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Canada-U.S. border issues: task force launched

In the aftermath of September 11

The tragic events of September 11, 2001, have led to growing worries about safety and major delays along the Canada-U.S. border. How can our two countries work together to deal with security concerns while permitting the free flow of goods and people? How will we resolve the issue of border bottlenecks?

On September 24, Prime Minister Chrétien was meeting with President Bush in Washington to talk about how to deal with the fall out from the terrorist attacks.

At the same time, a binational panel of senior government and private-sector officials gathered at the **Canadian Manufacturers & Exporters (CME) Annual**



At the binational panel in Montreal, from left to right: Douglas Patriquin, President, Canadian Commercial Corporation; Michael Baroody, Executive Vice-President, National Association of Manufacturers; Martin Cauchon, Minister of National Revenue; Pierre Pettigrew, Minister for International Trade.

Convention in Montreal to discuss the implications for American and Canadian manufacturers and exporters.

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Tecsalt flying high in Gabon

Sub-Saharan Africa isn't exactly a hot topic of conversation at your average business luncheon. Its mention might give rise to polite curiosity or bemused surprise, at best. But in all fairness, there is no lack of either work or money in this country. "They may be a little slow to pay and a little behind on the data processing side of things, but the Gabonese always meet their obligations. In fact, viability in these markets

is on a par with that of the North American markets."

This is not about rice distribution. The man being quoted is Marc Parent, President of the Montreal consulting engineering firm **Tecsalt International**. He has just obtained a \$5-million contract from the Gabon Transportation Ministry for plans and specifications

Continued on page 12 – Tecsalt

International Business Opportunities Centre

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

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

URUGUAY — Design, build, equip and maintain maximum security prison — A call for tenders has been issued for the design, construction, equipment supply and maintenance (turnkey solution) for a maximum security prison. Cost of bid documents: US\$10,000. Closing date: **November 20, 2001**. For bid documents,

contact Departamento de Proveeduría, Ministry of Interior, Mercedes 993, Montevideo, Uruguay, Web site: www.iosphere.net/~uruott For more information, contact the Embassy of Uruguay in Ottawa, tel.: (613) 234-2937, fax: (613) 233-4670, quoting case no. 010725-03570. (Notice received from the Embassy of Uruguay in Ottawa.)

SYRIA — Passenger Cars — SAYARAT has issued a tender (file no.40/MA/2001) for the following equipment: (a) 226 units passenger car (1.3-1.6 L capacity), bid bond US\$40,000; (b) 40 units passenger car (2.0-2.2 L capacity), bid bond US\$10,000; (c) 40 units passenger car (station, engine capacity 1.8-2.2 L), bid bond US\$8,000. Tender book value: US\$50. Performance bond: 10% of the contracted value. Closing date: **November 11, 2001**. Contact Nidal Bitar, Commercial Officer, Canadian Embassy, Damascus, fax: (011-963-11) 611-2241, e-mail: nidal.bitar@dfait-maeci.gc.ca quoting case no. 010911-04177. (Notice received from the Canadian Embassy in Damascus.)

GHANA — Repair of the Lee Breakwater of Takoradi Port — The Ghana Ports and Harbours Authority (GPHA) invites sealed bids (contract no. GH/GPHA/Tdi/Bwter/02) for the hydrographic survey (1,290 m), redesign

and reconstruction of the seaside armour layer of the lee breakwater of Takoradi Port. For bid documents, contact Project Engineer, GPHA, Headquarters Block Room, 311, Tema Port, tel.: (011-233-22) 206-771/202-018, fax: (011-233-22) 202-812 or Chief Port Engineer, GPHA, Port Head-Office, Takoradi, tel.: (011-233-31) 23645/24073, fax: (011-233-22) 22814, e-mail: raynamoo@ghana.com Cost of bid documents (non-refundable): (cedis) ₵700,000.00 or equivalent in cash or banker's draft. Closing date: **December 4, 2001**. Contact Samuel Martin-Daniels, Commercial Officer, Canadian High Commission, Accra, Ghana, fax: (011-233-21) 773-792, e-mail: samuel.martin-daniels@dfait-maeci.gc.ca quoting case no. 010817-03871.

(Notice received from the Canadian High Commission in Accra.)

IBOC trade opportunities — find out more at www.iboc.gc.ca



International Business Opportunities Centre

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

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

Editor-in-Chief: Suzanne Lalonde-Gaëtan
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Layout: Yen Le

Circulation: 70,000

Telephone: (613) 992-7114

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www.infoexport.gc.ca/canadexport

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

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

For address changes and cancellations, simply send your mailing label. Allow four to six weeks.

Mail to:

CanadExport (BCS)

Department of Foreign Affairs

and International Trade,

125 Sussex Drive, Ottawa K1A 0G2.

ISSN 0823-3330

CanadExport

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Participants included Douglas Patriquin, President of the Canadian Commercial Corporation (CCC), an export sales and contracting agency of the Government of Canada which assists Canadian companies selling

September 11



Canadian
Commercial
Corporation

to foreign governments worldwide. The Corporation has a 50-year history of managing the Defence Production Sharing Agreement for Canadian suppliers to the U.S. Department of Defense and NASA.

"Today, we will be looking at the Canada-U.S. border — that physical line that literally defines Canada, distinguishes our neighbour to the south, and which plays such an important role in maintaining our relationships," said Patriquin who introduced the session.

It is the longest undefended border in the world. Tens of thousands of crossings take place each day, reflecting two-way trade worth over \$1 million a minute, and facilitating the most important trading relationship between two countries anywhere in the world.

But all is not as it once was. The assaults on New York and Washington have disrupted the normal flow of goods and people across the Canada-U.S. border.

"The September 11 events have changed our perspective and our focus while reminding us how interdependent our economic systems are," said Minister for International Trade Pierre Pettigrew.

Safe and timely border crossings

"In the wake of recent events, it is imperative for both our economies to keep the flow of legitimate goods and people moving as smoothly as possible across the border," noted Perrin Beatty, President, CME. "At the same time, it is clear that we must also step up our ongoing dis-

cussions on how to make our shared border more secure."

The CME, along with its sister organization in the U.S., the National Association of Manufacturers (NAM), accepted this challenge by announcing the creation of a joint task force

on border issues. It will bring together Canadian and American manufacturing representatives to evaluate the effects that September 11 has had

Advice for exporters

Minister Pettigrew also announced that the government is prepared to work with companies affected to address particular issues.

on border crossings and to consider specific recommendations to Canadian and U.S. officials.

"Our first concern is security," said Michael Baroody, Executive

Vice-President, NAM. "Second is to avoid negative economic effects from border delays."

The slowdown at the border in the coming months will have an impact on trade flows between the U.S. and Canada. Moreover, the timing disruption could cause slowdowns in production in sectors where timing has been finely tuned, for example, just-in-time (JIT) delivery sectors.

Creating a smart border

"As soon as we became aware of the terrorist attacks, our first priority was the safety and security of Canadians," said Martin Cauchon, Minister of National Revenue. "Immediately, the Canada Customs and Revenue Agency (CCRA) implemented heightened vigilance at all ports of entry, and we will continue to do so as long as it is needed."

In the end, despite the tragic events of September 11 and the fear and insecurity that followed, the panel participants expressed optimism and hope for the future. 🍁

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

Upcoming seminars

U.S. Government procurement opportunities

HALIFAX — November 5
TORONTO — November 6
MONTREAL — November 7
CALGARY — November 8

The Canadian Commercial Corporation (CCC), in partnership with federal and provincial governments, agencies and export associations, is inviting you to attend a one day seminar on U.S. Government procurement.

Canadian exporters will learn first hand from defense and U.S. civilian buying agencies about real procurement requirements anticipated over the coming years and what Canadian firms need to do to conduct business with the U.S. Federal Government.

In the wake of the tragic events of September 11, immediate and

longer-term requirements will be discussed by U.S. agencies and the Government of Canada.

The U.S. Government is the largest buyer of goods and services in the world, spending in excess of \$100 billion annually.

This seminar is an opportunity to learn about real procurement requirements being planned and anticipated over the next several years in the United States and Canada.

Who's going to be there?

- Senior U.S. procurement executives representing the General Services Administration, Federal Aviation Administration and Veterans Affairs.

Continued on page 7 – Seminars

THE GREAT LAKES AND MIDWESTERN REGIONS OF THE U.S.

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



The Biotechnology Market

The United States is home to the world's largest biotechnology market. Valued at close to \$340 billion in 1998, this market is growing at an average annual rate of 20%. Emerging as pillars of the U.S. biotech community are the Midwestern and Great Lakes regions.

Market Overview

The Midwestern and Great Lakes regions, which encompass Illinois, Missouri, Wisconsin, Indiana, Michigan, Ohio and Kentucky, can be characterized as having a high level of expertise in the biomedical and agricultural biotech sectors. They can also boast a strong corporate presence in the region, including Abbott Laboratories, Pfizer Inc., Monsanto and De Kalb Genetics. Growth in the sector is further supported by world-renowned research institutions,

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See insert for your Bio-industries contacts in the United States.



Over 600 market reports
in 25 sectors available at:

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such as the Donald Danforth Plant Sciences Centre, the Van Andel Institute, the Chicago Technology Park, and the Biotechnology Centre at the University of Wisconsin. In the U.S., 68% of all biotechnology firms focus on the development of therapeutics, vaccines and diagnostics. Key growth areas in the region include AIDS/HIV therapy, DNA testing materials, cancer therapies and drug design based on pharmacogenomics. In the agricultural biotechnology sector, the market for specialty oil-bearing crops, insect- and pesticide-resistant grains and produce, and heartier, more efficient strains of existing seeds is expected to grow.

State governments in the region have made a firm financial commitment to life sciences research and development as a result of tobacco settlement funding. Programs include expanded funding for academic and research institutions, support for start-up biotechnology firms, and incentives for established companies to relocate.



Market Trends

Of greatest significance to the Midwest and Great Lakes regions are enhancement technologies involving corn, soybeans, canola, and potatoes. There is also a small, but viable, market for biological pesticides and herbicides. Some leading firms involved in this sector are introducing packages of non-selective herbicides and "matching" gene-modified seeds, and seeking out smaller seed and pesticide firms for acquisition.

Other promising segments of this market include veterinary drugs, hormones, vaccines and animal diagnostics, transgenic seed products, and plant diagnostics.

Opportunities

Biotechnology companies in the Midwestern and Great Lakes regions are searching for partners to assist in the development of their discoveries and share the cost burden. Opportunities exist for Canadian firms in single product research collaborations, single product licensing agreements, and joint ventures. Most biotechnology alliances are formed between specialized research firms and large companies. Academic institutions and government agencies also pursue external collaborations.

Contract manufacturing has become a lucrative element of the U.S. biotechnology industry, regardless of whether contracting firms have in-house capabilities. Opportunities exist for Canadian biotech firms that can produce bio-engineered ingredients, or complete formulations for large companies that hold the commercial product rights.

Market Access

Canadian firms should be aware that marketing

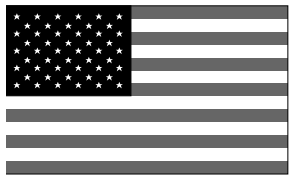
bio-engineered products in the United States involves a complex and lengthy process of evaluation by U.S. regulatory agencies. Companies should therefore budget their time and resources accordingly. Canadian firms are also advised to market their products and services aggressively, and to develop key partnerships with other biotechnology enterprises and centres operating in the region.

See Potential?

To learn more about this market, please read *The Biotechnology Market in the Great Lakes and Midwestern Region of the United States*, prepared by the Market Research Centre for the Trade Commissioner Service. This report and hundreds of others are available at

www.infoexport.gc.ca

The screenshot shows a web browser window with the address bar containing www.infoexport.gc.ca. The main content of the page reads: "Could this be your market? Complete report at www.infoexport.gc.ca". Below this text is a circular image of a cityscape. Underneath the image, the text "The Biotechnology Market" is displayed in a large, bold font. At the bottom of the page, there is a blue arrow pointing to the text "Access our market studies".



The U.S. Connection

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

U.S. Corporate eLearning opportunities Partnering for knowledge

This report is intended for Canadian learning companies wishing to break into and/or extend their reach into U.S. corporate learning markets in general and the markets of the San Francisco Bay Area in particular. It focuses on three main topics: **Technology in the Learning Process**, an overview of the evolution of eLearning and new trends that are shaping learning and training; **eLearning in the Bay Area**, focusing on education movements of significance in this leading technology

and education mecca; and **Business Opportunities for Canadian eLearning Companies**.

The report, available on-line at www.infoexport.gc.ca augments previous documents designed and written for Canadian learning companies, most notably *CBT/WBT Report: Technology Based Training for U.S. Corporate Markets, Education Market for Software and Multimedia Products and Services*. 🌟

SOUTHEASTERN U.S. TELECOM PROCUREMENT STUDY 2001

Canadian vendors are well qualified and accepted as credible exporters to deliver telecommunication products into the Southeastern U.S. markets. This study details potential leads and interested Southeastern U.S. clients.

Over 68% of companies interviewed expressed interest in receiving information from Canadian vendors. This study recommends direct contact with Telcos, CLECs, Wireless Carriers, ISPs and related industry companies. Contact information is provided for Canadian companies to further pursue opportunities. Specific information is stated in individual client profiles.

The report can be accessed on the web at www.infoexport.gc.ca 🌟

Power-Gen international trade show

LAS VEGAS, NEVADA — December 11-13, 2001 — **Power-Gen** (www.power-gen.com) is the world's largest international trade show and conference for members of the power industry — a place where decision makers come to learn the newest information and techniques.

This year **Trade Team Canada — Electric Power Equipment and Services** (<http://napoleon.ic.gc.ca/electrical/ttselect.nsf/vHTML/welcome-e>) will have a booth at the **Power-Gen International Trade Show** and is offering space to six Canadian companies.

For a nominal fee of \$300, businesses can exhibit their promotional literature (print only), have unlimited

access to the trade show exhibition, and receive free passes for customers and prospective clients. Each firm will have one round table and two chairs in the open-concept booth. No Internet access or power supply will be available. Trade Team Canada will provide a "Canada" display and all booth amenities. Companies will be responsible for covering their own accommodation and travel costs for the show.

For more information or to participate, contact, as soon as possible (exhibitors will be accepted on a first-come, first-served basis):

- Shona Moss Lovshin, Trade Team Canada — Electric Power Equipment and Services, Industry Canada, tel.: (613) 946-7553, fax: (613) 941-2463,



e-mail: mosslovshin.shona@ic.gc.ca
Web site: <http://napoleon.ic.gc.ca/electrical/ttselect.nsf/vHTML/welcome-e>

- Durban Morrow, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: (613) 944-7486, fax: (613) 944-9119, e-mail: durban.morrow@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca 🌟

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.

The fourth annual Ontario Global Traders Awards celebrates the export success of Ontario's top small and medium exporters (SMEs), industry leaders and students. Presented by Ontario Exports Inc. — the province's lead trade agency — and RBC Financial Group, in association with the Canadian Commercial Corporation (CCC) and several supporting sponsors from business, media and government, the awards have attracted over 600 submissions from all parts of Ontario in its first three years.

Open for nominations: honouring the best 2001 Ontario Global Traders Awards

"CCC is especially pleased to be the sponsor of the Innovation Award for the second year," says President Douglas Patriquin. "Exports support 1.6 million jobs in Ontario and account for over half of its economic productivity. But there are many more opportunities for Ontario's exporters," adds Patriquin. "Worldwide, the annual government procurement market is estimated at US\$5.3 trillion. Through its close relationship with Ontario Exports Inc., CCC is committed to helping Ontario exporters capture a larger share of this very lucrative market."



Group and Ontario Exports Inc. which recognizes successful strategic alliances between Ontario-based SMEs and private or public sector partners that have led to new exporting opportunities or enhanced existing ones.

- **The Leadership Award**, sponsored by The Institute of Chartered Accountants of Ontario, recognizes individuals who are acknowledged by their peers for championing the cause of exporting in Ontario.
- **The Student Achievement Award**, sponsored by Export Development Corporation, recognizes students who excel, seek opportunities and put into action what they have learned in the field of exporting and international trade to the benefit of Ontario's exporting community.

Who is eligible

SMEs based in Ontario that meet all of the following five criteria are eligible for the Innovation, Market Expansion and Partnership categories:

Award categories

- **The Innovation Award**, sponsored by the Canadian Commercial Corporation, recognizes excellence in the application of technology in the development of new products or services, and/or improvements to existing products or services that have led to consistent growth in exports and job creation.
- **The Market Expansion Awards** (Product and Service), sponsored by Deloitte & Touche LLP, recognize the pioneering spirit of Ontario SMEs that have successfully established themselves in a new export market(s) in addition to existing markets.
- **The Partnership Award** is a shared award sponsored by RBC Financial

Seminars



Canadian Commercial Corporation

— Continued from page 3

- Representatives from the Canadian Government including the CCC.

What will they tell you?

- their agency's volume of procurements and requirements
- the importance of getting on a government schedule to sell your products/services
- how to qualify and register products and services to get on a government schedule
- potential procurement opportunities on the horizon

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

Regional presentations lead to top honours

Awards will be presented at four regional ceremonies: **Guelph** — March 21, 2002; **Niagara Falls** — March 28; **Brockville** — April 4; and **North Bay** — April 11. Regional winners will then compete for the Ontario Global Traders Provincial Awards, which will be presented **May 15, 2002, in Toronto.**

The nomination deadline is **November 2, 2001.** Nomination guides and forms are available on-line at www.ontario-canada.com/export

For more information, call (416) 314-8200, toll free at 1-877-468-7233, or visit www.ontario-canada.com/export

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Sporting goods sector: having fun, staying fit

Russia's US\$650-million market

Russians have traditionally been a sports-minded, fun-loving people and now this population of 147 million is driving an unprecedented boom in the Russian sporting goods sector. Sharing a similar climate, Canadian makers of sport and leisure products should have the inside track in an import market that has shot up 29% each year since 1999.

Russians, like Canadians, enjoy the outdoors and share a national fondness for such sports as hockey, soccer, tennis, cycling, snowmobiling and downhill and cross-country skiing. They also play basketball and volleyball, table tennis and billiards and have discovered the pleasures of bowling — in the past five years 20 bowling centres have opened in the Moscow area alone. Add to this the 40 health and fitness centres that have sprung up in and around Moscow and Russians have plenty of ways to have fun and keep fit.

Opportunities

Russian consumers are showing a preference for the high-quality, warranted merchandise that is now available on post-Soviet shelves. According to Russian statistics, the import market for sporting goods (excluding footwear and motorized equipment such as snowmobiles) was worth US\$51.1 million in 2000, up 29% from 1999. In 2001, this figure should top US\$65 million, with industry experts suggesting the actual size of the market may be ten times as great.

Industry observers expect this dramatic trend to continue. In demand will be equipment and accessories supporting a host of indoor and outdoor activities, including "extreme" sports, fitness programs, winter sports, water fun (yachts and water scooters), cycling and billiards. Snowmobiles are also popular — hardly surprising given the climate — however domestic machines tend to be of lower quality and do not meet the standards of Canadian-made models.

Canadian companies offering high-quality, competitively priced

products built to Canadian standards will find themselves in a good long-term position in Russia.

Market access

Moscow, with a population of 12 million, dominates the Russian market. Companies are advised to set up a Moscow base first, and then expand into the regions.

At present, Russian law requires mandatory certification for certain goods, with the list of such goods revised by



the government every six months. However, the majority of sporting goods do not require mandatory certification, but must be accompanied by a certificate of conformity or a "letter of exemption" to be presented at customs.

All sporting goods must also have a valid hygiene certificate issued by Sanepidemnadzor, a body within the Russian Ministry of Health.

Canadian companies interested in the Russian market are advised to start by sending product samples to the Global Assistance Division of the Canadian Standards Association (CSA). The CSA will then act as a broker for the certification process.

The annual **International Sport & Leisure Shows** held in Moscow (MISS autumn and MISS spring) and St. Petersburg provide excellent opportunities for Canadian exporters to showcase their products, identify potential sales leads and build a contact base for future business.

Major players

Canadian firms entering the field will be joining such popular big-name players

as Adidas, Nike, Kettler and Reebok, firmly entrenched in the Russian market through their offices in Moscow, or through Russian subsidiaries or local/regional distributors. Other corporate heavyweights dominating the sporting goods scene include companies from Germany, the U.S., China, Finland, Taiwan, Turkey and Italy.

Going head-to-head with foreign competitors has spurred Russian manufacturers to begin producing high-quality, price-competitive products of their own. "Hockey" brand equipment is exported to foreign markets, including Canada. However, Russian sporting goods exports are still a small fraction of its imports.

Canadian sporting goods are playing in this competitive Russian environment as well, but in a US\$650-million market there is still plenty of room to maneuver.

For more information, contact Graham Rush, Minister-Counsellor, Commercial, Canadian Embassy, Moscow, tel.: (011-7-095) 956-6666 ext. 3350, fax: (011-7-095) 232-9949, e-mail: graham.rush@dfait-maeci.gc.ca 🍁

(For the unabridged version, which includes useful links, visit www.infoexport.gc.ca/canadexport and click on "The European Advantage".)



Slovakia is a rugged yet productive land, embracing a well-developed agriculture sector amid vast regions of mountain and forest. Although the share of agriculture in the country's GDP (4.5%) and total employment (8%) is declining, Slovakia's 1.6 million hectares of arable land and 0.8 million hectares of permanent pasture keep the country self-sufficient in major agricultural products.

Sector summary

Slovakia has become an Organization for Economic Co-operation and Development (OECD) member and is in the process of changing its policies and regulations to facilitate its eventual harmonization into the EU. To this end, all sub-sectors within the agriculture and food-processing industry have been privatized.

Crops — Slovakia is self-sufficient in wheat, barley, maize, oilseeds (canola and sunflower), potatoes, sugar beets, grapes and orchard fruit.

Seed sector — The use of certified seed has fallen to 25%, compared to nearly 100% over a decade ago. The main imported seeds are maize F1 (50%), sunflower F1, basic potato seed and some vegetable seed.

Avoidance of double taxation Canada-Portugal

The Exchange of respective instruments of ratification of the **Convention between Canada and Portugal for the Avoidance of Double Taxation and the Prevention of Fiscal Evasion** (with Protocol), signed in Ottawa, June 14, 1999, took place in Lisbon, Portugal on September 24, 2001. The Convention will enter into force on October 25, 2001, and will have effect January 1, 2002.

For more information, contact Andrée Bazinet, Desk Officer, Western Europe Division, DFAIT, tel.: (613) 996-4427, fax: (613) 995-5775, e-mail: andree.bazinet@dfait-maeci.gc.ca 🍀

Food sector — This is one of the largest industrial sectors in Slovakia, accounting for 15% of total industrial output. The biggest share of total food production is dairy (18%), followed by meat (17%), brewing (8%), poultry (8%) and confectionery-baking (7%). With the sector now completely privatized, an influx of foreign direct investment (FDI) has entered

Livestock genetic materials — Cattle specialization, both dairy and beef, is a trend that will create a demand for high-quality bovine genetic material. This will require the current herd of 26,000 heads of specialized breeding cattle to be doubled by 2005. More insemination doses and fewer embryos will be sold for breeds such as Simmental, Charollais,

Agriculture and food production

The Slovak Republic

the country. The sugar production sector (8.5%) is mostly controlled by major EU companies. The brewing sector has attracted investment from big names. Private sector investors have modernized the dairy industry. Slovaks down 5.3 million tonnes of milk and milk products each year, which amounts to approximately 74 litres per person.

Meat — Although Slovakia reported no cases of either "mad cow" or foot-and-mouth disease last year, the BSE panic cut sales of beef by half. As the population turned to pork, beef consumption fell while pork consumption rose. Pork's appeal is continuing and 10,000 tonnes will be imported into Slovakia this year to satisfy the growing appetite.

Opportunities

Technology transfer — Suppliers of technology in the following fields will find opportunities:

- Higher quality and more varied cheeses and sour-milk products;
- Innovative vacuum-packaged meat products with increased shelf-life;
- Starch sweeteners;
- Upgraded brewery tanks;
- Semi-fine flour, bread and whole grain pastry, and products with reduced egg content;
- Frozen food products (vegetable- and fruit-based) for children and babies;
- New edible oil production technologies (pressing without extraction).

Red or Black Angus and Holstein. Pork shortages have forced the Slovak Government to subsidize the expansion of pig farming, which in turn creates excellent export opportunities for high-yielding pig breeds.

Special crops — Canada, a traditional supplier of pulses, is expected to continue to meet most of the Slovak demand for lentils and beans.

Soybean/seed/meal/equipment — The growing popularity of soya has triggered a manufacturing boom for soya products, both for human and animal consumption. Given the prohibitive cost of transporting soybean meal from Canada, Slovak farmers will find importing seed and growing soybeans locally a more attractive option, opening up opportunities for suppliers of crop equipment and processing machinery for food and animal feed.

Final food products — The rising number of supermarket chain stores and hypermarkets will ensure that the demand for high-quality Canadian food products continues to grow. A few obstacles lie in the way however: Canadian products are currently brought in through European importers and therefore face strong competition from both EU countries and local branches of major international food companies. In fact, both EU countries and the U.S. are major competitors in all areas of the Slovakian agri-food market.

Continued on page 11 – Slovakia

For traffic safety experts, all roads lead to Japan and the **XIth International Winter Road Congress (IWRC) of the World Road Association**, better known under its former name of the **Permanent International Association of Road**

Sapporo, the largest city north of Tokyo, is an ideal venue. Its 1.8 million inhabitants know all about severe winter conditions, including how to cope with very heavy annual snowfalls.

Canadian companies will also be able to present their products and

841-5553, fax: (011-81-11) 841-9747, e-mail: sirwec2002@ceri.go.jp
Web site: www.piacr-sapporo2002.road.or.jp/

Paving the way to winter road safety

Sapporo congress

Congresses (PIARC). **PIARC 2002**, (www.piacr-sapporo2002.road.or.jp/) is to be held January 28-31, 2002 in Sapporo. Transport Canada, the Department of Foreign Affairs and International Trade (DFAIT) and the Canadian Embassy in Tokyo welcome participants to the Congress — the first in Asia and the first of the millennium.

IWRC is held every four years and is one of the largest international events in the field of winter road maintenance and management. The first Congress was held in Berchtesgaden, Germany in 1969 and the tenth, held in Lulea, Sweden in 1998, attracted more than 1,000 attendees from 41 countries.

In Sweden, attendees learned about high-tech methods to keep winter roads safe through exhibitions of snow removal machinery and telecommunication devices. Admission to PIARC 2002 includes tours, presentations, seminars and social events.

The theme of PIARC 2002 is "New Challenges for Winter Road Service." Experts from all over the world will gather under the "Sapporo Dome", site of the 2002 World Cup, to exchange information on every topic under the (winter) sun related to traffic safety in cold climates. Hot topics will include snow and ice control measures, traffic safety, the environment and Intelligent Transportation Systems (ITS). This is the first time that a northern roads-related event of this magnitude will take place indoors.

technologies to Japanese companies during a seminar and display planned by the Canadian Embassy. A networking reception afterwards will offer plenty of opportunities to make business contacts.

As a bonus, the annual winter "Fuyutopia Fair", a domestic event aimed at improving winter living conditions, will be held at the same time. The Fair draws a diverse crowd, from winter-related organizations to members of the general public. Holding the Congress and the Fair concurrently should attract an even wider variety of specialists, including experts in civil engineering, construction and architecture, roads work and IT.

Planning a successful trip

There are a number of details involved in registering for the events at PIARC 2002 and booking a nearby hotel. To help participants, the PIARC Section of the Japan Travel Bureau (JTB) has created a guidebook, which includes registration forms for Congress social events, technical visits and tours, as well as recommended hotel accommodation.

To receive a guidebook containing the registration forms, contact:

- PIARC Section, JTB, tel.: (011-81-3) 5796-5445, fax: (011-81-3) 5495-0685, e-mail: piarc2002@itd.jtb.co.jp
- Yasuhiko KAJIYA, Secretary General of the SIRWEC Sapporo Committee Hokkaido, Japan, tel.: (011-81-11)

Registration fees

The cost for participants who register by **Oct. 31, 2001** is as follows: 80,000 yen for PIARC members (at least four years); 90,000 yen for non-members; and 40,000 yen for each additional person. An additional 10,000 yen is charged for both members and non-members registering on or after **November 1, 2001**.

Reduced registration fee

The Japanese Organizing Committee will reduce the registration fee to 50,000 yen for eligible participants.

For more information

about registration fee reductions, contact Japanese Organizing Committee for PIARC

International, Tokyo,

tel.: (011-81-3) 3519-2661, fax:

(011-81-3) 3519-2625, e-mail:

PIARC2002@road.or.jp

To register for the seminar, contact David Steuerman, Trade Commissioner, Canadian Embassy, Tokyo, tel.: (011-81-3) 5412-6200, fax: (011-81-3) 5412-6250, e-mail: david.steuerman@dfait.maeci.gc.ca

Airline

Air Canada offers a 50% discount on its Hospitality Class and a 35% discount on its Business Class. Referral Code for Sapporo: CV 776260.

Recommended hotels

PIARC organizers encourage participants to reserve rooms as soon as possible.

- **Sheraton Sapporo**
Located near Sapporo Dome; 10 minutes to JR Sapporo station and 20 minutes from Sapporo subway station. English spoken, tel.: (011-81-11) 895-8811.
- **Hotel Alpha**
Located in the centre of Sapporo, near Oodori Park, tel.: (011-81-11) 221-2333, fax: (011-81-11) 221-0819.

Continued on page 11 – Sapporo



In the next 20 years, Hong Kong will invest \$38 billion to expand its rail network by over 70%, from the present 143 km to more than 250 km. When the work is completed, about 70% of the population and 80% of jobs will be within walking distance of railway stations. Rail is projected to increase its share of Hong Kong's public transportation from the present 30% to approximately 45%.

The new rail links will help reduce reliance on road transportation and thus cut vehicle emissions. Hong Kong will further consolidate its strategic and economic position in Asia and in the Pearl River Delta region. And it will take steps toward sustainable development.

Projects within the next five years

Six railway projects are now at various stages of implementation.

Sapporo congress

— Continued from page 10

• Other hotels

The following include breakfast and a service charge. A consumption tax of 5% will be added.

- * **Sapporo Grand Hotel**
Tel.: (011-81-11) 261-3311.
- * **ANA Hotel Sapporo**
Tel.: (011-81-11) 221-4411
fax: (011-81-11) 222-7624.
- * **Royton Sapporo**
Tel.: (011-81-11) 211-3675,
fax: (011-81-11) 232-3833.

Fees for Congress registration, tours and accommodation must be in Japanese yen and can be paid by major credit card or bank transfer.

For more information and to confirm your participation, contact:

- Réjean Day, Senior Manager, Contributions Agreements, Transport Canada, tel.: (613) 998-1901, e-mail: DAYR@tc.gc.ca
- Jean-Pierre Petit, Japan Division, DFAIT, tel.: (613) 996-4267, fax: (613) 944-2397, e-mail: jeanpierre.petit@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/ni-ka/ 🌟

Construction has started on the West Rail and the Tseung Kwan O Extension (TKE), with the participation of Canadian companies. To be completed by 2003, the West Rail will serve the 900,000 people of the western New Territories.

Hong Kong expands its railway system

The TKE was given top priority in the government's Railway Development Strategy, published in 1994. The 12.5-km line will serve Tseung Kwan O new town and Yau Tong. It is expected to start operation in late 2002.

The government has given approval for the Ma On Shan to Tai Wai Rail Link and the KCR Tsim Sha Tsui Extension. Construction will start soon.

Last, two projects — the Sheung Shui to Lok Ma Chau Spur Line and Penny's Bay Rail Link — are in the statutory planning phase.

The longer term

The next stage is already being planned: another six railway lines to be built between 2008 and 2016.

Priorities are the Sha Tin to Central Link, the Island Line Extensions and the Kowloon Southern Link, to be completed by 2013. Tender specifications for the Sha Tin to Central Link are being drafted; the Kowloon Canton Railway Corporation and the

Mass Transit Railway Corporation are invited to submit their bids in early 2001. The government planned to invite the two companies to submit separate proposals for the Island Line Extensions and the Kowloon Southern Link.

Meanwhile, the government is closely monitoring transportation needs to set the timetable for building other lines, such as the Northern Link, the Regional Express and the Port Rail Line.

For more information, contact Endy Chung, Commercial Officer, Canadian Consulate General, Hong Kong, fax: (011-852) 2847-7441, e-mail: endy.chung@dfait-maeci.gc.ca Web site: www.hongkong.gc.ca 🌟



Slovakia's agriculture and food production

— Continued from page 9

Market access considerations

Working with a local partner is essential when conducting business in Slovakia. In general, manufactured goods require a local agent, representative or distributor who understands local business practices, market characteristics and strategies, as well as the legal, financial and import procedures.

Useful Web sites

- Ministry of Agriculture SR: www.mpsr.sk

- Research Institute of Agricultural and Food Economy: www.vuepp.sk

For more information, contact Milan Harustiak, Commercial Officer, Office of the Canadian Embassy, Slovak Republic, tel.: (011-421-2) 5244-2175, fax: (011-421-2) 5249-9995, e-mail: harustiak@canemb.sk Web site: www.dfait-maeci.gc.ca/prague 🌟

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The European Advantage")

— Continued from page 1

to rehabilitate and modernize the country's ten regional airports, including extending the runways and upgrading safety facilities (air traffic control, radar, baggage control) at Port-Gentil and Franceville, the two main airports in this country of 1.2 million.

Tecsult International

The contract also calls for plans to construct new runways and passenger areas, with the emphasis on capacity and quality. This is a major contract, with the fees representing at the very least 10% of the company's international sales figure. The overall contract, financed entirely by the Gabonese ministry with assistance from the Arab Fund for Economic and Social Development (AFESD) (www.arabfund.org), represents a total of 60 person-years.

As the oil goes...

"Doing business in Gabon is no piece of cake," the President concedes, "but it's no more difficult than in Cameroon or the Congo — quite the contrary. Oil prices are strong and the Gabonese economy is in good shape. If I were to give one word of advice, I would say establish a presence on the Gabonese market, not necessarily by actually being there, but by way of the institutions, the banks and the other networks. One must also take advantage of the fact that the Gabonese are well aware of Canada's reputation in technology and of the fact that we have French as a common language."

This company president, no stranger to African ways, notes that customer loyalty among Africans is remarkable. The company's sales expansion strategy is gradually evolving from West Africa (the main market) to Mediterranean Africa. In all, 70% of its international activities take place in

Africa. Its African operations generate an income of nearly \$30 million.

7th heaven in sight

The fees could double if the firm obtains the works supervision contract, which will be executed on the various sites in parallel with the first contract.



Marc Parent, President of the Montreal consulting engineering firm TecSult International

While acknowledging that the international competition is strong in this market rich in oil, forestry and mineral resources, Parent feels that it would be very difficult to replace TecSult in the execution of this second

contract. "Our chances are excellent," he explains, "because we have followed every development from the start and have forged close ties with all the stakeholders."

The company recently produced a comprehensive, intermodal plan (air, land and sea) for transportation in Gabon, funded by the

World Bank (www.worldbank.org) (\$800,000), and a preliminary study to rehabilitate the ten regional airports, funded by CIDA (www.acdicida.gc.ca) (\$450,000): "This enables us to get to know our customers and to adapt better to their needs," Mr. Parent went on to say.

The value of networks

Like its British and French competitors, TecSult linked up with an expert in airport operations management, Aéroports de Montréal International (ADMI, an affiliate which is no longer in existence). But there is more than this to the network.

"The personnel at the Canadian Embassy (www.infoexport.gc.ca/ga) have kept track of every stage involved in the file and have lent their support in dealings both with the Gabonese ministries concerned and with the

funders," said Parent. "I should add that we have also had excellent relations with the ambassadors with whom we have been in contact over the years. CIDA has also provided us with funding through its industrial co-operation programs.

"Because the embassy in Libreville is small, the staff members often wear two hats: one for international cooperation (CIDA), and one for international trade. This allows us to examine and discuss files from all angles.

"There is strength in unity, and the networks are invaluable: TecSult has been invited directly by the Gabonese ministry to answer the call for tenders.

For more information, contact:

- Marc Parent, President, TecSult International, tel.: (514) 287-8500 local 8607, fax: (514) 287-8643, Web site: www.tecsult.com
- Louis Poisson, Ambassador, Canadian Embassy, Libreville, tel: (011-24-1)73-73-54, e-mail : louis.poisson@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/africa/gabon-e.asp 🌟

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Australia's information and communications technology (ICT) industry is one of the most innovative and dynamic sectors of the country's economy. Valued at \$60 billion, it has grown at an annual rate approaching 12% over the last five years — more than two and a half times the average for the Australian economy as a whole.

Australian consumers and businesses are quick to adopt leading-edge information technology applications. For example, there are close to 11 million cellular phone subscribers in Australia, a penetration rate of almost 57%; and a 2000 survey found that 65% of the population aged 16 and over have Internet access, giving Australia a global ranking of sixth. Some 46% of the population have Internet access at home via a personal computer, and an estimated 77% of Australian businesses employing 10 or more persons were on-line as of June 2000. In May 2001, Australia was second to the United States in the *Economist*

Intelligence Unit's "E-business Readiness Rankings," placing ahead of Britain, Canada and Norway.

This is a technically sophisticated market that is easy to penetrate. That

headquarters location for companies operating in the Asia Pacific region. Among the many leading multinational ICT investors located in Sydney are IBM, Microsoft, SAP, Alcatel, Cisco,

Discover Australia's burgeoning ICT industry

makes Australia highly attractive despite its relatively small size. It is also a natural gateway to the fast-growing Asian market.

Each year Australia imports around \$13 billion in ICT goods and services. In 1999 it ranked 10th among the top 15 export destinations for Canadian ICT goods, with purchases totalling \$153 million.

As Australia's leading business and finance centre, Sydney has the largest concentration of ICT companies in the country and is a leading regional

EDS and Nortel. Next May, the city hosts Australia's premier information and communications technology (ICT) exhibition and conference, **CeBIT Australia** (www.cebit.com.au).

For more information, contact Helena Hurley, Business Development Manager, Canadian Consulate General, Sydney, tel.: (011-61-2) 9364-3042, fax: (011-61-2) 9364-3097, e-mail: helena.hurley@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/australia 🌟

Pollutec 2001

PARIS-NORD VILLEPINTE, FRANCE — December 4-7, 2001 — Some 1,500 exhibitors from approximately 30 countries, along with 40,000 professionals, are expected to attend the **17th Pollutec** — the premier international exhibition on environmental equipment, technology and services.

In 1999, **Pollutec** boasted nine international pavilions and attracted 507 foreign companies from 26 countries. Canada will have a pavilion

with exhibition space for five to seven companies at **Pollutec 2001**.

The 60,000 m² **Pollutec** exhibition will showcase the latest French and international innovations in equipment, technology and services in every environmental field: water, waste, recycling, air, noise, energy, soil cleaning, clean technologies, analysis/measurement/control, etc.

In addition, **Pollutec** will be covering some new areas of interest this year, including:

- risk and risk management
- hydrogen

- coastal management and protection
- biological treatment of waste
- energy forum.

The European Commission will participate as well and will present the LIFE projects (a program that gives financial support to a number of environmental projects).

For more information, contact Musto Mitha, Trade Service Attaché, Canadian Embassy, Paris, tel.: (011-33-1) 4443-2356, fax: (011-33-1) 4443-2998, e-mail: musto.mitha@dfait-maeci.gc.ca or visit www.pollutec.com 🌟

BATIMAT 2001

PARIS, FRANCE—November 5-10, 2001—For over 40 years, the international building exhibition, **BATIMAT**, has showcased the latest advances in building construction and improvement. No other exhibition in the world has attracted so many exhibitors and visitors in the area of construction or continued to expand for so many years.

BATIMAT 2001 represents a turning point as it will focus on high-tech developments in construction, highlighting the impact of these new technologies not only in terms of new building solutions based on high environmental quality, but also in the areas of work techniques, customer-supplier relations and methods of procurement and distribution.

For more information, visit www.batimat.com/english/home.asp or contact Cécile Bourdages, Commercial Officer (Natural Resources and Construction) Canadian Embassy, Paris, tel.: (011-33-1) 4443-2374, fax: (011-33-1) 4443-2998, e-mail: cecile.bourdages@dfait-maeci.gc.ca or visit the Web site: www.dfait-maeci.gc.ca/paris/menu-e.htm 🌟

Salon de l'Éducation 2001

PARIS, FRANCE — November 21-25, 2001 — For the third consecutive year, the **Salon de l'Éducation** will be an important meeting place for education professionals — administrators, educators and suppliers. La Francophonie's premier education show will focus on primary, secondary, university and technical education and continuing professional development, and will act as a springboard for further events during the year. Open in part to the general public, this major event will have a number of exhibits, each featuring a specific theme: "sports and education," "languages and education" and "guidance counselling."

Last year's **Salon de l'Éducation** was a resounding success, with 500,000 visitors over a five-day period. **EDUCATEC**, the portion of the show open only to professionals, attracted 40,000 visitors from more than 60 nationalities, representing a 28% increase in attendance over the 1999 show (31,000 visitors).

Over the last four years, the French government has pursued an aggressive policy to increase the use of information and communications technologies in primary, secondary and higher education with the objectives of:

- enabling pupils and students to function effectively in a technical, cultural and economic environment in which these technologies are in increasing use;
- diversifying learning methods as reforms are carried out in primary, secondary and higher education.

Since the launch of its national action plan for an information society (PAGSI), France, which was once lagging behind, has now caught up in its use of new information technologies in education. The French government has earmarked about 230 million euros (\$330 million) per year, including 40 million euros (\$58 million) in assistance to develop content, an equal amount for ongoing training of teachers, and 76 million euros (\$110 million) in assistance to equip educational institutions.

For more information on this market, contact François Gauthé, Commercial Officer, Canadian Embassy, Paris, tel.: (011-33-1) 4443-2358, fax: (011-33-1) 4443-2998, e-mail: francois.gauthé@dfait-maeci.gc.ca

To register for **EDUCATEC**, contact Damien Murzyniec, Edit Expo International, tel.: (011-33-1) 4118-6096, e-mail: dmurzyniec@editexpo.fr

MILIPOL 2001

PARIS, FRANCE — November 20-23, 2001 — **MILIPOL 2001**, the **International Exhibition for Internal State Security**, is the premier international trade show for security and anti-criminal technology, and is a meeting place for experts and senior officials in the security sector. Typically, the show attracts close to 500 exhibitors from 35 countries. **MILIPOL 1999** was visited by over 18,000 professionals from 106 countries who were involved in national and municipal police activity, the gendarmerie, customs, justice and business security.

The equipment and systems on display will include optronics,

electronics, specialized fabrics and equipment, mobility equipment, engineering, armaments and munitions and other technologies. Some of the companies exhibiting at the Canadian pavilion, which will be organized by Promosalons Canada, include the National Optics Institute, Forensic, Mawashi, the Quebec Department of Industry and Trade, Securesearch, and SNC-Simunion.

For further information, consult www.milipol.com/anglais/welcome.html or contact Guy Ladequis, Commercial Officer, Canadian Embassy, Paris, tel.: (011-33-1) 4443-2359, fax: (011-33-1) 4443-2998, e-mail: guy.ladequis@dfait-maeci.gc.ca

Construct Canada 2001



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TORONTO — November 28-30, 2001 — Representatives of the Canadian Trade Commissioner Service abroad will be attending **Construct Canada 2001** (www.constructcanada.com), Canada's largest annual show dedicated to the building and construction industry. Canadian architects, builders, contractors, engineers, manufacturers, and suppliers can meet with over 30 trade commissioners to discuss markets and key opportunities in the building products and services sectors during the four geographically focused half-day sessions on November 28 and 29. Many of the trade commissioners will be accompanied by a delegation of foreign buyers from markets around the world. Canadian companies will also be able to meet one-on-one with key players from major international firms at the **International Business Forum**.

To register for the **International Business Forum**, or for further information, contact Patricia Sagl, tel.: (416) 973-6154, e-mail: sagl.patricia@ic.gc.ca

Access the Trade Commissioner Service network of professionals at www.infoexport.gc.ca

(For more details, see www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions")

Upcoming trade shows and conferences

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

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.

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

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

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

OSAKA, JAPAN — November 30-December 3, 2001 — The **International ITS Show** is designed to provide business opportunities for companies specializing in the fusion of intelligent transport systems (ITS) and related mobile/multimedia applications/services to improve the efficiency, safety and environmental impact of land transportation.

LAS VEGAS, NEVADA — December 11-13, 2001 — **Power-Gen** is the largest international trade show and conference for power industry decision makers. This year, Trade Team Canada— Electric Power Equipment

and Services will have a booth at the trade show with space for six Canadian companies.

TOKYO, JAPAN — December 13-15, 2001 — **Bio Fach Japan** is an important trade fair in the sector of organic foods and natural non-food products. This is a growing market in Japan as consumers are increasingly interested in organically grown and processed food/beverage products, as well as cosmetics.

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

BIRMINGHAM, UNITED KINGDOM — January 22-25, 2002 — **Hospitality Week** is a biennial broad-based exhibition for the hospitality and catering industry. **Hospitality 1999** attracted nearly 21,000 visitors from the food service, hospitality and leisure industries.

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

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

TEL AVIV, ISRAEL — March 19-21, 2002 — **Bio-Tech Israel 2002, National Biotechnology Week, Conference and Exhibition** — The Canadian Embassy in Tel Aviv, in co-operation with Technology Partnership Canada and Industry Canada, is planning a number of activities in conjunction with this event including a partnering event for Canadian biotech companies with Israeli counterparts.

CAIRO, EGYPT — April 9-11, 2002 — **Middle East and Africa Ports and Maritime Exhibition and Conference** — will showcase technological advancements in the ports and maritime transport sector and is expected to be regarded as one of the leading events of its kind. The event coincides with substantial investment and major reforms in the Middle East and Africa, as well as the Egyptian government's plans to build new ports and modernize existing ports.

SYDNEY, AUSTRALIA — May 28-30, 2002 — **CeBIT Australia** is Australia's premier information and communications technologies (ICT) exhibition and conference. Based on **CeBIT Hannover**, **CeBIT Australia** is expected to draw more than 12,000 visitors including decision makers involved in specifying, recommending or approving the purchase of ICT.

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



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Upcoming cultural events

FILM, VIDEO, TELEVISION AND BROADCASTING

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

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

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

SOUND RECORDING

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

SAINT JOHN, NEW BRUNSWICK — January 31-February 3, 2002 — The **East Coast Music Awards** draw music industry professionals from the East Coast, across Canada, the United States and Europe.

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

VISUAL ARTS

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

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

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

CONTEMPORARY CRAFTS

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

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

MULTIMEDIA

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

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

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


BOOK PUBLISHING

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

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

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

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

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

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:

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