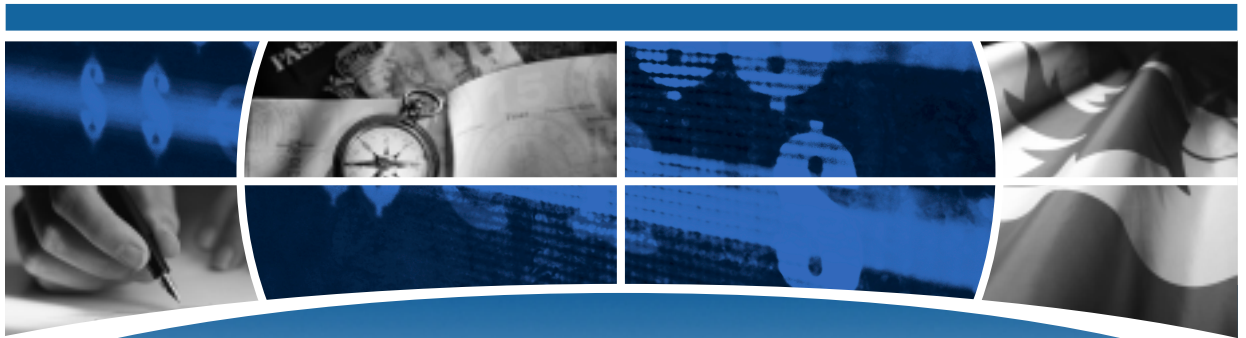




Canadaxport



New exporting tool launched

Directory of Aboriginal Exporters 2002

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With last month's official launch in Ottawa of the **Directory of Aboriginal Exporters 2002**, Canada's Aboriginal business community has an important new link to a world of export opportunities. International Trade Minister Pierre Pettigrew presided over the event which celebrated Aboriginal achievement, sharing the spotlight with award-winning chef Arnold Olson, Inuit performers Siqiniup Qilauta, and three successful Aboriginal business leaders.

The new directory is one of many special initiatives developed by the Aboriginal International Business Development (AIBD) committee to increase the level of participation by

Aboriginal firms in exporting activities. The exporting and export-ready Aboriginal companies listed in the directory have also been added to DFAIT's WIN Exports database — see box on p. 3.

"We are standing at the mid-point of the UN Decade of the World's

Aboriginal People, and already, almost *continued on page 8 — Aboriginal*



Mike Pinder Photography

International Trade Minister Pierre Pettigrew officially launching the Directory of Aboriginal Exporters 2002.

A shining example of Canadian quality

Tunisia's new 5-dinar coin

Although the words "Made in Canada" are nowhere to be found on Tunisia's stunning new 5-dinar coin, they might as well be. The beautiful bi-metallic coin, engraved on one side with the portrait of Tunisia's former President Habib Bourguiba, and on the other, with its national coat of arms, is a perfect representation of Canadian artistry, skill and

quality. The 5-dinar coin, worth slightly more than five of our "loonies", was engraved and struck by the **Royal Canadian Mint (RCM)**, and launched in Tunisia with much fanfare in April 2002 to commemorate the second anniversary of President Bourguiba's death.

continued on page 3 — Tunisia's

The U.S. Connection

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

Outstanding opportunity



Canada Pavilion at Medtrade 2002

ATLANTA, GEORGIA — October 29-31, 2002 — Once again, Montreal-based **ExportMED International** (www.exportmed.com) will be organizing a Canada Pavilion to raise Canada's profile at this year's **Medtrade** (www.medtrade.com), the largest event in the healthcare industry. Unexcelled among rehabilitation and home health-care shows, **Medtrade 2002** will feature a New Product Pavilion, net-

working events, educational sessions, and the largest floor exhibition (1,000 exhibitors) in the history of the show. **Medtrade** is much more than an annual tradeshow however: it is an international meeting place for the more than 20,000 manufacturers, distributors, pharmacists, and industry business people from 100 countries around the world who attend.

Exhibiting within the Canada Pavilion helps Canadian health-care firms make a bigger impact, enabling them to take full advantage of every sales prospect and contact the show can

provide. ExportMED International offers Canadian participants the benefits of a matchmaking program, and can also provide a wide range of logistical services, including hotel reservations and shipment of materials. Reserve your place now in the Canada Pavilion, and be prepared to stand out from the crowd!

For details, visit the **Medtrade** Web site at www.medtrade.com

For more information or to **register**, contact Virginie Morin, ExportMED International, tel.: **(514) 383-3241** or **1-866-770-3217**, fax: **(514) 383-3242**, e-mail: info@exportmed.com Web site: www.exportmed.com 🌟

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Food and Beverage Show

MIAMI, FLORIDA — December 4-5, 2002 — The **5th Americas Food and Beverage Trade Show and Conference** is the perfect venue to exhibit products and have access to an array of potential clients from the U.S., Latin America and the Caribbean.

The show is attended by more buyers from Mexico, Central and South America, and the Caribbean than any food show in the U.S. In 2001, there were nearly 2,000 Central and South American buyers who generated \$70 million in direct sales and \$505 million in 12 months anticipated sales.

This year's show is expected to feature products from more than
continued on page 12 — Americas

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.

Tunisia's new coin — *continued from page 1*

"It's the most beautiful coin in the entire Tunisian coin system," enthuses RCM's Fayeze Barsoum, referring to the seven Tunisian coins already in circulation. Cairo-born Barsoum is RCM's dynamic, quadri-lingual Regional Sales Director for Europe, Africa and the Middle East, and the one directly responsible for the project. The new coin, the largest denomination in the Tunisian coin system, is part of a \$7-million contract awarded to RCM last year — the largest contract ever awarded by the Central Bank of Tunisia.

Minting a new deal

"Minting money for international customers is a highly specialized business," explains Michael Toope, Communications Manager at RCM. "Coins are not a discretionary product — nations always need a certain number of them — so the marketing process is not the same as in other businesses. We rely instead on getting intelligence from our local agents all over the world."

In Tunisia, the Canadian Embassy has taken on the role of an agent, keeping its collective ear to the ground and its eyes wide open for new opportunities.

"A couple of years after I arrived at RCM back in 1982," recalls Barsoum, "I made a point of introducing myself to the Deputy Governor of the Central Bank of Tunisia. It took me 12 years of visiting with a succession of deputy governors and director generals before RCM was finally granted its first contract."

RCM started out minting Tunisia's seven circulation coins, but right from the start, Barsoum encouraged them to consider minting an eighth coin with a larger value.

"Coins save money for national treasuries — and citizens — because they last longer than bank notes," Barsoum explains. "The life of a typical note is 18 months or less, while a quality coin

will be around for 25 years or longer. I convinced them to gradually phase out their 5-dinar bank note and replace it with the much more durable coin." The Central Bank's decision in 2001 to mint the new 5-dinar piece at RCM was the reward for his efforts.

Barsoum's business, and personal, relationships with key officials at Tunisia's



Tunisia's 5-dinar coin: obverse (left) and reverse.

Central Bank continue to flourish, with support from the Embassy which he describes as "my office away from the office, and my home away from home."

A sterling reputation

Many Canadians may not realize that the Royal Canadian Mint is part of an elite group of world-class mints that includes the British Royal Mint, the Royal Australian Mint, and the national mints of France, Germany, and South Africa. Although competition between these leading-edge facilities is intense, with 15% of its revenue derived from the international coinage business, RCM has clearly found its competitive edge.

Low cost and high quality — the perfect alloy

Ultimately, the low cost factor is what tipped the scales in RCM's favour.

"Seven million dollars is a lot to spend for a nation such as Tunisia, but they understand that in the long run the new coin will save them money."

Striking gold

The 5-dinar piece is unquestionably the star of Tunisia's circulation coin system. "It's so close to perfection," continues Barsoum, "that Tunisians may want to

keep it as a commemorative coin rather than spend it."

His lighthearted suggestion that the 5-dinar coin might help Tunisians save money is apt in more ways than one.

A penny for his thoughts

What advice would Fayeze Barsoum give to those seeking success in a highly competitive international business such as this?

"It's simple," he smiles. "Be persistent, be patient, and above all be passionate about giving your customers the best value. Follow through on promises. And never be afraid to ask questions and learn from your mistakes."

Priceless advice, from an expert who just happens to be "in the money".

For more information, contact Michael Toope, Royal Canadian Mint, tel.: **(613) 991-6890**, fax: **(613) 991-2628**, e-mail: toope@rcmint.ca Web site: www.mint.ca

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



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VENEZUELA

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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 Health Industries Market

The Venezuelan government's commitment to improving the country's health sector, including upgrading facilities and expanding services, is creating clear opportunities for Canadian suppliers. The health industries market — comprising the health services, medical devices and pharmaceutical sectors — is worth an estimated \$4.4 billion and is projected to grow at an average annual rate of 8%.

Opportunities in Health Services

The health services sector, including direct health-care delivery and peripheral services, accounts for approximately \$2.5 billion of health spending in Venezuela. The largest segments of the market are hospital/clinic support services and alternative site care.

Although domestic suppliers provide the vast majority of health services, there are emerging opportunities for foreign

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See insert for your Health Industries' contacts in Latin America and the Caribbean.



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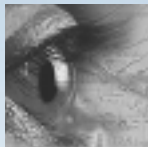
www.infoexport.gc.ca

companies to participate in this market. Leading prospects for Canadian suppliers are in facility rehabilitation and construction, health-care management, hospital and clinic information systems, professional backup services, and continuing education for health-care personnel.

Opportunities in Medical Devices

The medical devices market represents roughly 4% of the overall Venezuelan health industries market and is served almost entirely by imports. Venezuela imported an estimated \$170 million worth of medical devices, equipment and supplies in 2000, up from approximately \$140 million in the previous year.

The largest segments of the import market are electro-diagnostic equipment, x-ray apparatus, and orthopedic appliances, imports of which reached an estimated \$48 million in 2000. Other segments of the market demonstrating strong commercial potential include mechano-therapy apparatus, prosthetic devices and dental drill engines. In general, Venezuelan hospitals and clinics are seeking cost-competitive devices and products that contribute to an overall reduction in health-care costs.



Opportunities in Pharmaceuticals

The Venezuelan pharmaceuticals market had an estimated value of \$1.8 billion in 2000, representing about 6% of the total Latin-American pharmaceutical market. Per capita pharmaceutical spending is expected to reach \$105 by 2003, an increase of 35% over 2000.

Pharmaceutical imports had an estimated value of \$380 million in 2000, close to 63% higher than in the previous year. Key therapeutic categories include cardiovascular drugs, products used to treat conditions of the central nervous system, alimentary tract and metabolism drugs, and systemic anti-infectives. Generic medicines, which offer a clear cost-advantage over brand-name drugs, are growing in demand and could represent an opportunity for Canadian suppliers.

Canadian Position

Canada does not presently have a strong position in the Venezuelan health industries market. However, Canada does rank among the top 10 supplier countries in five categories: medical/surgical sterilizers, mechano-therapy and massage apparatus, ozone/oxygen therapy apparatus, miscellaneous artificial parts of the body, and vitamins.

Canadian companies should stay abreast of government health-care initiatives, especially projects supported by international aid agencies and financial institutions. Venezuela's Ministry of Health and Development, in particular, is investing heavily in the health sector, including funding incremental medical

equipment and supply procurement at public hospitals.

Market Entry

Foreign participation in the Venezuelan health-care industry is usually effected through a local agent or distributor. Other channels include direct marketing to private hospitals and clinics, and responding to open tenders issued by federal and local agencies.

See Potential?

To learn more about this market, read *The Health Industries Market in Venezuela*, prepared by the Market Research Centre of the Trade Commissioner Service. This report and hundreds of others are available on-line at www.infoexport.gc.ca

Published by the Trade Commissioner Service Marketing Division (TCW)

Array Systems Computing Inc. benefits from CCC

When **Array Systems Computing Inc.** (Array) needed solid contract terms, the **Canadian Commercial Corporation (CCC)** was only too pleased to help. The result was a contract that satisfied the needs of Array and their customer, the **Royal Swedish Navy**.

On May 8, 2002, following a tough international competition, Toronto-based Array received a contract to provide a Sonar Acoustic Post Processing System (SAPPS) to Försvarets Materielverk (FMV), the Swedish Defence Materiel Administration, on behalf of the Royal Swedish Navy (RSN). The new system will be used in Sweden's Naval Underwater Sensors Analysis Centre (NUSAC).

SAPPS is an evolutionary system that incorporates the latest advances in commercial-off-the-shelf (COTS) technology. The SAPPS design benefits directly from the invaluable feedback and cooperation Array received from the Canadian Navy, users of a similar, earlier system. SAPPS will be used by NUSAC to analyze the acoustic and electromagnetic signatures of seagoing vessels of interest to the RSN. The highly flexible signal processor accepts records from all sources including surface ships, submarines, and fixed bottom sensors.

The innovative SAPPS design incorporates highly attractive features such as flexibility in use and scalability for future growth. Using SAPPS as a new technology baseline, Array intends to continue to evolve the system design into a new family of products and services in real-time digital signal processing (DSP) for the Canadian and export markets.

CCC's signature welcome


CCC played a critical role in Array's SAPPS contract by satisfying FMV's need for a performance guarantee. CCC's confidence in Array enhanced the company's already strong international credibility which, combined with an innovative design and a competitive price, resulted in the contract award. The deal highlights Array's prominent position within Canada's vibrant high technology industry.

"This project evolved over the course of several months," says Project Officer Linda Watson. "We were able to help Array secure the contract by offering RSN our performance guarantee. The fact that CCC conducted its own due diligence on Array, which confirmed RSN's own positive evaluation, provided the buyer with an added measure of assurance. As we moved forward, we worked toward building a contract on the best possible terms and conditions."

Indeed, CCC's participation proved to be advantageous for both parties. Determining the viability of the project had been a concern for RSN but CCC's guarantee of contract performance, which CCC provided after conducting the process of due diligence, eliminated the need for RSN to manage this aspect from overseas. CCC's participation benefited Array in two ways. First, CCC's guarantee of contract performance eliminated the requirement for Array to provide a 100% performance bond. Second, CCC was able to negotiate advance payments from the buyer, which eliminated the need for Array to arrange pre-shipment financing.

Array is recognized as a leading developer of computer systems and software for complex real-time signal processing and simulation systems. The company provides leading-edge

scientific software solutions and custom systems including synthetic aperture radar processors for airborne and ground based applications, conventional radar signal processing, acoustic signal processing, and high fidelity sonar training systems.

For more information, contact Canadian Commercial Corporation, tel.: **(613) 996-0034**, toll-free (in Canada): **1-800-748-8191**. 

Put the power of Canada behind your export sales



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The **Canadian Commercial Corporation (CCC)** is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance. CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

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

Recovery, yes, but still significant challenges

by Stephen S. Poloz, Vice-President and Chief Economist, EDC

The world economy is airborne again, even though cruising altitude won't be reached until 2003. Seatbelts should remain fastened at least until then, as the ride could be quite bumpy. Three challenges, in particular, lie ahead for Canadian exporting companies.

Challenges ahead

First challenge: the world has changed in the wake of the terrorist attacks of last September 11. The border is operating smoothly now, but at a much higher cost. Even so, the additional uncertainty has prompted companies to carry more inventory as they work to meet the "just in time" requirements of their foreign customers. Containers that are shipped abroad attract a terrorism tax of US\$100. Many types of insurance cost more than before, some significantly so.

These costs associated with international trade are generally small relative to the value of the goods being shipped. But they can add up, and even a shrinkage in profit margins of 1-2% can be tough to absorb when margins are already thin because of ferocious international competition. Expect those stresses to linger at least until mid-2003, and the extra costs of international trade to become a permanent part of the business plan.

Second challenge: exporters face a resurgence of trade protectionism. Lumber, steel and a wide range of agricultural products all face new impediments to doing

international business. Trade protectionism is always lurking just beneath the surface, because not everyone is convinced of the benefits of unrestricted trade. One of the reasons for this is that the beneficiaries of a trade restriction are easy to identify, whereas the price of protectionism is borne by the economy at large, and each individual pays only a fraction of those costs. Debate therefore focuses on those who benefit from the trade restriction, or who would lose if a trade restriction was removed, rather than the rest of the economy.

Trade protectionism comes to the fore at particular times, such as when economic growth is slow, foreign demand is weak, one's currency is strong, or when there is a looming election. All these conditions have emerged in the U.S. in the past year, including the mid-term elections coming this fall. The good news is that those conditions are now evaporating, so the trade negotiation atmosphere is likely to improve in the next six months. Moreover, the measures taken to protect the U.S. steel industry have had more negative consequences for U.S. consumers than anyone else, so expect the potential for an international trade war to ease in the coming months.

Third challenge: exporters must deal with the declining U.S. dollar. The mirror image of this trend, of course, is a rising Canadian dollar. This is welcome news, when put into the right context. The U.S. dollar has risen by about 30% in the past five years, as the world has staggered from

one crisis to another and investors have sought the safety of U.S. dollar assets. As the world economy heals over the next 12-18 months — barring, of course, some other major crisis — global flows of funds should become more balanced and the U.S. dollar should decline. Therefore, this emerging trend is a sign that the world is returning to full health, and should be welcomed, especially by highly trade-dependent economies like Canada.

The Canadian dollar will probably rise by less than a lot of other currencies over the next year, because it declined by the least against the U.S. dollar during the past few years. In particular, our competitors in Europe, Asia and Australia will see their currencies rise by more than the Canadian dollar. Moreover, the rising Canadian dollar will arrive in the context of strengthening markets for Canada's exports.

The bottom line? No one should expect the global recovery to go in a straight line. There is plenty of potential for bumps along the way. But the healing process is well underway, and exports should grow by around 2% this year, and close to 9% next year. This gradual improvement in international business conditions will help Canadian companies deal with the challenges posed by trade frictions, protectionism and currency realignments. 🌟



Stephen S. Poloz,
Vice-President
and Chief
Economist, EDC

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Aboriginal Exporters — *continued from page 1*

one-fifth of Canada's 20,000 Aboriginal entrepreneurs are exporting," said Minister Pettigrew in his address to an audience of invited guests that included representatives of Aboriginal associations, members of parliament, senators, business people, and foreign diplomats.

Sharing success stories

During the launch ceremony, the heads of three Aboriginal-owned companies shared their export success stories. Bob Dickson, Executive Director of **Niigon Technologies Ltd.** (www.niigon.com/), located in Moose Deer Point First Nations in Ontario, described how his successful world-class injection moulding facility won contracts to supply the U.S. automotive industry.

The success of **APC Environmental Inc.** (www.abo-peoples.org/affiliates/nbapc.html), an Aboriginal majority-owned joint venture, depends on its First Nations employees' innate knowledge of the land, as well as on the technical expertise of its non-aboriginal partner. Betty Ann Lavallee, President of the Fredericton-based company, told the audience that APC has the international rights to a unique, and proven, proprietary technology for soil remediation.

Plastic Rotational Containers Ltd., located in Crossfield, Alberta, designs and manufactures custom-made plastic containers for agricultural industries, ventilation systems, and water filtration and handling — a technology highly regarded in developing countries. The company has established a manufacturing plant in Bangladesh, and company president Joanne Penner (e-mail: penner@telusplanet.net) has just been named to the SME Advisory Board on International Trade.

Sharing the spotlight

The mood was indeed celebratory as Siqiniup Qilauta (The Sun's Drum) (www.ontarioinuit.ca/drum.htm), a delightful young group of Inuit per-

formers, entertained the audience with traditional and contemporary songs, a drum dance — and "throat singing".

Minister Pettigrew shared the spotlight with chef Arnold Olson, of the Cree First Nation in northern Saskatchewan. Olson, a World Culinary Olympics Gold Medalist, introduced the audience to bannock, a delicious flat bread, served with wild blueberry and Saskatoon berry jam from **Aliments Toka Foods**.

To order a copy of the **Directory**

Winning flavour at food shows Chef Arnold Olson

Visitors to international trade shows used to line up at Canadian pavilions to get a glimpse of Canada's icon — the Royal Canadian Mounted Police. But at the last few international shows, rumours quickly circulated that Canada had brought another national treasure — chef Arnold Olson.

Visitors flocked to the Canadian pavilions at **ANUGA** in Germany, **SIAL** in Montreal, and **Expomin** and **Expogourmand** in Chile, to get a taste of Canada's finest Aboriginal cuisine. At each event, chef Arnold Olson was busy whipping up his renditions of mouth-watering dishes, all the while raising awareness of Aboriginal food and promoting the products of Aboriginal food companies.

Aboriginal Planet

Aboriginal resources from A to Z are available at **Aboriginal Planet** (www.aboriginalplanet.gc.ca), a Web site developed by DFAIT's Aboriginal and Circumpolar Affairs Division. Visitors can explore several sites, including the International Opportunities and Business Centre.



Chef Arnold Olson

Mike Pinder Photography

(in English or French), contact DFAIT Service Desk, tel.: **(613) 944-4000** (Ottawa region) or **1-800-267-8376** (toll free), e-mail: enqserv@dfait-maeci.gc.ca or visit the Aboriginal Planet Web site: www.dfait-maeci.gc.ca/aboriginalplanet/business/business-en.asp

For more information, contact Rosi Niedermayer, SME Export Services, Market Support Division, DFAIT, tel.: **(613) 944-0634**, fax: **(613) 996-9265**, e-mail: rosi.niedermayer@dfait-maeci.gc.ca 🌟

ANUGA 2001

Chef Arnold Olson joined four Aboriginal food product companies to offer visitors a unique taste of Canada in the Aboriginal Pavilion at **ANUGA 2001** in Cologne, Germany.

- **Iroquois Cranberry Growers** (www.iroquoiscranberries.com), located in Ontario's Wahta Mohawk Territory, produces cranberry juice, chutney, jam, vinegar, and syrup, and has recently branched out into eco-tourism.
- **Northern Lights/Kitsaki Meats** (www.ca-northernlights.com) of La Ronge, Saskatchewan, specializes in the production and distribution of dried meat snacks and organic wild rice, harvesting some two million pounds of wild rice each year. The company is a winner of the 2001 Canada Export Award.
- **Kivalliq Arctic Foods/Keewatin Meat & Fish** of Rankin Inlet, Nunavut, processes meat from wild caribou that graze on the pristine land of Nunavut. Their second product line is wild Arctic char.
- Inuit-owned and operated **Nunavik Arctic Foods Inc.** (www.makivik.org) of Kuujuaq, Quebec, is the largest distributor of wild caribou meat in North America. The company's product line includes a variety of delicious pâtés and sauces. 🌟

A leader in Europe

Biotech flourishing in Finland

Most Finns are highly receptive to the benefits of biotechnology, with the vast majority (71%) believing that within 20 years their quality of life will be significantly improved as a result of biotechnological advances in the field of medicine. This positive attitude has made biotechnology one of the most promising branches of high technology in Finland, and a significant contributor to the country's overall economy. In the last four years, dozens of hi-tech start-ups have been established, and new ones are springing up monthly.

The rise of the biotechnology industry in Finland is founded on strong public support for medical applications, as well as on considerable life sciences expertise, an advanced infrastructure for conducting research, and improvements in risk financing. Unlike most government officials, however, the Finnish population is wary of agricultural applications of biotechnology.

Market overview

Approximately 10% of biotechnology firms in Europe are Finnish, which makes Finland's biotechnology industry the sixth-largest in Europe. The more than 120 small- and medium-sized biotechnology enterprises operating in Finland employ 4,000 people and produce total sales estimated at \$1.02 billion. (These figures can be doubled if large international pharmaceutical companies operating in Finland are considered.) Finland's biotechnological strengths lie in industrial enzymes, diagnostics, biomaterials and pharmaceuticals. Bio Tie Therapies, one of the first biotech companies established in Finland, specializes in remedies for acute and chronic inflammatory diseases, thrombosis, and cancer.

The Finnish government is supporting the country's knowledge-based industries through significant R&D funding. Efforts to boost biotechnology have

spawned some 180 research groups, 14 biotech graduate schools, and several science parks and biocentres dedicated to biotechnology. These are located mainly in the Helsinki area, Turku, Oulu, Kuopio, and Tampere.



In 2000, Finland spent 3.3% of its GDP on R&D, the second-highest R&D expenditure (as a percentage of GDP) in the world. Most (68%) of this funding originated from private sector sources such as BioFund Management Ltd., which specializes in venture capital and private equity investments in biotechnology companies. Throughout the 1990s, public funding for biotechnology amounted to \$496 million. Large-scale national research and technology programmes run by the Academy of Finland, Tekes (the National Technology Agency), and Sitra (the Finnish National Fund for Research and Development) have been providing significant funding since the 1980s.

The Finnish government encourages cooperation between research organizations, funding organizations and industry. Technology transfers resulting from such cooperation have received recognition in recent assessments of international competitiveness conducted

by the International Institute of Management Development (IMD) and the European Union.

Opportunities

Finland's expertise, combined with its willingness to engage in joint international research projects, has intensified the interest of European and American firms in Finnish biotechnology. This has resulted in increased collaboration between many Finnish biotechnology companies and large multi-nationals.

Market access considerations

Finland is a member of the European Union, hence all products marketed in Finland must first be approved by an EU-notified body of any member state, regardless of the country in which the product will be distributed. The Notified Body in Finland for products classified as medicines is the National Agency for Medicines.

Useful Web sites

- Academy of Finland: www.aka.fi
- BioFund Management Ltd: www.biofund.fi
- Bio Tie Therapies: www.biotie.com
- Finnish Bioindustries: www.finbio.net
- Finnish Customs: www.tulli.fi
- Finnish National Fund for Research and Development [Sitra]: www.sitra.fi
- Invest in Finland Bureau: www.investinfinland.fi
- National Agency for Medicines: www.nam.fi
- National Technology Agency [Tekes]: www.tekes.fi

For more information, contact Seppo Vihersaari, Business Development Officer, Canadian Embassy, Helsinki, tel.: **(011-358-9) 2285-3352**, fax: **(011-358-9) 601-060**, e-mail: seppo.vihersaari@dfait-maeci.gc.ca Web site: www.canada.fi 🌟

Investigating partnership opportunities

Japanese biotech mission visits Canada

When representatives from some of the world's leading biotech companies and organizations get together to talk shop, expect the results to be promising. And that was precisely the case when a Japanese delegation of 49 representatives from 30 biotech companies in Osaka and Tokyo visited Toronto, Montreal, and Vancouver in June. Throughout the week-long mission, the Japanese delegates explored opportunities in a number of biotech fields with their Canadian counterparts.

The delegates — many were being exposed to the Canadian biotech sector for the first time — represented a broad cross-section of the Japanese life-sciences sector, from bio-pharmaceutical companies, both large and small, to investment firms and large trading companies.

The objective of the mission was clear: to discover ways for Japan and Canada to share biotechnology expertise through investment and commercial partnerships. The conclusion shared by the participants was equally clear: the potential for cooperation is so great that the two countries are considering a similar mission next year in Japan.

Of particular interest to the Japanese delegates were the recent developments taking place in Canada's biotech sector. They were impressed by the progress made as a result of the Canadian government's "Innovation Policy", and \$500 million in federal funding for biotechnology. The visiting delegation also regarded Canada's Networks of

Centres of Excellence (NCE) as models of cooperation between the government, academia and industry.

With biotechnology now a priority sector in Japan, discussions were focused on the following specialties:

- drug development using computer-assisted modeling (bio- and chem-informatics);
- drug delivery systems;
- advanced diagnostic tools;
- prosthetic devices;
- tissue engineering and transplantation;
- immunology-based control of infection and inflammation;
- innovative consumer healthcare products, including functional foods and nutraceuticals.



Positive reactions

In **Toronto** (June 8-12), the visitors were invited to participate in the **Pan Asian Partnering** event, held at the Toronto Board of Trade and organized by the Science and Technology and Japan divisions of the Department of Foreign Affairs and International Trade. Japanese delegates met with 48 Canadian biotech companies as did some 50 firms from other Asian countries, including Singapore, Korea, and Taiwan. More than 137 private meetings took place during a two-hour period, granting Japanese participants a close-up — and very favorable — view of Canada's dynamic biotech industry.

Next on the agenda was the "**Forum on Biotechnology and Innovation in Canada**" which featured a discussion about the implications of the federal government's new innovation policy on Canadian R&D. Following

the forum, the delegation headed to the Metro Convention Center for seminars on "Doing Business Globally", "Financing", "Partnering", "Investing", and "Clinical and Regulatory Issues", part of the presentations featured at **Bio 2002**.

In **Montreal** (June 12-13), the delegation learned about Quebec's biotech industry from Montreal International



Mission members in front of Shire/Biochem, in Montreal.

and Investment Quebec. Outreach activities to Cité de la biotechnologie, Shire/Biochem, Theratechnologies and the NRC's Institut de recherche en biotechnologie capped the Montreal visit.

The mission ended in **Vancouver** on June 14. Key activities included briefings by B.C. Trade and Investment, the B.C. Biotechnology Alliance (www.bcbiotech.ca), the University of British Columbia, the Canadian Genetic Diseases Network (www.cgdn.generes.ca), and the B.C. Cancer Agency (www.bccancer.bc.ca).

There is little doubt that the positive impact of this mission will be felt for many months to come — an excellent indication of future success for biotech partnerships between the two countries.

For more information, contact Jean-Pierre Petit, Trade Commissioner, Japan Division, DFAIT, tel.: **(613) 996-2467**, fax: **(613) 944-2397**, e-mail: jeanpierre.petit@dfait-maeci.gc.ca 🌸

(For the unabridged version and a list of Japanese biotech companies, see www.infoexport.gc.ca/canadexport and click on "A Yen for Japan".)

The Canadian booth at the ninth **Beijing International Book Fair** — the biggest event of its kind in China — was a textbook case of a cooperative venture. Working together to create a strong Canadian presence, the Canadian Embassy in Beijing and the Canada Council for the Arts (CCA) showcased some of Canada's finest literary works.

The fair is organized each year by the China National Publications Import Export Co. (CNPIEC) (www.cnpiec.com.cn) and China Universal Press & Publications, with strong support from the Chinese government. Held May 24-28, 2002, the popular event drew crowds that exceeded even the organizers' great expectations: representatives from 500 overseas publishers, 900 exhibitors (both Chinese and foreign), and a grand total of 75,000 Chinese book industry buyers attended. With China having recently joined the WTO, and with a burgeoning and literate middle class, the Chinese publishing industry is eager to translate foreign titles and to find publishing partners.

New beginnings

The Canadian Embassy partnered with the Canada Council for the Arts (CCA) (www.canadacouncil.ca) for this project, and worked to establish a "brand" around Canada's writers who have been very successful in Europe.

The Embassy's contribution consisted of logistical support and liaison with the Chinese organizers. As well, it supplied 50 Chinese translations of Canadian novels from its own collection. For its part, CCA organized and funded the booth, and provided 200 titles, mainly Canadian English and French literature. Louise Mongeau of the Montreal-based children's book publisher **La Courte Échelle** was invited, and a children's section was created for her, enabling her to meet with old partners and new prospects. La Courte Échelle has sold rights to 50 books into Chinese.

Canadian books bound for China

Beijing International Book Fair



Happy ending

Despite a relatively modest budget, the Embassy and CCA managed to put on a very good show. The Canadian content consisted of works from well-established authors, as well as books by the next generation of our literary stars. CCA supported concurrently a tour of five writers, who all visited the fair before travelling on to Ningbo for a conference on Canadian Literature



At the Beijing International Book Fair (from left to right): David Wang, from the Ottawa International Writers Festival; Thomas Wharton, writer; Andrew Pypier, writer; Dr. Shirley Thomson, CCA Director; Ruby Wiebe, writer; Monique Proulx, writer; Dr. David Staines, Dean of Arts, U. of Ottawa, critic; Canada's Ambassador Joseph Caron; Gordon Platt, CCA; and Joan Clark, writer.

organized by the Chinese Association for Canadian Studies.

The strong content attracted large crowds, as well as the attention of the Chinese print, radio and television media. CCA distributed 8,000 copies of a flyer on Canadian literature it produced in Mandarin as well as 6,000 bookmarks produced by the Embassy featuring the Canada-China logo. CCA's Gordon Platt fielded hundreds of inquiries from industry professionals. (Major opportunities are listed at the end of this report.)

Such strong interest in Canadian literature speaks volumes about the progression of China's new "open door"

policy, and their interest in developing a market-driven publishing industry.

Epilogue

Since China's entry into the WTO, the Chinese have been looking for material to help them teach foreign languages, especially English. They are also very interested in Canadian literature and society, and how — given China's own move toward a market system — Canada has developed a blend of public and private investment in book publishing.

Next edition

The Embassy and CCA have already compiled a wish list for next year's Beijing International Book Fair, and hope to attract more representatives from the Canadian publishing industry:

- additional space to accommodate groups from Canada such as the Association for the Export of Canadian Books (AECB) (www.aecb.org) or literary agents;
- publishers' catalogues, with brief introductions in Chinese;
- Chinese listing of major speciality publishing houses in Canada;
- more non-fiction books;
- seminars describing the publishing environment in Canada.

For more information on opportunities, contact China and Mongolia Division, DFAIT, tel.: **(613) 996-0905**, e-mail: pcm@dfait-maeci.gc.ca or Gordon Platt, Canada Council for the Arts, Writing and Publishing Section: **(613) 566-4414 ext. 5570**, e-mail: gordon.platt@canadacouncil.ca ✨

(For the unabridged version and a list of major opportunities, see www.infoexport.gc.ca/canadexport and click on "Roadmap to China and Hong Kong".)

Promoting seafood exports

LOS ANGELES, CA — November 3-5, 2002 — The **International West Coast Seafood Show** (www.westcoastseafood.com) is the "sole" seafood-specific show on the U.S. West Coast, and serves as the number one venue to meet buyers from west of the Mississippi and from Western Canada, Mexico, Latin America and the Pacific Rim. This year, the show is co-located with **Expo Comida Latina**, to lure buyers eager to take advantage of two shows with products that appeal

to the huge Hispanic market in the southwestern United States.

Agriculture and Agri-Food Canada is offering booth space to Canadian seafood exporters wishing to exhibit in the Canadian pavilion. Companies may also wish to apply for financial assistance from the Program for Export Market Development (PEMD).

For more information, contact Jane Barnett, Agriculture and Agri-Food Canada, tel.: **(905) 823-0122**, fax: **(905) 823-8920**, e-mail: barnettj@em.agr.ca 🌟

BizTech 2002

PORT OF SPAIN, TRINIDAD — October 9-12, 2002 — The Canadian High Commissions in Barbados, Dominican Republic, Haiti, Guyana, Jamaica, and Trinidad and Tobago invite you to participate in the Canadian Pavilion at **BizTech 2002**, an annual international Information Technology (IT) trade show and business conference.

The event will bring together business and political leaders from the entire Caribbean region in a four-day ICT business forum. It will also provide opportunities for participants to meet the decision makers involved in a new plan for the IT sector in the region.

These key decision makers and buyers, from both government and the private sector, will be invited to visit the Canadian showcase.

The exhibition will target companies promoting IT, telecommunications and

networks, engineering systems, software, security, financial services, office equipment, marketing, advertising and design, and printing and publishing.

For more information, contact Robert Grison, Managing Director, Canadian Export Development Inc. (CED), tel.: **(613) 825-9916**, fax: **(613) 825-7108**, e-mail: cced@sympatico.ca 🌟

Americas

— continued from page 2

500 manufacturers and attract over 8,000 buyers from more than 85 countries. Some 40 booths have been reserved for Canadian companies.

Seminars will include the 2nd annual Hispanic Marketing Conference with presentations by nationally recognized market research firms and advertising agencies on selling to the 35 million Hispanic consumers in the U.S. Canadian

Havana International

HAVANA, CUBA — November 3-10, 2002—The **Havana International Trade Fair (FIHAV)** is the largest trade fair in Cuba and the Caribbean. Last year it attracted close to 1,700 exhibitors from 60 countries, and more than 120,000 visitors.

For the past five years Canada has had prominent representation at **FIHAV**, winning a prize for best pavilion in 2001. This year is the 20th anniversary of **FIHAV** and the Canadian Embassy in Havana is again organizing a Canadian pavilion.

For more information: www.complejopalco.com/Ingles/Pabe/Datos/FIHAV.htm or contact Trade Section, Canadian Embassy, Havana, tel.: **(011-537) 204-2516/-2517/-2527**, fax: **(011-537) 204-2044**, e-mail havan-td@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/cu 🌟

Commercial Officers from the U.S., the Caribbean and Latin America Missions will be attending to assist Canadian exporters.

For more information, visit the Web site www.worldtrade.org or call **(702) 838-6056**, fax: **(702) 838-8853**, e-mail: judyforcanada@yahoo.com or contact Margaret Cullen, Commercial Officer, Canadian Consulate, tel.: **(305) 579-1615**, fax: **(305) 374-6774**, e-mail: miami-td@dfait-maeci.gc.ca 🌟

Enquiries Service

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

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