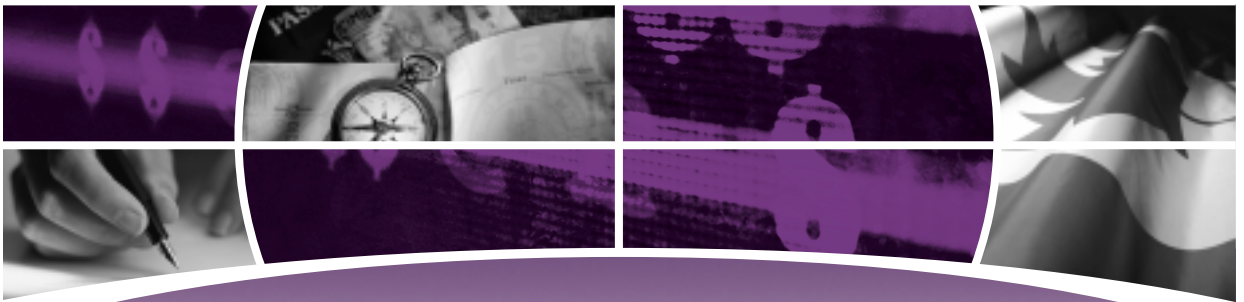




CanadaExport



Demand for Canadian equipment

St. Petersburg food processing market

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The food processing/packaging market in St. Petersburg continues to develop at a higher speed than some other industry sectors and offers opportunities for Canadian companies interested in exploring the Northwest Russian market.

Its rapid development started after the August 1998 financial crisis. When imported products became too expensive to most Russians, domestic food producers started to increase the production capacity of their factories,



Water bottling line, part of food processing.

spurring demand for high-quality food processing equipment. Local manufacturers of such equipment could not meet the increased demand and the quality of domestic equipment does not meet the modern high-tech criteria, although their equipment is highly competitive pricewise.

Canadian reputation strong

This market offers trade and investment opportunities for Canadian companies as equipment needs of the Russian industry remain very high.

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Natural resources mission: get on board!

Opening doors to India

Canada's natural resources sectors have an exceptional opportunity to explore one of the fastest-growing economies in Asia.

Minister of Natural Resources, Herb Dhaliwal, is inviting business leaders to join him on a business develop-

ment mission to **India** from **November 10 to 16, 2002**. The mission is intended to open doors to this emerging market, and to show how well Canadian capabilities in the natural resources sectors mesh with India's growing needs.

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September 16, 2002





With partnership comes opportunity

Africa is growing economically and looking outward, generating higher demand for imported products and services, joint ventures and investment. With products, services, and capabilities well matched to Africa's needs, combined with the capacity to work in both French and English, Canadian firms of all sizes are finding that Africa, especially sub-Saharan Africa, is a profitable market for a wide range of goods

and services and offers rewarding opportunities for investment.

The Africa Plan

At the Kananaskis Summit in Alberta in June, G8 leaders agreed on an Africa Action Plan in support of the implementation by African countries of the New Partnership for Africa's Development (NEPAD), conceived by Africa's leaders.

Prime Minister Jean Chrétien announced that Canada's contribution to the G8 Africa Action Plan would include increased access to Canadian markets for African exporters, action to strengthen trade and investment links between Canada and African countries, resources for good governance, conflict prevention, education, health, agricultural research and water management.

These announcements, including the \$100 million investment fund which is part of the \$500 million Canada Fund for Africa announced in the December 2001 federal Budget, represent a commitment of \$6 billion by the Government of Canada in new and existing resources over five years to Africa's development.

Market overview

Sub-Saharan Africa — all countries in Africa except the five bordering the Mediterranean — is brimming with opportunity. In 2001, Canada's goods exports to Africa were over \$1.5 billion, of which \$690 million went to sub-Saharan Africa — up 14% over the previous year — while Canadian imports totalled \$1 billion, one third of it crude oil. Sales of services make a major contribution to

Canadian exports; in 2000, service exports to sub-Saharan Africa totalled \$630 million. As a market for Canadian goods, sub-Saharan Africa ranked 19th in 2001, between Venezuela and India.

Canadian companies have carried out projects financed by institutions such as the World Bank and the African Development Bank, partnered profitably to supply services to consumers, and sold goods ranging from used clothing and malt to household burglar alarms and car shock absorbers.

Diverse markets

South Africa is Canada's top trading partner in sub-Saharan Africa. In 2001, the largest sectors from Canada — machinery and vehicles — accounted for almost 30% of total Canadian shipments to South Africa. Other growth sectors were: mining and construction equipment; special industry machinery; communications and electronics equipment; surveying; and food products. South Africa has a critical mass of banking and development institutions that provide financing for African-related projects and offers a bridgehead to other markets in sub-Saharan Africa.

Opportunities

There is a great deal of untapped opportunity. African imports of many competitive Canadian products are modest even though African countries often import significant amounts of similar products from Canada's competitors. The pattern of imports from other partners such as France and the U.S. suggests there could be substantial new opportunities for Canadian suppliers in products ranging from specialised petroleum prospecting equipment to pharmaceuticals.

In terms of investment, Canadian investors hold a minimum of 0.06% of the stock of their total investments abroad in the sub-Saharan Africa region. The new fund for African investment will help Canadians to

continued on page 14 — Business

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CanadExport

Playing with the best

Slam dunk for Nik Design Inc.

In 2002, the Naismith Memorial Basketball Hall of Fame in Springfield, Massachusetts underwent \$103 million worth of redevelopment to transform it into a world-class tourist attraction. **Nik Design Inc.**, out of Edmundston, New Brunswick, was an important player in the project.

Big score for Nik Design Inc.

The new 100,000 square foot facility features sporting good shops, restaurants, and a 35,000 square foot three-level museum complete with an 80-foot three-level sphere-shaped atrium hosting interactive displays, a 200 seat viewing theatre, and a full-size basketball court. Suspended from the sphere's 80-foot ceiling is the showstopper — an 18,000 pound state-of-the-art interactive scoreboard complete with running times, scores, and full multimedia capability, constructed in the shop of Nik Design Inc.

"It's a really exciting project," says Tim Shaw, President of Nik Design Inc., who oversaw the construction of the scoreboard. The scoreboard serves as the focal point of the museum, displaying video footage of basketball's greatest moments, biographical sketches of players and it provides lighting and sound for several theatrical productions which highlight various aspects of the game.

"The scoreboard is a crucial part of the museum. We couldn't entrust it to just anyone," explains Raphael Guadalupe, design director for Scenic Technologies Inc. of New York and Project Director for the museum portion of the project. "I was impressed from the beginning with Tim Shaw's ideas and his company's abilities. They've really come through."

Putting the pieces together

According to Shaw, it was a little bit

of luck and the Government of Canada that brought him and Guadalupe together last year. At that time, Shaw had recently returned from Boston as part of Atlantic Canada Opportunities Agency's (ACOA) Export Partnering Program trade mission. One of his pre-arranged meetings with a local scoreboard manufacturer's representative gave him a heads up about the project. He immediately got in touch with Guadalupe and soon was brought on as part of the development team.



Tim Shaw, President of Nik Design Inc., under the Naismith Memorial Basketball Hall of Fame scoreboard in Springfield, Massachusetts.

With a joint investment by the participating companies, the initial trip was coordinated by Industry Canada and the Canadian Consulate General in Boston. Prior to the trip, ACOA set up export training and University students from the University of Moncton conducted market research to identify potential customers in New England.

"Initially, I did not want to pursue some of the leads because they were competitors," explains Shaw. "As it turned out, by meeting the competition, we learned that we had a niche product and that they would be happy to sell our product where theirs would not fit. The contract with the Basketball Hall of Fame is a direct result of the referral by the Consulate and we are still doing business with the competition," says Shaw.

Experience at work

Shaw was involved with the fine-tuning of specification and design. His own team of 8 employees in Edmundston worked with specialists from **A-1 Techno Signs**, a local company with which he had partnered with several times in the past. A-1 constructed the box that houses the technology.

"Our previous experience in custom projects of this nature gave me the confidence that we had the know-how here to do the job," says Shaw.

Advice

"I recommend that exporters look to the Export Development Corporation and the Trade Commissioner Service." Says Shaw, "EDC was a big help in securing our line of credit and was crucial for insurance. Based on previous exporting experience in the U.S., I would also make sure that you take into account the exchange rate, especially over long-term projects."

Appropriately Canadian

"Canada is very much a part of this scoreboard," says Guadalupe. "I think Dr. Naismith would approve." Dr. James Naismith, the man credited with the invention of the game of basketball, was born in 1861 in Almonte, Ontario and created the game while studying in Springfield, Massachusetts.

With Nik Design Inc., the Canadian connection in basketball has once again come full circle.

For more information, contact Tim Shaw, President of Nik Design Inc., tel.: **1-888-645-3374**, e-mail: **shawtim@nikdesign.com** Web site: **www.infolight.net** or Martin Robichaud, Business Development Officer, Canadian Consulate General in Boston, tel.: **(617) 262-3760**, e-mail: **martin.robichaud@dfait-maeci.gc.ca** 🍁

With more than 500 trade professionals in 140 cities around the world, the Canadian Trade Commissioner Service has helped thousands of companies succeed at doing business abroad.

What about you?

Are you a Canadian company that is ready to enter the international marketplace for the first time? Or are you an experienced Canadian exporter seeking to crack new markets abroad? In either case, you are entitled to use, and keep on using, any and all of the following six core services offered free of charge at every one of our offices worldwide:

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

When you contact the Trade Commissioner Service, you are tapping into a global network of professionals. You are also initiating an important partnership on which you can continue to rely as you build your business abroad.

What follows is the second in a series of descriptions of the core services of the Trade Commissioner Service — available to you, the Canadian trader. Access our services on-line at www.infoexport.gc.ca

Looking for a Ask for a *Key*

Once you have researched and selected a target market for your Canadian product or service, your next challenge will be to successfully enter the market. Success in meeting this challenge may well depend on the quality of help and services you receive from key players on the inside.

The Canadian Trade Commissioner Service can help you find those players, through the core service called **Key Contacts Search**.

How can I benefit from a Key Contacts Search?

As a newcomer to a market abroad, you will find it necessary to make contacts and form business relationships with knowledgeable persons within the market. Key players know the local scene and can provide the kind of market-specific information you will need to refine and implement your entry strategy. A

Key Contacts Search can be your key to getting in touch with just the right people.

What will I get from a Key Contacts Search?

When you request a **Key Contacts Search**, our officers abroad will provide you with a list of qualified contacts that may be useful to you in entering and developing the local market. This list may include any of the following:

- potential buyers, partners
- agents, manufacturers' representatives
- distributors, importers
- consultants, accountants
- government officials
- associations, chambers of commerce





Access our market studies and our network of professionals at

www.infoexport.gc.ca

foreign partner? *Contacts Search*

- freight forwarders
- lawyers, patent attorneys
- technology sources
- financial institutions

What information will the officers abroad require of me?

To make the list as relevant to your needs as possible, our officers need to know about your company and your export business plans. In your initial correspondence with the post, wherein you request a **Key Contacts Search**, you should provide the following information:



- Who are the end users of your product or service? Whom do you sell to in Canada and abroad, and how?

- How do you plan to enter the market – export licence, joint venture, or investment?
- How would you describe the typical buyer, distributor, agent, or partner you want to work with in your market?

The quality and usefulness of the list you receive will depend largely on the thoroughness and detail with which you respond to these questions. Good contacts can take years to establish, and officers abroad put their credibility on the line each time they refer a Canadian company to a key player in the market. The better the information you provide, the better assured our officers will be of your company's potential, and the more confidently can they supply you

with useful, specific information of high quality.

Can I contact all of the offices abroad at the same time to gather Key Contacts?

No. Our clients are companies that have researched and targeted potential export markets. To save money and energy, you should focus your efforts on a few markets at a time. For those companies who need help to research and select target markets for their products or services, call Team Canada Inc. at **1 888 811-1119**.



If you're ready to talk to key players in the market, the Trade Commissioner Service can tell you who they are.

HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE



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

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The U.S. Connection

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

September 11, 2001: One year later

Back to business

P rime Minister Jean Chrétien and President George W. Bush have committed to strengthening the security of North America while ensuring that terrorists could not hold our economies hostage. To this end, Deputy Prime Minister John Manley and Homeland Security Director Tom Ridge signed the Smart Border Declaration (as outlined in the last issue of *CanadExport*). Since the signing of the Declaration, officials on both sides of the border have been hard at work implementing the Action Plan. North America, as a result, is back on track.

The Government of Canada has currently dedicated \$7.7 billion to fight terrorism, reinforce public security and render Canadian airports and borders more secure. Businesses and travellers on both sides of the border can rest assured that the border is fully functional, cross-border trade is back to normal, and that the U.S. and Canada are working together to ensure that their borders are even more efficient and trade-friendly than they were a year ago.

Border security

The Free and Secure Trade Program (FAST) will provide a simpler clearance process for lower-risk shipments across the border — those imported by pre-authorized importers and carried by pre-authorized drivers and carriers. Approved participants will use a dedicated "fast-lane", which will significantly expedite the processing of shipments. FAST is the first step in an ongoing effort to align how Canada and the U.S. process commercial shipments by truck, plane, train, or ship.

NEXUS, a program designed to speed the flow of pre-screened, low-risk travellers, is projected to be in place at all major border crossings by 2003. In addition to NEXUS at the border, air travelers will benefit from the same "fast-lane" benefits. An Air-NEXUS pilot project will be launched at the Ottawa

*Reminder for **Comdex Fall 2002**...
see page 16!*

and Dorval airports in early 2003. This project will use biometric technology to confirm the identities of pre-screened, low-risk travelers and is the first step towards a complete binational Air-NEXUS system.

Immigration and terrorist financing

Canada's immigration and customs services are working to ensure greater accountability and security at our airports and borders. Over 100 new staff have been hired to increase security at ports of entry and new resources

have been allocated to immigration and enforcement activities such as the screening of refugee claimants. Canada's unique approach also places Immigration Control Officers overseas in an attempt to catch terrorists and criminals before they reach the country.

Canada has also joined countries in combatting the international crimes of money laundering and terrorist financing. Any accounts that are deemed to be financing terrorist operations have been frozen. Canada has ratified the United Nations regulations put forth at the International Convention for the Suppression of Financing of Terrorism in 1991 (Resolution 54/109) to aid in eliminating financing of terrorist operations. Also, the Department of Finance has established a financial intelligence unit, the Financial Transactions and Reports Analysis Centre of Canada (Fintrac), to aid in detecting and prosecuting such offences.

Canada and the U.S. have a long and proud history of working together in advancing our common interests, and have built the largest trading relationship between any two countries in the

continued on page 7 — North America

Export USA Calendar

For information about:

- Trade missions to the U.S.
 - Seminars on the U.S. Market
- Visit the Export USA Calendar at:
www.can-am.gc.ca/NEBS/runtime/search-e.asp

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

An export primer: The three Cs

Credibility — Putting the CCC behind your export sales

The world of export trade is driven by the 'three Cs': credibility, confidence and contracts. To secure contracts, exporters must first establish their credibility with buyers, demonstrating that they have what it takes to see the job through. This article, the first in a series, explains how Canada's export contracting agency — the **Canadian Commercial Corporation (CCC)** — helps exporters acquire credibility and seize opportunities in markets around the world.

It is the kind of opportunity most companies would pounce on: the chance to establish themselves in the international marketplace by securing that all-important contract with a foreign government or private-sector buyer. The challenge — once you've captured the customer's attention — is to turn that

North America

— continued from page 6

world. In addressing the global threat of terrorism, both countries have quickly concluded that national and economic security are mutually reinforcing objectives and have recognized that the security of our border must be enhanced while facilitating the legitimate flow of people and goods upon which both of our economies depend.

For more information, contact DFAIT's United States Relations Division, tel.: **(613) 944-7960**. ❁

interest into action. And it hinges on the question of credibility: is your company truly up to the task? And if so, how do you show it?

For many foreign buyers, credibility is determined by a company's size, familiarity and reputation. For some 50 years, CCC has helped Canadian companies establish credibility with foreign buyers. In 2001-2002, CCC worked with nearly 2,000 Canadian exporters, achieving a business volume of \$1.2 billion.

More than a good word

CCC does more than simply put in a 'good word' on behalf of Canadian firms. As part of its due diligence process, CCC makes its own assessment to satisfy itself of exporters' technical, financial and managerial capabilities. CCC stands behind contracts, as prime contractor, with a government-backed guarantee that its terms and conditions will be met. This guarantee contributes to Canadian companies' credibility in the eyes of a foreign buyer.

This support can make a huge difference. Even if you have bigger, better-known competitors, a 'thumbs up' from CCC can reassure buyers that your company is in the same league, with the same ability to meet their criteria, however rigorous.

High stakes

The need for companies to prove their credibility is perfectly understandable considering the magnitude and mission-critical nature of many export trade transactions. This is particularly true in sectors such as aerospace and defence — where contracts are often

Put the power of Canada behind your export sales



The **Canadian Commercial Corporation (CCC)** is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

For more information, contact CCC, tel.: **(613) 996-0034**, toll-free in Canada: **(1-800) 748-8191**, fax: **(613) 995-2121**, Web site: **www.ccc.ca**

worth millions of dollars. CCC has extensive expertise in dealing with these types of sales — and again, that experience, by association, has positive consequences for exporters using CCC services.

Credibility in an exporter is also the key to securing buyer confidence, and that confidence can mean a great deal when it comes time to negotiate a contract. But we'll save some of that discussion for our next article, which looks at these issues from the buyer's perspective.

For more information about how you can put the power of Canada behind your export sales, contact CCC at **1-800-748-8191** or visit **www.ccc.ca** ❁

St. Petersburg food processing market

— continued from page 1

Although the food processing market in Russia is mostly dominated by European and Asian companies that have sales offices and/or warehouse facilities in Russia, Canadian-manufactured equipment is popular and has a good reputation. More specifically, purchasers in Northwest Russia are reported to be very interested in Canadian equipment if it is accessible to them. But in order to better compete, more Canadian firms need to establish their presence or have agents in Russia, and set up storage facilities.

Market overview

Because food processing offers the fastest rate of return with minimum investment, food processing enterprises were believed to be among the most desirable subjects for privatization. But despite some signs of recovery in the sector, most food processing enterprises are not in good shape financially.

Only few Russian domestic food producers have had the chance to increase production, take new market niches and replace expensive imports. Such food processors are major viable buyers of imported food processing equipment. More food processors, driven by the need for better quality food products, will buy equipment in the future as their situation improves.

Following the financial crisis of 1998, almost all foreign exporters to Russia considered establishing local production in order to bring the cost of their products down and increase their competitiveness in the local market. As a

result, some American and European companies are taking over Russian companies and are becoming solvent customers.

And their number is growing. Foreign presence is particularly strong in soft drinks, beer and milk products sectors. Some European food processing equipment manufacturers are finding it possible to sell on credit to Russian food processors.

An unlimited market

The market for food processing equipment is virtually unlimited. The need for modern equipment is high. Food processors need to replace up to 50% of production equipment and in some food production sectors up to 70%. Only 20% of food processing equipment is considered to comply with

world standards, according to Russian industry specialists. Over 40% of food processing equipment still in service is over 10 years old. In sugar, butter and fat, tobacco, yeast and confectionery sectors the processing equipment is considered to be mostly worn out.

EUROPE

In general, privatization of state owned food processing enterprises did not lead to a modernizing of the industry. In order to generate immediate and large profits, food plant owners did not invest in food processing. Most Russian food processing enterprises badly need to renovate their facilities and replace old production equipment in order to be competitive in the market. As a result, food processing equipment



Processed food ends up in the shopping cart.

suppliers now face a great opportunity to sell to Russian food processing companies if they can provide financing.

In addition, a number of Russian companies want to diversify their business and switch to food processing. These companies include food importers/distributors, companies involved in the oil and gas business, and others that earn hard currency, which they can invest in food projects. These types of companies are not experts in food processing, therefore, they are looking for professional counselling and complete production lines, such as complete mayonnaise production lines or sausage production lines — including packaging machinery.

Investment and development opportunities

Russia's food processing industry provides good investment and development opportunities for Canadian companies. The current situation allows investors to set up local production to replace expensive imports, grow ingredients locally and provide reliable supplies to Russian and foreign food processing enterprises. Some enterprises are even re-exporting to other European countries.

Even after the crisis, foreign investment funds are still being channelled into Russia's food processing industry. And reportedly, none of the projects have failed — despite the post crisis economic difficulties in Russia — further proof that food processing provides good opportunities for equipment sale and investment.

For more information, contact Margarita Sandal, Commercial Officer, Canadian Consulate General, St. Petersburg, tel.: **(011-7-812) 325-8448**, fax: **(011-7-812) 325-8393**, e-mail: **margarita.sandal@dfait-maeci.gc.ca** or Thomas Greenwood, Trade Commissioner, Eastern Europe Division, DFAIT, tel.: **(613) 992-8590**, e-mail: **thomas.greenwood@dfait-maeci.gc.ca** 🍁

Canadian business perceptions

Exporting to the European Union

As part of the on-going Canada-European Union Trade Initiative (ECTI) to enhance the development of bilateral flows, the Minister for International Trade Pierre Pettigrew and the European Union's Commissioner for trade Pascal Lamy agreed to examine business attitudes to barriers to Canada-EU trade and investment. Ipsos Reid was commissioned by the Department of Foreign Affairs and International Trade (DFAIT) to survey Canadian business perceptions of exporting to the European Union.

The survey was also supported by the Departments of Industry, Natural Resources, Agriculture and Agrifood, and Fisheries and Oceans. The European Commission is doing a similar survey of European business attitudes.

Survey covers all sectors across Canada

The survey covered 639 exporters to the EU, as well as 161 non-exporters, large, medium and small, in all industry sectors, including services, across Canada.

Overall, 52% of goods exporters consider their trade with the EU to be relatively problem-free. The main challenges to exporting to the EU were: price competitiveness, transportation costs and the cost of creating a marketing network.

Fifty-one per cent of exporters who encountered problems exporting to the EU said that tariffs were a challenge, particularly in the mechanical equipment, food and seafood products sectors. Respondents were also asked whether packaging, labelling, certification, health and health and safety

standards were a problem. Only in the case of certification did the positive response register above 50%. However, 66% of exporters identified at least one of these regulatory issues as a concern.

Factors contributing to success

Exporters were also asked what were the factors in their success. The two factors reported by a majority were a unique product and price competitiveness.

By far the greatest factor affecting a decision by 102 companies not to export to the EU was a decision to concentrate on the US market.

Among the 118 companies with subsidiaries in the EU, proximity to the market, reduced shipping costs and delivery times, and tariff avoidance on finished goods were the main factors influencing the decision to invest. Service exporters (17%) were found to

be more likely to have a local office in the EU than goods exporters (8%).

Strong support for a free trade agreement

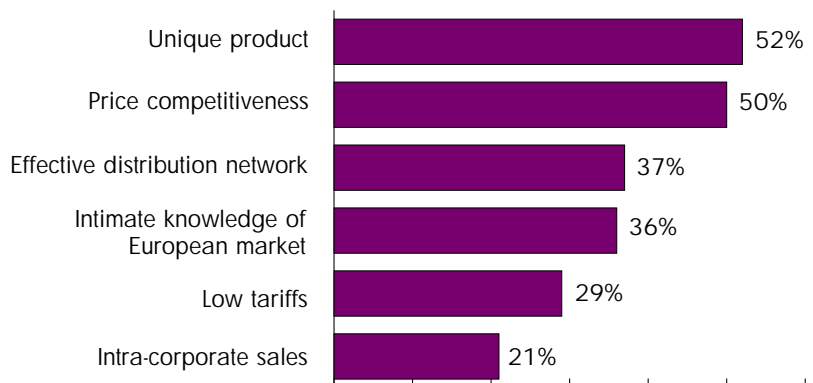
The vast majority (87%) of respondents in all sectors are supportive of a free trade agreement with the European Union. Sixty-two per cent of the firms included in the study would expect an increase in their exports to the EU, 53% would increase their marketing efforts in the EU, and 35% would be more likely to establish a permanent presence there.

The strongest positive responses came from the agriculture, chemicals, fisheries, plastics and textiles sectors. At the same time, two of these sectors, plastics and chemicals, would expect increased competition from EU imports.

The 85-page survey should be available soon on DFAIT's Web site at www.canadaeuropa.gc.ca/canada-eu-e.asp

For more information, contact Fred Veenema, Senior Trade Relations Advisor, European Union Division, DFAIT, tel.: **(613) 944-2059**, fax: **(613) 944-0034**, e-mail: fred.veenema@dfait-maeci.gc.ca ✪

Factors affecting success entering the EU market*



* Base: 588 respondents who export goods to the EU

Trade Shows in China

If you are interested in doing business in China, the following is a list of 2002 trade shows where Canada will have a booth (the 2003 list will be in the next issue). **For more information**, contact DFAIT's China Division, tel.: **(613)996-0905**, or e-mail: **pcm@dfait-maeci.gc.ca**

AEROSPACE

ZHUHAI — November 4-10, 2002 — **2002 Airshow China**, Contact: Cathy Yao, Commercial Officer, Consulate General of Canada in Guangzhou, tel.: **(011-86-20) 8666-0569, ext. 3351**, fax: **(011-86-20) 8667-2401**, e-mail: **cathy.yao@dfait-maeci.gc.ca** Web site: **www.airshow.com.cn**

AGRICULTURE

QINGDAO — October 29-31, 2002 — **China Fisheries and Seafood Expo**, contact: Peter Redmayne and Jennie Fu at Seafare Expositions, tel.: **(206) 789-5741**, fax: **(206) 789-0504**, e-mail: **china@seafare.com** Web site: **www.chinaseafoodexpo.com**

YUNNAN — December 2002 — **Agri-Product Showcase** (Beef & Dairy Cattle), contact: Dorothy Hu, Commercial Assistant, Canadian Consulate, Chongqing, tel.: **(011-86-23) 6373 8007, ext. 3354**, fax: **(011-86-23) 6373 8026**, e-mail: **dorothy.hu@dfait-maeci.gc.ca**

BUILDING PRODUCTS

CHONGQING — November 5-7, 2002 — **Energy Efficiency Seminar**, contact: Aice Xiong, Commercial Officer, Canadian Consulate, tel.: **(011-86-23) 6373 8007, ext. 3352**, fax: **(011-86-23) 6373 8026**, e-mail: **aice.xiong@dfait-maeci.gc.ca**

CHENGDU — November 12-15, 2002 — **Chengdu International Construction Trade Fair**, tel.: **(011-86-28) 8335 2386, (011-86-28) 8339**

6965, fax: **(011-86-28) 8335 2386, (011-86-28) 8332 6884**, Web site: **www.ccpit-sichuan.org/English_version/index/index.htm**

BEIJING — November 27-30, 2002 — **China International Green Building Materials Exhibition**, contact: Xuling He, tel.: **(011-8610) 8808-2303, 8808-2339**, fax: **(011-8610) 8808-2305, 6831-2191**, Web site: **www.gbm-china.com**

EDUCATION/TRAINING

BEIJING — October 19-21, 2002 — **China International Education Exhibition 2002**, tel.: **(011- 8610) 8580-0790/91/92**, fax: **(011- 8610) 8580-0786**, e-mail: **fairlink@public.gb.com.cn** or **info@fairlink.com.cn** Web site: **www.ChinaEducationExpo.com**

CHENGDU — October 21-23, 2002 — **Worlddidac Trade Show 2002**, International exhibition for educational equipment and professional training in China, contact: Madeleine Kihm, tel.: **(011-41-31) 311-7682**, fax **(011-41-31) 312-1744**, e-mail: **kihm@worlddidac.org** Web site: **www.worlddidac.org/events/china02.htm**

ENVIRONMENT

SHANGHAI — October 22-24, 2002 — **EPEC 2002** - 5th International Conference & Exhibition on Environmental Protection, Recycling & Waste Disposal Technology, contact Sylvia

Chen, tel.: **(011-86-21) 5234-0646**, fax: **(011-86-21) 5234-0649**, e-mail: **weszhou@online.sh.cn** Web site: **www.shanghai.gc.ca/event.php?lg=en&id_event=20**

INFORMATION TECHNOLOGY

SHENZHEN — October 12-17, 2002 — **China High-Tech Fair**, focussing mainly on ICT, but also on biotechnology and other technological developments worldwide. Contact: Minster Li, Commercial Officer, Consulate General of Canada in Guangzhou, tel.: **(011-86-20) 8666-0569, ext. 3354**, fax: **(011-86-20) 8667-2401**, e-mail: **minster.li@dfait-maeci.gc.ca** Web site: **www.chtf.com**



BEIJING — October 29-November 2, 2002 — **PT/EXPO COMM CHINA 2002 (ICT)**, contact: Rosaline

Kwan, Trade Commissioner, Canadian Embassy in Beijing, tel.: **(011-8610) 6532-3536, ext. 3367**, fax: **(011-8610) 6532-4072**, e-mail: **rosalinekwana@dfait-maeci.gc.ca** Web site: **www.expocomm.com/pt/**

HONG KONG — December 2-7, 2002 — **International Telecommunication Union Asia 2002**, contact Brian Wong, Commercial Officer, Canadian Consulate General in Hong Kong, e-mail: **brian.wong@dfait-maeci.gc.ca** Web site: **http://itu.int/asia2002** To register, contact: ITU in Geneva, fax: **(011-41) 22-730-6444**.

MEDICINE

CHENGDU — November 3-6, 2002 — **Int'l Conference & Exhibition on Modernizing Traditional Chinese Medicine**, tel.: **(011-86-28) 8335-2386, (011-86-28) 8339-6965**, fax: **(011- 86-28) 8335-2386, (011-86-28) 8332-6884**, Web site: **www.ccpit-sichuan.org/English_version/index/index.htm**

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A gem of an opportunity

14th International Jewellery Tokyo 2003



Since the Canadian Diamond Debut, an event held at the Canadian Embassy in Tokyo in June 2001 to introduce the Canadian diamond industry to Japan, the Embassy has noticed a growing interest among Japanese retailers, wholesalers and importers in Canadian diamonds. Canada's diamond exports to Japan amounted to \$131,000 in 2001 — a very modest figure. However, from the time Canadian diamond mining began about a decade ago up until 2000, this figure was virtually nil.

Canada's international reputation and image have contributed to capturing the interest of the Japanese jewellery industry which has become increasingly sensitive to conflict diamonds — diamonds that originate from areas controlled by rebel forces or factions in various countries. Because tracing a diamond's country of origin remains difficult, Canadian industry and government are working towards a standardized certification process.

The Japanese industry, looking to introduce new products as a means of re-energizing its jewellery market, believes that Canadian diamonds and other Canadian jewellery could generate new demand and thus add sparkle to Japan's market.

Market overview

Japan produces only one type of precious stone (cultured pearls) or metal commonly used in jewellery. As such, the Japanese jewellery market relies on imports for virtually all of its raw material supplies.

The Japanese jewellery market was worth about \$13 billion in 2001. Jewellery imports rose on both a volume and value basis in 2000, up 10.4% and 6.5% respectively, from the year before.

The leading import on a value basis in 2000 was gold, at 51.9% of the total. On a volume basis, the leading import was silver, at 88.4% of the total.

Platinum demand rose in recent years in Japan due to the popularity of white-metal jewellery. Given the high platinum prices, however, makers now tend to use white gold or silver as a cheaper alternative. Other jewellery that have been rising in popularity are coloured or semi-precious stones.

Diamond imports into Japan, on a value basis, are estimated at about \$1.9 billion. India now accounts for 38% by value of all diamonds imported into Japan, Israel about 28%, Belgium 24% and the U.S. about 4%, the remainder coming from other countries.

There has been some interest in the Japanese market among foreign brand companies such as Tiffany, Van Cleef, Harry Winston, Debeers, Luis Vuitton, and Gucci and they now account for 10% of diamond market sales in Japan.

14th International Jewellery Tokyo (IJT 2003)

Canadian jewellery designers, manufacturers, and jewellery equipment manufacturers are encouraged to capitalize on the heightened interest of Japanese industry in Canada as a new source of jewellery products, by participating in trade fairs such as **IJT 2003**, one of the premier trade fairs in Tokyo. **IJT 2003** will be held from **January 29 to February 1, 2003** at the Tokyo Big Sight. The exhibits comprise gemstones, jewellery products, and jewellery related products.

For further information on **IJT 2003**, visit Web site: <http://web.reedexpo.co.jp/ijt/english>

Given that France, Germany, and Italy, the major jewellery exporters to Japan, have been maintaining a large presence at IJT, the organizers, through the Canadian Embassy in Tokyo, are encouraging Canadian participation. The Embassy believes that this is an excellent way to raise the profile of Canada's diamond and jewellery industry.

For more information, contact Masanobu Tsukada, Commercial Officer, Canadian Embassy in Tokyo, tel.: **(011-81-3) 5412-6426**, e-mail: masanobu.tsukada@dfait-maeci.gc.ca or Ruriko Koike, Commercial Officer, Canadian Embassy in Tokyo, tel.: **(011-81-3) 5412-3396**, e-mail: ruriko.koike@dfait-maeci.gc.ca or Joy Vicente, Trade Commissioner, Japan Division, DFAIT, tel.: **(613) 995-1678**, e-mail: joy.vicente@dfait-maeci.gc.ca 🌸

China trade fairs

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MINING

CHONGQING — October 21-23, 2002 — **China Mining 2002 Conference**, tel.: **(011-86-10) 6831-0893**, fax: **(011-86-10) 6831-0894**, e-mail: dic@cags.cn.net

MULTI-SECTOR

CHONGQING — October 27-29, 2002 — **China Western Development Forum**, Economic Development, contact: Jia Hui, Chongqing Planning Commission, tel.: **(011-86-23) 6903-6777**, fax: **(011-86-23) 6903-9052**, **(011-86-23) 6387-7822**, Web site: www.developwest.gov.cn (in Chinese). 🌸

Mission to India — *continued from page 1*

The mission

Beginning in New Delhi, the mission, organised in partnership with DFAIT and the Canadian High Commission in India, will include key cities specifically targeted by the various natural resources sectors.

As a member of the delegation, you will have the opportunity to learn about business practices in India, connect with local government decision makers and business leaders in the region, and present your products and services to potential clients. In addition, match-making sessions will let you network with Canadian businesses active in the region, and you can build or strengthen local business partnerships and participate in technology seminars.

A vibrant economy

The thriving market in India makes this country a natural choice for a mission. It is the world's fourth largest economy in purchasing power, with an estimated growth in GDP of more than 5 % in 2001–2002, according to India's Central Statistical Organization.

It is also an economy that is opening up to trade with our country. Canada's exports to India grew an impressive 20% in 2001 to \$656 million, indicating a deepening economic relationship between the two countries.

Export Development Canada has identified India as one of three "premium" markets and is actively seeking more business in that country. And according to the Canadian Commercial Corporation, "the ongoing progress of trade liberalization in India, combined with the credibility and confidence associated with Canadian enterprise, will undoubtedly generate significant export contracts for Canadian suppliers."

A wealth of opportunities

Canadian firms are world leaders in the sectors in which India seeks

expertise and business opportunities. Energy is a good example. India has made a commitment to bring electricity to the entire country by 2012, and demand for crude oil is growing faster than domestic capacity for production. As well, with government financial incentives for renewable energy sources such as wind, small hydro and biomass, there is a large potential for Canadian firms.

Canada's forest sector, seeking to broaden its export markets, can find room for expansion in India. The growth of India's middle class, combined with restrictions on domestic logging, has created an expanding market for imported wood products, and many opportunities to explore.

In earth sciences, Canadian geomatics firms can find a niche in India's growing market for hardware, software and spatial data that is expected to reach close to \$4 billion over the next five to seven years. And the geoscience industry can help India meet its commitments to explore lead and zinc reserves.

India's mineral opportunities create an ideal market for Canada's mining sector. Canada's renowned capabilities in coal mining, steel production and metal processing can help increase India's current production by nearly twofold.

Canadian expertise, naturally

The mission provides an opportunity to advance Canada's agenda of improving quality of life through the sustainable development of natural resources. It also builds on Canada's commitment to creating a world-leading economy driven by innovation, ideas and talent.

The world is turning to Canada more and more for its expertise in natural resources. Canadian firms in this sector have successfully marketed products and technology and improved investment prospects during business development missions in Latin America, China and Mexico in recent years.

For more information on the mission — the deadline to register is **September 27, 2002** — contact the Mission India Office, Natural Resources Canada, tel.: **(613) 995-3961**, fax: **(613) 943-0550**, e-mail: **missionindia@nrcan.gc.ca** 🌟

More visibility for Canada at International Aid and Trade

NEW YORK — June 19-20, 2002 — The **International Aid and Trade** show presented an exciting forum for Canadian companies to explore procurement opportunities with New York-based UN agencies.

In an effort to increase visibility for Canada, the federal government organized a Canadian Pavilion to help industry pursue these unique market opportunities. Throughout the duration of the event, several activities such as a Canadian reception were integrated to showcase the presence of the Canadian delegation.

Coordinated effort

In collaboration with the Trade Commissioner Service of the Department of Foreign Affairs and International Trade (DFAIT), Industry Canada hosted the greeting for Canadian participants, and the Canadian Commercial Corporation sponsored the Canadian reception which enabled several UN representatives, including head Procurement Officers, to become familiar with the wide variety of Canadian products and services that could be supplied to the UN markets.

continued on page 13 — International

Interested in African markets?

AfDB coming to Canada

HALIFAX, MONTREAL, LONDON, MISSISSAUGA — November 1-8, 2002 — The African Development Bank (AfDB) is sending three of its experts on a mission to Canada to conduct a series of seminars on "How to Do Business with the AfDB."

Jean-François Desgroseilliers, Commercial Liaison Officer with AfDB at the Canadian Embassy in Abidjan, will accompany the mission.

Because Canada is a member of the AfDB, Canadian firms and consultants are entitled to bid on projects funded by the Bank throughout the African continent. The presentations by the Bank's experts will be aimed at companies that export or are ready to export to Africa and would like to become better acquainted with the AfDB's procurement rules,

existing sources of information on business opportunities generated by the Bank, and its priority sectors of involvement.

This mission is particularly relevant at a time when Canadian trade with Africa is receiving new impetus due to announcements by Prime Minister Jean Chrétien at the G8 Summit in Kananaskis.

For more information on these seminars, contact:

- **Halifax** — November 4 — Christine Smith, Trade Commissioner, International Trade Centre, tel.: **(902) 426-9957**, e-mail: **Smith.Christine@ic.gc.ca**
- **Montréal** — November 5 — Ratiba Benbouzid, Communications Officer, Forum francophone des affaires, tel.: **(514) 849-4572**,

ext. **224**, e-mail: **rbenbouzid@ffacnc.qc.ca**

- **London** — November 7 — Rowena Dias, Director, IFI projects, Ontario Exports, tel.: **(416) 314-8242**, e-mail: **Rowena.Dias@eoi.gov.on.ca**
- **Mississauga** — November 8 — Deborah Turnbull, Vice President, International Trade and Development, Canadian Manufacturers and Exporters, tel.: **(905) 568-8300**, ext. **290**, e-mail: **deborah.turnbull@cme-mec.ca**

For questions relating to AfDB business opportunities, contact Jean-François Desgroseilliers at the Canadian Embassy in Abidjan, e-mail: **jean-francois.desgroseilliers@dfait-maeci.gc.ca** or Marc Parisien, IFI Team Leader, Africa/Middle East, International Financial Institutions Unit, DFAIT, tel.: **(613) 996-6188**, e-mail: **marc.parisien@dfait-maeci.gc.ca** ✨

International Aid and Trade

— continued from page 12

Together, the Consulate General of Canada in New York, the Canadian Space Agency, Natural Resources Canada, the Saskatchewan Trade and Export Partnership and several representatives from Canadian industry, contributed to the success of Canada's presence at the show.

Opportunities

The event — the main theme was 'Building Capacity for Sustainable Markets' — consisted of a series of business seminars, a conference and an exhibition area focussing on trade and development. Present at the show were representatives from the United Nations Procurement Division (UNPD), the United Nations Development Programme (UNDP), the United Nations Office for Project Services (UNOPS), the United Nations Environment Programme

(UNEP), and the United Nations Development Business (UNDB), as well as the World Bank (WB) and the North American Development Bank (NADB).

According to the *United Nations System: Annual Statistical Report 2000*, the UN System procured a total of US \$3.7 billion of which US \$2.3 billion were for goods and US \$1.4 billion for services. The UNPD represented US \$598.1 million (majority attributed to services) and the UNDP US \$588.8 million (mainly in goods). The report can be consulted on-line at **www.iapso.org/information/publications.asp#stats** to determine what the demand is for your goods or services among the approximately 40 affiliated UN agencies.

For more information on UN market opportunities, check the UN

section of IFINet at **www.infoexport.gc.ca/ifinet/agencies-e.htm** or contact Alexandra Wood, Export Financing Division, DFAIT, tel.: **(613) 944-0910**, e-mail: **alexandra.wood@dfait-maeci.gc.ca**

For those interested in the **European International Aid and Trade** show, it will be held on **January 29-30, 2003**, in Geneva, Switzerland. Visit **www.aidandtrade.com** or contact Kevin Sammon at **kevin.sammon@aidandtrade.com** ✨



Global Summit of Women

Participating on behalf of International Trade Minister Pierre Pettigrew, Jean Augustine, Secretary of State (Multiculturalism) (Status of Women), led a Canadian delegation of 15 public- and private-sector participants to the **Global Summit of Women**, held in Barcelona, Spain from July 11-15, 2002.

The Summit was a forum for women entrepreneurs to exchange ideas and best practices on the development of international business opportunities. Presentations focused on the professional challenges facing women and their businesses in education and health, information and communication technologies, and social, cultural and political issues.



Secretary of State Jean Augustine (top row, fourth from left) and members of the Canadian delegation.

Canada's role

Five Canadian delegates participated on panels: Simone Desjardins, Senior Vice-President of Operations for the **Business Development Bank of Canada**; Sandra Wear, Owner and CEO of **Tykra Inc.**; Nicole Beaudoin, President of **Réseau des femmes d'affaires du Québec**; Florence levers, Co-ordinator for **Status of Women Canada**; and Secretary of State Augustine.

Augustine spoke about Canada's increase in access to the 'e-world'. "Of our population aged 15 or over," she said, "53% use the Internet at work or at some other location, three times the 1994 rate of 18%."

Augustine also noted the Government of Canada's role in helping Canadians access the Internet. "Public policy has focused on bringing Canadians training and access to the information highway," she said. "A driving force has been Industry Canada's Connecting Canadians initiative, aimed at connecting our citizens to the Internet by providing information, educational resources and training, including outreach to many small and remote communities across our vast and diverse land."

Making connections

Over 600 women from 79 countries attended the Summit to exchange ideas on business practices, look for opportunities to develop international business links, and to network with women from all over the globe. "The summit is like an Executive MBA in International Business," said Evmur Taran, President of Northern Legacy Inc. "Where else," she asked, "can I buy this information for \$4,000 while gaining incredible business contacts and future business opportunities?"

"I came away from the Summit having met some dynamic businesswomen from many countries," said Jamuna Burry, President of Acorn Web Development in Mississauga, Ontario. "The connections I made were invaluable to the future growth and development of my company and our projects. Attending the Summit was an opportunity to exchange ideas, concepts, goals and learn what other companies in my field were doing," she added.

Florence levers, Co-ordinator for

Status of Women Canada, said "The Summit was a great opportunity for Canadian women to introduce themselves to global women and I am pleased that the Department of Foreign Affairs and International Trade (DFAIT) has taken an active role in promoting this Summit for businesswomen.

"We must start to see more women entrepreneurs as clients," she added. "Until we do, and until we have reached an acceptable participation of this cluster of exporters, we cannot rest. We cannot lose our energy for recruiting and supporting this relatively new but dynamic business sector in the export arena." She urged governments "to provide targeted assistance in supporting the trade initiatives of women-owned businesses that are developing export markets."

For more information on the **2003 Global Summit of Women**, contact Krista Robertson, Trade Commissioner, DFAIT, at **(613) 996-4785**, or e-mail: krista.robertson@dfait-maeci.gc.ca

A calendar of events of interest to women in international trade can be found at www.infoexport.gc.ca/businesswomen 🌸

Business in Africa

— continued from page 2

participate in this aspect of African development.

With a population approaching 700 million — double that of the European Union — sub-Saharan Africa offers many business opportunities for the Canadian business person who participates in Africa's growth and development.

For more information, contact Don Butler, Sub-Saharan Africa Trade, DFAIT, tel.: **(613) 944- 6586**, e-mail: don.butler@dfait-maeci.gc.ca 🌸

The place to be for ICT

PT/Expo Comm China

BEIJING, CHINA — October 29 - November 2, 2002 — Canadian firms are invited to participate in the upcoming **PT/Expo Comm China**. More than 350,000 attendees from China and the Pacific Rim as well as 700 exhibiting companies representing 30 nations will come together during this event.

In the last decade, China has been a leader in economic growth. Most experts anticipate continued double-digit growth in that country's ICT sector over the next few years. China was Canada's 3rd largest export market for ICT products last year, with Canadian exports to mainland China more

than doubling from 2000 to 2001. With China's accession to the WTO, this will create further commercial opportunities for Canadian companies in that large country's ICT market.

Opportunity not to be missed

As the largest ICT industry exhibit in Asia, **PT/Expo Comm China** attracts wide participation from global telecommunications and ICT players. The event will showcase public information and communication services, network services, exchange and transmission technologies and equipment, terminal equipment, computer hardware equipment and software products, network technologies and related

products, and communications accessories. Advanced technology and equipment such as 3G mobile communications, satellite communications, network multimedia, WAP applications, IP network, and UDWDM and XDSL will also be featured.

Canadian companies looking to expand in the Chinese market are invited to showcase their products and services, take part in a technical seminar to a targeted Chinese audience, and network at a Networking Reception at the Canadian Embassy in Beijing.

For more information, contact Jacqueline Benoit, Industry Canada, tel.: **(613) 946-5801**, e-mail: **benoit.jacqueline@ic.gc.ca** or Rosaline Kwan, Canadian Embassy, Beijing, tel.: **(011-86-10) 6532-3536**, e-mail: **rosaline.kwan@dfait-maeci.gc.ca** ✨

CeBIT is back with a bang

HANNOVER, GERMANY — March 19-23, 2003 — The official Canadian presence is back at the world's largest Information and Communications Technology trade event, **CeBIT**.

The Department of Foreign Affairs and International Trade, in conjunction with Industry Canada, will have an information booth in the main Canadian

pavilion. In addition, a number of promotional activities are being prepared to raise the awareness of the Canadian presence at this leading global ICT event. Canadian Trade Officers from several European posts will be in attendance to advise exhibiting companies on opportunities in their respective markets.

For more information, contact Cliff Singleton, Commercial Officer, Canadian Consulate, Munich, tel.: **(011-49-89) 2199-5717**, fax: **(011-49-89) 2199-5757**, e-mail: **munich-td@dfait-maeci.gc.ca** or for information on exhibit options, go to **www.hfcanada.com/cebit** or visit **www.cebit.de** ✨

Canada at GITEX 2002

World's 3rd biggest IT show

DUBAI, UAE — October 13-17, 2002 — For the 6th consecutive year, Canada will be hosting a national pavilion organised by the Canadian Consulate in Dubai at the **Gulf Information and Technology Exhibition (GITEX)**.

Each year, more than 40,000 international visitors attend **GITEX**. Multimedia, video conferencing systems, graphic processors, network equipment, multi-lingual applications, on-line information and services, portable computers, CAD systems, telecommunications, software and equipment will be featured. Other on site activities include seminars and conferences and one hall has been reserved as a retail showcase specialising in home computer equipment. **GITEX** offers the overseas manufacturer a unique opportunity to establish a foothold in this very affluent region.

For more information, contact Fouad Soueid, Senior Commercial Officer, Canadian Consulate in Dubai, tel.: **(011-971-4) 352-1717**, e-mail: **fouad.soueid@dfait-maeci.gc.ca** ✨

IRAN PLAST 2002

TEHRAN, IRAN — December 10-14, 2002 — The first International Plastic and Rubber Exhibition, **Iran Plast 2002**, will take place in the Tehran Fairground. Raw and auxiliary material, machinery and equipment, finished and semi-finished products, technical and engineering services in the plastic and rubber industry will be exhibited.

For more information, contact Majid Bagherzadeh, Commercial Officer, Canadian Embassy, Tehran, tel.: **(011-98) 21-873-2623/6**, fax: **(011-98) 21-875-7057**, e-mail: **majid.bagherzadeh@dfait-maeci.gc.ca** ✨

Investing in connections

CISA Conference

DALLAS, TEXAS — October 30, 2002 — The Canadian Consulate General in Dallas is a co-sponsor of the 7th annual **Corporate Investment and Strategic Alliances Conference (CISA)**.

CISA events are the oldest, largest and most successful conferences in the U.S. dedicated exclusively to corporate funding.

The Consulate would like to leverage this opportunity to promote Canadian companies and help them access the corporate investments and strategic alliances opportunities that will be presented at the Conference. In addition, the Consulate will be planning, at no extra charge, a full-day program on October 29 to introduce Canadian

companies to "doing business in Texas" and to the corporations and venture capitalists in its territory.

For more information, check out the conference Web site: **www.cisaconferences.org** Any Canadian company interested in participating should contact Marcy Grossman, Consul and Trade Commissioner, Canadian Consulate General in Dallas, tel.: **(214) 922-9812, ext. 3355**, fax **(214) 922-9815**, e-mail: **marcy.grossman@dfait-maeci.gc.ca** ✳

COMDEX Fall 2002

LAS VEGAS, NEVADA — November 18-22, 2002 — **COMDEX Fall 2002** is the largest IT show in the Americas. The Department of Foreign Affairs and International Trade (DFAIT) will be making it easier for Canadian information and communications technologies (ICT) enterprises to get the attention of some of the world's top high-technology buyers. DFAIT will offer to exhibitors, at no extra charge, access to the services of a marketing communications consultant who will help them prepare marketing plans and media strategies for the event. Each exhibitor will also receive information about market opportunities and trends, and will be provided with assistance in developing market entry strategies tailored to their individual U.S. market development objectives. Major value-added resellers, system integrators, distributors, and original equipment manufacturers will be contacted before the event and provided with a list of the Canadian exhibitors.

To help Canadian firms focus on strategic objectives rather than booth construction and coordination, the Canadian pavilion will be located in a highly visible, high-traffic area — near the Microsoft, Palm, Sony and EDS pavilions — prime territory for delivering the message that Canada is the centre

of ICT innovation and the destination of choice for ICT investment.

For more information about exhibiting at **COMDEX Fall 2002**, contact Pat Fera, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: **(613) 944-9475**, e-mail: **pat.fera@dfait-maeci.gc.ca** Web site: **www.comdex.com/fall** ✳

SAFETY AND SECURITY OPPORTUNITIES

MEXICO CITY, MEXICO — November 5-8, 2002 — Canada will have a national stand at **SeguExpo 2002**, Mexico's premiere trade show in the Safety and Security Sector, which features subsectors such as industrial safety, personal protection, electronic security, fire prevention and fire-fighting, surveillance and access control.

Organized by the Mexican Occupational Health Association, this event provides an optimal marketing environment for companies to show and promote their products and services. The exhibition, which will be held at the World Trade Center, attracts around 6,000 visitors.

The Canadian Embassy in Mexico City invites Canadian companies in the safety and security sector to participate. To learn more, visit **www.seguexpo.com** or contact Lorena Ochoa at the Canadian Embassy in Mexico City, tel.: **(011-52-55) 5724-7987**, e-mail: **lorena.ochoa@dfait-maeci.gc.ca** ✳

Enquiries Service

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

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