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JAPAN –  
THINK CANADA 2001  
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**SUMMER BREAK!**  
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# Trade mission to Turkey and Greece

*International Trade Minister Pierre Pettigrew invites Canadian companies to participate in a trade mission that he will lead to Turkey and Greece from September 11 to 14, 2001, to explore and develop commercial opportunities in these important markets.*

"This is an ideal time for Canadian firms to explore business opportunities in Turkey and Greece. With the 17th largest economy in the world, Turkey represents an important market for Canadian goods and services," said Minister Pettigrew. "Greece has set an economic goal of raising its standard of living to the European Union (EU) average by 2010. That can only mean an increased need for infrastructure, and goods and services, which presents many opportunities for Canadian businesses."

During the period 1991 to 2000, Canada's bilateral trade with Turkey increased more than three-fold. For Canadian companies, Turkey presents promising opportunities in the energy, transportation, telecommunications, mining and construction sectors. In particular, considerable potential exists for a substantial increase in Canadian exports of consulting engineering and infrastructure-related equipment and services.

Historically, Turkey has been a strategic intersection between Europe, Asia and the Middle East, allowing trade to flourish, which continues today. The standard of living in Turkey approaches a Western European level, and with Turkey and the European Union increasing their level of co-operation, that will likely continue to improve.

*Continued on page 13 – Turkey*

## Canada's first trade commissioner



*From left to right: Terry Larke, John Short Larke's great-grandson; Sue Larke, Terry Larke's wife; Robert Larke, John Short Larke's grandson; John Gero, Assistant Deputy Minister, International Business, and Chief Trade Commissioner.*

John Short Larke was Canada's first full-time trade commissioner officially appointed "Commercial Agent" to Australia in 1894. His duties were not unlike those of today's trade commissioners: to develop a market for Canadian products in Australia; to develop a list of Canadian suppliers

*Continued on page 13 –*

**First trade**



# International Business Opportunities Centre

**T**he 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/webleads/webleads.asp](http://www.iboc.gc.ca/webleads/webleads.asp)

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.

**INDIA** — Exploration and Production of Coal Bed Methane (CBM) — The Government of India invites bids for the exploration and production of CBM, divided into the following seven blocks: Jharkhand (2); Madhya Pradesh (3); Rajasthan (1); West Bengal States (1). Companies may bid singly or in

partnership for one or more blocks. Closing date: **August 31, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: [eleads@dfait-maeci.gc.ca](mailto:eleads@dfait-maeci.gc.ca) quoting case no. **010430-02251**. (Notice received from the Canadian Consulate in Mumbai.)

**CAYMAN ISLANDS** — Pharmaceuticals — Cayman Islands Hospital invites sealed bids for the supply of pharmaceutical products. The bid request form is available from the chief pharmacist on diskette, in text or Excel format. Closing date: **September 1, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: [eleads@dfait-maeci.gc.ca](mailto:eleads@dfait-maeci.gc.ca) quoting case no. **010530-02636**. (Notice received from the Canadian High Commission in Kingston, Jamaica.)

**DOMINICAN REPUBLIC** — Construction of Electrical Energy Transmission Lines — The EDE [Dominican Electricity Corporation] invites technical and financial proposals for the design, manufacture, supply, testing and implementation of 138 kV and 69 kV power transmission lines, with Optical Fibre Composite Overhead Ground Wire (OPGW). The tender is divided into three packages. 1. East Zone: 42 km of 138 kV transmission lines, one circuit with a conductor (AAAC 559.5 MCM)

per phase in metal towers; 142 km of 69 kV transmission lines, one circuit with a conductor per phase on wood or concrete poles or metal towers. 2. South Zone: 243 km of 69 kV transmission lines, one circuit with a conductor (AAAC 559.5 MCM) per phase on wood or concrete poles or metal towers. 3. North Zone: 44 km of 69 kV transmission lines, one circuit with a conductor per phase on wood or concrete poles or metal towers. Bid documents are available July 9 – July 23, 2001. Cost of bid documents (non-refundable): RD \$5,000. Closing date: **September 7, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: [eleads@dfait-maeci.gc.ca](mailto:eleads@dfait-maeci.gc.ca) quoting case no. **010601-02697**. (Notice received from the Canadian Embassy in Santo Domingo.) 🍁

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



**IBOC**  
International Business Opportunities Centre

## International Business Opportunities Centre

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

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

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**CanadExport**

**T**he *Canada-Arab Business Council (CABC)* is a Canadian chartered, non-profit organization formed in 1983 by the Canadian private sector in recognition of the importance of the Arab world as a trading and investment partner for Canada. Its membership comprises a broad cross section of Canada's leading exporting companies of both goods and services.

The Council's aims and objectives are to:

- promote Canadian trade with the Middle East and North Africa. As a matter of fact, a trade mission to this region is being planned for this fall. Companies interested in more information are invited to contact the Council secretariat;
- serve as a business advisory body to governments in Canada on matters relating to Canada's trade and economic relations with the region;
- create an awareness in the region of Canada's business and commercial capabilities and, in Canada, a greater awareness of the importance of trade and economic linkage with the business, commercial and financial centers of each regional market;
- create an awareness of the advantages of investing in Canada, hence a privileged access base to the vast North American Free Trade Market;
- inform its members of business opportunities, and of economic and political developments, in the region; and to assist members in their trade and investment activities in those markets;
- provide a networking forum for Canadian companies to assist each other and work together to secure business opportunities in the region.

### Membership and support

Council members represent a broad range of Canadian companies active in manufacturing, engineering, financial services, information technology, transportation, project management and other services. Each of our members has an active interest in developing business relations in the region and their business strategies include

exporting, joint ventures, investment and importing.

The Council's success as a business and trade promotion agency is not only attributable to the active support of its membership, but also to the co-

- telecommunications
- government services
- transportation and finance

Each of these sectors represents a significant and increasing part of total merchandise exports to the region.

## Opening doors for Canadian exporters

# The Canada-Arab Business Council

operation received from both Federal and Provincial governments.

As of November 1999, the Council uses the administrative services of Canadian Manufacturers & Exporters (CME) and benefits from the CME's cross-Canada network of offices with access to over 2,000 companies in manufacturing and services.

### Opportunities

The region offers growing opportunities for Canadian companies. In 2000, merchandise trade between Canada and the countries of the Middle East and North Africa exceeded \$6.7 billion, an increase of over 46% from the previous year.

Canadian high-technology products and services are in great demand in Arab countries. Opportunities exist for Canadian exporters in:

- transportation
- telecommunications
- environmental technologies
- agriculture
- construction
- oil and gas
- power generation and transmission
- education and training

Opportunities also exist in service exports in such sectors as:

- environmental technologies
- livestock management
- healthcare
- architecture
- education and training
- geomatics

### Links with other chambers

Over the years, the CABC has established cordial and mutually beneficial relationships with most of the Chambers of Commerce and Industry of the countries of the region, namely with:

- Egyptian Businessmen's Association (Egypt-Canada Business Council)
- Alexandria Business Association
- Jordanian Businessmen's Association (Jordan-Canada Business Council)
- Abu Dhabi Chamber of Commerce and Industry
- Dubai Chamber of Commerce and Industry
- Council of Saudi Chambers of Commerce and Industry
- Saudi-Canadian Business Council
- Chamber of Commerce of Oman
- L'Union Tunisienne de l'Industrie, du Commerce et de l'Artisanat (UTICA).

The Council is also in the process of formalizing similar privileged relationships with the other Chambers of Commerce and Industry of the countries of the region.

### Contact

All companies with interests in the region are invited to join the Council, support its activities and bring greater momentum to Canada's growing presence in the rapidly changing Arab world.

For more information, call (905) 568-9413, or visit [www.canada-arabbusiness.org](http://www.canada-arabbusiness.org) 🌟



# PERU

# The Oil and

With a team of 500 business professionals in more than 130 cities around the world, the **Trade Commissioner Service** has the market knowledge you need to succeed in your target market. Our Market Research Centre and our offices abroad have prepared over 600 market studies available for free on our Web site. These studies will help you identify foreign business opportunities and learn more about your target market.

This is an overview of the market. For a more in-depth study of this market and for other studies, visit our Web site. When you are prepared to do business abroad, you can use our Web site to get in touch with our offices around the world and request personalized services electronically.  
**www.infoexport.gc.ca**



Peru's oil and gas market has attracted investors and companies worldwide. Propelled by the discovery of the Camisea and Aguaytia gas fields, the Peruvian market holds great potential, especially for Canadian companies in the oil and gas equipment industry.

### Market Overview

The Amazon jungle of eastern Peru is the country's major natural gas and oil producing region. Peru also has 15 million hectares of largely unexplored offshore basins. In 2000, petroleum companies invested nearly \$300 million in exploration activities in Peru — double the amount invested in 1999.

### Natural Gas

Peru's natural gas reserves are estimated at nine trillion cubic feet. Natural gas supplies about 7% of the country's demand and is used mainly for electricity generation, industry and mining.

HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE

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



See insert for your Oil and Gas Equipment and Services Industry contacts in Latin America and the Caribbean.



Over 600 market reports  
in 25 sectors available at:

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

# d Gas Market

The Aguaytia gas field has proven reserves of 223 billion cubic feet and produces an average of 4,800 barrels per day (b/d). This project will require the construction of a pipeline worth approximately \$3 million.

In 1999, Peru's natural gas production was 14.64 billion cubic feet, or an average of 40.1 million cubic feet per day. Development of Camisea will dramatically alter the country's energy reserves and consumption patterns when the \$4.5 billion project comes on-stream in 2004.

## Oil

Peru's demand for oil is about 140,000 b/d, with local production supplying about 106,000 b/d. Crude oil imports were estimated to be worth about \$447.7 million in 2000. Estimated reserves of 16 billion barrels are in 18 sedimentary basins located across the country.

## Oil and Gas Equipment

Peru relies on imports for its oil and gas equipment needs. Last year, the market for oil and gas equipment was estimated at \$170.9 million. This market is expected to grow considerably now that the midstream — transportation and distribution — stage of the Camisea project has been awarded.



## Opportunities

Canadian companies will find opportunities in Peru to supply

equipment and services for drilling wells, and pipelines for transporting petroleum and gas. The development of Camisea will also create a need for natural gas production and transportation infrastructure.

The following are some of the most promising niche areas for Canadian equipment and service suppliers:

- drilling and pumping machines
- line pipe, casing, tubing and drilling pipe
- vessels for compressed gas
- mobile drilling derricks
- gas metering systems

## Market Access

The use of an agent or distributor is recommended to assist with language, customs clearance and servicing requirements. Canadian suppliers selling to the Peruvian government must register with the appropriate ministry and should retain an agent to seek compliance advice about Peru's complex tendering regulations. Tender notices are typically published in Peru's main newspapers, and procurement information is available through

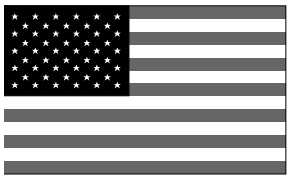
the United Nations Development Program.

Goods and services imported to Peru to be used during the exploration phase are duty-free. As well, Peru has a very liberal investment environment. Foreign investors get the same treatment under the law as nationals.

## See Potential?

To learn more about these market opportunities, the competitive environment, and market entry strategies, please read *The Oil and Gas Market in Peru*. This report and hundreds of others, prepared by the Market Research Centre of the Trade Commissioner Service, are available on-line at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

The screenshot shows a web browser window with the URL [www.infoexport.gc.ca](http://www.infoexport.gc.ca). The main text on the page reads: "Could this be your market? Complete report at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)". Below this is a circular image of an oil field with the text "The Oil and Gas Market". At the bottom, there is a button that says "Access our market studies" with a mouse cursor pointing to it.



# The U.S. Connection

**T**he U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (URT). For information about articles on this page, contact URT by fax at **(613) 944-9119** or e-mail at **commerce@dfait-maeci.gc.ca**. For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at **1-888-811-1119**.

## Aboriginal export trade mission to the U.S.

The Department of Foreign Affairs and International Trade ([www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)) announces a unique export education mission for Aboriginal-owned companies and business organizations across Canada that wish to pursue a new export channel to the United States. This **Exporters to the United States (EXTUS) mission** will be held in Minnesota, August 12-15, 2001, in connection with the **Native American Business Alliance (NABA) 2001 Convention**.

EXTUS mission objectives:

- to provide export education to participants;
- to offer an opportunity to network with U.S. Native-owned firms;
- to observe and draw information as well as contacts from the NABA convention; and
- to help participants increase their export sales to the U.S.

NABA's annual convention brings in representatives from over a dozen *Fortune 500* corporations (such as American Express ([www.americanexpress.com/homepage/personal.shtml](http://www.americanexpress.com/homepage/personal.shtml)), Ford Motor Company ([www.ford.com/servlet/ecmcs/ford/index.jsp](http://www.ford.com/servlet/ecmcs/ford/index.jsp)), as well as representatives from prominent U.S. Native-owned businesses and U.S. tribal organizations.

A Long Table networking session will give participants a chance to visit briefly with each buyer one-on-one. In addition, NABA offers working sessions and talking circles, designed primarily to promote business development among its members. **For more information** on NABA, visit their Web site: [www.native-american-bus.org](http://www.native-american-bus.org) and click on **NABA 2001 Convention**.

**For more information**, contact Dana Boyle, Business Development Officer, Consumer Products & Cultural

Industries, Canadian Consulate General, Minneapolis, tel.: **(612) 332-7486**, ext. 3358, fax: **(612) 332-4061**, e-mail: [dana.boyle@dfait-maeci.gc.ca](mailto:dana.boyle@dfait-maeci.gc.ca) ✪

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "The U.S. Connection!")

## BrainStorming e-Business

**NEW YORK CITY — September 19–21, 2001** — Hear what the world's leading experts have to say about infrastructure, e-sourcing and integration strategies at BrainStorm Group's upcoming **eBusiness Strategy Conference Series** and **eBusiness Integration Conference Series**.

Canadian companies that register with the Canadian Consulate General in New York will receive a complimentary Companion Pass, valued at \$1,495, with the purchase of a 3-day conference package. BrainStorm Group is also extending a special offer for sponsorships. Find out more at: [www.brainstorm-group.com](http://www.brainstorm-group.com)

**For details or to register**, contact Gregg Rock, tel.: **(508) 393-3266** (to register, use priority code EBCCG), e-mail: [gvr@brainstorm-group.com](mailto:gvr@brainstorm-group.com)

**For more information**, contact Philip Wahba, tel.: **(212) 596-1628**, e-mail: [pwahba@canapple.com](mailto:pwahba@canapple.com) or Steve A. Flamm, tel.: **(404) 532-2018**, e-mail: [steve.flamm@dfait-maeci.gc.ca](mailto:steve.flamm@dfait-maeci.gc.ca) ✪

## Attention hardware manufacturers

If your hardware company has its eye on the U.S. market, but needs additional market information to develop an entry strategy, then the Canadian Consulate General in Chicago invites you to attend the **New Exporters to Border States (NEBS) trade mission**, to be held in Chicago on **August 13, 2001**.

The mission will combine a focused educational forum, featuring insights from industry experts, with entry to the **National Hardware**

**Show and National Building Products Expo**, the largest hardware and building products show in the U.S. More than 100,000 U.S. and international buyers are expected to attend the show, which features more than 1,500 exhibitors.

**For more information or to register**, contact Ann Rosen, Business Development Officer, Canadian Consulate General, Chicago, tel.: **(312) 616-1870 ext. 3357**, e-mail: [ann.rosen@dfait-maeci.gc.ca](mailto:ann.rosen@dfait-maeci.gc.ca) ✪

Check the **Business Section of the Canada-U.S. Relations Web site** at [www.can-am.gc.ca](http://www.can-am.gc.ca) ... for valuable information on doing business in and with the United States.



**T**hanks to the efforts of the National Aeronautics Space Administration (NASA), the Canadian Space Agency and an Ottawa-based aerospace company astronauts are now able to precisely attach mechanisms using the Canadarm on space shuttles and the Canadarm2 on the International Space Station (ISS).

*Flying high with CCC*

# Canadian electronic eyes guide astronauts

In 1996, Neptec Design Group Ltd. won a contract with the assistance of the **Canadian Commercial Corporation (CCC)** to supply NASA with its Orbiter Space Vision System (SVS).

This Canadian technology "sees" and "reacts" to changing conditions in space to help astronauts position large structures with swift accuracy. The SVS helps take the risk out of one of the most difficult jobs on space missions: berthing large structures together in space.

## An eye for accuracy

On a 1998 space mission, however, when NASA astronaut Jim Newman tested the SVS he realized that there was still work to be done.

"The 1998 mission was a learning experience," says Newman. "Basically, we found out that the SVS was not

user-friendly, nor was it "robust" enough to read the full spectrum of lighting found in space, which can range from blinding sunlight to pitch black."



Canadian Commercial Corporation

## Getting a better view

Upon returning from space, Newman recommended a number of changes designed to improve the system's capabilities. Based on his background in experimental physics and his first-hand experience with the system, NASA asked Newman to take over as manager of the SVS and Canadarm projects.

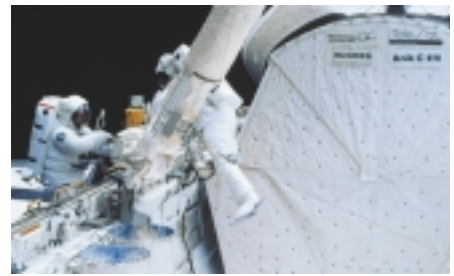
"Essentially, we didn't fully understand how the SVS operated," Newman says. "So we refocused our efforts to find out what we had and how it worked."

Two years later, all of the wrinkles were ironed out, and the SVS became the state-of-the-art system it was originally intended to be.

## A future in space

"The SVS is now more user-friendly, more robust, responsive and accurate," notes Newman. "Since the initial test, the system has been used on four other missions with very successful results, and it will be an integral part of the next two upcoming missions. It now has a future."

In fact, Neptec and NASA, through CCC, are negotiating a new four-year contract. "We're working on a sustaining engineering contract for the next phase," says Mike Kearns, Neptec's Director of Contracts. "Basically, what



Neptec's SVS guides astronauts when attaching mechanisms using the Canadarm on space shuttles.

we're looking at is completing the ISS assembly. Then we have to address how the SVS will continue to be used on the space station."

## CCC a valuable partner

Kearns adds that Neptec's relationship with CCC has been extremely beneficial. "As a small company, it helps to have an agency like CCC act as prime contractor. For small, relatively new companies, a large government agency brings a sense of permanence and accountability to a project."

In his role as program manager, Jim Newman was also impressed with the added value that CCC brought to the table. "CCC project manager Gabriela Gref-Innes attended all of the budget and operational meetings. She helped us to control costs, assess performance standards and establish payment rates," says Newman. "It simplifies the process for both parties, so we can concentrate on the operational and technical requirements."

"We sometimes spent a full day on the telephone, and eventually all the issues were resolved," says Gref-Innes.

"We've been working with CCC since 1996," says Neptec SVS Program Manager Larisa Beach. "Without their help, I don't know if we would have ever got off the ground — and into outer space."

For Neptec, the sky really is the limit!

**For more information** on Neptec Design Group Ltd., contact Mike Kearns, Director of Contracts, tel.: (613) 599-7602, fax: (613) 599-7604, e-mail: [MKearns@Neptec.com](mailto:MKearns@Neptec.com) Web site: [www.Neptec.com](http://www.Neptec.com) 🌟

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) 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](http://www.canadianembassy.org)) under "Business Opportunities: U.S. Government Procurement."

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

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

**W**ith close to \$3 billion in annual agri-food exports, Canada is one of Japan's top five agri-food suppliers and agri-food is one of Canada's predominant exports to Japan. Good news for Canada, but can this ranking be maintained or improved upon?

product bans after in-market tests revealed non-approved GM ingredients had found their way into certain foreign food brands — an expensive and potentially devastating blow to any exporter caught unaware.

Canadian crop producers and food processors should familiarize

all this must be provided at reasonable, low prices. The ability of Canadian exporters to meet these criteria, thereby helping establish a Canadian brand profile, will be key in facing growing competition. Hand-in-hand with establishing this profile is demonstrating market commitment.

## Food for thought

# Canada's market share of Japan's Agri-food imports

Although the Japanese economy continues to show signs of weakness and the country's population growth is very low, it is unrealistic to assume the level of food imports is going to dramatically erode. Japan's efforts at food self-sufficiency are being undermined by diminishing arable land, changing population demographics, and altering lifestyle conditions of its population. There is also little chance that technological or production advancements will enhance domestic food production in the foreseeable future. The end result is Japan's ongoing need to import most of its nutrition from overseas markets. A reflection of this reality was last year's overall US\$46 billion worth of food imports, representing a 3.9% increase from 1999 levels.

Changes in market access and competition mean Canadian exporters need to monitor the Japanese market closely. The emergence of debate over the public safety of genetically modified (GM) crops and related processed foods is an example of one such change. Its presence has led to stringent certification and "place of origin" labeling requirements that track ingredients and end-products through their entire manufacturing and distribution chains. Already this year there have been recalls and

themselves with Japan's new and upcoming product approval and labeling requirements. Current sentiments expressed by the Japanese consumer express either reluctance or outright refusal towards buying GM foods. Exporters able to gain certification and maintain strict quality controls from harvest to the distribution on store shelves will have a distinct advantage in creating brand loyalty.

Is this an immediate boon for organic producers? Not quite. Organic food items are currently finding it difficult to make it to store shelves since the new certification process remains slow and the added costs are hard to pass along to the consumer. It is to be hoped that these snags will be resolved soon.

And consider the competition. Canada's 5% market share lags behind other suppliers such as the United States (30-40%), China (10%), and Australia (8%). Neighboring countries like South Korea, Thailand and Russia are also rapidly entrenching themselves in some vegetable and seafood niches. Further abroad, Norway and Chile are also making inroads.

The desire for convenient, high-quality foods offering benefits to consumer health and safety are driving the Japanese market. Naturally,

Preserving the stable supply of items that are adaptive to Japanese tastes will contribute greatly to protecting Canada's market share.

Escalating health consciousness amongst the Japanese, recent concerns about the safety of traditional supply markets for some products, and low Canadian profile presents Canada with an opportunity to position itself strategically within Japan as a high-quality, safe agri-food provider. Exporters with suitable products and who are willing to explore Japan's market potential will find a variety of information sources and government programs available to them. Making the effort to seek opportunities and being aware of the changing environment within the Japanese agri-food sector will go a long way in helping Canada protect its lucrative market share.

**For more information** on agri-food opportunities in Japan, visit the Government of Canada Web site: [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

**For more information** about trade financing and insurance support for Canadian exports and investment to Japan, contact Mark Bolger, Regional Manager, International Markets, Export Development Corporation, e-mail: [mbolger@edc-see.ca](mailto:mbolger@edc-see.ca) 🍀



**B**reaking open a traditional sake barrel on June 4, 2001 marked the official opening of a trade section in Sapporo, Japan. The new office represents the latest in a series of steps taken by the Government of Canada to expand its presence in Japan's dynamic regional economies.

In one of his last events as Canadian Ambassador to Japan, Leonard J. Edwards presided over the opening ceremony and used the occasion to reaffirm Canada's commitment to increasing commercial relations with Hokkaido: "Hokkaido has always been an important market for Canadian exports of fish, food products and other natural resources," he said. "But I also want Hokkaido to recognize Canada as an innovative and competitive economy with cutting-edge IT capabilities."

The appointment of Shinichi Tsujio as Canada's Commercial Officer in Hokkaido was also announced at the ceremony, which was attended by the Governor of Hokkaido, the Deputy Mayor of Sapporo, and Canadian Honorary Consul Tsuneo Fujita.

The ceremony was held in conjunction with two major **Think Canada 2001** events — **The Prince Hotel Canada Food Fairs** taking place throughout Japan in May and June and the **High-Tech Caravan**, which introduced Canadian IT companies to over 160 representatives from the Sapporo IT community. The day also featured a multi-media presentation marking the 100th session of the Canada School in Hokkaido.

**Think Canada 2001** is a four-month-long festival held throughout Japan to promote Canadian innovation, cultural inspiration and international peace and security initiatives.

### The Canada-Hokkaido connection

Canada and Hokkaido share a cold climate, but their relations are warm. Indeed, their connection goes back a long way through a long-standing "twin" relationship between Hokkaido prefecture and the province of Alberta.

While Canada continues to be a leading supplier to Hokkaido of resource-based products such as lumber, pulp and paper, minerals, meat, fish, grains, oilseeds and prefabricated housing, the Japanese are viewing Canada more than ever as an important supplier of value-added technol-

ogy-driven products and services as well. Japan is now Canada's second-largest trading partner, with two-way trade in goods valued at \$22 billion in 2000.

to bring Canada's high-tech sophistication to Japan's New Economy," Ambassador Edwards explained, "now that the city of Sapporo is emerging as an IT hub in Japan."

In fact, Canada joins the U.S., Russia, China, South Korea, Australia, and Denmark in establishing business centres in the city. Aided by the high-tech experience the new commercial officer brings to the job, the Sapporo trade office is expected to tap into the increased Japanese appetite for Canadian software, aircraft, telecommunications equipment, and environmental products and services. Through such initiatives as missions, trade fairs and seminars, it will create opportunities to forge new business relationships between Canadian and Hokkaido-based companies — in particular small and medium-sized enterprises (SMEs).

Those opportunities were also underscored by International Trade Minister Pettigrew in his announcement of the opening of the new trade office. "This reinforces Canada's commitment to increasing our commercial relations with the regional economies of Japan, including the prefecture of Hokkaido," he said.

Many local partners supported the opening of the new section, including the Hokkaido Government and the City of Sapporo.

**For more information**, contact Shinichi Tsujio, Commercial Officer, Trade Section, Canadian Consulate, Sapporo, tel.: (011-81) 11 708-8702, fax: (011-81) 11 708-8702, e-mail: ctosapporo@gol.com

## Opening another door to trade Sapporo, Japan



*Sake barrel breaking to officially open the Sapporo Trade Office. From left to right: Ambassador Edwards; Hokkaido Governor Tatsuya Hori; and Canada's Honorary Consul Tsuneo Fujita.*

Canada and Hokkaido share something else as well: a desire to establish themselves as leaders in advanced information technology (IT). Canada has a multitude of small, dynamic IT companies eager to build relationships through technology contacts and partnerships. Sapporo also has many rising high-tech stars, always on the look-out for partners as they strive to improve their technologies.

### New office, new opportunities

How was Sapporo chosen as the location for Canada's newest trade office in Japan?

"It seemed that expanding our presence here would be the ideal way

The Netherlands on the map

# Geomaticapark

**S**urveying the right spot for a geomatics business park has had its ups and downs over the years, but finally, on April 1, 2001, **Geomaticapark** opened in the Netherlands. The Park, located 80 km from Amsterdam, promises to be a hot spot for Canadian geomatics companies interested in mapping out a business strategy in Europe.

Over the past decade, geomatics has developed from a specialized sector into a complex industry, encompassing the disciplines of surveying, mapping, remote sensing and Geographic Information Systems (GIS). The business of providing spatial information is expanding its frontiers into many sectors, from traditional to emerging. The industry today is dominated by small-to-medium enterprises (SMEs), many of them recent start-ups, with larger, more established, companies involved primarily in GIS software and remote-sensing systems.

Geomaticapark, which focuses on geomatics and related IT sectors, appears to be breaking new ground in Europe. By gathering geomatics companies together and focusing their strengths, the Park creates synergies that will ultimately point the way to exciting new business opportunities. The Park's "common roof" will also make it easier for tenants to acquire subsidies and attract group projects.

Still in the start-up phase, its spacious and well-appointed buildings are already home to some 10 Dutch geomatics companies, with a combined staff of between 50 to 60 employees. The National Aerospace Laboratory (NLR)



played an active role in establishing the Park and provides tenants with access to the latest in technologies and facilities in one of its nearby operations.

### Location, location

Management at Geomaticapark, which is supported by the Netherlands Ministry of Economic Affairs, the Province of Flevoland and the NLR, is currently recruiting new tenants from within The Netherlands. But both Park managers and tenants are interested in sharing the space with members of the Canadian geomatics community as well. Canada's status as a world leader in geomatics is widely recognized in Europe, reflected in its existing links

with European geomatics companies and co-operative ventures with related organizations such as the European Space Agency.

Already, the Dutch tenants speak enthusiastically about the synergy the park atmosphere has generated and the new products that have been developed as a result. Canadian geomatics companies will find it ideal as a base for European operations and for locating strategic partners in Europe. Not only are most of the tenants already active in Europe but, with its proximity to Amsterdam, Geomaticapark offers easy access to major markets in the EU, such as Germany.

### Useful information

The Geomaticapark Web site ([www.geomaticapark.nl](http://www.geomaticapark.nl)) offers general information about the Park, links to tenants' Web sites as well as a subscription to its newsletter.

*Geo Informatics* ([www.geoinformatics.com](http://www.geoinformatics.com)) is a key English-language magazine produced in the Netherlands about European and international geomatics issues.

**For more information**, contact Chris Rowley, Commercial Officer, Canadian Embassy, The Hague, tel: (011-31-70) 311-1664, fax: (011-31-70) 311-1682, e-mail: [chris.rowley@dfait-maeci.gc.ca](mailto:chris.rowley@dfait-maeci.gc.ca) or Bruno Wiest, Technology and Business Development Officer, Canadian Embassy, Berlin, tel.: (011-49-30) 2031-2363, fax: (011-49-30) 2031-2142, e-mail: [bruno.wiest@dfait-maeci.gc.ca](mailto:bruno.wiest@dfait-maeci.gc.ca) 🍁

Italy's hot ICT market

## SMAU 2001

**MILAN, ITALY — October 18–22, 2001** — Italy's hot Information and Communication Technology (ICT) market is getting hotter and the forecast is for this year's **SMAU 2001** to be even bigger and better than ever. The temperature of the Italian ICT market rose 11% in 2000 to reach a sizzling US\$25 billion.

**SMAU** ([www.smau.it/](http://www.smau.it/)) is Italy's

premier ICT exhibition, the most important in the Mediterranean region and the second largest (after **CEBIT**) in all of Europe. Last year's **SMAU**, which featured product exhibits and conferences spanning the major ICT sub-sectors, attracted over 2,900 exhibitors, 20,000 conference participants and more than half a million visitors.

At this year's **SMAU 2001**, the spotlight will be on the Internet, focusing on solutions for the super-heated e-learning, e-training, e-commerce, and mobility markets, as well as government on-line systems and services.

As it has in the past, the Canadian government is organizing events at **SMAU** to raise Canada's hi-tech profile and to introduce Canadian exporters to Italy. Participants will be offered a number of ways to take the pulse of Italy's exciting ICT market, the fourth largest in Europe:

1. Rent space in the national stand, which is located in a prime pavilion, to showcase products or use it as a base for moving around the fair.
2. Meet leading Italian ICT players at a showcase and partnering event in

*Continued on page 12 – SMAU 2001*

**L**ong-term trade relations between Canada and China just took a giant step forward with the tremendous success of Team Canada's 2001 visit to Beijing, Shanghai and Hong Kong. Now that participants are home again, the Department of Foreign Affairs and International Trade (DFAIT) is offering a number of ways to guide them on the next leg of their business journey.

Accompanied by Prime Minister Jean Chrétien, twelve provincial premiers and territorial leaders, the Minister for International Trade and the Secretary of State (Asia-Pacific), the 600 Canadian business delegates who participated signed deals worth \$5.7 billion.

Canadian firms that are successful in these regions tend to take a long-term view, understanding that to make the most of these markets requires sustained effort and a strategic commitment. Many companies have already laid down deep roots there and are now drawing on these long-established networks to follow-up on the opportunities they identified during the mission.

Without such networks however, Canadian businesses may well wonder where to go from here, how to benefit from the contacts established during the visit or who can help design a regional market strategy. This is where DFAIT steps in, offering a

number of ways to keep the business ball rolling and ensure that Canadian firms continue to reap the mission's rewards.

**Three steps to continued success**

- 1. Visit our Web site InfoExport:**  
Watch for upcoming trade events

*After Team Canada 2001*

# Planning next steps

and activities and follow the links to our team.

- 2. Learn about our Team Canada followup activities:**

On behalf of its commercial team in China and Hong Kong and Team Canada Inc partners, DFAIT has created a menu of major trade activities and events taking place where Canadian exporters can meet local contacts in their sector and investigate the various regional markets. You can now find all the information for these events listed in one place, on the Infoexport Web site. We invite you to consider how these activities will support your China-Hong Kong strategy.



- 3. Contact our team directly:** Our Trade Commissioners and local market development experts are strategically located to provide the information required to plan next steps. They offer market advice, help in identifying contacts, and

will provide the necessary tools to plan a successful business strategy in China and Hong Kong. They can also provide you with information on more specialized trade events taking place in the region.

Representatives of Team Canada Inc's domestic network in Canada are also on hand to provide advice and guidance to help companies plan. As well, DFAIT's China and Mongolia Division can co-ordinate market development support across a broad partnership of government and private sector players.

**For more information,** contact Andrew Smith, Deputy Director (Trade), China and Mongolia Division, DFAIT, tel.: (613) 992-6129, fax: (613) 943-1068. 🌟

## State-of-the-art resource management system Positron wins deal in Hong Kong

Positron Public Safety System Inc. of Montreal signed last month a \$9 million agreement with Singapore Engineering Software Pte Ltd. (SES) to provide an IT sub-system for the Third Generation Mobilising System (TGMS) of the Hong Kong Fire Services Department (HKFSD).

"This is our first major contract in Asia with a leading and respected Asian company like SES," commented Positron President José-Luis Menghini who also acknowledged the support his company received from the Trade

Commissioner Service at the Canadian Consulate General in Hong Kong in meeting with key local contacts.

Positron Public Safety Systems, a wholly owned subsidiary of Positron Inc, is a Canadian company based in Montreal, specializing in the conception, design, manufacturing, supply and installation of integrated solutions for Emergency Response including Call Taking, Dispatching, Mapping and other components. Positron has more than 3,600 systems implemented in the U.S.,

Canada, Latin America, Europe and South Africa. 🌟



*Contract signing in Hong Kong (from left to right): Claude Neunlist, Business Development Manager, Positron; José Luis Menghini, President, Positron; Brian Wong, Commercial Officer, Canadian Consulate General in Hong Kong; and Joseph Tsui, Symphonic Telecom, Positron's partners in Hong Kong.*



**A**frican business will inevitably be on the radar screens of Canadian and global media this fall since President Bush has invited leaders from 35 African nations for a trade and economic forum that will focus on building stronger ties. "We Americans," he says, "want to be more than spectators of Africa's progress."

## A roadmap to Sub-Saharan Africa

# Business opportunities

Increased trade and investment is ultimately the only road that can lead towards development for the region.

### Ottawa company committed

Even small Canadian entrepreneurs can play a part in this process. Ottawa's Benjamin Amosah, for example, has made a number of ventures aimed at developing the potential of the region's food industries. Through his holding company, K-Okuta Group of Co. Int., Inc., Amosah has invested in aquaculture ventures in Guinea, Mozambique, Madagascar and Cameroon, all of which export the bulk of their catch to markets in the European Union.

A native of Ghana, Amosah is well aware of the troubles that exist in Sub-Saharan Africa. But he has an unusual philosophy. "I seek out the troubled spots," he says. "Actually, I go looking for them." Part of the

reason is commercial. "Where the risk is high, the investment returns can be even higher," he adds.

But there is more than that involved. With a deep commitment to Africa's development, Amosah believes that "creating jobs for people, something for them to do other than waiting for handouts from develop-

ment agencies" creates enormous good will towards investors. That results, according to Amosah, "in a positive attitude towards doing the job right, which along with low wages makes for an economically sound rationale for my investments."

### Sub-Saharan Africa country profiles

Of course, the achievements of one small business do not spell success for all in this vast region. Indeed, the Export Development Corporation (EDC) ([www.edc-see.ca](http://www.edc-see.ca)) Spring 2001 survey of Sub-Saharan Africa points out a wide array of problems and pitfalls. Still, EDC expects growth of the region's GDP to accelerate to slightly under 3% in 2001, so there is room for cautious optimism on the macro level.

Furthermore, cautions EDC, "Even if short-term prospects are brighter

for several of the larger economies, almost all continue to suffer from heavy debt burdens and deep-seated structural problems, especially over-reliance on one or two commodities. International initiatives to reduce debt are now gaining ground, but will make little concrete difference in 2001. For the many states still wracked by civil war, persistent economic chaos, or drought, the economies remain on hold and present challenges for investors.

Still, Benjamin Amosah's entrepreneurial optimism makes him see a bright side. "Africa is the next Asia," he says confidently. "And sooner rather than later we will be talking about the African economic miracle the same way we do about Asia's."

### On-line information

There are various Web sites that can provide information about business in Sub-Saharan Africa. Two good starting points are Canada's Africa Direct site ([www.africadirect.net](http://www.africadirect.net)) and African business portal Mbendi ([www.mbendi.co.za](http://www.mbendi.co.za)).

For more information, contact Karra-Lee Gerrits, Trade Commissioner, Sub-Saharan Africa Trade Unit, DFAIT, tel.: (613) 944-6575, fax: (613) 944-7437, e-mail: [karra-lee.gerrits@dfait-maeci.gc.ca](mailto:karra-lee.gerrits@dfait-maeci.gc.ca) Web site: [www.infoexport.gc.ca/main-e.asp?act=7&rid=7](http://www.infoexport.gc.ca/main-e.asp?act=7&rid=7)

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "Trade News") 🌟

## SMAU 2001

— Continued from page 10

- the "Edunet" educational solutions pavilion featuring Canadian on-line learning and training technologies.
3. New exporters who choose not to exhibit can join a NEXOS mission, using the four days to get a close-up view of the market, meeting major players, distributors, agents and reps and taking part in a stimulating array of demos, workshops and technology conferences.

### Three ways to be part of SMAU

For \$200, Virtual Participants can have their product literature displayed at the national stand and receive enquiries from prospective customers back home at the office.

For \$400, New Exporters can use the Canadian stand as a base for business meetings, receive briefings by industry specialists on the Italian ICT market and trends, and then tour the fair at their own pace.

For \$4,000, Full Exhibitors receive the full-service package, which

includes plenty of space in the Canadian stand, plus receptionist and hostess services and assistance in identifying, selecting, and organizing private meetings with potential partners.

The deadline for registering for SMAU 2001 is August 15.

For more information, contact Robert Landry, Trade Commissioner, International Trade Centre (a Team Canada partner), tel.: (514) 283-3940, e-mail: [landry.robert@ic.gc.ca](mailto:landry.robert@ic.gc.ca) 🌟

**T**he Canadian Embassy is now open for and to business in the Libyan capital of Tripoli. The Embassy is staffed by a Chargé d'affaires and the Canadian Ambassador resident in Tunis will continue to be accredited to Libya.

Libya offers new market opportunities for Canadian firms. Its ten-year isolation ended in April 1999 with the suspension of UN sanctions, followed soon after by a lifting of bilateral Canadian export restrictions.

The first-ever officially sponsored Canadian trade mission to Libya took place in February 2001 and, as the 11 participating companies discovered, opportunities abound in the oil and gas sector. Libya has the largest proven oil and gas reserves in Africa. It is also the site of some of the most promising opportunities for new discoveries and employment of innovative techniques for enhanced recovery in the world.

Libya has also undertaken an ambitious project of repairing and refurbishing its infrastructure, as well as that of the oil industry. Several Canadian engineering firms have won contracts in the electrical, water, and petroleum sectors.

Canadian merchandise exports have also increased rapidly in recent years. Libya imports most of its food,

manufactured goods, and raw material needs. Canada's main exports are grains, dairy products, and industrial machinery. Wood, paper, pipes, steel and medical/optical equipment are also frequently exported.

## Canada establishes Embassy in Libya

The most promising sectors for Canadian companies are agriculture, oilfield supplies and services, pharmaceuticals and medical equipment.

Companies wishing to take advantage of the suspension of sanctions must first obtain a certificate from the Economic Law Division, DFAIT, tel. (613) 995-0413, fax: (613) 992-6483. There also continue to be restrictions on the export to Libya of U.S. origin goods, as well as military and dual-use equipment.

While accessing the Libyan market requires special care and attention, the possibilities are unmistakable. The Canadian Embassy staff can offer valuable assistance to Canadian firms looking to enter the Libyan market.

**For more information, contact:**

- George Jacoby, Chargé d'affaires, Canadian Embassy, Tripoli, tel.:

(011-218-21) 335-1633, fax: (011-218-21) 335-1630

- Russell Merifield, Commercial Counsellor, Canadian Embassy, Tunis (also responsible for Libya), tel.: (011-216-1) 796-577, fax: (011-216-1)

792-371, e-mail: [russell.merifield@dfait-maeci.gc.ca](mailto:russell.merifield@dfait-maeci.gc.ca) Web sites: [www.infoexport.gc.ca/tn](http://www.infoexport.gc.ca/tn) and [www.dfait-maeci.gc.ca/tunisia](http://www.dfait-maeci.gc.ca/tunisia)

- Romeo Rojas, Maghreb and Arabian Peninsula Division, DFAIT, tel.: (613) 944-1558, fax: (613) 944-7431, e-mail: [romeo.rojas@dfait-maeci.gc.ca](mailto:romeo.rojas@dfait-maeci.gc.ca) ✪

## Turkey and Greece

— Continued from page 1

Greece's economy has improved tremendously over the last decade (as have Canada's trade and investment relations with Greece), and it is expected to continue exceeding the EU growth average for the foreseeable future, fuelling opportunities in sectors like information technology and telecommunications, aerospace and defence, and agriculture and agri-food.

Greece can also serve as an additional gateway for Canada into other European Union countries and the Balkans, another region offering good trade prospects.

Government goals to raise the standard of living in Greece will mean increased opportunities in many sectors including construction. As well, excellent opportunities will likely result from construction undertaken in anticipation of the 2004 Olympic Summer Games.

**For more information** on trade opportunities in Greece and Turkey, visit: [www.infoexport.gc.ca](http://www.infoexport.gc.ca) and for more information on the trade mission, visit: [www.tcm-mec.gc.ca/welcome-e.asp](http://www.tcm-mec.gc.ca/welcome-e.asp) ✪

## First trade commissioner — Continued from page 1

for selling products to Australia; to visit Australian companies telling them about Canadian products; and to send reports back to Ottawa on market conditions, the competition and opportunities for Canadian goods. During Larke's time, the Canadian Trade Commissioner Service grew from one man to 21 in 16 different countries. Today, the Trade Commissioner Service he pioneered operates 138 posts around the world.

On May 24, 2001, on the occasion of the Trade Commissioner Service Rendez-vous, John Gero, Assistant Deputy Minister, International Business, and Chief Trade Commissioner, pre-

sented Robert Larke, the grandson of John Short Larke, and Terry Larke, John Short Larke's great-grandson, with a museum-quality copy of the Order-in-Council from August 1894 recommending Larke be appointed commercial agent in Australia. As well, they received *A Tribute to John Short Larke, Canada's First Trade Commissioner*, a comic strip history of the Trade Commissioner Service — a sort of "day-in-the-life-of" — depicting that although technologies may have changed over the last 100 years, the role of the trade commissioner has remained the same in building relationships and brokering information. ✪

**O**n March 20, 2001 (and as reported in the April 16 issue of *CanadExport*), the Canadian government announced its decision to pursue the broadest possible political and economic relationship with India. This re-engagement strategy includes

Through ministerial visits and trade missions, the reactivation of CIDA-INC and active support for cultural and sports linkages, Canada will enrich its political dialogue with India and promote mutually beneficial trade and investment opportunities.

# "Re-engaging India":

## What does it mean for Canadian exporters?

*lifting several economic measures and encouraging more commercial and political exchanges. But how exactly does this policy influence doing business in India?*

First, senior official and ministerial visits in both directions have resumed. Canada's Deputy Minister for International Trade travelled there in March and the Deputy Minister of Foreign Affairs visited in April. During the June visit by India's Minister of Power to Canada, International Trade Minister Pierre Pettigrew announced that he would lead a Canada trade mission to India in October. Additional visits are expected to take place in the coming year.

Second, Canada's re-engagement policy means that exporters can now apply for support in India from CIDA's Industrial Co-operation Program (CIDA-INC). Several projects have already been approved.

Third, cultural and sport linkages have been restored and a series of cultural events including Canadian performances, a film festival and a food festival, will begin in November 2001. The resultant visibility and goodwill should enhance the efforts of exporters active in India.

### Top ten reasons to take a closer look at India:

- Minister Pettigrew's trade mission to India in October. For more information, visit [www.tcm-mec.gc.ca](http://www.tcm-mec.gc.ca) or call (613) 995-2194.
- Canada 3000 will begin direct flights to India in October, greatly facilitating business and tourism travel.
- Export Development Corporation just signed a US\$75 million line of credit with the Indian Power Finance Corporation. Additionally, EDC is interested in financing Indian projects in every sector.
- CIDA-INC is once again in a position to consider applications from Canadian exporters interested in India.
- The Canada-India Working Group on Coal was reactivated in March 2001 and should lead to opportunities in the mining sector.
- India is the 11th largest economy in the world, ranks 4th in the world in terms of purchasing power parity, and has one of the fastest economic growth rates in the world.
- India is one of the largest recipients of lending by International Financial Institutions. Projects worth billions of dollars are approved annually.
- The large and growing Indo-Canadian community (nearly one million strong) is an important bridge between the two countries. With their cultural sensitivity and network of contacts, many Indo-Canadians are becoming catalysts for doing more business in India.
- Our new publication, *South Asia Trade Action Plan (SATAP)*, will be



### PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

**P**EMD provides assistance in developing new export markets.

#### Eligibility criteria

- Canadian companies with annual sales between \$250,000 and \$10 million.
- Eligible costs are shared on a fifty-fifty basis.
- The repayable contribution is based on the company's exporting success.

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

(See the PEMD announcement in the July 3, 2001, issue of *CanadExport*.)

*PEMD is jointly administered by DFAIT and Industry Canada.*

available soon and will help you to identify commercial opportunities throughout South Asia.

- As India's need for a multitude of products and services corresponds well with what Canada produces, and English is the language used in business, the fit is very good.

The Department of Foreign Affairs and International Trade encourages Canadian companies to take a brand new look at India and to seriously consider commercial opportunities there. Our trade officers in Canada and India are ready to assist you. Direct inquiries to our officers in Canada via [psa@dfait-maeci.gc.ca](mailto:psa@dfait-maeci.gc.ca) and to our officers in India via [delhi-commerce@dfait-maeci.gc.ca](mailto:delhi-commerce@dfait-maeci.gc.ca) 🌟

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[exportsource.gc.ca](http://exportsource.gc.ca)



## Environmental industry events in Mexico

Looking for opportunities in Mexico's environmental market, especially the water and wastewater sectors? Mark the following major events on your calendar.

**MEXICO CITY** — September 25-28, 2001 — Local industry leaders rate **ENVIRO PRO/TECOMEX** as Mexico's most important trade show in the environmental sector. It is fully supported by the Mexican National Confederation of Environmental Industrialists (CONIECO), which is the main organizer of the conference series. Last year's event attracted over 6,000 visitors. For the ninth show this year, 200 exhibitors are expected to participate.

The Mexican government has made the environment a priority, opening new business opportunities. In 2001 alone, sales of environmental equipment and services should exceed \$5.46 billion. As a NAFTA partner, Canada is well positioned to gain a share of this market. And one of the most effective ways to promote your firm is by exhibiting in the Canadian pavilion at **ENVIRO PRO/TECOMEX 2001**.

The Canadian Embassy ([www.canada.org.mx](http://www.canada.org.mx)) is working closely with the organizers to ensure that your participation yields maximum benefits. Among the advantages: an attractive exhibition space; prearranged one-on-one meetings; technical conferences to promote your products/services; a briefing on arrival and reception at the Embassy; and an extra-low rate for rental of a full booth space (9 m<sup>2</sup>).

To register as an exhibitor or for more information, contact John Gallagher or Joni S. Leonardo, E.J. Krause & Associates Inc., tel.: (301) 493-5500, fax: (301) 493-5705, e-mail: [gallagher@ejkrause.com](mailto:gallagher@ejkrause.com) or [leonardo@ejkrause.com](mailto:leonardo@ejkrause.com) Web site: [www.enviropro.com.mx](http://www.enviropro.com.mx) or Steve Côté, Canadian Embassy, Mexico City, tel.: (011-52-5) 724-7936, fax: (011-52-5) 724-7982, e-mail: [steve.cote@dfait-maeci.gc.ca](mailto:steve.cote@dfait-maeci.gc.ca) Web site: [www.canada.org.mx](http://www.canada.org.mx)

As part of Action Plan 2000 on Climate Change, Industry Canada will lead a climate change workshop/mission at **ENVIRO-PRO 2001** showcasing

Canadian climate change technologies to Mexican and Latin American buyers, as well as addressing recent political change and policy trends across the North American climate change agenda. The workshop will attract private sector partners and local Mexican government decision makers.

For more information, contact Michèle Kingsley, Industry Canada, tel.: (613) 946-2578, e-mail: [Kingsley.Michele@ic.gc.ca](mailto:Kingsley.Michele@ic.gc.ca)

**MONTERREY** — October 1-2, 2001 — Over 200 municipal and industrial water and wastewater managers from all over Mexico are expected to attend the **Water and Wastewater Symposium** at the Centre for Water Studies (Centro de Estudios del Agua), at Monterrey Tec University. This is a hot topic in northern Mexico, where water conservation, hydrogeology studies and water/wastewater equipment are priorities.

Open only to participants, the two-day event includes a conference with keynote speakers, one-on-one matchmaking sessions and an exhibition area. The Canadian Environment Industry Association ([www.ceia-acie.ca](http://www.ceia-acie.ca)) is planning a strong Canadian presence at the event, with up to 20 exhibition spaces reserved for Canadian firms plus Canadian speakers on the main program.

For more information, contact Kim Henderson, Canadian Environment Industry Association, tel.: (613) 236-6222, ext. 3, e-mail: [info@ceia-acie.ca](mailto:info@ceia-acie.ca) Web site: [www.ceia-acie.ca](http://www.ceia-acie.ca) 🍀



## Upcoming trade shows in Dubai

Two major trade shows are on the calendar for October in Dubai, United Arab Emirates (UAE), and Canada will have a national pavilion at each. The shows are opportunities to establish a foothold in the affluent Gulf region, develop existing business or recruit agents.

**October 3-7, 2001** — **INDEX 2001** features furniture and furnishings for homes and businesses/institutions. With 1,000 exhibitors from 50 countries, the show is expected to attract more than 26,000 trade visitors.

The largest and most comprehensive interiors event in the region, **INDEX 2001** meets a rising need in the UAE: tourism is booming, business is expanding, and builders are constructing new hotels, shopping centres and commercial buildings. The result is a strong demand for modern interiors, high-quality furniture and furnishings, and related products.

For more information, visit the **INDEX** Web site: [www.dmgindex.com](http://www.dmgindex.com) or contact Sanam Shahani, Commercial Officer, Canadian Consulate, Dubai, tel.: (011-971-4) 352-1717, fax: (011-971-4) 351-7722, e-mail: [sanam.shahani@dfait-maeci.gc.ca](mailto:sanam.shahani@dfait-maeci.gc.ca) Web site: [www.infoexport.gc.ca/ae](http://www.infoexport.gc.ca/ae)

**October 14-18, 2001** — The **Gulf Information and Technology Exhibition (GITEX)** is the Middle East's leading IT show. Last year, **GITEX** drew 460 exhibitors representing 36 countries and more than 73,000 visitors from around the world.

**GITEX** displays the most recent products and technology in the field of information technology. This year, **GITEX** will include seminars and conferences, plus a retail showcase of home computer equipment.

In the UAE, the software, hardware and telecommunications markets are experiencing unprecedented growth,

*Continued on page 16 – Dubai*

## Upcoming trade shows and conferences

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

**LYON, FRANCE** — September 1-3, 2001 — Lyon, Mode City — One of Europe's top trade events, this is three shows in one: **Lyon Lingerie**, **Lyon Swimwear**, and **Lyon Fabrics**.

**BANGKOK, THAILAND** — September 12-15, 2001 — The **International Food & Hospitality Show** is Thailand's top trade event for the hotel, catering, bakery, food, beverage and retail supplies industry.

**CARTAGENA, COLOMBIA** — October 3-5, 2001 — **Proflora** is the largest flower industry trade show in the Americas.

**FRANKFURT, GERMANY** — October 10-15, 2001 — The annual **Frankfurt Book Fair** is the world's largest event in the publishing industry, and over 120 Canadian publishers and agents will be present at the two Canadian stands.

**BEIRUT, LEBANON** — October 13-17, 2001 — The **Eighth Business Forum** to precede the **Summit of the Heads of State of La Francophonie** will bring together business people from over 55 countries in the Francophone economic sphere and provide an opportunity to network with the 800 expected participants from throughout La Francophonie.

**HONG KONG/BEIJING** — November 5-10, 2001 — The **World Productivity Congress** will focus on innovative strategies for enhancing individual, organizational, industrial, national, regional and global competitiveness.

**CAIRO, EGYPT** — November 6-9, 2001 — The **Middle East Power and Energy Exhibition and Conference (ELECTRIX)** is the leading annual electrotechnical, power, solar and renewable energy event in the Middle East and North Africa.

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

**MIDRAND, SOUTH AFRICA** — November 12-16, 2001 — **ITU Telecom Africa 2001** is the venue to target the ever-expanding African market.

**ANTOFAGASTA, CHILE** — November 20-24, 2001 — **Exponor 2001**, a major international mining trade show, will take place in the heart of Chile's mining region.

**BAHRAIN** — January 14-17, 2002 — **Bahrain Naval & Maritime 2002** is

the first dedicated international naval and maritime exhibition and conference in the Middle East, complementing the air and land defence exhibitions already established in the Gulf region.

**BIRMINGHAM, U.K.** — June 9-13, 2002 — **Interbuild** is the largest and most important exhibition for Britain's building and construction industry, and acts as an umbrella for 15 sub-shows.

**GERMANY** — Trade fairs in Germany — see a complete list of shows, until 2002, in the major German fair venues. 🌟

## Dubai — Continued from page 15

especially with the recent creation of the Dubai Internet City and the e-government initiative. Dubai is actively seeking to establish itself as an IT hub.

For more information, visit the **GITEX** Web site: [www.gitex.com](http://www.gitex.com)

To register for **GITEX**, contact:

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## Enquiries Service

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