



## IN THIS ISSUE

- 2 Venture Capital in Morocco
- 3 Canada-Pakistan Business Council
- 4 The Czech, Hungarian, Slovak and Slovenian Environmental Markets
- 6 The U.S. Connection: TechnicallyHip.ca
- 8 CGA-Canada in China
- 9 Team Canada Visits Shanghai
- 10 The French Aeronautics Industry
- 12 Japan: Think Venture Capital
- 13 FITTING Canadians to Do Business with the World
- 15 Trade Fairs and Missions

• **DESTINATION: SUCCESS**  
Services for Business Travellers

• **CANADIAN TRADE REVIEW**  
(See inserts.)

Thanks to CCC



## Largest-ever Canada—U.S. Military Aircraft Contract

*If at first you don't succeed, try, try again. That's precisely what IMP Group Limited, Aerospace Division (IMP Aerospace) did after an unsuccessful 1994 bid on a U.S. Navy basic ordering agreement (BOA) for Standard Depot Level Maintenance (SDLM) for H-3 helicopters in partnership with a well-known U.S. supplier. The Halifax-based company not only bid on the BOA when it came up for re-competition in 1998, but opted to go it alone — through the Canadian Commercial Corporation (CCC). The result? In*

*March 2000, the company won the largest-ever U.S. military aircraft contract — worth US\$50 million — awarded to a Canadian company.*

Since its creation in 1970, Halifax-based IMP Aerospace, a wholly owned subsidiary of IMP Group International, has been providing military and commercial aerospace customers with a full range of engineering, manufacturing and repair services. The company, which has 1,200 employees in three

*Continued on page 7 — IMP*

## 1<sup>st</sup> First People's Export Prize



*On March 4, at the Mishtapew 2001 Awards of Excellence Gala honouring Aboriginal entrepreneurs, International Trade Minister Pettigrew (right) presents the Export Prize to Bleuets Mistassini Ltd., represented by company president Jean-Marie Fortin. Looking on are the firm's human resources director, Marlène Fortin, and Huron spiritual leader Raymond Gros-Louis. Awarded for the first time this year, the Export Prize is sponsored by DFAIT. The gala is an annual event organized by the First People's Business Association; this year it took place during SIAL Montreal, March 4-6.*

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

## Venture Capital

## Opportunities in Morocco

**M**orocco's business culture has changed dramatically over the past decade. Old connections and networks no longer exist and a new generation of Moroccan investment operators are approaching business development in ways that are more in tune with international practices. This new open-minded attitude embraces the services of foreign shareholders to start up or develop business in a number of emerging sectors. Venture capital in Morocco is now seen as the key to driving growth in its changing economy, one that is confronted daily by globalization and the opening up of its markets to the world.

For Morocco, the real value of this financial sector lies in its network of links with local industry and in its ability to accurately assess the value of projects which fall outside the traditional sectors favored by banks. This network can provide valuable information for Canadian companies investigating the Moroccan investment market or scouting for partners.

#### A brief history of banking in Morocco

A decade ago the banking environment in Morocco was stable and very protected, operating within a patchwork, outmoded regulatory framework. In recent years however, globalization, the technological revolution and deregulation have led to profound changes.

Morocco's 24 banks have responded by diversifying their products and refocusing on new sectors. All the credit institutions have created their own mutual funds, open-ended investment companies, open-end funds and insurance products, as well as diversifying their savings products and credit operations.

Of these banks, 18 are foreign-owned to some degree. Foreign investment in Moroccan banks is

set to increase because local banks will need more capital to finance their acquisitions and because the ongoing privatization of Moroccan banks will open up opportunities for foreign operators. La Caisse Desjardins du Quebec recently signed such an agreement with BCP, the Moroccan national bank, for the transfer of remittances of Moroccans residing in Canada.

#### Venture capital in Morocco

Venture, or investment, capital is new to Morocco. However, this sector is now seeing a rise in demand for investment funds as well as the proliferation of specialized corporations, a response largely due to the requirement for capital by Moroccan companies seeking to modernize. Moroccan investment capital operators maintain a first-rate relational network with local industry and for this reason can provide valuable information on business opportunities as well as advice about penetrating the Moroccan market. It is therefore recommended that Canadian firms planning major projects in Morocco make use of their advice in this regard, especially if financial engineering is being considered locally.

#### Top ten venture capital operators

- ASMA Invest
- Capital Finance
- CapitalInvest
- Casablanca Finance Group
- Faisal Finance Maroc
- (La) Financière Capitale
- Mediterranean Finance
- Moussahama
- Société maroco-émirienne de développement (SOMED)
- UPLINE INTERNATIONAL

For more information, contact Leopold Battel, Commercial Counsellor, Canadian Embassy, Morocco, tel.: (011-212-37) 68-74-36, fax: (011-212-37) 68-74-15, e-mail: [leopold.battel@dfait-maeci.gc.ca](mailto:leopold.battel@dfait-maeci.gc.ca) \*

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

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**T**he current political situation notwithstanding, Pakistan offers tremendous opportunities for Canadian exporters. That's the message being put out by the **Canada-Pakistan Business Council (CPBC)**,

*Keeping trade momentum going*

# Canada-Pakistan Business Council

*which is helping to keep the bilateral-trade momentum going through its many export- and investment-oriented services and programs.*

For nearly 20 years, the CPBC — founded in Montreal but headquartered in Toronto since 1996 — has been fulfilling its mandate to promote bilateral trade between Canada and Pakistan. It has a membership of more than 50 business entrepreneurs and companies, with a contact list of 450 more.

Canadian exports to and investment in Pakistan have been down in the last few years, partly as a result of the military take-over of the government in October 1999 and Pakistan's test of nuclear weapons in 1998. Nevertheless CPBC President Andy Merchant sees good opportunities for Canadian exporters, who can compete well with U.S. and European countries in just about any sector of activity and who have an edge through the lower Canadian dollar.

## Gateway market

The military has until the end of 2002 to hand over the power to an elected government. Once this is done, Pakistan, with its 140 million residents, growing middle class, and strategic location, will be, Merchant believes, "one of the most lucrative markets in the world. And the country is a gateway to the Russian and Middle East markets."

According to Merchant, the Pakistani government's first priority for joint ventures is in oil and gas exploration. Other opportunities lie in housing, information technology, infrastructure, agri-food and fisheries.

The CPBC facilitates these kinds of opportunities through its many activities. It regularly offers business seminars focusing on investment opportunities in various sectors. A recent seminar focusing on the envi-



*MOU signing ceremony in Lahore between Hasan Naqvi (right), President of CM Inc. of Markham, Ont. and Ahmad Bilal Mehboob, CEO of OPSTeC, during a trade mission organized in January 2000 by the CPBC, in collaboration with DFAIT. Standing in the back is CPBC President Andy Merchant (right) and officials of OPSTeC.*

ronment sector was held in conjunction with Ontario Exports Inc. An open house in February, open to non-member business people and potential investors, featured speakers representing various sectors in both Canada and Pakistan.

## Trade missions bring results

In the past few years, the Council has organized two trade missions to Pakistan, in close co-operation with commercial officers at the Canadian High Commission in Islamabad and

the Canadian Consulates in Karachi and Lahore.

Typically consisting of 8-10 participants, the missions have brought solid results. The latest mission, in January 2000, facilitated a joint venture between the Markham-based information technology firm CM Inc. and OPSTeC (the Institute run by Overseas Pakistanis) in Lahore. It also led to the appointment of agents in Pakistan by Fuelling Technologies Inc., a Toronto-based company in the business of converting cars to run on natural gas.

While previous missions have highlighted telecommunications, education, agri-food, information technologies, and financial and health sectors, the Council plans to feature the automotive and environmental sectors in the Council's next mission (to be announced).

The Council also hosts incoming missions and visiting dignitaries from Pakistan, whose visits are usually coordinated in conjunction with DFAIT. A delegation of executives of the boards of investment in Pakistan, along with the Pakistani Minister for Commerce and Industry, is expected to arrive at the end of May.

## Leadership role

Merchant believes that the move to bring economic prosperity to Pakistan will come from abroad, rather than from within the country. "I feel as Canadians we can play a leadership role in putting Pakistan on the road to economic prosperity."

This road begins with improvements in basic areas such as health, education and infrastructure. "The know-how is there; what is needed is to help the people set up the right priorities."

To finance Canadian ventures, Merchant is promoting, on behalf of the council, an investment role for Canada's private pension funds and financial institutions. "These institutions can play a significant role by financing the Canadian companies wanting to do business. Pakistan is a safe market; the country has never

*Continued on page 11 – Canada-Pakistan*



# THE CZECH REPUBLIC, HUNGARY, SLOVAK REPUBLIC, SLOVENIA The Environment

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 one study. For the full version of this and 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](http://www.infoexport.gc.ca)



The Czech Republic, Hungary, the Slovak Republic and Slovenia are all dealing with a legacy of environmental problems. The shift toward pollution control has sparked demand for Western environmental products and services.

The main factor presently shaping the growth of these markets is a desire to join the European Union (EU). In order to be eligible, these countries must bring their environmental legislation in line with numerous EU regulations.

These four Central and Eastern European countries (CEECs) share similar environmental problems. Decades of heavy industrialization, a reliance on coal, and ineffectual environmental legislation have taken their toll. It is estimated that Hungary and the Czech Republic will each require an infusion of \$15 to \$16 billion to meet EU standards.

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See insert for your Environmental Industries contacts in Europe.



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# HUNGARY, THE SLOVAK AND SLOVENIA Environmental Markets

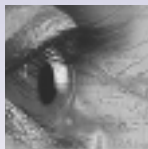
## Opportunities

Equipment and services to update existing water, wastewater and solid-waste treatment facilities are in high demand in all four countries. High-quality pollution technologies from the West are also well-received.

## Market Snapshots

**Czech Republic:** In 1999, the Czech water and wastewater treatment equipment market was \$966 million. Demand for equipment and technologies is expected to rise considerably over the next few years. In particular, contaminated landfill sites present potential opportunities for Canadian companies with expertise in hazardous waste management.

**Hungary:** The Hungarian market for water and wastewater treatment equipment is the highest of the four countries reaching \$1.2 billion in 1999. Local companies make up about 37% of the market share, while Western European firms hold 45% of the market. The combined Canadian-U.S. market share is 10%.



Hungary's market for municipal waste management services reached \$230 million in 1999 when approximately 4.3 million tonnes of municipal waste were processed. The private sector holds 22% of the total market for waste management in Hungary. This share varies from over

50% in larger urban areas, to close to nil in smaller towns. Imports account for about 75% of the market, with the major foreign suppliers and investors from Germany, Austria and France.

**Slovak Republic:** The Slovak Republic is in the most dire position regarding compliance with EU standards. Although some efforts have been made, economic concerns have put environmental issues on the back-burner. Currently, 70% of municipal waste is disposed of in landfills without any prior treatment, and less than 2% of waste is recycled.

**Slovenia:** Slovenia is the most prosperous CEEC in terms of its economic, industrial and environmental restructuring programs. The market for water and wastewater treatment equipment is relatively small, but growing. The solid waste treatment market is also small. However, demand for recycling and separation equipment will continue to rise.

## Market Access

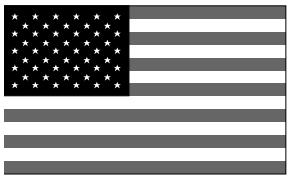
Project financing remains the major market constraint in all four countries. However, continued privatization and the desire to join the EU

has increased market demand for environmental equipment. Currently, Western European companies dominate the equipment market. Canadian companies hoping to gain access will have to be proactive. Thorough research, use of an agent, and a visit to the country of interest will improve chances of a successful market entry.

## See Potential?

To learn more about these markets, read the full report, *The Environmental Markets in the Czech Republic, Hungary, the Slovak Republic and Slovenia*, prepared by our Market Research Centre. You can access this report and hundreds of others for free at the Trade Commissioner Service Web site: [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 a cityscape. 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](mailto:commerce@dfait-maeci.gc.ca). For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

## TechnicallyHip.ca

"Home is where the Hip is"

**B**rent Halliday of Greenston Venture Partners may have created a funny, hip, self-deprecating and opinionated new Web site for Canadians, but his underlying goal is serious. With **TechnicallyHip.ca** ([www.technicallyhip.ca](http://www.technicallyhip.ca)) Halliday is trying to grab the attention of the half-million Canadian expatriates working in the U.S. high-tech sector — and maybe lure them home again.

Halliday got the idea for the Web site from some savvy Canadian bureaucrats in Silicon Valley who started the Moose Lounge, a meeting place where members reminisce about Canada over Moosehead beer and Smarties. Halliday happened to know Handol Kim, Vice Consul at the Canadian Consulate in San Jose, who also held the title of "Head Moose" at the lounge, and after some discussion TechnicallyHip.ca was born.

"My idea was to mimic the self-deprecating humor of the Moose Lounge," says Halliday. "As for the name, it's a take-off on the Tragically Hip, one of Canada's best-known secrets — sort of like our high-tech industry."

But TechnicallyHip.ca is more than just a long Canadian chuckle. The site includes information on immigration

and taxes, jobs, and Canadian success stories as well as on-line discussion forums and links to everything Canadian, including the Web site for Hockey Night in Canada.

Halliday believes the site could garner the attention of Canadians who, having acquired American

know-how, are discovering that home is best after all. He also hopes it will attract national sponsors looking to recruit expats back to Canada.

"Armed with high-tech experience and networks, Canadians living in the U.S. face the decision of going for permanent immigration or returning to Canada," says Halliday. "Until very recently, most opted to try and keep their career tracks in the U.S. Now, the shine is off the golden dream in the Valley and in the meantime Canada has been busy creating pockets of world-class technology opportunities. By connecting Canadians in the U.S. together and informing them of what is happening here, we aim to improve the flow of ideas, experience, information and maybe, just maybe, people."

Even if they don't return, Halliday hopes his site will allow expats to stay in touch with their Canadian identity.

TechnicallyHip.ca is currently run by a non-profit group formed by Canadian high-tech industry leaders including Greenston Venture Partners, PMC Sierra, PriceWaterhouseCoopers and A-Live Holdings. Organizations such as CanadaIT.com, Rocket Builders, Bull, Housser & Tupper have supported the site as well. The Digital Moose Lounge, a technology networking group for Canadians in Silicon Valley, plans to use TechnicallyHip.ca as on-line meeting place between its live weekly meetings.



The site is so popular it is attracting 200 new members a day and Halliday expects to hire several full-time employees to run it in the near future. "We have so many ideas, and already the feedback is great. We think it will grow organically, and everybody down there will learn a bit about us, and all the expats can hang onto a bit of Canada this way."

**For more information**, contact Brent Halliday, Greenston Venture Partners, tel.: (604) 717-1977, e-mail: [bh@greenstonevc.com](mailto:bh@greenstonevc.com)

"Excerpts from an original article by Monica Ullman for *Silicon Valley NORTH* ([www.siliconvalleynorth.com](http://www.siliconvalleynorth.com)) reproduced by special permission!"

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



— Continued from page 1

operating locations in Nova Scotia and annual revenues of \$140 million, has earned a reputation as a world leader for engineering and maintenance of maritime helicopters.

Within Canada, IMP Aerospace is a provider of depot-level engineering

# IMP Group Limited

and maintenance support to the Canadian Forces' CH124 Sea King helicopters and CP140 Aurora aircraft fleets, and is the In-Service Support Contractor for the new fleet of CH149 Cormorant search and rescue helicopters. The United States is the current destination for virtually all company exports.

## Destination: U.S.

"Ninety-nine percent of our exports go to the U.S. Department of Defense and U.S. companies," explains Derek Kinsman, Vice-president of International Marketing for IMP Aerospace, which counts Lockheed Martin, Boeing, Raytheon and Northrop Grumman among its U.S. commercial customers.

IMP's first contract with the U.S. Department of Defense (DoD) — and its relationship with CCC — dates back to 1990, when the company

was awarded a BOA with the U.S. Navy for the repair and overhaul of automatic stabilization equipment for H-3 helicopters.

The five-year H-3 SDLM BOA provides for the overhaul, repair, engineering and field support services of the entire U.S. Navy fleet of 60 H-3

helicopters, as well as similar services for 29 Egyptian Air Force Sea Kings.

## CCC on board

At the request of DoD, the joint U.S./Canada Defense Production



IMP Group Chairman & CEO, Ken C. Rowe, and Captain C. Deitchman, Wing Commander COMHELTACWINGLANT (inset), commemorate delivery of first U.S. Navy H-3 SDLM helicopter (photo), January 18, 2001.

Sharing Arrangement mandates that all purchases over US\$100,000 from Canadian companies be made through CCC. "This is the largest contract we've helped the company out with," explains CCC Project Manager Joan Nolan. "They're pretty much aware of how the process works, and what the opportunities are out there. They're a pleasure to work with."

"Our relationship with CCC has been excellent," agrees Kinsman. "There's no other word for it. CCC was very supportive during the bid phases. And the Corporation is very experienced; they're always looking after our interests."

The company is coming to the end of the base year of its contract and has just delivered the first of eight aircraft it is currently overhauling at its facilities. "The contract is going very smoothly," says Nolan. "The U.S. Navy seems to be pleased."

## SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian Commercial Corporation

The Canadian Commercial Corporation (CCC) is an export sales agency of the Government of Canada providing special access to the U.S. defence and aerospace markets and specializing in sales to foreign governments.

Canadian exporters can gain greater access to government and other markets, as well as a competitive advantage, through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC can facilitate export sales that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms.

When requested, CCC acts as prime contractor for government-to-government transactions and provides access to preshipment export financing from commercial sources.

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

## Exercising options

In fact, the Navy is so pleased it has informed the company that it is going to exercise the first year option (March 2001 to March 2002) on the BOA. "The U.S. isn't obligated to exercise any of the four option years," explains Kinsman. "We're very happy with their decision; we're expecting to receive six more aircraft by June."

The company's general business philosophy has been to continue to exploit the expertise it has developed in supporting the Canadian Department of National Defence and to seek work internationally. "The first place we typically look is the U.S., and our seeking has been successful. This one contract alone represents over 15% growth in our business."

With this success and growth under its belt, IMP Aerospace is now poised to capture other international opportunities... with continued CCC backing.

For more information, contact Derek Kinsman, Vice-president, International Marketing, tel.: (902) 873-2250, ext. 1421, fax: (902) 873-2290, e-mail: [impaero@impgroup.com](mailto:impaero@impgroup.com) Web site: [www.impgroup.com](http://www.impgroup.com)

## 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.

**F**ollowing its recent mission to China with Team Canada in February, the Certified General Accountants Association of Canada (CGA-Canada) finds itself three steps closer to helping China build the accounting infrastructure it will need to succeed in a market-driven economy.

*By all accounts a success*

# CGA-Canada in China

CGA-Canada signed three agreements that will bring its internationally recognized CGA Program of Professional Studies into more Chinese classrooms, educating the profes-



*MOU signing ceremony in Beijing. Seated, from left to right, Guy Legault, President and COO, CGA-Canada; Bruce Hryciuk, Chair and CEO, CGA-Canada; Professor Chen Xiao Yue, Vice-President, National Accounting Institute of China, Beijing; Li Yong, Secretary General, Chinese Institute of Certified Public Accountants and Assistant Minister of Finance. Standing, from left to right, Minister Pierre Pettigrew; Ontario Premier Mike Harris; Zeng Peiyan, Chairman, State Devel. Planning Commission; Prime Minister Jean Chrétien.*

sionals that China will need to implement the reforms and create the capital markets necessary to participate in the global economy.

## Contract and MOUs

For Vancouver-based CGA-Canada — a professional body representing 60,000 Certified General Accountants and students across Canada, Bermuda, the Caribbean and in Pacific Rim countries — the highlights of the Team Canada mission were the signing of Memorandums of Understanding with the two National Accounting

Institutes of China to use the CGA Program of Professional Studies, and the signing of a contract with the prestigious China Women's College to offer foundation-level accounting courses as part of a diploma program.



The National Institutes, in Beijing and in Shanghai, offer continuing professional education for accountants and are expected to be the premier accounting training facilities for more than 10,000 professionals each year. "We will also work with the Beijing Institute to develop specialized courses in comptrollership, finance and securities, and government accounting," says Bruce Hryciuk, chair and chief executive officer of CGA-Canada.

The China Women's College, established in 1949, caters to the educational needs of female students, maintaining three faculties for full-time university students in Law, Social Sciences and Management. The College also has a training centre for executives in government and industry.

## Accounting for China's future

As China moves from a centrally planned to a market-driven economy, its leaders understand that the success of this transition will depend on a solid infrastructure of business, accounting and financial management and reporting. CGA-Canada, a world leader in professional accounting education, has been in China since 1993, helping one of the world's largest economies build and modernize its human infrastructure.

"Accountancy development is a prerequisite for the establishment of a viable stock market, a normal banking system or for any privatization efforts," explains Hryciuk. "Accounting is the cornerstone of investment, trade and commerce."

CGA-Canada's presence in China was originally supported by the Government of Canada through the Canadian International Development Agency's (CIDA) Management for Change Program. "The Canadian Embassy in China also helped open many doors," recalls Hryciuk. Today, the CGA Program of Professional Studies is offered on a self-funded basis at six partner universities in China.

"CGA-Canada already represents close to 1,800 professional accountants and accounting students in China in the public, commercial and industrial sectors and the potential for growth is phenomenal," adds Hryciuk. "In fact, the Chinese government has estimated that China will require at least 300,000 professionally trained accountants to implement the business reforms, modernize state enterprises and create the capital markets necessary for investment."

## Team Canada value

CGA-Canada's participation with this year's Team Canada mission was yet another example of the continuing

*Continued on page 11 – CGA-Canada*

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EXPORTS



To take advantage of the profile generated by the recent Team Canada visit to Shanghai, the Canadian Consulate General organized a recent two-week **Canadian Gourmet Festival** with the Carrefour Group. Carrefour is the leading supermarket in China, with 27 stores throughout the country. The festival was held in Carrefour's two most successful Shanghai stores — Jinqiao and Gubei.

## Minister Opens Canadian Gourmet Festival Team Canada Visit to Shanghai



has steadily increased in Shanghai in recent years. In response, Canadian food suppliers are exploring new ways

International Trade Minister Pierre Pettigrew officially launched the **Canadian Gourmet Festival** at the Jinqiao store on February 14. The event was an outstanding commercial success. Several of the promotional items were sold out before the end of the first week, and Carrefour plans to retain many, if not most, of the promotional items as permanent products.

The promotion featured more than 200 Canadian food products, all readily available in Shanghai. More than 15 Canadian companies participated in the festival, which promoted Canadian beef, wine, ice wine, beer, fruit juice, candies, cookies, maple syrup, margarine and frozen seafood, as well as value-added foods such as frozen and microwavable foods, snacks, tea, coffee, apple sauce, health products and vegetables.

The Canadian Gourmet Festival was an excellent opportunity to increase local consumer awareness of the quality and range of Canadian food products locally available. Demand for Canadian food products

quality domestic and imported foods in a modern setting makes Carrefour Shanghai a favourite supermarket for both local residents and expatriates. It also makes the Carrefour stores the perfect venue to showcase the Canadian Gourmet Festival.

To raise awareness of the event, the Canadian Consulate General designed and distributed 8,000 promotional fliers using the Team Canada motif. Consumer response to the promotion was unexpectedly enthusiastic, confirming the growing sophistication and changing appetite of Shanghai consumers. Frozen foods and confectionery sold out very quickly.

For more information on selling food products to the China market, contact Henry Deng, Senior Commercial Officer, Canadian Consulate General, Shanghai, tel.: (011-86-21)



Alain Huang, (2nd from left), Director of Business Development, Manatco Trading House Co. Inc., speaking to International Trade Minister, Pierre Pettigrew. Between them, Philippe Hery, Regional Manager, Carrefour East Region.

to make their products available to Chinese consumers.

Wine tasting receptions, in-store promotions, food seminars, oyster luncheons, and various other outreach programs are frequently organized by the Consulate General to increase local awareness of these high-value fine Canadian foods.

Carrefour stores are unique in China, selling Chinese products in a modern supermarket environment, along with a wide range of imported and value-added staples and specialty goods. This combination of high-

6279-8400, fax: (011-86-21)  
6279-8401, e-mail: [henrydeng@shanghai.gc.ca](mailto:henrydeng@shanghai.gc.ca) 🍁



**T**he French aeronautics industry is a market leader for Airbus-type and business aircraft, helicopters, engines and equipment. This sector was adversely impacted by defence budget cuts, but has benefited from international growth. In 2000,

Agusta Westland and Fokker. This consolidates Eurocopter's position with 45% of the international market.

Finally, the launch of the A400M military transport plane is one of Europe's main defence programs.

and service activities in Canada in order to increase their presence among their North American clientele.

With regard to Canadian suppliers, **Pratt & Whitney Canada** is the sole manufacturer of turboprop engines for ATR 42/72 aircraft,

## A soaring market

# French Aeronautics

total revenues in the sector, up 2.6%, exceeded \$39 billion. Its products are mainly for the commercial market, and 76% are for export.

### A soaring market

In 2000, the European firm Airbus held 46% of the global market for sales of civil aviation aircraft. Another 1,626 aircraft must still be produced over the next four years. The rate of delivery is increasing, with an objective of 400 aircraft by 2003.

The commissioning of the Airbus A380, the largest civil aviation project, is scheduled for early 2006. Eight airlines have already expressed interest in the 400- to 550-seat A380-800 model, with orders for more than 60 aircraft, a third of which are for cargo planes. The A380 and other large carriers will be assembled in Toulouse, and the interiors will be done in Hamburg. This confirms Toulouse's role as a hub of the European aeronautics industry. The super-jumbo will create 160,000 jobs in Europe, including approximately 10,000 direct jobs in France. The A380 program will break even with sales of 250 aircraft and will cost between \$14.8 billion and \$18 billion.

On the business aircraft market, the French company Dassault has sold 90 Falcon jets, close to half of the international high-end market, for total revenues of \$8.5 billion.

As for the NH90 cargo helicopter, 196 craft will be produced through a partnership between Eurocopter,

Airbus proposes replacing the C-130 Hercules and C-160 Transall aircraft of seven European countries with 225 A400M military transport planes. This program will be managed by Airbus Military Company and EADS Military Transport Division. This project provides European engine manufacturers with the opportunity to develop a new turboprop engine, and many European companies have



formed a partnership in order to submit a joint tender. The cost for France of developing and purchasing 50 aircraft is estimated at \$8.5 billion.

### Canada-France trade relations

France imported \$542 million of Canadian aeronautics equipment in 1999, or a quarter of Canada's total exports to that country. The increase in regional air routes is creating new openings for manufacturers. Regional companies Air Littoral and Brit'Air operate fleets of 19 and 20 CRJs respectively, and Brit'Air has firm orders for 12 CRJ700 aircraft as well as four new CRJ900 aircraft. Many French groups, including Zodiac-Intertechnique, Thales Avionics/Sextant and Liebherr Aerospace, are involved in supplying the various systems required for these aircraft. Eurocopter, Thales Avionics and Liebherr Aerospace are continuing to develop their support

while companies such as **Magellan Aerospace, Messier-Dowty, GE/Honeywell Canada** and **BAE Systems Canada** have become suppliers or subcontractors of Airbus parts and equipment. Bombardier Aéropatiale is the largest non-European supplier of A330/340 wing structures and attachments.

For its part, Air Canada is one of the largest North American Airbus operators, with 103 aircraft running the gamut of Airbus products. And it was Air Canada that launched the A340-500/600 long-range aircraft in North America with the purchase of two A340-500s and three A340-600s.

### Openings

Opportunities to become involved in the Airbus programs exist, but the reduction in the number of suppliers means that these firms are required to deliver complete integrated systems, including design, engineering, assembly and final inspection, for long-term contracts. Canadian manufacturers interested in new programs such as the A380 or A400M must assess any opportunities for alliances with existing partners in Europe or North America in order to meet specific requirements. The growing cost of European civil and military programs is leading manufacturers to seek international partners for joint representation, co-production or joint development agreements for high-tech products.

*Continued on page 11*

Sustained presence is required to penetrate the market. When promoting products, emphasis must be placed on their comparative advantages: new technology, superior quality, ISO certification, and delivery at competitive prices. Earlier involvement will also mean that funds will be provided for a portion of the development costs, which will be amortized over the life of the program.

On the defence market, the Direction générale de l'armement (DGA) [arms branch] is the agency responsible for identifying equipment needs and purchasing defence stores for the French forces. The procurement process is complex and follows specific rules; further information on current markets is provided on the following Web site: [www.defense.gouv.fr/dga/](http://www.defense.gouv.fr/dga/)

**An event not to be missed**

Canadian aeronautics contractors interested in displaying their prod-

ucts and services and establishing contacts with potential clients and partners should not miss the **Paris Air Show** ([www.paris-air-show.com](http://www.paris-air-show.com)). This is the top international event in the aeronautics and aerospace industry. Held every two years, the show will take place in Bourget from **June 17 to 24, 2001**.

By participating in European forums and events of this kind, the Canadian industry can identify regional and commercial partners and keep abreast of developments in European standards and technical certification that may represent barriers to the market.

Having all the Canadian firms in one pavilion will allow them to highlight Canada's presence and showcase the entire range of capabilities of Canada's aerospace industry. This is an opportunity for Canadian firms to inform their clients about their performance and successes.

For more information on the **Paris Air Show**, visit [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "Trade Fairs and Missions".

For more information on the French aeronautics industry, contact Guy Ladequis, Canadian Embassy, Paris, tel.: (011-33-1) 44-43-23-59, fax: (011-33-1) 44-43-29-98, e-mail: [guy.ladequis@dfait-maeci.gc.ca](mailto:guy.ladequis@dfait-maeci.gc.ca) ✪

**Canada-Pakistan**

— Continued from page 3

defaulted on payments. It's a win-win situation, for both the Canadian companies and the investment companies."

For more information, contact Andy Merchant, President, CPBC, tel.: (905) 763-8281, fax: (905) 763-8104, e-mail: [cpbc@home.com](mailto:cpbc@home.com) ✪

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "Business Chamber/Associations".)

**CGA-Canada in China**

— Continued from page 8

support the association has received from the Canadian government over the years.

"The signing ceremonies brought CGA-Canada and other educational institutions and professional associations — both Chinese and Canadian — together, which increases the potential towards future co-operative projects," says Hryciuk. "The networking with your peers, both on the plane and in the host country, represents a real value-added element of these missions."

Some 19 universities and 13 community colleges from across Canada participated, drawn to the huge Chinese market for educational services. There was little doubt that the mission reinforced CGA-Canada's reputation as the international leader in professional accounting education.

**CGA-Program of Professional Studies**

Using innovative CD-ROM and Internet-based technology, the pro-

gram integrates professional ethics with the latest developments in accounting, auditing, finance and taxation. It positions CGAs to assume management and leadership roles in industry and government.

"Countries in transition like China know that a crucial step in their reform is the development of an accounting system capable of measuring financial performance at the enterprise level," states Guy Legault,

president and chief operating officer of CGA-Canada. "We have succeeded to the point that CGA is already the foreign professional designation of choice for accountants and accounting students in the world's most populous country."

For more information, contact Judith Walker, Communications and Government Relations, CGA-Canada, tel.: (604) 605-5108, e-mail: [jwalker@cga-canada.org](mailto:jwalker@cga-canada.org) Web site: [cga-canada.org](http://cga-canada.org) ✪

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**TOKYO AND KOBE, JAPAN —**  
 June 2001 — *The Canadian Embassy in Tokyo is inviting companies in the wireless/Internet technologies fields to register for Think Canada – Think Venture Capital, to be held in conjunction with the Think Canada 2001 festival. Up to twelve*

near future of 3G technology, the demand for backend networks, access and 3G transfer technology, software, and embedded devices is rising fast.

The Japanese are using their personal computers more as well, driving the software market up over

Schroder Ventures and H&Q Asia Pacific. Representatives from several major corporations that are seeking strategic alliances, including NTT DoCoMo, Toshiba, Mitsubishi and Sony will be attending. The event will be held in the Canadian Embassy's 230-seat theatre.

# Think Canada Think Venture Capital

*companies with well-developed plans and clearly identified interest in the Japanese market will be selected to participate in these venture capital (VC) events, to be presented June 4–8, 2001, in Tokyo and Kobe, Japan's two largest economic centres.*

**Think Canada 2001** marks the official launch of the Venture Capital program, established by the Canadian Embassy in Tokyo to expand trade and investment between Canada and Japan beyond natural resources and raw materials. With the assistance of the Canadian Consulate General in Osaka and partners in Canada, the Embassy is now promoting opportunities for other sectors, specifically Canadian start-ups in information technology and biotechnology, by helping them establish financial, strategic and/or technological partnerships with both Canadian and Japanese VC firms.

## Wireless in Japan

With the overwhelming popularity in Japan of i-mode — the Japanese version of WAP — the country now represents one of the most exciting and dynamic regions in the world for the development of wireless/Internet technology. Wireless "lines" now outnumber fixed lines as the Japanese increasingly use their wireless devices to download music, play games, shop, and gather information from the Internet. With the introduction in the

20% each year. The merging of wireless and Internet technologies has resulted in the high cell phone



penetration and the development of wireless-accessible Web content in Japan.

## Think Canada – Think Venture Capital: think wireless and Internet

Think Canada – Think Venture Capital is an excellent place to start for Canadian specialists in this field seeking international opportunities. In both Tokyo and Kobe, each of the selected companies will be allotted 20 minutes to present their business plans, market plans/expectations for Japan, and financial/partnership requirements before a selected audience of Japanese VC firms, investors, and strategic partners. The second day of each event can be set aside for individual programs and meetings, which can be arranged prior to, or during, the first day of each event.

## Tokyo — June 4 and 5, 2001

Tokyo is home to most of the major VC firms in Japan, including JAFCO, NIF, CSK Ventures, as well as a host of foreign VCs including Whitney & Co.,

## Kobe — June 6 and 7, 2001

The Kansai area, in which Kobe is situated, is home to several major electronics companies, including the wireless giant Kyocera, Omron, Matsushita, and Nintendo. Representatives from several local VC firms specializing in assisting companies in this region will be attending this event. The program will be held at the Kobe Chamber of Commerce and Industry, in co-operation with HERO (Hanshin-Awaji Economic Development Organization), Kyoto Research Park, and Osaka JETRO.

Individual meetings and programs may be set up prior to arrival by consulting with the Canadian Embassy in Tokyo and/or the Consulate General in Osaka.

To arrange meetings and programs, contact Avi Salsberg, Commercial Officer, Investment, Technology and Science, Canadian Embassy, Tokyo, tel.: (011-81-3) 5412-6330 ext. 3327, fax: (011-81-3) 5412-6254, e-mail: [avrom.salsberg@dfait-maeci.gc.ca](mailto:avrom.salsberg@dfait-maeci.gc.ca)

*(For the unabridged version which provides registration details and the registration form for Think Canada – Think Venture Capital, visit: [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "A Yen for Japan".)*

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[www.infoexport.gc.ca/ifinet/menu-e.asp](http://www.infoexport.gc.ca/ifinet/menu-e.asp)

**A**s life becomes more interconnected and businesses go global, the need mounts for international trade skills. How do you overcome barriers of language and culture? How do you find the right person to conduct business in a foreign country? What is the cost-effective way to generate sales in a competitive market?

People who can answer these questions are in growing demand. And now there is a step-by-step, practical course of training developed by experts in the field: the **FITTskills program**. Offered by the Forum for International Trade Training (FITT), **FITTskills** covers all the essential topics of doing business internationally. Thousands have taken the courses, which are available on-line and through colleges, universities and private organizations across Canada.

### Log in and start learning

To take the **FITTskills** on-line courses, all that's needed are basic computer skills and access to the Internet from a PC or Mac platform. Once registered, participants can navigate through the courses at their own pace from any convenient location. Along the way they can turn for guidance to a seasoned international trade practitioner, a comprehensive course guidebook, on-line help, and dedicated technical support.

**FITTskills** offers a broad range of courses, each lasting 40 hours and starting at staggered dates around the calendar. "Global Entrepreneurship" is an overview of the fundamentals of international trade. "International Marketing" and "International Marketing and Distribution" explain how to effectively market products and services in foreign markets. "International Trade Finance" explores the various aspects of financing, and the options available. "International Trade Research" shows how to develop an in-depth understanding of target markets. And there is more.

As part of their training, course participants perform market research and create marketing plans for Canadian companies. The results have been so promising that some trainees

# FITTING Canadians

## to do business with the world

have been hired while still working on course assignments. (For the complete course schedule, see [www.fitt.ca](http://www.fitt.ca))



Forum for International  
Trade Training

FITT

### Professional designation for international trade expertise

The courses lead to designation as a **Certified International Trade Professional (CITP)** — Canada's first professional qualification specifically for international trade skills. Launched in 1997, the CITP designation is gaining recognition across Canada as a proven badge of expertise. Says Judy Bradt, Director of Government Markets at the Canadian Embassy in Washington, D.C., "CITP means much more than training. It means experience guaranteed, a proven business strategist, a skilled communicator, a cultural interpreter ... with the skills that you need today for tomorrow's global markets."

### About FITT

FITT is a national, not-for-profit professional organization committed to developing and delivering international trade training programs and services, establishing Canada-wide standards and certification, and ensuring continuing professional development in the practice of international trade.

FITT is a strategic partner of Team Canada Inc ([www.tcm-mec.gc.ca](http://www.tcm-mec.gc.ca)), and under a three-year co-operation agreement, Export Development Corporation ([www.edc-see.ca](http://www.edc-see.ca)) provides funding for FITT's course

curriculum. It is also a major sponsor of FITT's 2001 conference.

### FITT Conference 2001

On June 3 and 4, 2001, the National Capital Region hosts FITT's annual conference. The program is a mix of workshops, exhibits and networking opportunities. Participants will mingle with business and government decision makers, providing an opportunity to learn from hands-on professionals. On the schedule for June 4 is a workshop on "Hot Markets": Canadian Trade Commissioners from around the globe will talk about the hottest markets, the opportunities they present and the latest trends for doing business in these booming markets.

For more information about **FITTskills** courses or to register, contact Forum for International Trade Training, tel.: 1-800-561-3488 or (613) 230-3553, fax: (613) 230-6808, e-mail: [corp@fitt.ca](mailto:corp@fitt.ca) Web site: [www.fitt.ca](http://www.fitt.ca)

For more information about the June 2001 conference, contact Osprey Associates, tel.: (819) 827-5931, e-mail: [conference@fitt.ca](mailto:conference@fitt.ca) ❁

## eBid provides secure electronic bidding for NATO defence supply contracts

A sophisticated, secure electronic bidding system known as eBid was recently unveiled to NATO defence suppliers on NAMSA's new Web site ([www.natolog.com](http://www.natolog.com)). A powerful platform enabling qualified vendors worldwide to bid for supply contracts, the eBid system employs 128-bit encryption technology, thus ensuring that bid information is not disclosed to third parties.

The eBid Web site allows qualified vendors to screen NAMSA's requests for proposals (RFPs) 24 hours a day, seven days a week, using criteria such as NATO stock numbers (NSNs), part numbers, dates, CAGE codes and key words. Bids for selected items can be placed using a secure on-line form indicating the delivery date, part number, price, currency (of any NATO member nation) and including a free

text message. Thanks to eBid, supply opportunities relating to 38 different weapons systems supported by NAMSA are now published on the Internet.

Interested suppliers should consult the NAMSA Web site for general information or for details on procurement activities. For access to eBid, visit [www.natolog.com](http://www.natolog.com) to register. Once applications have been vetted by NAMSA, suppliers will receive a log-in ID and a password.

**For more information**, contact Michel Saudrais, Deputy Director, Acquisitions, and Competition Lawyer, tel.: (011-35-2) 3063-6568, fax: (011-35-2) 3063-4566, e-mail: [msaudrais@namsa.nato.int](mailto:msaudrais@namsa.nato.int)

A market study on NAMSA is available on the Trade Commissioner Service Web site at [www.infoexport.gc.ca](http://www.infoexport.gc.ca) ❄

## The 2001 Canadian Foreign Service Officer Awards

As a Canadian exporter, if you have recently received excellent service or advice from a Canadian foreign service officer working in Canada or in one of our missions abroad, such as a consular or immigration officer or a trade commissioner or a political analyst, we would like to hear about it.

The **Canadian Foreign Service Officer Awards** were instituted in 1990 by the Professional Association of Foreign Service Officers (PAFSO) to recognize and encourage excellence in the Canadian Foreign Service. The Awards are based on an open nomination process. We particularly welcome nominations from members of the Canadian business community who have worked closely with the Foreign Service.

The nominations will be considered by an independent panel, and each nominee will be judged on the basis of the following criteria: initiative and creativity; dedication to serving Canada and Canadians; empathy for the cultures in which he or she has worked; and ability to inspire colleagues and professional contacts. Along with your nomination indicating why your nominee should receive an award, provide any supporting testimony or include the names, addresses, phone and fax numbers of individuals who could be contacted.

The deadline for receipt of nominations for the 2001 Awards is **April 30, 2001**. All nominations should be faxed to: The Professional Association of Foreign Service Officers (613) 241-5911. The Awards, along with a cash prize, will be presented at the Annual PAFSO Awards Dinner at the National Arts Centre, in Ottawa, on **June 7, 2001**.

**For more information**, contact the PAFSO office, tel.: (613) 241-1391 or consult the PAFSO Web site: [www.pafso-apase.com](http://www.pafso-apase.com) ❄

## Canadian Business Club in Morocco

In Morocco, the Canadian Business Club (Club d'Affaires Canadien) brings together representatives of Canadian firms, as well as the Canadian Chamber of Commerce in Morocco, the new Moroccan-Canadian Business Network in Quebec and the Banque Centrale Populaire. The objective is to create synergies between Canadian businesspeople and help new Canadian exporters interested in the Moroccan market, as well as to facilitate information exchange.

Discussions at the Club's February 7 meeting in Rabat focused on strategies for promoting bilateral economic ties and partnerships between Moroccan and Canadian businesspeople, and a work plan involving various initiatives, including business missions to Canada.

**For more information**, contact Leopold Battel, Commercial Counsellor, Canadian Embassy, Rabat, tel.: (011-212-37) 687-436, fax: (011-212-37) 687-415, e-mail: [leopold.battel@dfait-maeci.gc.ca](mailto:leopold.battel@dfait-maeci.gc.ca) ❄



Leopold Battel (sixth from the right) with members of the Canadian Business Club in Rabat.



## Canadian Food and Beverage Trade Outreach in Southeast Asia

**SINGAPORE/JAKARTA/MANILA** — May 14-18, 2001 — Canadian food and beverage companies who are looking to export to food retailers, hotels, restaurants and food manufacturers in Southeast Asia, or to expand their market share should join the **Canadian Food and Beverage Trade Outreach in Southeast Asia**. Organized by Agriculture and Agri-Food Canada (AAFC) and DFAIT, in partnership with the Ontario Ministry of Agriculture, Food and Rural Affairs, and the Canadian Food Exporters Association, the mission will visit three hub cities where you can meet with potential clients from throughout the region. Display your products, offer samples, network with local food and beverage contacts, and take part in prearranged one-on-one meetings.

For more information, contact Kim Otte, Agriculture and Agri-Food Canada, tel.: (613) 759-7535, fax: (613) 759-7506, e-mail: [ottek@em.agr.ca](mailto:ottek@em.agr.ca) or visit the Web site: <http://ats.agr.ca/outreach2001/index.html>

For more information about opportunities in agriculture, food and beverages, fish and seafood products in Southeast Asia, contact:

- Francis Chan, Commercial officer, Canadian High Commission, Singapore, tel.: (011-65) 325-3200, fax: (011-65) 325-3294, e-mail: [francis.chan@dfait-maeci.gc.ca](mailto:francis.chan@dfait-maeci.gc.ca) Web site: [www.infoexport.gc.ca/sg](http://www.infoexport.gc.ca/sg)
- Hermawx Hermawan, Commercial Officer, Canadian Embassy, Jakarta, tel.: (011-62-21) 525-0709, fax: (011 62 21) 571-2251, e-mail: [hermawan@dfait-maeci.gc.ca](mailto:hermawan@dfait-maeci.gc.ca)

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

- Butch dela Cruz, Commercial Officer, Canadian Embassy, Manila, tel.: (011-63-2) 867-0095, fax: (011-63-2) 810-1699, e-mail: [butch.dela-cruz@dfait-maeci.gc.ca](mailto:butch.dela-cruz@dfait-maeci.gc.ca) Web site: [www.dfait-maeci.gc.ca/manila](http://www.dfait-maeci.gc.ca/manila) ★

## Environmental technology NEXOS mission

**BIRMINGHAM, U.K.** — June 5-7, 2001 — **PAIGNTON, TORBAY, U.K.** — June 12-14, 2001 — The Canadian High Commission in London and the Délégation Générale du Québec à Londres invite Canadian environmental companies to join a **NEXOS** (New Exporters Overseas) mission to explore business opportunities at the **Environmental Technology Exhibition (ET2001)** in Birmingham and at the **International Waste Management (IWM) Exhibition** in Paignton, Torbay.

Organized jointly by the High Commission, the Délégation Générale du Québec and the Environmental Services Association of the United Kingdom, the program includes a one-day information seminar and reception; attendance at both of the exhibitions; and sector-related site visits.

The U.K. environmental technology market is huge, with billions of dollars being spent on improvements to systems and infrastructure each year. Much of the growth in spending

results from European legislation, and is expected to be a significant market driver for years to come. Key sectors that offer tremendous opportunities are water and waste water, and solid waste; substantial growth is also expected in air pollution control and monitoring, as well as in contaminated land management and reuse.

The U.K. is a very open market, and is constantly seeking new and innovative solutions. Canadian environmental technology companies are generally well regarded, and there is increasing awareness of what Canada has to offer in this field.

**ET2001** ([www.et-expo.co.uk](http://www.et-expo.co.uk)) is the U.K.'s largest forum for the environmental industry and will focus on: the environment; water; waste and recycling; and land remediation services.

The **IWM Exhibition** ([www.iwm.co.uk/events](http://www.iwm.co.uk/events)) is the showcase for the waste management industry in the United Kingdom, with over 300 exhibitors

*Continued on page 16 – NEXOS*

## Plast-Ex 2001



**TORONTO** — April 30- May 3, 2001 — The Canadian Trade Commissioner Service will have a major presence at **Plast-Ex 2001**, North America's second largest plastics show.

Trade Commissioners from around the world will be at **Plast-Ex**, ready to share their expertise in international plastics markets with you.

Meet them at the Export Café breakfast on **May 2** and learn about market opportunities for your products and services in other countries. Reserve your spot early! Contact Ken Cumming of the Trade Commissioner Service at tel.: (613) 944-0117, fax: (613) 944-0050 or e-mail: [kenneth.cumming@dfait-maeci.gc.ca](mailto:kenneth.cumming@dfait-maeci.gc.ca)

In co-operation with our Team Canada Inc partners, you can also meet the Trade Commissioners at Booth #127, and at the show's International Business Centre.

For more information, visit the **Plast-Ex** Web site at [www.plastex.org](http://www.plastex.org)

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

**MIAMI** — September 19-20, 2001 — The 10th Annual Canadian Food, Fisheries and Beverage Exposition is a great opportunity for Canadian manufacturers to showcase their products. The show will bring together distributors and suppliers from around the world, targeting the U.S., Caribbean and Latin American markets.

The Caribbean is the third largest tourist destination in the Western Hemisphere, offering international

# 10th Annual Canadian Food, Fisheries and Beverage Exposition

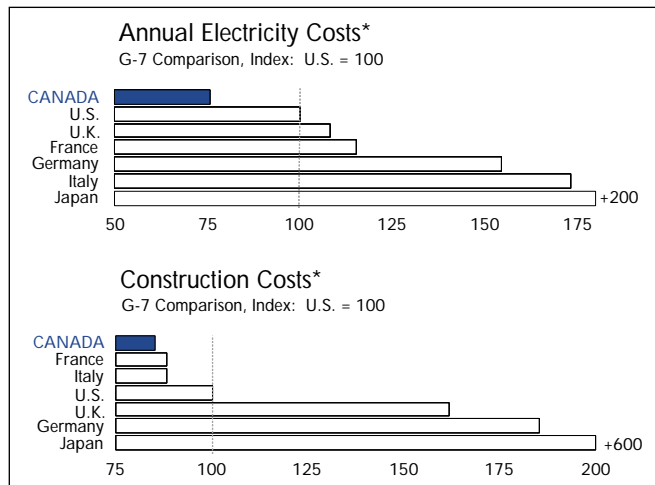
tourists a wide variety of foods. Buyers are looking for leading products to sell in this vibrant tourist Mecca. The largest distributors for Latin America and the Caribbean are located here. Miami, because of its proximity and close ties to these areas, is a natural market for Canadian consumer food products.

The Canadian Food, Fisheries and Beverage Exposition provides enormous opportunities for Canadian manufacturers who wish to enter these markets.

For more information, contact Normand Villeneuve, Consul and Trade Commissioner, Canadian Consulate, Miami, tel.: (305) 579-1600, fax: (305) 374-6774, e-mail: normand.villeneuve@dfait-maeci.gc.ca

## CANADIAN PRODUCTION COSTS: LOWEST IN THE WORLD

- **Lower transportation costs:** Canadian transportation rates are, on average, 13% lower than those in the U.S.\*
- **Lower energy costs:** Recent studies show an average manufacturer's annual electrical costs are 28% lower in Canada than in the U.S.\*\*
- **Lower construction costs:**
  - > Building construction costs in Canada remain some 15% lower than those in the U.S.
  - > On average, land costs are 6% lower in Canada than in the U.S.
- **Lower office lease costs:** Canadian office lease costs, including office space plus operating, utility, tax and insurance costs, are still only about 75% of those in the U.S.



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

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

\*\* Source: *Comparison of Electricity Prices in (20) Major North American Cities*, Hydro Quebec, December 22, 1999 [www.hydroquebec.com/publications/comp99en/index.html](http://www.hydroquebec.com/publications/comp99en/index.html)

## NEXOS mission

— Continued from page 15

promoting their services to U.K. and international waste management professionals, and attracting over 5,000 visitors each year.

For a report on the U.K. environmental market, consult: [www.infoexport.gc.ca/docs/40149-f.pdf](http://www.infoexport.gc.ca/docs/40149-f.pdf)

For more information, contact Deanne Rourke, Business Development Officer, Canadian High Commission, London, tel.: (011-44-20) 7258-6619, fax: (011-44-20) 7258-6384, e-mail: [deanne.rourke@dfait-maeci.gc.ca](mailto:deanne.rourke@dfait-maeci.gc.ca) Web site: [www.dfait-maeci.gc.ca/london](http://www.dfait-maeci.gc.ca/london) or Kristian Schnack, Commercial Officer, Délégation générale du Québec à Londres, tel.: (011-44-20) 7766-5925, fax: (011-44-20) 7930-7938, e-mail: [kristian.schnack@mri.gouv.qc.ca](mailto:kristian.schnack@mri.gouv.qc.ca) Web site: [www.quebec.org.uk](http://www.quebec.org.uk)

## Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region:

944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet site at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

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