.gc.ca/Maghreb-IberianPeninsula/menu-e.asp](http://www.tcm-mec.gc.ca/Maghreb-IberianPeninsula/menu-e.asp)

**For more information on Morocco and Algeria**, contact Lucie Tremblay, Maghreb and Arabian Peninsula Division, DFAIT, tel.: (613) 944-6590, fax: (613) 944-7431, e-mail: [lucie.tremblay@dfait-maeci.gc.ca](mailto:lucie.tremblay@dfait-maeci.gc.ca)

**For more information on Spain and Portugal**, contact Andrée Bazinet, Western Europe Division, DFAIT, tel.: (613) 996-4427, fax: (613) 995-5772, e-mail: [andree.bazinet@dfait-maeci.gc.ca](mailto:andree.bazinet@dfait-maeci.gc.ca) 🌟

The International Business Opportunities Centre (IBOC) provides a matching service — connecting foreign buyers with Canadian companies. The Centre provides timely, relevant and targeted business leads from the desks of foreign buyers to the doorsteps of Canadian companies.

The following lists some of the Centre's current trade opportunities — for a wider selection, visit the Web site at [www.iboc.gc.ca/eleads](http://www.iboc.gc.ca/eleads)

Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown Corporation is located at 50 O'Connor Street, Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

**ALGERIA** — The rehabilitation and modernization of continuous radial casting equipment (MCCR-AC01) EPE Alfasid SpA/Subsidiary of Groupe Sider — (Notice received from the Canadian Embassy in Algiers, Algeria.) A notice of a limited international tender call (No. RD/4001/AO) is being issued for the rehabilitation and modernization of continuous radial cast-

# International Business Opportunities Centre

operate the facilities for a specific period (to be specified by the sponsor) with the purpose of selling the electricity to the National Electric Power Company (NEPCO) at a specified tariff. Closing Date: **May 31, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: [eleads@dfait-maeci.gc.ca](mailto:eleads@dfait-maeci.gc.ca) quoting case no. 001114-04485. Web site: [www.iboc.gc.ca/webleads.asp?1219en](http://www.iboc.gc.ca/webleads.asp?1219en)

**ALGERIA** — Development and Exploitation of Gold Deposits — (Notice received from the Canadian Embassy in Algiers, Algeria.) The Entreprise d'Exploitation des Mines d'Or [Gold Mining Company] has issued an International Bid Round for Partnership for the development and exploitation of Tirek and Amesmessah gold deposits, located in the south of Algeria. The bid includes the exploration of new deposits on its authorized licence, which covers an area of more than 1200 km<sup>2</sup>. Tender documents will be available from November 25, 2000, to January 4, 2001, at a cost of US\$100. ENOR will hold a technical information session between January 5 and February 4, 2001. Closing date: **May 28, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: [eleads@dfait-maeci.gc.ca](mailto:eleads@dfait-maeci.gc.ca) quoting case no. 001109-04438. Web site: [www.iboc.gc.ca/webleads.asp?1221en](http://www.iboc.gc.ca/webleads.asp?1221en) 🌟

ing equipment M7 and M8 at the Alfasid oxygen-blown steelworks, of El Hadjar iron and steel complex. The tender comprises 1. the acquisition of equipment; and 2. carrying out the assembly work. Cost of tender documents: DA5,000 (Algerian dinars). Closing date: **February 14, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: [eleads@dfait-maeci.gc.ca](mailto:eleads@dfait-maeci.gc.ca) quoting case number 001114-04489. Web site: [www.iboc.gc.ca/webleads.asp?1222en](http://www.iboc.gc.ca/webleads.asp?1222en)

**JORDAN** — 100–300 MW Oil Shale Fired Plant — (Notice received from the Canadian Embassy in Amman, Jordan.) The Ministry of Energy and Mineral Resources (MEMR) of the Hashemite Kingdom of Jordan invites proposals from qualified sponsors to develop a 100–300 MW Oil Shale Fired Power Plant using direct combustion technology— including fluidized bed technology— in the Sultani area, south of Jordan, on a Build, Own and Operate (BOO) basis. Sponsors must have demonstrated expertise in developing similar power projects. Selected sponsors will be required to arrange the necessary financing and to finalize the implementation, power purchase, oil shale utilization and other agreements required to finance, construct, operate and maintain the power plant. As well, they must establish the project company, and, upon commissioning,

IBOC trade opportunities — find out more at [www.iboc.gc.ca](http://www.iboc.gc.ca)



**IBOC**  
International Business Opportunities Centre

## International Business Opportunities Centre

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

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

## "The Hotel Show"—Dubai, U.A.E.

**DUBAI, UNITED ARAB EMIRATES** — April 1-3, 2001 — Held under the patronage of His Highness General Sheikh Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, the second annual "Hotel Show" will attract a number of Canadian suppliers in the hospitality industry.

The Gulf region, and the U.A.E. in particular, is the world's fastest growing tourist destination, with billions of dollars being invested in hotel and leisure resort construction and expansion. The region has seen a huge influx of conventions and exhibitions over the last few years attracting millions of business and tourist visitors from around the world, especially from North America and Europe.

In order to meet this growing demand, there are plans to build more than 140 luxury hotels and

resorts within the next three to five years, increasing hotel capacity by 34,000 rooms. Bass hotels, the world's leading hotel group, is expected to develop nine Holiday Inns and eight Inter-Continental by the end of 2002. Hotel chain developments within the next two years include: Bass — 17 hotels; Rotana — 7 hotels; Starwood — 5 hotels; Hilton International — 4 hotels; Safir Group — 4 hotels; Marriott — 3 hotels; Le Meridien — 3 hotels; Hyatt — 2 hotels.

For more information, or to receive a report on the **Hotel 2000 Show**, contact the Project Director, "The Hotel Show," Cosmos Pacific Investment & Consulting Inc., Vancouver, B.C., tel.: (604) 731-9663, fax: (604) 263-1652, e-mail: [cpic@direct.ca](mailto:cpic@direct.ca) Web Site: [www.direct.ca/cosmos/hotelshow.htm](http://www.direct.ca/cosmos/hotelshow.htm) ❁

## Canadian Lifestyles Exhibition in Japan

**HIROSHIMA, JAPAN** — March 20-22, 2001 — The **Canadian Lifestyles Exhibition**, a Canadian show for building and consumer products and food and beverages, provides an excellent opportunity to introduce your product to a large regional market in Japan, one of the world's richest consumer nations.

### Think Canada

Timed in conjunction with **Think Canada — Festival 2001**, the Canada Lifestyles Exhibition will benefit from

a heightened level of activity focusing on Canada. The exhibition follows Foodex in Tokyo and the West Japan Living Show in Kitakyushu.

### Enormous market

The Japanese market for Canadian building products, food and consumer products is enormous. It totals \$5.5 billion, effectively two thirds of Canada's total exports to Japan.

### Local support

Canada recently established a trade office in Hiroshima (one of the first

## QUÉBEC INTERNATIONAL 2001

The fifth edition of this directory will include the address, phone, country of activity, sectors and various details on Quebec companies, public and private organizations, institutions and consultants active internationally.

To register or for further information, contact QUÉBEC DANS LE MONDE, tel.: (418) 659-5540, fax: (418) 659-4143, e-mail: [info@quebecmonde.com](mailto:info@quebecmonde.com) Web site: [www.quebecmonde.com](http://www.quebecmonde.com) ❁

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport))

## Americana 2001



THE CANADIAN  
TRADE COMMISSIONER  
SERVICE

**MONTREAL** — March 28-30 — Approximately 30 to 35 officers of the Canadian Trade Commissioner Service abroad will attend **Americana 2001** — the Pan-American Environmental Technology Trade Show and Conference.

During the **Export Café** on March 30, the officers will discuss business opportunities in diverse markets abroad.

To reserve your spot at the **Café**, contact us at [americana@dfait-maeci.gc.ca](mailto:americana@dfait-maeci.gc.ca)

[www.infoexport.gc.ca](http://www.infoexport.gc.ca)

countries to do so), located in the centre of the Chugoku region, which has a population of approximately 8 million.

The **Canada Lifestyles Exhibition** is being enthusiastically welcomed in Hiroshima. The exhibition will be supported by a local print and electronic advertising campaign. Trade representatives will be in attendance and exhibitors will be able to sell products during the show.

For more information, contact Matt Fraser, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 996-2974, fax: (613) 944-2397, e-mail: [matt.fraser@dfait-maeci.gc.ca](mailto:matt.fraser@dfait-maeci.gc.ca) or Brian Parrott, Counsellor (Commercial), Canadian Embassy, Tokyo, Japan, tel.: (011-81) 3-5412-6223, fax: (011-81) 3-5412-6247, e-mail: [brian.parrott@dfait-maeci.gc.ca](mailto:brian.parrott@dfait-maeci.gc.ca) ❁

## Upcoming oil and gas mission to North Africa

**TUNIS, ALGIERS, HASSI MESSAOUD, TRIPOLI** — February 5-15, 2001 — Industry Canada and the Department of Foreign Affairs and International Trade (DFAIT) invite you to participate in the oil and gas mission to North

Africa, which will include a visit to the Oil and Gas North Africa (OGNA) Show ([www.oilgasnafrica.co.uk](http://www.oilgasnafrica.co.uk)) in Tunis, Tunisia. At this key event, a presentation on the Canadian onshore equipment and services sector and a networking reception will enable you to meet possible business partners. A Canadian information booth will be available for the display of promotional materials.

Under the auspices of the Algerian authorities, the mission will then proceed to Algiers and Hassi Messaoud to visit oil and gas facilities and to meet with local officials. The final stop of the mission is slated for Tripoli, Libya.

For further information, contact Sameer Ahmed, DFAIT, tel.: (613) 944-1558, fax: (613) 944-7431, e-mail: [sameer.ahmed@dfait-maeci.gc.ca](mailto:sameer.ahmed@dfait-maeci.gc.ca) or Lucie Tremblay, DFAIT, tel.: (613) 944-6590, fax: (613) 944-7431, e-mail: [lucie.tremblay@dfait-maeci.gc.ca](mailto:lucie.tremblay@dfait-maeci.gc.ca) ✪

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport))

## INTERNATIONAL FOOD INGREDIENTS AND ADDITIVES EXHIBITION

**TOKYO, JAPAN** — May 16-18, 2001 — Agriculture and Agri-Food Canada and the Canadian Institute of Food Science and Technology are organizing a Canadian Pavilion at the International Food Ingredients and Additives Exhibition (IFIA), one of the largest food ingredients and additive shows in Asia. In 1999, 192 companies exhibited and over 19,000 visitors attended the show. Japan is the third largest food ingredient market in the world, and one of the most developed markets for functional foods and nutraceuticals.

For more information, contact Mike Price, Agriculture and Agri-Food Canada, tel.: (613) 759-7509, fax: (613) 759-7480, e-mail: [pricewm@em.agr.ca](mailto:pricewm@em.agr.ca) ✪

## Canada has what global businesses need

- **Dynamic, competitive economy:** Canada's economic fundamentals and relative cost advantages combine to provide a first-rate business environment.
- **Lower payroll costs:** Canada offers the lowest payroll taxes rate and the most affordable manufacturing wage rates of all the G-7 countries.\*
- **Best fiscally managed country** in the G-7.†
- **Dramatic fiscal turnaround:** In 1997, Canada posted the first surplus in the 1990's of any of the G-7 countries.\*\*

For more information on investing and doing business in Canada, click on [www.investincanada.gc.ca](http://www.investincanada.gc.ca) or call (613) 941-0354, fax: (613) 941-3796, e-mail: [lanoy.louise@ic.gc.ca](mailto:lanoy.louise@ic.gc.ca)

\* Source: *The Competitive Alternatives Report: A Comparison of Business Costs in North America, Europe and Japan*, KPMG Management Consulting, 1999 [http://www.kpmg.ca/english/services/consulting/publications/competitive alternatives](http://www.kpmg.ca/english/services/consulting/publications/competitive%20alternatives)

† Source: Institute for Management Development, 2000

\*\* Source: Finance Canada

### CHECK LIST

- ✓ Federal government budget in surplus.
- ✓ Low inflation and low interest rates.
- ✓ Geography and NAFTA provide easy access to the world's most prosperous market.
- ✓ Large stock of skilled workers; low start-up costs; competitive tax system (particularly for R&D); strong technological environment; positive business climate.
- ✓ Superb overall quality of life.

## Enquiries Service

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

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