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Vol. 19, No. 2—
February 1, 2001

TODAY'S MARKETS IN GREECE AND TURKEY
(See supplement inside.)

Upcoming Team Canada mission

Beijing, Shanghai and Hong Kong

In 1961, Canada made its first wheat sale to China. Since then trade between the two countries has risen dramatically, and this year — as we mark just over 30 years of diplomatic relations — all signs point to even greater growth. To forge greater



bilateral economic ties, February 9-18, 2001, more than 300 Canadian business delegates will visit Beijing,

Shanghai and Hong Kong on a Team Canada mission led by Prime Minister Jean Chrétien and provincial premiers



and territorial government leaders. The first Team Canada mission to China in 1994 reported deals worth \$8.9 billion. It was an important milestone in accelerating the number of high-level exchanges between Canada and China, and marked Canada's

Continued on page 2 – Team Canada

Time to register

2001 Canada Export Awards



Since 1983, export companies across Canada have proudly displayed the **Canada Export Awards** logo as a sign of their success both at home and internationally.

Seen as symbols of the quality and excellence of Canadian products and services abroad, these firms are recognized each year for their talent and innovative spirit. They encourage other businesspeople to do what they are doing and to lead the way. Their message is clear: "We did it. You can too..."

The nomination period for 2001 has begun. Canadian firms in all sectors of the economy that have been

exporting for at least three years are invited to register for this prestigious program. The **Canada Export Awards** celebrate the success of Canada's export companies.

Finalists are recognized in the national media for their achievements and their contribution to the success of the Canadian economy. Recognized as leaders in the export sector, the recipients of the awards are honoured at a ceremony held at the annual convention of Canadian Manufacturers & Exporters, which this year will take place on September 24 in Montreal.

Continued on page 12 – 2001 Canada

— Continued from page 1

commitment to China as a major export market. Following the Team Canada mission to Japan in 1999, Canada's premiers and territorial

of Canada's economy, from resources and agriculture to software and biotechnology. Opportunities abound across China, and eight sectors will be highlighted during this mission:

Team Canada

leaders, with the business community, urged that China be the destination for the next big trade mission.

These missions are not only about signing deals. Long after the ink is dry on contracts, the business rela-

BOMBARDIER



tionships established between Canadian and foreign firms remain. Seven years after the 1994 landmark visit, the effects are still being felt. Most of the firms that made announcements in 1994 are still active in China today, and continue to make further inroads into the Chinese market. The Canadian business presence has more than doubled since 1994 to more than 400 firms with offices or operations established in China. More companies are entering the Chinese market, and Canadian exports are expanding.

Canada's bilateral trade with China and Hong Kong totalled \$13.9 billion in 1999. China, including Hong Kong, is Canada's third largest trading partner. Our total bilateral trade with Hong Kong alone was \$2.4 billion in 1999. Canada's exports to China increased by 6.3% to \$2.6 billion in 1999. More than half of these exports were in wood pulp, grain, seed, fruit, fertilizers and machinery. Figures for the first six months of 2000 show growth of 60% over the same period in 1999, due largely to increased sales of wood pulp, potash, auto parts, wheat barley and machinery.

Our trade with China is diverse, representing a broad cross-section

- agriculture and agri-food
- education technologies and cultural industries
- energy; environment technologies
- financial services; forestry, construction, building material products and services
- information and communications technologies
- medical and health services
- mining and minerals
- transportation

Additional information on these sectors can be found at: www.tcm-mec.gc.ca/China/mission-e.asp#missiondescription

China is an important and growing global economic player, and Canada's trade with China is expected to continue to grow as China is seen by Canadians as a future market of enormous importance and potential. With a population of about 1.3 billion, China is the world's seventh largest



economy with a gross domestic product of about US\$1 trillion.

Canada supports China's continued economic reform and transition to a market-based economy, and also supports China's bid to join the World Trade Organization (WTO), which would increase market access for Canadian goods and services. Development of a solid infrastructure is a key factor in China's market transition. Canadian firms have opportunities to get in on the ground floor of infrastructure development in China.

The Team Canada presence of political leaders facilitates companies' access to key business decision makers. These missions build prestige and credibility for Canada and Canadian firms, and this has been particularly



useful in helping small and medium-sized enterprises (SMEs) expand their exports. Team Canada missions have helped almost 1,800 businesses and organizations from across Canada gain access to government and private sector leaders. During the missions, Canadian firms have concluded close to 900 new business deals estimated at \$24.4 billion.

For more information about sponsorship and for general information on Team Canada, visit the Team Canada Web site at www.tcm-mec.gc.ca 🇨🇦

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canadexport

It's one thing to compete in the Olympics; it's quite another to compete with the Olympics. But when she planned her first Australian tour for last fall, that's what Toronto singer and song-writer Andrea Florian unwittingly did in asking for assistance from the Canadian Consulate General in Sydney. So, the last thing Florian expected was to have the Consulate track her down within three days of her arrival and offer its support.

"Even my mother didn't know the phone number where I was staying," laughs the 26-year-old folk/pop singer with the dynamo voice, who was travelling on her own for the first time.

Florian was thrilled to hear that the Department of Foreign Affairs and International Trade (DFAIT) had got her into the opening-night lineup of the Pacific Circle Music (PCM) Expo, the Australian music industry's annual convention.

The Canadian Consulate, in collaboration with the Arts and Cultural Industries Promotion Division (ACA), had been working for months on Canadian participation in the PCM Expo project

and was a major sponsor of the opening reception. The Consulate's Public Affairs, Culture and Communications Officer Sharon Pinney and ACA Trade Commissioner Sylvie Morissette had taken note of the publicity kit Florian

major retailers.

An organized person who makes things happen for herself, Florian also acts as her own publicist, and has received extensive and enthusiastic attention in the Canadian media.

DFAIT plays "back-up" on Toronto singer's Australian tour

had sent to the Consulate, along with her Australian contact number.

Credibility and exposure

Although Florian was already scheduled to perform at the PCM Expo, singing on opening night was a coup that gave her instant exposure to hundreds of music industry representatives — "all the people I'd worked so hard to contact in the previous six months."

The backing of the DFAIT officers also gave Florian increased credibility, including with Didgeridoo Records, her newly found Australian distributor. "The Consulate was a much larger force than I could possibly be on my own. For them to take me under their wing was huge."

One-woman show

Florian is a force to be reckoned with in her own right. She arranged and financed the five-week tour (October 7 to November 16) largely on her own. (The tour was partially funded by the Toronto-based Foundation to Assist Canadian Talent on Record — FACTOR.)

In fact, Florian, who counts Joni Mitchell and Peter Gabriel among her big influences, has been the driving force behind her own career. Since 1996, Florian has produced three CDs under her own label, Bathsheba Records, all of which have reached the top 10 on independent charts at

Going solo

Australia was Florian's first solo tour which took months of preparation. Florian and several friends spent



Andrea Florian

hours on the Internet, contacting not only the Consulate General in Sydney but also distributors, booking agents, and other artists like herself who were happy to help.

As a result, she arranged 20-25 gigs in Sydney and Melbourne and found her Australian distributor Didgeridoo, which is distributing 500 of her CDs around the country.

Backing up Florian's own hard work, Morissette and Pinney assigned Anouk Van Meeuwen, the publicist that DFAIT had hired for the PCM Expo, to give Florian publicity assistance, which included an interview with Channel V, Australia's Pay TV music channel.

Advice for touring musicians

Florian, who is about to record her fourth CD and is planning her next tour in the United Kingdom, is well qualified to give advice.

Continued on page 11 – Toronto

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FRANCE AND THE U.K.

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- The New

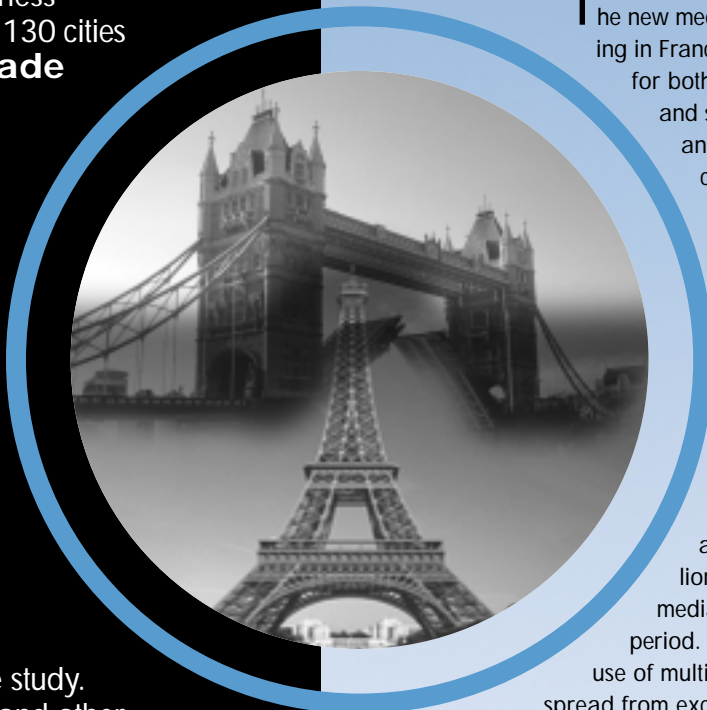
The new media industry is rapidly expanding in France and the United Kingdom for both on-line and off-line products and services. Internet subscribers and the number of personal computers in businesses, homes and schools are increasing daily, creating opportunities for Canadian exporters.

In the UK, the new media industry employed an estimated 20,750 people and generated \$2.3 billion in 1998. The industry is expected to grow by 20% annually and reach \$11.7 billion in 2007. In France, the new media industry is also in a growth period. Over the past five years, the use of multimedia applications has spread from exclusively professional use in the workplace to use in the general public.

Market Trends

UNITED KINGDOM

The education sector is the most dynamic market segment for multimedia software in the UK. Sales reached \$140.2 million in 1998 and are expected to grow 169% by 2002. Training software, which generated \$246 million in 1998, remains the



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See insert for your Arts and Cultural Industries contacts in Europe.



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Media Market

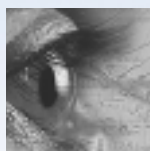
largest sector in the UK followed closely by infotainment. A key factor to more growth in the new media industry is a government plan to spend over \$2 billion to connect schools and libraries to the Internet and to train teachers to use information technology.

Buying books on-line continues to be the most popular e-commerce option for Internet users in Britain. Almost 50% of all British users have bought books on-line and 31% have bought CDs or other music products. On-line Christmas shopping also proved popular in 1999 drawing over three million buyers, three times the number reported for December 1998.

While shopping via the Internet is increasing, on-line tele-shopping has been more successful, due in part to fewer concerns about credit-card fraud. Cable television companies are now offering cable modems and Internet services over their networks. In addition, digital satellite television networks, launched in late 1998, attracted more than two million subscribers by October 1999.

FRANCE

The cost of connecting to the Internet in France is continually dropping. As more people subscribe to the Internet, the demand for new on-line products and services increases. One of the most promising trends in the French on-line market is the use of corporate Intranets.



In the multimedia software market, the fastest-growing segment is entertainment, which grew by 364% in 1998. Education and training titles held the largest segment, accounting for 25% of the market in 1998. The top-selling cultural and educational titles include dictionaries, encyclopedias and those with a science and nature content.

Cable broadcasting is also gaining popularity in France largely due to the government's 10-year plan to install broadcasting cables in all regions of the country. France's three major cable operators are pursuing a development strategy based on network digitization, Internet access and telephone service.

Opportunities

Working with French and British partners will help Canadian firms to target the following market opportunities:

- As the number of businesses embracing e-commerce continues to rise, so will the demand for software, program content, services and equipment. Canadian companies are encouraged to target corporate clients for sales of multimedia products that will improve the infrastructure of electronic stores.
- France has identified multimedia as one of its priority industries for strategic partnerships and commercial development. Canada and France have agreed on a joint declaration in which both countries reaffirmed their desire to consolidate bilateral economic relations in several sectors, including information technology (IT) and cultural multimedia products.
- As cable digital television platforms gain wider acceptance and viewers demand a variety of programming, broadcast companies will seek additional high-quality content. Opportunities will become available for

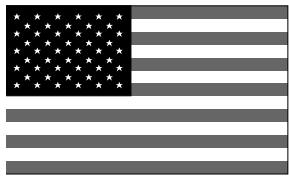
Canadian companies that can offer specialized programs, such as educational programs, documentaries, programs for ethnic groups, and children's programming. Multimedia software will increasingly incorporate the use of television platforms for tele-shopping, the Internet and games.

- The arrival of Sega Dreamcast and PlayStation2 is expected to generate more sales than ever in the game console market. Promising opportunities also exist for video games that can be downloaded from the Internet.

See potential?

To learn more about this market, please read the full report, *The New Media Market in France and the United Kingdom*. The report, prepared by the Market Research Centre of the Trade Commissioner Service, is available on-line at

www.infoexport.gc.ca



The U.S. Connection

The 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. For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

The Prime Minister in North Carolina "Invest in Canada" meeting

Prime Minister Jean Chrétien addressed a group of 25 senior executives from leading companies in North Carolina's Research Triangle (which comprises Raleigh-Durham-Chapel Hill) at a breakfast meeting at Duke University on December 4. In his remarks, the Prime Minister highlighted the importance of Canada's trade and investment relationship with North Carolina. He stressed the degree to which the Canadian government has created a very positive operating environment for high-tech companies in Canada, especially those involved in research and development (R&D).

The Prime Minister outlined a number of policies that have permitted companies to flourish in Canada, in-

cluding a series of tax modifications and reductions. He encouraged the breakfast participants, all of whom are heavily engaged in R&D activities in Research Triangle, to take greater advantage of the favourable climate by expanding or initiating operations in Canada.

Mr. Chrétien fielded questions on such issues as the need for better harmonization of regulations between Canada and the United States; the possibility of expanding NAFTA to cover greater mobility of workers; the need to encourage innovation by avoiding too much intellectual property protection; restrictions on foreign investment in the telecommunications field; and the impact of the Canadian health-care system on competitiveness.

For more information, contact: Rick McElrea, Consul and Trade Commissioner, Canadian Consulate General, Atlanta, tel.: (404) 532-2013, fax: (404) 532-2050, e-mail: rick.mcelrea@dfait-maeci.gc.ca

For extensive, up-to-date Canadian investment information, visit <http://investincanada.gc.ca> 🌟

NATIONAL HARDWARE SHOW AND BUILDING PRODUCTS EXPOSITION

CHICAGO, ILLINOIS — August 12-15, 2001 — Reserve today to exhibit as part of the Canadian Group Stand at the largest trade fair in the Western hemisphere dedicated to the hardware, do-it-yourself and building products market, showcasing the following product categories: hardware, plumbing, electrical, heating/ventilation/air conditioning, lawn, garden and outdoor living products, building materials, housewares, paint, and home decor.

The **National Hardware Show and Building Products Exposition** will feature 3,000 exhibitors and over 70,000 manufacturers, retailers, wholesalers, distributors, builders, remodellers and industry professionals from over 100 countries will attend.

For more information, visit www.NationalHardwareShow.com

To reserve a booth, contact Monique Deschamps, Kadoke Exhibition Services, tel.: (613) 241-4088, e-mail: Monique.D@kadoke.com 🌟

Midwest Building Materials Market Report

The Canadian Consulate General in Chicago has just published the first issue of the **Midwest Building Materials Market Report** aimed at providing exporters with the insight and practical information needed to develop business and foster alliances in the United States. Produced in a question and answer newsletter format, each issue will focus on a key market for building materials in the Midwest, and will feature interviews with leading builders, distributors and associations to help identify trends

and critical market and regulatory issues for Canadian firms. Lists of key Web sites and upcoming events are provided, as well as contact names for building materials in other Canadian Consulates across the U.S.

For more information, you can access the report at www.canada.chicago.net or contact Dustchin Rock, Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1860, fax: (312) 616-1878, e-mail: dustchin.rock@dfait-maeci.gc.ca 🌟

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

In the vast sea of international markets, **METOCEAN Data Systems Limited** of Dartmouth, Nova Scotia, is like one of its own data-collecting buoys — a small entity occupying an important niche. The 35-employee company produces technology sought after by weather services and oceanographic

that METOCEAN first benefited from the PPP.

"When a small company gets large contracts, it can create cash-flow problems," METOCEAN President Ray Mahr explains. This is particularly true when a company integrates expensive equipment into its products that

Sailing to Japan on CCC tail wind

METOCEAN

research institutes worldwide — most recently in Japan. In fall 1999, having secured a million-dollar contract, but with limited cash flow, the company found a financial tail wind in the **Canadian Commercial Corporation (CCC)** and its **Progress Payment Program (PPP)**.

Since 1985, METOCEAN has been a world leader in the design, development and manufacture of air- and ship-deployed drifting buoys for the collection of meteorological and oceanographic data from severe environments — the ocean and polar ice caps. The data is used to predict weather and global climate change. The company exports more than 90% of its products.

It was in the midst of a \$3-million contract with the U.S. Navy, using CCC's prime contracting services,

must be purchased up front, such as sensors. "With the U.S. Navy contract, CCC was able to go to bat for us and help us with our cash-flow problems."

No sooner had the company paid down its PPP line of credit (PLOC)



Ray Mahr, President, METOCEAN Data Systems Limited

when it received a \$1 million contract in summer 1999 to provide three JAMSTEC Compact Arctic Drifter (JCAD) buoys to the Japan Marine Science and Technology Centre (JAMSTEC), based on a prototype designed the previous year.

Considering the high material content required for each JCAD buoy — the sensors alone account for almost half the cost — and with its previous PLOC paid down, it was logical for METOCEAN to approach CCC for additional assistance with preshipment export financing.

"METOCEAN had already experienced how the PPP worked, and the company's bank [Bank of Nova Scotia] was familiar with both the PPP and the company," explains CCC Project Administrator Matti Edwards. "Because we had a working history with METOCEAN, the new PPP was easier to set up."

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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: (800) 748-8191, fax: (613) 947-3903, e-mail: info@ccc.ca Web site: www.ccc.ca

Easier, but not automatic. The PPP calls for a tripartite agreement between the CCC, the company, and the buyer. In this case, however, the buyer was the company's Japanese agent, Sanko Tsusho Co. Ltd., not JAMSTEC, the end user. "We got special authority internally to go ahead with the deal," explains Edwards, "by having METOCEAN assign the payment over to CCC."

The PLOC for \$580,000 was set up in fall 1999 and paid down in January 2000. "If you have a cash-flow problem, the PPP really helps," says an enthusiastic Mahr. "The higher the material content, the more help the PPP provides."

The PPP assistance has assured METOCEAN of an ongoing client: JAMSTEC has already ordered another JCAD buoy in 2000 and plans to deploy two to four buoys, per year, over the next five to ten years.

For more information, contact Ray Mahr, President, METOCEAN, tel.: (902) 468-2505, fax: (902) 468-4442, e-mail: rmahrjr@metocean.win.net Web site: www.metocean.com

(For the unabridged version, see www.infoexport.gc.ca/canadalexport and click on "Export Sales and Contracting")

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.

Sweden is one of a handful of Organization for Economic Co-operation and Development (OECD) countries in which fossil fuel plays a relatively small part in the total energy supply. On the other hand, total Swedish electricity consumption is 140TWh, 90% of which is generated by

Renewable energy Sweden

hydro or nuclear power plants. As a signatory of the Kyoto Protocol, Sweden views climate change as a global issue and believes that solutions require a commitment from all countries.

As part of its strategy to build these solutions into the fabric of its own society, Sweden's closure of a nuclear power reactor has speeded up the conversion of the energy system towards the use of renewable energy sources.

The electricity market was deregulated in 1996, leading to increased competition and pressure on prices, followed in 1999 by the closure of one of Sweden's twelve nuclear power reactors, with a resulting loss of 5TWh of power. The resulting push to discover renewable sources of energy led to the identification of bio-fuel as a viable alternative for some of the lost energy.

Lately, the government of Sweden has stepped up funding to support an ecological sustainable development involving the adoption of such renewable fuel sources: for the current period 2000–2002 one half of the total allocated funds of 1.2 billion Swedish kronors (SEK) (\$190 million) will be directed to new-energy projects supporting renewable energy and energy efficiency. This amount is up from one third for similar projects between 1998–2000.

A current seven-year government program (ending in 2004) has targeted SEK 9 billion for research and development to promote energy efficiency and the use of renewable energy to generate electricity. Current projects are mostly involved with the use of bio-fuel for district heating systems.

Alternative power: market overview

Although wind power accounts for only a small portion of Sweden's total energy supply today (0.4%), the potential exists for wind to be a powerful source of energy in the future — exceeding 10TWh. The goal of the National Energy Authority is wind power production of 10–15% of the country's total power and it has directed funds toward research and development of wind power.

Photovoltaic energy sources have a limited use. Current research efforts at the Ångström Solar Centre are focusing on thin-layer solar cells, to be market-ready in ten years.

Artificial photosynthesis is also being examined in a research project.

Further development of large-scale hydro power is limited by a government ban on any further exploitation of national rivers and other hydro resources. However, opportunities remain for small-scale hydro power projects and refurbishment of existing hydro power plants.

Currently, natural gas accounts for only 2% of the total energy supply, via its distribution network in the south of Sweden. Through a recent EU directive, the natural gas market is being opened up to competition. However, with the current price of natural gas hindering further development, any future investment in gas infrastructure must be

financed on strictly commercial terms and driven by market forces. It should be noted in this context that Sweden does not consider natural gas to be an environmentally friendly energy source.

Fast facts on climate change

- The EU countries are tasked with reducing greenhouse gas emissions to 8% below their 1990 level by 2008–2012.
- Sweden produces 0.3% of the world's carbon dioxide emissions, originating largely from the transportation sector.
- Sweden seeks to attain a level of greenhouse gas emissions representing 104% of its 1990 levels. It introduced a carbon dioxide and energy tax as early as the mid-1970s (bio-fuels and peat are currently exempt).
- In terms of minimizing climate change, Sweden recognizes the importance of co-ordinating international economic policy, focusing on the energy sector and the environment. Energy-intensive industries such as iron and steel foundries and pulp and paper mills will play a key role in developing solutions to both energy consumption and environmental concerns.

Market opportunities

- renewable energy technologies (including bio-fuel production);
- energy efficiency measures;
- technologies that support improved efficiency and use of resources in industrial processes;
- technologies that reduce vehicle emissions and reduce air pollution;
- information and communication technology (ICT) solutions that support all of the above.

Market access considerations

A Swedish partner is advisable to facilitate dealings with local authorities when it comes to bid documents and certifications and an understanding of local legislation and regulations. English is, however, widely spoken as a business language.

Continued on page 9 – Sweden

The Netherlands has brought environmental issues into sharp focus long before many other European countries. This is the result of a combination of factors including the large-scale Dutch agricultural sector, energy-intensive chemical and petrochemical industries, a dense population, and the role the Netherlands plays as a major distribution centre. The Dutch environmental sector has evolved a solid reputation for developing sophisticated technologies for air purification, wastewater treatment, household waste processing, recycling, soil decontamination and groundwater purification. This sector is now poised to flourish in the international marketplace. Despite Dutch proficiency, there is ample room in the Netherlands' environmental sector for complementary innovative Canadian technologies and niche-market products, particularly in the areas of soil remediation, water purification and recycling.

Environmental technology centres

In the Netherlands, technology centres are the driving force behind the development of new techniques for processing waste and cleaning the air, water and soil. Originally these centres made extensive use of existing process and mining technologies, but, with the launch of new subsidy schemes by the government, research institutes and private sector companies have been encouraged to work together to develop new applications.

One such institute, the Netherlands Organization for Applied Scientific Research (TNO), has created a business park where small companies developing promising new environmental techniques can make use of extensive facilities and, if necessary, receive financial assistance from TNO.

The low sedimentation rates and minimal odour make their patented compact anaerobic purification systems very popular with the food industry. Indeed, most of the anaerobic water treatment plants used in the world's breweries originate in the Netherlands.

Environmental products and services

The Netherlands

Environment biotechnology

Environmental biotechnology is one of the most advanced areas of research in the Netherlands. Dutch universities are conducting research into various types of bacteria with the ability to break down pollutants. Research is also focused on the recovery of primary raw materials.

Water treatment

Water treatment is a cornerstone of the Netherlands' environmental industry, with Dutch engineers in worldwide demand as consultants in the design and manufacture of water treatment plants utilizing high-capacity biological purification methods. Dutch environmental companies have also acquired an international reputation in the construction of industrial water treatment plants.

In spite of Dutch expertise in this field, there is ample opportunity for Canadian companies to contribute new and advanced technologies to the Netherlands' water treatment sector. **Trojan** and **Zenon** are two such Canadian companies already active and successful in the Dutch market.

Soil remediation

Soil cleaning in the Netherlands has also achieved worldwide recognition, with its reputation founded on expertise in cleaning up highly complex "cocktails" of pollutants, often reducing them to undetectable levels. Polluted ground, including dredged material from the rivers, is a major problem in the Netherlands — one that invites solutions from Canadian companies with new and innovative technologies.

Dutch trade fairs

Utrecht — April 24–26, 2001 — Ecotech International Environment Trade Fair (www.ecotech.nl/) held every two years, focuses on waste processing, recycling and environmental management.

For further information, contact Judith Baguley, Commercial Officer, Canadian Embassy, The Hague, tel.: (011-31-70) 311-1694, fax: (011-31-70) 311-1682, e-mail: judith.baguley@dfait-maeci.gc.ca Web site: www.oCanada.nl 🌟

Sweden – renewable energy and climate change

— Continued from page 8

Useful Web sites

- The Swedish National Energy Administration: www.stem.se/
- The Swedish Environmental Protection Agency: www.environ.se/international/
- The Swedish Power Association: www.kvf.se/enindex.html
- Invest in Sweden Agency, fact and figures: www.isa.se

- Sustainable Sweden, government Web site: www.hallbarasverige.gov.se/eng/

For more information, contact Inga-Lill Olsson, Business Development Officer, Canadian Embassy, Stockholm, tel.: (011-46-8) 453-3019, fax: (011-46-8) 24 24 91, e-mail: inga-lill.olsson@dfait-maeci.gc.ca Web site: www.canadaemb.se 🌟

The Canadian Consulate in Fukuoka will celebrate its 10th anniversary in 2001. Its presence there has helped Canadian companies to penetrate this market, and has contributed to putting Canada on the map with local residents and decision makers.

Market opportunities

Southern Japan

The Consulate promotes Canadian products and services on the island of Kyushu. The priority sectors are agri-food products and beverages, construction and building materials, and consumer goods, including furniture.

The Consulate was involved in a number of recent trade activities in Kyushu. More events are forthcoming, which Canadian exporters should consider, including the following shows and activities:

- The **North American Fair** in Kitakyushu, **January 26 - March 4, 2001**, with the theme "Creating the Appropriate Lifestyle for the New Century". This 38-day fair features products as varied as housing/ interior products, outdoor and sporting goods, clothing, toys, games, food and beverages, and giftware. Participation (i.e. booth space) is free. Exhibitors are not expected to be physically present for the entire time, but there will be a few official "business days" (dates to be announced) for which exhibitors or their representatives are expected to be present.
- The **West Japan Total Living Show**, **March 15-18, 2001**, is Kyushu's main trade show for the construction industry, with a particular focus on the residential housing segment. At the 2000 show, there were 32 foreign exhibitors (Canada

had the largest group), attracting 53,500 visitors. Canadian building products and materials have been well received in Kyushu, but there is still a lot of room for Canadian promotional efforts and growth potential. Several small and

medium-sized firms are looking at importing directly from abroad to minimize costs or to find that "special" product that will differentiate them from their competitors. In addition to housing packages, items of interest for the Japanese market include system kitchens, windows, doors, flooring, moulding, staircases, vanity cabinets, fittings, hardware, exterior walls and brick.

- The **East Asia Horticultural Fair**, **May 10-12, 2001**, will be held in Kyushu for the first time. Exhibit categories include transplant production systems; grafting systems; plant factories; hydroponic systems; environmental control systems; greenhouses; automatic irrigation, insect and pest prevention; biological pollination; recycling and waste processing systems; sorting and packing machinery; handling, transport and storage equipment; seeds; farm products (vegetable, fruits); cut flowers; and gardening materials. Target visitors include growers, manufacturers, wholesalers, retailers, and agricultural organizations. In addition to domestic contacts, the fair will be promoted to visitors from China, Korea and Taiwan.



- The **Fukuoka International Trade Fair** will be held in Fukuoka, **September 13-16, 2001**. This will be the fourth fair, which is held every two years. In 1999, there were 342 exhibitors (180 representing 42 countries), and the event attracted 90,000 visitors (including 11,400 professionals). It is the largest gift trade fair in Kyushu. The theme for 2001 is "Gifts from Around the World for a Delightful Life," and the focus is on imported gifts, interior decoration, room accessories, tableware, bags, stationery, accessories, wine and gift foods. The organizers are keen to attract new, innovative products. With advance notice, it will be

possible to arrange for seminars on site. Access to the fair will be restricted to business visitors for the first two days, after which it will be open to the general public (sales are allowed on "public days"). It may be possible to get a booth for free.

In both Fukuoka and Kitakyushu, the Japan External Trade Organization (JETRO) has Business Support Centres that provide free office space for foreign companies on a temporary basis. JETRO also has knowledgeable staff who can provide specific information on the Japanese market and assist foreign firms who want to export to Kyushu or establish a local presence.

An upcoming article will look at some factors that make Kyushu an interesting market for Canadian companies.

For more information on the trade shows and Kyushu market opportunities, contact Josiane Simon, Consul and Trade Commissioner, Canadian Consulate, Fukuoka, tel.: (011-81-092) 752-6055, fax: (011-81-092) 752-6077, e-mail: josiane.simon@dfait-maeci.gc.ca ❄️

Canadian power sector firms once again face brightening prospects in China, with its red-hot economy and new policy priorities. Already this is the largest power-producing nation after the United States. In the spring, China will unveil its 10th five-year plan, expected to give higher priority to developing and upgrading the country's power sector infrastructure.

The expansion is needed to keep pace with a rapid growth in demand for electricity, generated by the economic boom in southern and coastal areas. In the first half of 2000, China generated 625.5 billion kilowatt hours of electricity. Nationwide, this represented an increase of 10.55% over the previous year, but in the southern and coastal areas the increase was as much as 20.75%. By mid-2001, China should have entered the World Trade Organization, a step that will help ensure ongoing demand for expanded electricity supplies.

The next five-year plan commits China to tackling major power sector challenges:

- planning and development of new hydro-electric generating facilities in water-rich western China, thousands of kilometres from major urban and industrial centres;
- cleanup and modernization of thermal power facilities, which

make up almost 80% of existing power sources;

- increased investment in power line construction to move western

China power sector energized

China's power to consumers (60,000 km of AC line at 220 kilovolts and up, and 3,600 km of DC line of over 10 gigavolt amperes planned);

- integration of power grids;
- better power generation and conservation at existing facilities through improved management, modernization and equipment upgrades; and more rational pricing policies;
- development of new and renewable energy sources, especially wind and solar power in several regions; and
- spurred development of China's nuclear power sector, with growing emphasis on localization of design, manufacturing, construction and operation.



power systems, controls and instrumentation; desulphuring equipment; switching equipment; large capacity transformers; large project management services and training; and

services and advanced technologies related to transmission and distribution.

Soon to appear are two comprehensive market reports prepared by the Department of Foreign Affairs and International Trade's

Market Research Division: *The Electrical Power Market in China* and *The Energy Market in Hong Kong*. These include useful contact information and tips for doing business. The reports will be available on the Web site of the Trade Commissioner Service (www.infoexport.gc.ca) as of late February. For a sneak preview, participants registered for Team Canada 2001 can visit the Team Canada Web site at www.tcm-mec.gc.ca/China/menu-e.asp

The timing could not be better for leaders in the Canadian power sector to look at the China market. And ready to assist them are the Canadian Embassy in Beijing, the Consulates General in Shanghai, Hong Kong, and Guangzhou, and the Consulate in Chongqing.

For more information, contact Su Yun Myong, China and Mongolia Division, DFAIT, tel.: (613) 996-3607, fax: (613) 943-1068, e-mail: suyun.myong@dfait-maeci.gc.ca

Toronto singer's Australian tour

— Continued from page 3

"First of all, you need to believe in yourself. There's no way you're going to make it far away from home if you don't. If you feel like you have nothing to offer, you won't."

Along with networking on the Internet, enlisting the assistance of the Canadian missions is high on her list of recommendations. "The missions are invaluable in putting you in touch with the right people in the industry."

Florian's Australian success is

testament to the power of such teamwork. With DFAIT's help, she went for "gold" — and got it. There's no telling who she'll win over next.

For more information, contact Andrea Florian, tel.: (416) 633-8868, fax: (416) 633-4681, e-mail: bathshebarecords@yahoo.com Web site: www.andreaflorian.com

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "New Exporter of the Month.")

After seven years, I'm not very often accused of being green when it comes to the core business of **NORTHSTAR Trade Finance Inc.**, which is to support the efforts of young and growing Canadian exporters by financing their end buyers.

horse and getting all self-righteous about it, I'll just say that **NORTHSTAR's** business is booming. We would like to give back something to the companies in an area in which Canada has enormous potential, and in which we all have a tremendous stake. And that is

At-cost financing

will help exporters drive on the green side of the road

But now I may well be described as something of a rookie at being green.

It isn't that **NORTHSTAR** hasn't worked with environmental equipment exporters in the past; we have.

But now we have decided to do something entirely new to kickstart interest in this enormously important area, and that is to offer financing at cost to bonafide green exporters who meet our standard credit criteria.

No, we aren't talking about dealer invoice pricing like some used car salesman. What we are saying is that we will offer you a transparent evaluation of our own costs, and that is what you pay, net, period.

Why are we doing this?

Well, without getting on a hobby

finding the right mix of technical and economic solutions to get the globe going green, and to win the race against environmental degradation.



*Scott Shepherd,
President and Chief
Executive Officer,
NORTHSTAR*

For their part, the banks that provide **NORTHSTAR** with its capital—the Royal Bank, the Bank of Montreal, HSBC Canada and the National Bank of Canada—also understand the specialized financial requirements of the environmental sector.

And the trade finance services offered by Export Development Corporation (EDC), which insures all **NORTHSTAR** transactions, have been used by Canadian companies in the environmental technologies and services sector to conclude more than \$600 million in export sales since 1995.

I think that the ride we are on is going to be an exhilarating one. I know for a fact that we are already having a blast at **NORTHSTAR** with our new Honda Insights (www.honda.ca/models/insight.asp).

The Insight is North America's first gasoline-electric hybrid automobile, offering an incredible 3.2 litres/100 km on the highway, 3.9 litres/100 km in the city and an unheard-of 1250 km range on one tank of fuel. The Insight is also designed to meet California's



The colour is the only thing that isn't green.

stringent ultra-low emission vehicle (ULEV) standard. So, it not only performs well on the road but also is good for the environment.

We bought these nifty, new green vehicles because we can't think of any more visible testament to our environmental commitment.

And we invite you to come along for the ride.

For more information, contact Scott Shepherd, President and Chief Executive Officer, **NORTHSTAR**, tel.: **1-800-663-9288**, e-mail: s.shepherd@northstar.ca Web site: www.northstar.ca 🍁

2001 Canada Export Awards

—Continued from page 1

"[This award will] give us a real seal of approval as we look to promote our product around the world, and I'm expecting it will give us recognition at home," said Nancy Knowlton, President of **SMART Technologies Inc.**, Exporter of the Year 2000 (the *Calgary Herald*, October 3, 2000).

For further information or to obtain an application form, consult

the Canada Export Awards Web site at www.infoexport.gc.ca/awards-prix We encourage firms to submit their applications by e-mail. If companies do not have access to the Internet, they can contact Lucille Latrémouille-Dyet, Canada Export Awards Officer, DFAIT, tel.: (613) 944-2395.

The nomination period ends **March 31, 2001.** 🍁

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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

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.

ETHIOPIA — Sale of shares in government-owned enterprises — Notice received from the Canadian Embassy in Addis Ababa, Ethiopia. The Ethiopian Privatization Agency has issued a tender (bid no. 001/2000-2001) for the sale of 15% or more shares in twelve enterprises wholly owned by the government of Ethiopia. To qualify, investors must be willing and able to operate and develop these companies: Fafa

Food, Hamaressa Edible Oil, Addis Mojo Edible Oil, Bahr Dar Edible Oil, Yerer Flour, Tigray Flour, Addis Ababa Tannery, Modjo Tannery, Ethiopia Tannery, Kombolcha Tannery, Anbessa Shoe, Tikur Abay Shoe. The sale of shares in two additional companies, Blue Nile Ras Hotel and Senkele Lime Factory, is restricted to domestic investors only. Cost of bid documents (non-refundable): 200 Ethiopian birrs or the equivalent in U.S. dollars (1 birr = US\$0.12). Bidders must submit a bid bond in accordance with the instructions to bidders. Closing date: **March 8, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 001212-04959. For details: www.iboc.gc.ca/webleads.asp?id=1409en

SINGAPORE — Automated airport people-mover system — Notice received from the Canadian High Commission in Singapore. The Civil Aviation Authority of Singapore (CAAS) has issued a tender for the design, supply, installation, testing, commissioning, operation and maintenance of a new automated people-mover system at Singapore Changi Airport. The tender is covered under the World Trade Organization GPA. To be eligible, tenderers must possess relevant proven experience in the design and installation of automated people-mover systems in international airports and must be registered

with the BCA under head reference MEOS — Electrical Engineering or ME11 — Mechanical Engineering (financial grade L6, above S\$10 million). Cost of bid documents (non-refundable): S\$200.00 (\$176.85). Closing date: **March 13, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 001201-04787. For details: www.iboc.gc.ca/webleads.asp?id=1368en

BOSNIA AND HERZEGOVINA — Investment in furniture manufacturing plant — Notice received from the Canadian Embassy in Sarajevo, Bosnia and Herzegovina. The Cantonal Agency for Privatization (Tender Commission), Canton Sarajevo, has issued a tender for the sale of state-owned shares in a joint-stock company, Standard Sarajevo, the largest manufacturer of household and office furniture in Bosnia and Herzegovina. Bid documents can be obtained by writing to the Tender Commission. All applicants must disclose the party for whom they are acting and attach precisely defined authorization. Tenderers may not contact the enterprise directly but the Tender Commission can arrange site visits if a confidentiality agreement is signed first. Closing date: **March 18, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 001220-05080. For details: www.iboc.gc.ca/webleads.asp?id=1470en For more information: www.apf.com.ba 🌟

IBOC trade opportunities — find out more at 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 (particularly our E-Leads® and Web-Leads®).

Canada-Mexico agree to accelerate elimination of tariffs

International Trade Minister Pierre Pettigrew has announced that, effective January 1, 2001, Canada and Mexico have agreed to accelerate the elimination of tariffs on a number of products, an action that demonstrates the continuing success of the North American Free Trade Agreement in improving access to each other's markets.

Mexico has now eliminated tariffs for such products as batteries, certain pharmaceuticals and chemicals, while Canada has eliminated a number of very low tariffs (less than 2%) for certain chemicals, plastics, cosmetics, glues and coffee makers.

The estimated value of trade in qualifying goods between Canada and Mexico is \$207 million. Tariffs on qualifying goods traded between Canada and the United States have been duty-free since January 1, 1998.

For a complete list of qualifying trade products, visit the Department of Foreign Affairs and International Trade Web site: www.dfait-maeci.gc.ca/nafta-alena/report14-e.asp

For further information, contact Gerry Snyder, Trade Policy Officer, Tariffs and Market Access Division, DFAIT, tel.: (613) 944-5070, fax: (613) 944-4840, e-mail: gerry.snyder@dfait-maeci.gc.ca ✨

World Bank's Project Appraisal Document on the Web

For a Canadian business that wants to become involved in bidding for a World Bank contract, the Project Appraisal Document (PAD) is a must-have document. Now PADs retroactive to January 1994 are being made available on the World Bank Web site. A new PAD will usually appear in the Web site about a week after the bank's Board of Directors have given their formal approval to a project.

To gain access to the PADs: Log on to the World Bank site (www.worldbank.org). In the "What We Do" menu on the homepage, click on "Projects". In the "Projects Search" menu, click on "Advanced Search". Select the "Countries" tab and scroll down to any particular country, e.g. China. Then go to the bottom of the page and click on the green "Search" button. In the "Project Search Results" window, select the project. This will provide you with a summary overview of the project and indicate the availability of all the documents. Click on the "Project Appraisal Documents" if it is available. A complete text of the PAD can be obtained using this approach.

For more information, contact Jean-Louis Giroux, Export Financing Division, DFAIT, tel.: (613) 995-7251, e-mail: jeanlouis.giroux@dfait-maeci.gc.ca ✨

New publication on Canadian mining suppliers

For more information about this new Natural Resources Canada report entitled *Canadian Suppliers of Mining Goods and Services: Links between Mining Companies and Selected Sectors of the Canadian Economy* see the on-line version of *CanadExport* at www.infoexport.gc.ca/canadexport and click on "Publications." The report is available on-line at www.nrcan.gc.ca/mms/publicat-e.htm ✨

New market reports

The full text of the following articles on sectoral markets is available on the on-line version of *CanadExport* at www.infoexport.gc.ca/canadexport and click on "Market Studies".

COLOMBIA

Agri-Food in Colombia

INDIA

The Agri-Food Industry in India

Correction!!!

In the January 15, 2001, issue of *CanadExport* on page 15, the e-mail address for the Canada-India Business Council should have read as: info@canada-indiabusiness.ca

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LIMA, PERU — March 14-15, 2001— This show is a prime opportunity for Canadian companies to promote their products and services; there is no charge to participate. All that is required is that you send us your catalogues, self-running disk demos, videos and/or samples, which will be displayed during the event.

Peru is the third largest country in South America, and the fourth most populated, with 24 million inhabitants. Lima is Peru's economic and industrial centre, accounting for 70% of the country's GDP. With over 7 million inhabitants, Lima is the headquarters of almost all major local and foreign companies, with these sectors represented:

- agri-food
- automotive

Canadian Capabilities Catalogue Show

- environment
- plastics
- safety and security products
- telecom/IT

Canadian companies active in these sectors are encouraged to take advantage of this opportunity, which will target the key local players in each sector.

Let the Canadian Trade Commissioner Service showcase your products and services on your behalf. We will send a report to each participating Canadian company, along with a list of potential clients who have demonstrated an interest in your products or services, and will keep your marketing material for consultation and display at future events.

Please inform the Commercial Section of the Canadian Embassy in Lima of your intent to participate in this show as soon as possible by fax at (011-511) 444-4347 or by e-mail at lima-td@dfait-maeci.gc.ca

For more information, contact Mark Strasser, Commercial Section, Canadian Embassy, Lima, tel.: (011-511) 444-4015, fax: (011-511) 444-4347, e-mail: lima-td@dfait-maeci.gc.ca or Nathalie Bradbury, International Business Development, South America Division, DFAIT, tel.: (613) 996-4199, fax: (613) 943-8808, e-mail: nathalie.bradbury@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/latinamerica 🌟

Barrier Free 2001

OSAKA, JAPAN — April 19–21, 2001 — Canadian exporters of health-care products and equipment for the elderly and the disabled are invited to participate in **Barrier Free 2001**, one of Japan's largest trade shows. The annual international trade fair on barrier-free equipment and rehabilitation for the elderly and the disabled is expected to draw 350 exhibitors, both domestic and international, and attract more than 90,000 visitors over the three-day period. Show organizers are providing up to two free display booths to foreign governments, including Canada.

Space will be on a first-come, first-served basis.

Products to be exhibited include:

- mobility aids (wheelchairs, personal mobility devices, automobiles for the disabled)
- patient-assisting aids (handrails, lifts, hoists)
- toilet equipment and related products (incontinence products, washing aids, bathing aids)
- kitchen aids
- furniture (chairs, desks, beds and accessories)
- hearing aids, aids for the visually disabled
- communication aids (alert systems)

- rehabilitation/training equipment (sports and physical recreation equipment)
- housing construction

For more information, or to request an application form, contact Kiyoji Hanasaki, Commercial Officer, Canadian Consulate General, Osaka, tel.: (011-81-6) 6212-4910, fax: (011-81-6) 6212-4914, e-mail: kiyoji.hanasaki@dfait-maeci.gc.ca or osaka.htech@dfait-maeci.gc.ca 🌟

Latin American mining: ProEXPLO 2001

LIMA, PERU — April 24–27, 2001 — The Peruvian Institute of Mining Engineers is organizing **ProEXPLO 2001**, the second **International Congress for Prospectors and Explorers**, an event specifically geared towards geologists and explorers, executives and investors.

Under the theme "Exploration: The Future of Mining," **ProEXPLO 2001** has prepared a series of workshops, conferences and exhibitions to inform participants of the most interesting projects in Latin America, attractive investment opportunities and technological innovations.

ProEXPLO 1999 attracted over 600 Peruvian and international participants, and was an unparalleled success in the field of Peruvian geology and prospecting.

This year's event will include tech-

nical conferences on Latin America's current leading mining projects; luncheon conferences where top executives of leading world-class exploration companies will share their experiences; forums on exploration promotion, national geological services, and exploration and the environment; a technical exhibition of new products, machinery and technology; and field trips to major Peruvian and Latin American deposits.

For more information, contact the Instituto de Ingenieros de Minas del Perú, tel.: (011-511) 349 4262, fax: (011-511) 349 3721, e-mail: proexplo@iimp.org.pe or Oscar Vásquez, Senior Commercial Officer, Canadian Embassy, Lima, tel.: (011-511) 444-4015, fax: (011-511) 444-4347, e-mail: oscar.vasquez@dfait-maeci.gc.ca 🌟

Canada to take off at the Paris Air Show

PARIS, FRANCE — June 17-24, 2001 — The **Paris Air Show** is the premier international event in the aeronautics and space industry. Held at Le Bourget every two years, it attracts exhibitors from all sectors of aerospace. The Canadian Pavilion will be organized by the Aerospace Industries Association of Canada (AIAC) and will feature "Showcase Canada" — exhibits of more than a dozen Canadian aerospace firms and organizations. Promosalons Canada (the North American representative of French Trade Exhibitions) in partnership with AIAC, is offering a complete package of exhibit space and support services at competitive prices.

Special programs offered by the Department of Foreign Affairs and International Trade and Industry Canada (major partners in Trade Team Canada — Aerospace and Defence) will help exhibitors by identifying potential business opportunities, matching these to Canadian capabilities, and facilitating individual meetings at the show.

For more information, contact Guy Ladequis, Commercial Officer, Canadian Embassy, Paris, tel.: (011-33-1) 4443-2359, e-mail: guy.ladequis@dfait-maeci.gc.ca

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

Focus on the Caspian region and beyond

CALGARY, ALBERTA — February 22, 2001 — The Canada Eurasia Energy & Industry Alliance (CEEIA) is organizing a luncheon meeting for Canadian companies interested in doing business in Central Asia. Canada's Ambassador to Kazakhstan, Gerald Skinner, will speak about the latest business and economic developments in Kazakhstan, Kyrgyzstan and Tajikistan, and the opportunities they present for Canadian companies. David Wilson, Director of Nations Energy Company Ltd., will talk about his firm's oil and gas production and exploration business in western Kazakhstan.

There is no cost for CEEIA members

and for non-members the fee is \$45.00.

Similar luncheon meetings are planned for March and April.

- **March** (to be confirmed): Canada's Ambassador to Ukraine, Derek Fraser, and Ukraine's Ambassador to Canada, Yuri Scherbak, on doing business in Ukraine.
- **April**: Vice-President of Operations, Bitech Petroleum Corporation, London, U.K., Jay Scott, on a "Canadian Success Story in Russia."

To register and for more information, contact Iva Schafferova, Manager, CEEIA, tel.: (403) 218-4822, fax: (403) 218-8727, e-mail: iva@ceeia.org Web site: www.ceeia.org

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- Two-way trade with the U.S. was C\$622.7 billion in 1999.
- Over C\$1.7 billion of trade crosses our border EVERY DAY.*

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- **Trade keeps growing:** Trade between Canada and the U.S. grew an average of 10.4% a year from 1990 to 1999.*

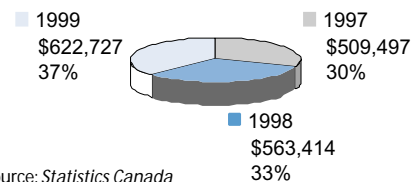
For more information on investing and doing business in Canada, click on www.investincanada.gc.ca or call (613) 941-0354, fax: (613) 941-3796, e-mail: lanoy.louise@ic.gc.ca

* Source: Trade Update 2000: First Annual Report on Canada's State of Trade, Department of Foreign Affairs and International Trade, 2000 www.dfait-maeci.gc.ca/eet/state-of-trade-e.asp

CANADA AND U.S. TRADE PARTNERSHIP

Goods and Services Traded

(\$ millions Value and % Annual Growth)



Source: Statistics Canada

"There are no longer two separate Canadian and U.S. marketplaces on this continent. It has become one North American market and Canada is an ideal base from which to serve it."

Jim Miller, Senior Vice-President, Sales & Marketing
Honda Canada

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

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