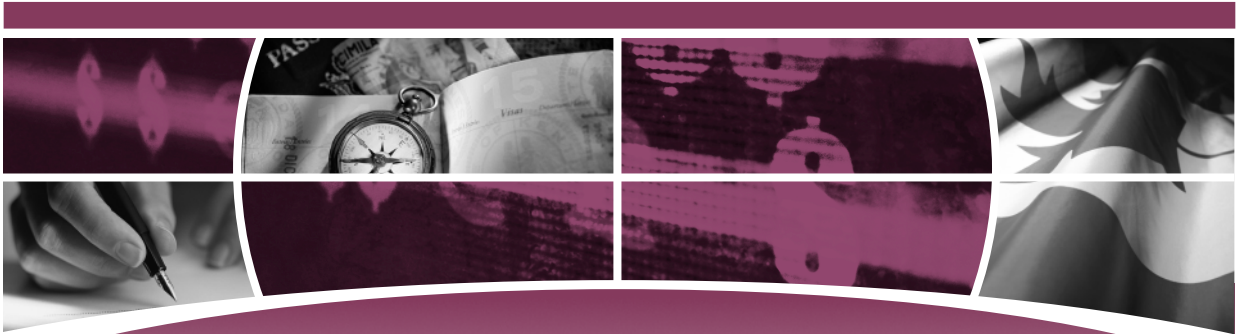




CanadaExport



Leading the world on patent reform

Canada moves to expand access to affordable medicine

In this issue

- 2 Russia's mobile telecom market is booming
Geneva hosts international aid event
- 3 Meet your trade commissioners in Canada this winter
- 4 Development and profitability: Lingo Media's double bottom line
- 5 New FDA rules for Canadian food exporters
- 6 Opportunities in the U.S. homeland security market
- 7 Trade news
- 8 Trade fairs and missions

The Government of Canada is leading the global movement to address public health problems, especially HIV/AIDS, tuberculosis, malaria and other epidemics, by introducing legislative changes that will help give developing and least-developed countries greater access to much-needed, lower-cost pharmaceutical products.

The proposed changes to the Patent Act and the Food and Drugs Act make Canada the first country to take concrete measures to implement the World Trade Organization's (WTO) recent Declaration on the Trade-Related Aspects of Intellectual Property Rights Agreement and Public Health (Doha

Declaration). The legislative changes will make it easier for Canadian pharmaceutical companies to export their products to countries in need.

Under the WTO agreement, member countries may allow patented products to be manufactured under licence by someone other than the patent holder for a limited period of time and in response to a public demand by a country with insufficient pharmaceutical manufacturing capacity.

"These proposed legislative changes are broad, flexible and faithful to what WTO members have spent so long negotiating. We hope that our leading role encourages developed countries around the world to follow suit," said

continued on page 6—Affordable medicine

Aerospace partnering mission in Seattle

SEATTLE, WASHINGTON — February 9-11, 2004 — Don't miss a unique occasion to meet U.S. Pacific Northwest aerospace suppliers. The Department of Foreign Affairs and International Trade (DFAIT), in partnership with Ontario Exports Inc., is planning a partnering mission targeting Washington and Oregon.

continued on page 5—Aerospace



Seattle

Vol. 21, No. 20
December 1, 2003

Supplement
2003 CANADA EXPORT AWARDS
(see insert)

Answering the call

Russia's mobile telecom market is booming

Growing demand for personal and corporate telecommunications due to outdated infrastructure is fuelling a high level of private investment in the Russian telecom market. Russia imports most of its telecommunications equipment—a trend that is expected to continue—so opportunities for Canadian companies abound.

In 2002, Russia imported some US\$1.8 billion worth of telecommunications products and services, of which Alcatel accounted for 19%, Ericsson 16%, Siemens 15%, Cisco Systems 8%, Nokia 6%, and others such as Nortel, Lucent, and Huawei, a combined 35%.

Demand for personal and corporate mobile phones is also being driven by growing disposable incomes and low penetration rates for fixed-line telephones, which stand at about 25% nationally and 50% in Moscow. The standard is GSM (Global System for Mobile Communications); some regional companies use various analogue standards but are rolling out new GSM-1800 or CDMA-450 (Code Division Multiple Access) networks.

Ownership of mobile phones has risen from 12.5% of the population at the end of 2002 to just over 20% now—that's 30 million subscribers—making this one of the fastest growing wireless markets in the world. In Moscow, the wireless penetration rate grew over 40% in 2003 to almost 60%. However, regional subscribers grew almost 90% this year and the sector is consolidating as regional operators are acquired by the major players.

Operators are seeking to stimulate demand for more profitable, value-added services such as call-waiting, Internet and text-messaging. For example, Vimpelcom—the first Russian

company to list on the New York Stock Exchange—announced plans in September to set up a "Mobile Purse" which would allow subscribers to pay for purchases using their mobile telephones.

The major trade show in the sector is **SVIAZ/ExpoComm**, Russia's largest international exhibition and conference for telecommunications, information technology and wireless/broadband technology, and will be held in Moscow from May 11 to 15, 2004 (www.ejkrause.com/events/3204.html).

For more information, contact Élise Racicot, Trade Commissioner, Eastern Europe Division, DFAIT, tel.: **(613) 992-8590**, fax: **(613) 995-1277**, e-mail: elise.racicot@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/ru, or Steven Goodinson, First Secretary (Commercial), Canadian Embassy in Moscow, tel.: **(011-7-095) 105-6058**, fax: **(011-7-095) 105-6051**, e-mail: steven.goodinson@dfait-maeci.gc.ca. ✨

Managing Editor: **Yen Le**
Editor: **Michael Mancini**
Circulation: **55,000**
Telephone: **(613) 992-7114**
Fax: **(613) 992-5791**
E-mail: canad.export@dfait-maeci.gc.ca
Web site:
www.dfait-maeci.gc.ca/canadexport

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication in whole or in part for purposes of resale or redistribution requires written permission from *CanadExport*.

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

CanadExport is available in Canada to interested exporters and business-oriented people. For a print subscription, call **(613) 992-7114**. For an e-mail subscription, check the *CanadExport* Web site above.

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

Mail to:
CanadExport (BCS)
Department of Foreign Affairs and International Trade
125 Sussex Drive, Ottawa, ON K1A 0G2

ISSN 0823-3330

CanadExport

Geneva hosts international aid event

GENEVA, SWITZERLAND — January 28-29, 2004 — **International Aid & Trade** is a unique exhibition and conference that brings together senior representatives from the United Nations, multilateral development banks, government agencies, and international and non-governmental organizations.

This year's focus is on the role of the private sector in the delivery of integrated aid and development

solutions and includes special workshops covering the delivery of food aid, water and sanitation, security, medical care, transport and logistics, and communications technology.

For more information, go to www.aidandtrade.com/iat/europe/ov.asp or contact Leigh Wolfrom, International Financing Division, DFAIT, tel.: **(613) 992-0747**, e-mail: leigh.wolfrom@dfait-maeci.gc.ca. ✨



Come and meet your trade commissioners in Canada this winter

Talk business with trade commissioners from abroad when they visit Canada and explore business opportunities in their markets.

With a team of more than 500 business professionals in over 140 cities around the world, the Canadian Trade Commissioner Service has the market expertise you need to succeed in international markets. Every year, trade commissioners from around the world return to Canada to follow-up with Canadian companies like yours and inform them of emerging business opportunities. This winter, a number of trade commissioners from around the world will be attending major trade events that will take place in Canada. Join them at the following events to discuss international business opportunities!



Canadian International Food and Beverage Show

TORONTO

February 15 to 17, 2004

Meet with trade commissioners working in the Agriculture, Food and Beverages sector at Canada's largest food and beverage trade show and participate in the *Export Café*.

www.fbshow.com



Prospectors and Developers Association of Canada International Convention

TORONTO

March 7 to 10, 2004

Discuss international business possibilities with trade commissioners at our networking session.

www.pdac.ca



Globe 2004

VANCOUVER

March 31 to April 2, 2004

Come and meet with trade commissioners and discover international business opportunities in the environmental industries at the *Export Café*.

www.globe2004.com

For more information on these events, and how to register for an *Export Café*, visit the Trade Commissioner Service Web site at www.infoexport.gc.ca.

Development and profitability

Lingo Media's double bottom line

As any Canadian university graduate headed for China to teach English will tell you, preparations for the 2008 Beijing Olympics have triggered an explosion in demand for English as a Foreign Language (EFL) training in the world's most populous country. But opportunities are far from limited to prospective EFL teachers, as one innovative Toronto publisher has demonstrated.

Michael Kraft, President and CEO of Toronto-based **Lingo Media**, explains that his English language publishing company has made dramatic inroads into the Chinese market, and is now allied with China's largest and most successful publishing houses. As he puts it, "At first, the Chinese market was a trifle intimidating. We faced linguistic barriers and a very different business culture, compounded by economic uncertainty and our own concerns about intellectual property. So we engaged **DAI Inc.**, a firm of China specialists, sought and won Canadian government backing, and took the leap. I can't say we never looked back, but today we are very pleased that we stuck it out."

Remarkable growth

Since 1998, the firm, with the backing of the Canadian International Development Agency's Industrial Co-operation Program (CIDA-INC), has cemented initial successes and formed a series of co-publishing agreements in China.

Lingo Media's PEP Primary English textbooks and supplemental teaching materials, co-published with Chinese educational publishing giant People's Education Press (PEP), now command approximately 60% of the primary English textbook market. More than

31 million program components have been sold, and more than 21 million students have used PEP Primary English nationwide, including almost 9 million students in 2003 alone.

Lingo Media has also developed a national TV presence with its acclaimed PEP Primary English television series, which now airs daily on China Education Television. It is a stand-alone instructional tool for classes in underdeveloped areas where there are no qualified English teachers. In addition, Lingo Media plans to establish a product distribution company in China and pursue additional revenue and licensing opportunities including magazine and software publishing, and e-learning.

Three keys to success

Lingo Media credits its success in China to three main factors. First, it was essential to engage Canadian expertise on the Chinese market, which it found in Ottawa market development firm DAI Inc., and through the Canadian Embassy and consulates in China. In addition, Lingo Media participated in the DFAIT-sponsored Canada booth at **World Education Markets**, an annual education industry conference.

Second, the company invested the time and energy of its top executives in developing strong Chinese corporate partners—proven leaders in their respective sectors—building trusting relationships with both senior and middle management within these companies. "We persevered patiently while respecting cultural differences," says Kraft. "Finding the right co-publishing partner is vital. Sales in the highly-segmented educational market in China often depend on personal connections between the publisher and

local educational authorities. Through our Chinese partners, especially PEP, we have been able to access unrivalled distribution channels in the primary English textbook market."

A third, very important factor was Canadian government financial support. "The Chinese market is expensive to access, given the importance of relationships in Chinese culture," says Kraft. "We had to take our time and make numerous visits, all of which comes with a price. CIDA-INC believed in our project from the outset, and as we reported on initial successes, they continued to provide generous financial support until we got our Chinese operation on its feet."

That belief has paid off. Lingo Media's success in the world's fastest growing market has created jobs and generated tax revenue in Canada. In the words of David Arenburg, principal of DAI Inc., "In effect, CIDA-INC has created a double bottom line: tangible benefits for a developing country and economic growth here at home."

Vital initial support was also provided by Industry Canada's Program for Export Market Development, Canadian Heritage's Book Publishing and Industry Development Program for marketing and promotion, and by the Association for the Export of Canadian Books for international market penetration.

So what's next for Lingo Media? "This is just the beginning," says Kraft. "We are now looking at the enormous Spanish-speaking markets, following the model that has worked for us in China."

For more information, go to www.lingomedia.com. 🍁

New FDA rules kick in December 12

What Canadian food exporters need to know

On December 12, 2003, the U.S. Food and Drug Administration (FDA) will begin implementing the interim final regulations of the Bio-terrorism Act related to the registration of food facilities and prior notice required for the export of food shipments into the U.S. The Public Health Security and Bio-terrorism Preparedness and Response Act, signed in June 2002, was developed as a response to bio-terrorism threats and other public health emergencies in the U.S. following the events of September 11, and sets in place measures designed to enhance the security of the U.S. food supply.

Since the initial release of proposed regulations regarding the prior notice of food shipments and the registration of domestic and foreign food facilities by the FDA on February 3, 2003, the Canadian government has been an active participant in the consultation process. The interim final rules, published on October 9, reflect much of the input supplied by Canada to the FDA during the initial consultation period.

Despite the December 12 implementation date, the FDA will keep the consultation process open until December 24, 2003. Agriculture and Agri-food Canada (AAFC) is currently asking for input from Canadian industry as part of its submissions in this process. The FDA plans to reopen comments for an additional 30 days in March 2004, following the publication of an FDA/CBP (Bureau of Customs and Border Protection) plan and implementation schedule to harmonize, integrate and coordinate the prior notice requirements of the two agencies.

While affected parties are obliged to comply with the new regulations beginning December 12, 2003, the FDA has recognized the fact that some firms may still need assistance understanding the interim final rule's requirements and how to comply. As a result, the FDA intends to focus on education rather than enforcement for the first 4 months of implementation.

In the event of a potential or actual bio-terrorism incident or an outbreak of food-borne illness, facility registration information will help the FDA determine the location and source of the event and permit the agency to quickly notify facilities that may be affected. Facilities can register on-line, by completing a paper form, or by submitting a CD-ROM with relevant registration information to the FDA.

For assistance with on-line registration, call **(301) 575-0156** or **1-800-216-7331** (in the U.S. only), fax **(301) 210-0247**, or e-mail **furls@fda.gov**. The On-line Registration Help Desk is open on business days from 7 a.m. until 11 p.m. EST.

Most of the prior notice information required by these regulations is usually provided by importers or

brokers to the CBP when foods arrive in the U.S. Now, the Bio-terrorism Act requires that this information also be provided to the FDA in advance of an imported food's arrival to the U.S. The FDA will use this information to review, evaluate, and assess the information, and determine whether to inspect the imported food. Prior notice for nearly all of the current imported food shipments can be filed using CBP's Automated Broker Interface of the Automated Commercial System (ABI/ACS). Prior notice can be submitted either through ABI/ACS or the FDA's Prior Notice System Interface beginning December 12, 2003.

For the Canadian perspective on the process, a contact list by province, as well as an event calendar, go to AAFC's Web site at <http://ats.agr.ca>. ✳

Export USA Calendar

For information about:

- trade missions to the U.S.
- seminars on the U.S. market

Visit the Export USA Calendar at: www.dfait-maeci.gc.ca/can-am/export.

Aerospace mission — continued from page 1

The program will offer numerous networking opportunities, one-on-one pre-arranged meetings, attendance at the Pacific Northwest Aerospace Association Conference, an educational session on strategic alliance building as well as a market briefing and a full day of company site visits.

For more information on the program, contact Martine Moreau,

Trade Commissioner, Canadian Consulate in Seattle, tel.: **(206) 770-4078**, e-mail: **martine.moreau@dfait-maeci.gc.ca**. For information on registration procedures, contact John Bonar, Trade Commissioner, Aerospace and Defence, DFAIT, tel.: **(613) 944-8821**, e-mail: **john.bonar@dfait-maeci.gc.ca**. ✳

The U.S. homeland security market

Securing opportunities for Canadian businesses

The U.S. Department of Homeland Security (DHS), an amalgamation of 22 domestic U.S. government agencies, is now one year old. The department coordinates all U.S. federal government terrorist prevention and protection activities within the U.S. It works with state and local governments in the areas of detection, preparedness, prevention, protection, response and recovery and incident management.

One of many major efforts underway at DHS is establishing department-wide acquisition policies and regulations for the procurement of goods and services it needs to accomplish its operational mission.

CCC (Canadian Commercial Corporation) believes that significant export opportunities exist for Canadian companies that are willing to make the effort to sell to the foreign homeland security market in the U.S. or elsewhere. CCC's special security-focused team helps to develop international

opportunities with governments and commercial companies that want to procure Canadian products and services in response to homeland security needs.

How can a company determine what the current DHS business opportunities are? It's easy if the company has registered on **SourceCAN**, at www.sourcecan.com. Once registered, companies' products and services can be matched with DHS procurement opportunities. Additional information about DHS policies and events can be found at www.dhs.gov. From the DHS Web site, "Working With DHS" is a good source of information about unsolicited DHS proposals.

Two non-government Web sites, www.fcw.com and www.gcn.com, provide daily articles on DHS and other U.S. government policies and acquisition efforts that may be of interest to the Canadian security industry. Companies should also be

on the lookout for a procurement mechanism called Broad Agency Announcements (BAAs). Currently, one DHS Science & Technology BAA can be found at www.bids.tswg.gov.

So how does a Canadian security company sell to DHS? First, the company must know what DHS wants to purchase. Second, its product or service must meet or exceed DHS requirements. And third, the company must be registered in the Central Contractor Registry (CCR). CCC can assist in the registration process; contact Ron Linton at ron@ccc.ca.

Canadian security companies should be prepared to answer questions like "Do you have a facility clearance?", "Who are your Canadian buyers?", and "Are you a qualified General Services Administration (GSA) supplier?". CCC can also help Canadian companies obtain a GSA Schedule. Interested companies should visit www.ccc.ca and click on GSA.

To find out more about how CCC can help you sell goods and services to homeland security markets in the U.S. and elsewhere, contact Norm Weir at CCC, tel.: **(613) 995-3365**, e-mail: SecurityTeam@ccc.ca.

Affordable medicine — continued from page 1

Pierre Pettigrew, Minister for International Trade. "These actions demonstrate Canada's strong commitment to the development objectives set out in the WTO Doha Development Agenda."

"Our goal is to address a pressing humanitarian problem, and we have worked with the two pharmaceutical associations and with non-governmental organizations who provide on-the-ground public health assistance to develop legislation that will be part of the solution," said Allan Rock, Minister of Industry. "At the same time, we recognize the need to respect intellectual

property rights, which are critical to the development of new products and therapies in Canada. "This is one of the most important steps Canada can take to advance global health and human rights, and we hope to see other G-8 countries following suit," said Bill Graham, Minister of Foreign Affairs. "As United Nations Secretary-General Kofi Annan said last week, our action today could save millions of lives. This is a major breakthrough in the international community's capacity to address not just the prevention of AIDS and other diseases in the

developing world, but also the provision of treatment and access to pharmaceutical products for those in need."

With legislation now introduced, the Government of Canada will put in place the complementary regulatory frameworks as soon as possible. As the government proceeds, it will continue to actively consult with and engage those who will contribute to the ultimate success of this initiative.

For more information, contact Mona Frendo, Information and Technology Trade Policy Division, DFAIT, tel.: **(613) 992-7260**, e-mail: mona.frendo@dfait-maeci.gc.ca.

Recovery well underway

Southeast Asian economies booming

Southeast Asia, which includes Brunei Darussalam, Burma, Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand and Vietnam, is one of the fastest growing economies in the world, with sound prospects for long-term economic growth.

Southeast Asian countries have recovered well from the 1997 economic crisis. For example, Indonesia and Thailand are experiencing significantly stronger currencies. September 11 and the world economic slowdown reduced GDP growth in the Association of Southeast Asian Nations (ASEAN) from an average of 6 to 2% in 2001. Yet markets like Vietnam underwent strong growth (6%) in 2001. The region is becoming more integrated as the countries collaborate on social and economic matters through the ASEAN forum.

For example, growth in the ASEAN food manufacturing sector is creating solid opportunities for food ingredients,

while the increasing regional dominance of major supermarket chains such as Cold Storage, Giant, and Carrefour & Tesco is creating opportunities for Canadian suppliers of branded and private labels.

Growing consumer demand for Western-style food products and dependence on many imported foodstuffs make Southeast Asia a very attractive market for Canadian food and beverage products. Opportunities exist in sectors ranging from the high volume mass market to the high-end niche markets, including icewines, nutraceutical and health foods, deli meats, snack foods and food ingredients.



For more information, contact Gordon Richardson, Counsellor (Agriculture and Food), Canadian High Commission in Singapore, tel.: **(011-65) 325-3200**, fax: **(011-65) 325-3294**, e-mail: **george.richardson@dfait-maeci.gc.ca**, Web site: **www.infoexport.gc.ca/sg** ✨

New Guangzhou Consulate General Web site

The Canadian Consulate General in Guangzhou has officially launched its new Web site (**www.guangzhou.gc.ca**) and will continue to be available in English, French and Chinese.

The revamped site will strengthen the Consulate General's ability to

communicate its programs and services in South China to its clients and partners. The Consulate General will continue to make updates regularly to ensure that information is timely and relevant.

For more information on the Guangzhou site, contact James Kim,

Canada launches Asian virtual ICT team

In September 2003, the Government of Canada launched a virtual information and communications technology (VICT) team at the **ASEAN Communications and Multimedia Expo 2003**, in Kuala Lumpur, Malaysia.

The VICT facilitates the sharing of information and cooperation across Southeast Asia to better serve Canadian ICT companies, and to assist local companies in sourcing the best quality Canadian telecommunications equipment and services. VICT consists of ICT specialists from each of the Canadian embassies, high commissions and consulates in the region.

"The Canadian Trade Commissioner Service's VICT team is an extension of the Canadian e-government service. It will enable local companies across the region to cooperate more closely with their Canadian principals and partners," said Ron Bollman, Acting High Commissioner for Canada in Malaysia.

For more information, contact Neil Swain, Southeast Asia Division, DFAIT, tel.: **(613) 992-0959**, fax: **(613) 944-1604**, e-mail: **SEASE.TECH@dfait-maeci.gc.ca** ✨

Consul and Trade Commissioner, Canadian Consulate General in Guangzhou, tel.: **(011-86-20) 8666-0569**, ext. **3359**, fax: **(011-86-20) 8667-2401**, e-mail: **james.kim@dfait-maeci.gc.ca**, Web site: **www.guangzhou.gc.ca**, and copy Minister Li, the Consulate General's Web site coordinator, e-mail: **minster.li@dfait-maeci.gc.ca** ✨

Trade fair calendar

AGRICULTURE AND AGRI-FOOD

BRUSSELS, BELGIUM — February 9-15, 2004 — **AGRIBEX 2004** is an international agricultural, horticultural and stock breeding fair. **For more information**, contact the Fédération Belge de l'Équipement pour l'Agriculture, l'Horticulture, l'Élevage et le Jardin, tel.: **(011-32-2) 262-06-00**, fax: **(011-32-2) 262-04-02**, e-mail: **info@fedagrim.be**, Web site: **www.agribex.be**.

AEROSPACE AND DEFENCE

SINGAPORE — February 24-29, 2004 — **Asian Aerospace 2004** is the largest aerospace and defence exhibition in Asia. **For more information**, contact Frank Quah, Business Development Officer, Canadian High Commission in Singapore, tel.: **(011-65) 325-3200**, fax: **(011-65) 325-3294**, e-mail: **frank.quah@dfait-maeci.gc.ca**, Web site: **www.infoexport.gc.ca/sg**.

AUTOMOTIVE

TAIPEI, TAIWAN — January 3-11, 2004 — The **2004 Taipei International Auto Show** is a major automotive sector show that showcases auto parts and accessories. **For more information**, contact the Taipei Automobile Distributors Association, tel.: **(011-886-2) 2544-3000**, ext. **3356**, fax: **(011-886-2) 2544-3595**, or contact Marie Louise Hannan, Canadian Trade Office in Taipei,

e-mail: **marie-louise.hannan@dfait-maeci.gc.ca**.

BUILDING MATERIALS

LAS VEGAS, NEVADA — January 19-21, 2004 — The **International Builders Show** is the largest annual construction industry show in the world and will feature a Canadian pavilion. **For more information**, contact Lorne Smith, Industry Canada, tel.: **(514) 283-7864**, fax: **(514) 283-8916**, e-mail: **smith.lorne@ic.gc.ca**, Web site: **www.buildersshow.com**.

ICT

DAMASCUS, SYRIA — April 12-15, 2004 — **PROSLVE**, the International Professional Sound, Light & Vision Exposition will provide Canadian exporters with a unique opportunity to meet the world's leading manufacturers and regional suppliers of professional entertainment technologies for the first time in the Middle East. **For more information**, go to **www.proslve.com**.

MANUFACTURING TECHNOLOGIES

HAMBURG, GERMANY — January 21-24, 2004 — **NORTEC** is a trade fair for manufacturers of machinery, equipment, tools and accessories. **For more information**, contact the Canadian Consulate in Hamburg, tel.: **(011-49-40) 46-00-27-0**, fax: **(011-49-40) 46-00-27-20**, e-mail: **hamburg@dfait-maeci.gc.ca**, Web site: **www.nortec-hamburg.de**.

MULTI-SECTOR

MONTERREY, MEXICO — February 16-20, 2004 — Be part of **Canada Week in Monterrey** where events will showcase Canadian capabilities. **For more information**, contact Robert Langlois, Consul and Trade Commissioner, Canadian Consulate in Monterrey, tel.: **(011-52-8) 344-3200**, fax: **(011-52-8) 344-3048**, e-mail: **robert.langlois@dfait-maeci.gc.ca**, Web site: **www.canada.org.mx**.

PORT ELIZABETH, SOUTH AFRICA — February 25-27, 2004 — **Industrial Trade Show 2004** is a regional exhibition showcasing industrial products, services and solutions to meet the needs of the Eastern Cape agriculture, livestock production, forestry, fishing, transport and storage sectors. **For more information**, contact the Canadian High Commission Trade Office in Johannesburg, tel.: **(011-27-11) 442-3130**, fax: **(011-27-11) 442-3325**, e-mail: **jobrg@dfait-maeci.gc.ca**, Web site: **www.canada.co.za**.

SERVICE INDUSTRIES

DAMASCUS, SYRIA — January 22-25, 2004 — **ACADEMIA SYRIA** is a unique opportunity to get a better understanding of the education, training and recruitment needs and possibilities in Syria. **For more information**, go to **www.academiasyria.com** or contact Rouba Khouri, Commercial Assistant, Canadian Embassy in Damascus, e-mail: **rouba.khouri@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 Web site at **www.dfait-maeci.gc.ca**.

Return requested
if undeliverable:
CanadExport (BCS)
125 Sussex Drive
Ottawa, ON K1A 0G2

Canada Post
Agreement Number 40064047