



CanadaExport



Canadian education makes the grade in Egypt

*B*uilding a world-class school is an easy task when you have the pick of Canadian curricula as your foundation. In partnership with Egyptian investor Hassan Hammam, the Canadian Bureau for International Education (CBIE), a national education association made up of nearly 200 school boards, colleges, universities and associates, established the successful Canadian International School of Egypt (CISE) in 2002.

The Cairo-based CISE is currently operating as an elementary and secondary school covering kindergarten through to Grade 10, but will expand to offer a full secondary program by 2005. In its second year of operation, with 200 students from more than 20 countries, CISE uses the Ontario curriculum and, as required by the province, 80% of its teachers are Ontario-certified. CISE is



expected to grow to 500 students by 2005, and its students will graduate with an Ontario Secondary School Diploma, giving them access to any university in Canada, Egypt or worldwide.

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Vol. 22, No. 4
March 1, 2004

India welcomes Canadian icewine

*D*iscerning consumers in the emerging market of India have good reason to cheer; Canada's famous icewine will now be available in India thanks to Ontario-based **Niagara Enterprise Agency (NEA)**, which launched the product in Mumbai in December 2003.

The launch coincided with the visit of former Agriculture and Agri-Food Minister Lyle Vanclief who visited India to promote farm cooperation

and seek India's support in WTO agriculture negotiations. Glenn Stansfield, President and CEO of Niagara Enterprise Agency, stated, "India's growing middle-class population is becoming more affluent and western-oriented through education and the increased globalization of the nation's economy. This, combined with the increasing restaurant culture, could make icewine a drink of choice." The NEA represents six major wineries in the Niagara region.

continued on page 2 — Icewine

IBOC trade leads

AUSTRALIA — Canadian suppliers of broadband telecommunications services and facilities are invited to submit tenders to the Government of Tasmania, which is implementing a strategy for the development of a competitive broadband services market in Tasmania. **The closing date is April 30, 2004.**

For more information on Expression of Interest documents, contact James Pirie (quote case number **031215-06175**), Australian Department of Treasury and Finance, tel.: (011-61-03) 6233-2672, fax: (011-61-03) 6233-5646, e-mail: james.pirie@treasury.tas.gov.au, Web site: www.treasury.tas.gov.au/telco_infrastructure_reoi. Canadian companies that submit must also inform Liliana Capacchione at the Canadian Consulate General in

Sydney, fax: (011-61-2) 9364-3097, e-mail: liliana.capacchione@dfait-maeci.gc.ca.

SYRIA — The Syrian Ministry of Oil and Mineral Resources and the Syrian Petroleum Company (SPC) invite international oil companies to explore oil and gas resources in Syria under production sharing agreements in 14 exploration blocks covering a total area of about 88,980 square kilometres. Companies are invited to evaluate the anticipated areas and to bid for one or more blocks, either individually or in participation with other companies.

Copies of the available data for these blocks can be obtained at the expense of interested companies as per the SPC price list. Companies currently operating in Syria and those that have been pre-qualified may not submit. Proposals should include technical and financial obligations in all exploration stages, in addition to

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Also, go to IBOC's Web site at www.iboc.gc.ca and click on "Success Stories" to read about how IBOC has matched Canadian companies with foreign buyers. 🌟

commercial terms and conditions for the development of the explored oil and gas fields. **The closing date is May 31, 2004.**

For more information, contact Nidal Bitar (quoting case number **040119-00234**), Commercial Officer, Canadian Embassy in Damascus, tel.: (011-963-11) 611-6692, fax: (011-963-11) 611-4000, e-mail: nidal.bitar@dfait-maeci.gc.ca. 🌟

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Icewine — *continued from page 1*

Icewine is made of Vidal and Riesling grapes that are hand-picked after three consecutive days with temperatures of minus 10 degrees Celsius. As the naturally frozen grapes yield very little juice, ice wine is a prized product. Stansfield is confident about the Indian market: "We plan to bring 100 cases of 375ml bottles to Indian hotel chains." Stansfield sees a future not only for Canadian icewine but for Canadian red and white wines as well. The Indian wine market has been growing at 20 to 30% in the past few years. With changing social norms and living standards, an increasing number of Indians who previously chose not to consume alcoholic beverages now enjoy wine in social settings.

While India has been one of Canada's key markets for peas



and pulses, it is fast emerging as an attractive destination for exports of confectionary items, snack and breakfast foods, dairy products and select fruits and vegetables.

For more information, contact Apurva Mehta, Commercial Officer, Canadian Consulate General in Mumbai, tel.: (011-91-22) 2287-6027, fax: (011-91-22) 2287-5514, e-mail: apurva.mehta@dfait-maeci.gc.ca. 🌟

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The Virtual Trade Commissioner — a key ingredient in your recipe for successful international market research!

Experienced Canadian exporters—who know the secrets to succeeding in foreign markets—have offered tips for avoiding common export problems...

...like *insufficient market knowledge*. It's one of the most common mistakes exporters make.

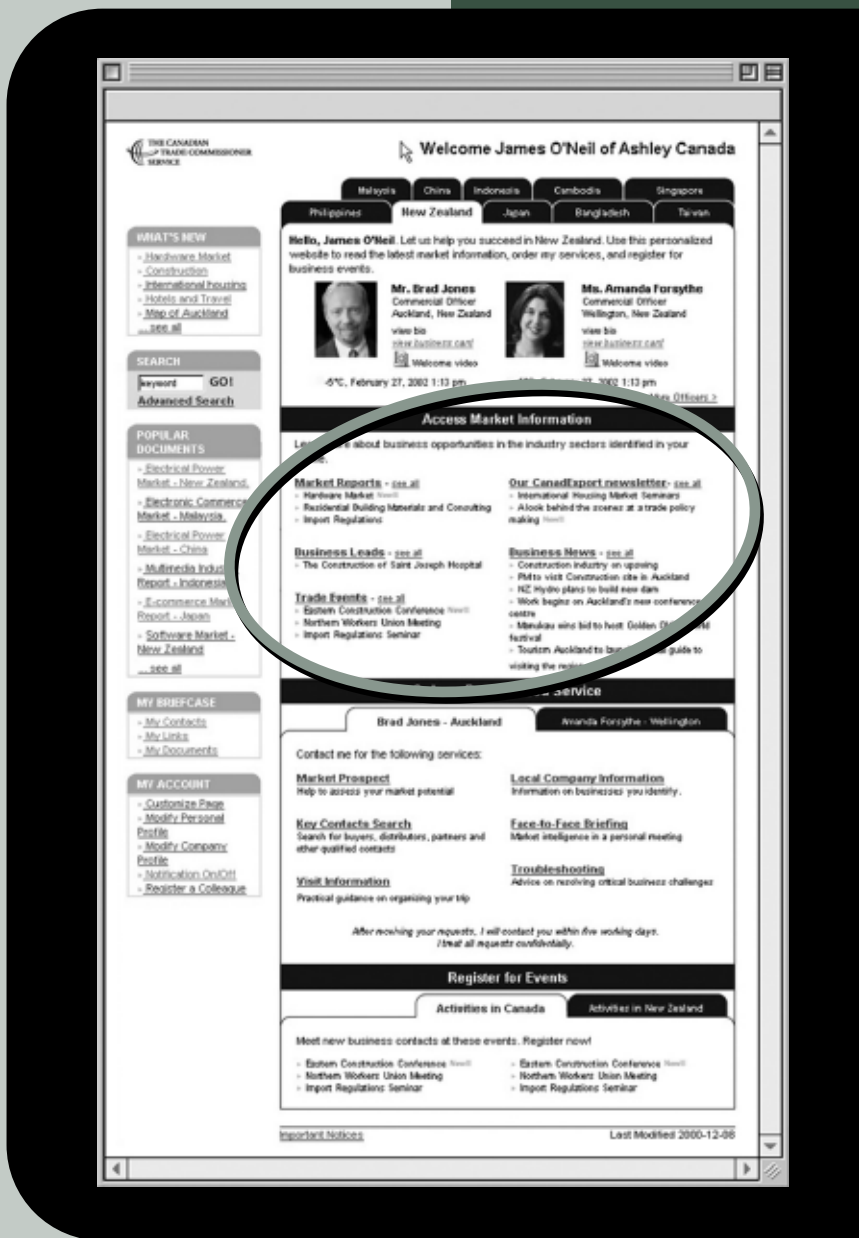
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Success for visual arts mission in New York

The Affordable Art Fair (AAF) is an annual event that showcases the talents of emerging artists, while offering art enthusiasts the chance to buy works for no more than US\$5,000. The second annual AAF, held in November 2003 in New York, built on the success of the first show, bringing original and innovative contemporary art to the attention of the public. More than 120 galleries, including nine Canadian galleries, exhibited the work of international contemporary artists.

Appropriately coinciding with this event, the Canadian Consulate General in New York welcomed seven Canadian galleries that participated in its ExportUSA visual arts mission. As part of the Trade Routes initiative of Canadian Heritage, Jeffrey Crossman, Cultural Trade Commissioner at the Consulate General in New York, organized the mission for Canadian galleries interested in learning the basics of expanding their exports to the United States.

Attendees get connected

Participants had the opportunity to meet with key industry figures, who provided information and advice about various aspects of the art market, including an overview of the New York contemporary art scene, tips about generating publicity and little-known facts about the cross-



Untitled, by Cathy Daley (Calgary's Newzones Gallery, Affordable Art Fair participant)

border transportation of artwork. They also gained insight into the workings of art fairs through their discussions with New York art fair organizers. Participants were invited to attend the AAF opening reception, where they networked with the event's participants and forged important ties with industry members.

Rick Hiebert of **Fehely Fine Arts** in Toronto enjoyed the "very well organized and presented" mission and commended those involved for going "above and beyond the call of duty." Aggie Beynon of **Harbinger Gallery Inc.** in Waterloo agreed, commenting that "participating in a trade mission such as the AAF mission has been invaluable as a one-stop shop for information gathering for novice exporters. This experience will benefit businesses' bottom line versus a trial and error approach." Satisfied participants left with a better understanding of their own exporting goals, more knowledge about the art market and the benefit of a first-hand look at New York's dynamic marketplace for visual arts.

The submission date for galleries wishing to participate in the 2004 Affordable Art Fair is March 15, 2004.

For more information, contact Jeffrey Crossman, Cultural Trade Commissioner, Canadian Consulate General in New York, tel.: (212) 596-1650, e-mail: commerce@canapple.com, Web site: www.affordableartfair.com. 🍀

Canada brings N.W.T. diamonds to Boston

In November 2003, the Canadian Consulate General in Boston, in cooperation with the Government of the Northwest Territories (N.W.T.), was actively involved in organizing the first-ever campaign to promote Canadian Arctic diamonds in New England—a tour that also included

a stop in Chicago (as reported in the February 2 issue of *CanadExport*).

In Boston, audiences with a special interest in the field were introduced to N.W.T. diamond production at the annual Maple Leaf Ball. The following day, thanks to a contest

run by two local distributors, Bostonians were able to meet a diamond cutter from the N.W.T. and learn about these superb stones that could, in the next ten years, place Canada among the top three producers in the world.

continued on page 5 — Canadian diamonds

Canadian companies connect with Chinese conglomerate

In October 2003, as a follow-up to the China High-Tech Fair, the Canadian Consulate General in Guangzhou organized a Canadian delegation of 18 business people to visit the Overseas Chinese Town (OCT) in Shenzhen. OCT is one of the largest enterprises in Shenzhen, with businesses ranging from real estate development, hotel and theme parks to electronic appliances and information technology (IT).

The Canadian delegation was headed by Canadian Consul General Jim Feir and included representatives from the Alberta Government Hong Kong Office, the Canadian Consulate General in Hong Kong and nine Canadian companies from the IT, environmental protection and construction sectors.

During the visit, the companies promoted Canadian excellence in

construction and design, environmental protection, building materials (including wood-framed houses) as well as IT technologies. Canadian companies were able to learn about the needs of OCT and introduce their products and services to its executives. A site tour was arranged to visit Shenzhen's Happy Kingdom, one of the three theme parks built and managed by OCT, and Konka, China's 11th largest IT and electronics company.

The team also visited an ecology park in eastern Shenzhen. This project will be the largest-ever ecology park in China, with a total investment of some \$3.2 million funded entirely by OCT. After the site tour, Canadian companies and OCT project managers met to discuss the design and environmental opportunities of the ecology park.

Canadian delegates reported many promising trade leads, like new paper

product smart cards in its theme parks, Canadian icewine in its hotels and Canadian wood for construction projects in the ecology park.

Opportunities

OCT is interested in finding Canadian partners in the following areas: design and planning of theme park and real estate projects; paving materials for roads in their upcoming forestry park; water treatment; design and construction of wood-framed houses and wood products; and advanced IT and environmental protection technologies that can be applied to these projects.

For more information, contact the Canadian Consulate General in Guangzhou, tel: (011-86-20) 8666-0569, fax: (011-86-20) 8667-2401, e-mail: ganzu@dfait-maeci.gc.ca, Web site: www.guangzhou.gc.ca. 🌟

Canadian diamonds — continued from page 4

Deputy Premier Jim Antoine represented the Government of the N.W.T. at the event. Antoine took advantage of his stay in Boston to meet with several members of the print and broadcast media in New England to raise awareness of N.W.T. diamonds and their economic importance to the First Nations people.

Carl Malmsten, the N.W.T. government official who initiated the campaign, indicated that "promoting diamonds from the Northwest Territories plays an important role in terms of exports, but its goal is primarily to ensure the sustainability of an industry that draws on the talents of a number of men and women from the North."

The Honourable Ronald Irwin, Canadian Consul General in Boston

and former federal Minister of Indian Affairs and Northern Development, has a keen understanding of the importance of economic development for the region and expressed satisfaction at seeing this department involved in this first campaign in the U.S. The Consul General stated, "Boston and New England are at the centre of the jewellery trade in the U.S. and are important markets both because of their size and because they often set the fashion for jewellery. I am proud that the Consulate got behind the N.W.T. in its efforts to break into such an important market."

At the end of this campaign in the U.S., all the partners expressed a desire to expand activities to promote N.W.T. diamonds in the U.S. in 2004.



At the Maple Leaf Ball to introduce N.W.T. diamonds were (from left): Ronald Irwin, Canadian Consul General in Boston, and Jim Antoine, Deputy Premier of the N.W.T.

For more information, contact Colette Leborg, Canadian Consulate General in Boston, tel.: (617) 262-3338, ext. 3357, fax: (617) 262-3415, e-mail: colette.leborg@dfait-maeci.gc.ca. 🌟

Fine-tuning your export plan

The market research is complete and the entry strategies have been compiled. Your export plan is ready to implement. Or is it? Here are some tips for reviewing and fine-tuning that plan for export success.

- **Ensure your product or service is suitable for the target market.** Market research will help you with this task. It is critical that any modifications, including changes to marketing and promotional materials, training or after sales services strategies be made prior to market entry.
- **Don't make assumptions about the target market.** Current, accurate and verifiable information helps the exporter move forward with confidence. Does your export plan comprise this type of information?
- **Verify pricing strategies to ensure that foreign sales will be profitable.** Exporters must understand

the implications of price reductions or increases if the competitive environment changes. Financial issues, such as payment terms, cash flow, shipping costs and financing must be manageable to support the export venture.

- **Find reliable, professional partners—vital links in the export process.** Practicing due diligence will establish sound business relationships with distributors, sales agents and other strategic partners at home and abroad.

This information is drawn from Team Canada Inc's *A Step-by-Step Guide to Exporting* and is available on-line at <http://exportsource.ca/stepbystep>. For more information on exporting, call the Team Canada Inc Export Information Service at 1 888 811-1119 or go to www.exportsource.ca. 🌱

Canadian education — continued from page 1

Getting high profile attention

Little wonder the school is proving so popular, given the official boost it has received. "The Prime Minister of Egypt would like to develop a model for his schools based on the Canadian International School of Egypt," says Lyle MacLennan, Director, CISE.

The door to the Egyptian Prime Minister's office opened readily to CBIE and CISE thanks to embassy contacts, including Canadian Ambassador to Egypt Michel de Salaberry. "They have been there every step of the way," continues MacLennan, "including setting up a meeting with the Minister of Education in Egypt during the planning stages of the school."

Exporting education services is a relatively young industry for Canada. There are opportunities, but knowing which doorbell to ring can be a challenge. "In the education sector, you have to build bridges with the communities you're serving, not only with parents and students. You have to be familiar with the national politics

too if you want to make inroads. CBIE had extensive experience in North Africa and the Middle East. I wouldn't want to be there without them," adds MacLennan.



CISE is the first Canadian school in Egypt and the third in the Middle East region. With Egyptian ownership, CISE hired CBIE as a management partner to supervise all aspects of the school, including liaising with the Ontario Ministry of Education, recruiting staff, purchasing Canadian learning materials and assisting in anticipated additions to the existing facility.

Both MacLennan and Mary Biggs, Executive Vice-President of CBIE, who was involved in the school's deve-

lopment from the outset, insist on the need for extra lead time in planning international initiatives. "You can't have enough time to prepare for a venture like this one," says Biggs. "Having a solid business and implementation plan in place, sound fiscal management and the support of your partners—both private and government—will ensure your success."

The impressive inaugural year at CISE has led to waiting lists for new students. It has also sparked interest in Kuwait, Saudi Arabia and Qatar.

"CBIE is getting regular invitations from the Persian Gulf region to develop school concepts for private and public investors," says Biggs. "Clearly these countries are ready for Canadian education programs and systems, and we are ready to help them access the best Canada has to offer."

For more information, contact Jennifer Humphries, Senior Director, Membership and Educational Programs, CBIE, tel.: (613) 237-4820, ext. 246, fax: (613) 237-1073, e-mail: jhumphries@cbie.ca, Web sites: www.cbie.ca and www.destineducation.ca. 🌱

Opportunities in South America

Security products and services mission

PERU, COLOMBIA AND VENEZUELA — May 24-June 1, 2004 — The Department of Foreign Affairs and International Trade (DFAIT), in partnership with Industry Canada, the Ontario Ministry of Economic Development and Trade and the Quebec Ministry of Regional Economic Development, invites Canadian exporters to join a Security Products and Services Mission to explore sales and investment opportunities in the region. There will also be a trade contingent from the Canadian Embassy in Ecuador to meet with Canadian exporters to discuss opportunities in that country.

The programs in each country will provide Canadian companies with an opportunity to present their products and services to a targeted audience of key representatives from industry and government institutions, meet on a one-on-one basis with potential

partners, benefit from networking events and receive expert advice on doing business locally.

All registration forms must be completed and returned with full payment **by March 19, 2004**. To register, contact Barbara Tink, DFAIT, tel.: (613) 995-7529, e-mail: barbara.tink@dfait-maeci.gc.ca, or Marie-Josée Gingras, DFAIT, tel.: (613) 994-7062, e-mail: marie-josee.gingras@dfait-maeci.gc.ca.

For details on market opportunities in the countries to be visited during the mission, contact Katia Rivadeneyra (Peru), e-mail: katia.rivadeneyra@dfait-maeci.gc.ca, Carlos Rivera (Colombia), e-mail: carlos.rivera@dfait-maeci.gc.ca, Victor Stott (Venezuela), e-mail: victor.stott@dfait-maeci.gc.ca, or Zoe Mullard (Ecuador), e-mail: quito-td@dfait-maeci.gc.ca. For provincial government representatives, contact

Maureen Angus (Ontario), e-mail: maureen.angus@edt.gov.on.ca, or Salvador Paniagua (Quebec), e-mail: salvador.paniagua@mder.gouv.qc.ca. 🌟

International Development Days 2004

CALGARY — April 21-23, 2004 — Attend Canadian Manufacturers and Exporters' (CME) **International Development Days 2004** and find out what's new in Canada's international development program and how your firm can benefit from the many opportunities available.

Participate in private one-on-one meetings with senior representatives from the Canadian International Development Agency (CIDA) and international financial institutions (IFIs) to discuss your specific areas of expertise and opportunities. Find out how other Canadian organizations have been successful in winning international development work, and attend informative workshops that will provide you with the most up-to-date information on how to win more work from CIDA, the IFIs and other international aid agencies.

Confirmed speakers include Aileen Carroll, Minister for International Cooperation, Rick Cameron, CIDA Senior Vice-President, and Charles Bassett, Canadian Executive Director to the Inter-American Development Bank.

Participate as a sponsor or exhibitor to enhance your corporate profile and promote your products and services.

For more information, contact Treena Adhikari, tel.: (905) 568-8300, ext. 249, fax: (905) 568-8330, e-mail: treena.adhikari@cme-mec.ca, Web site: www.cme-mec.ca/idd. 🌟

International Gold Symposium

LIMA, PERU — May 4-7, 2004 — The **Sixth International Gold Symposium**, organized by Peru's National Society of Mining, Petroleum and Energy, will focus on the abundant gold resources in Peru and other Latin American countries and will promote new investment and business opportunities in the region.

Peru's current gold production accounts for 6.2% of the world's total, and this country now ranks sixth among the world's producers. Upcoming projects, such as Barrick's Alto Chicama, will make Peru the fifth largest producer in the world. Gold is now Peru's principal export.

The symposium will attract more than 1,000 participants. Attendees will include top entrepreneurs, investors, executives and professionals involved in gold mining activities, as well as representatives of well-known suppliers of goods and services. Canada will be represented at the 2004 mining exhibit by a sizable group of exporters whose presence is being organized by the Canadian Association of Mining Equipment and Services for Export (CAMESE).

Canadian exporters of equipment and services for the mining industry can still rent a booth at the Canadian pavilion by contacting Francis Bourqui, CAMESE's Director of International Market Development, tel.: (905) 513-0046, e-mail: bourqui@camese.org.

For more information, contact Oscar Vásquez, Senior Business Development Officer, Canadian Embassy in Lima, tel.: (011-511) 444-4015, fax: (011-511) 444-4347, e-mail: oscar.vasquez@dfait-maeci.gc.ca. 🌟

AGRICULTURE

TEHRAN, IRAN — May 23-26, 2004 — **Iran Agro-food 2004** is the major agriculture show in Iran. Last year, this event attracted more than 50,000 visitors and nearly 500 participants from 24 countries. The Canadian Embassy in Tehran is organizing a Canadian pavilion at this year's show. **For more information**, contact Azar Zanganeh, Commercial Officer, Canadian Embassy in Tehran, tel.: (011-98-21) 873-2623, fax: (011-98-21) 875-7057, e-mail: azar.zanganeh@dfait-maeci.gc.ca.

ISTANBUL, TURKEY — June 10-13, 2004 — **VIV Turkiye 2004**, Turkey's international poultry production and processing exhibition, will be held concurrently with the 22nd annual World Poultry Congress. **For more information**, contact Can Ozguc, Senior Commercial Officer, Canadian Embassy in Turkey, e-mail: can.ozguc@dfait-maeci.gc.ca, Web site: www.hkf-fairs.com.

AMSTERDAM, NETHERLANDS — June 15-17, 2004 — **Natural Products Expo Europe** covers the full range of natural products and services from ingredients and raw materials through to finished products. **For more information**, contact the Trade Section of the Canadian Embassy in the Netherlands, e-mail: hague-td@dfait-maeci.gc.ca, Web site: www.expoeurope.com.

BUILDING PRODUCTS

BIRMINGHAM, UNITED KINGDOM — April 25-29, 2004 — **Interbuild** is the U.K.'s largest building and construction exhibition. The U.K. is currently the hottest market for Canadian construction products and services. **For more information**, contact Jason Kee, Business Development Officer, Canadian High Commission in London, tel.: (011-44) 207-258-6664, fax: (011-44) 207-258-6384, e-mail: jason.kee@dfait-maeci.gc.ca, Web site: www.interbuild.com.

ENVIRONMENTAL INDUSTRIES

VANCOUVER — March 31-April 2, 2004 — More than 50 trade commissioners will attend **GLOBE 2004**, the world

marketplace for environmental innovation. **For more information**, contact Richard York, tel.: (604) 666-1407, e-mail: york.richard@ic.gc.ca, Web site: www.infoexport.gc.ca.

TEL AVIV, ISRAEL — June 8-10, 2004 — **ENVIRONMENT 2004** is an international exhibition for environmental technologies and will be accompanied by an international environment conference. **For more information**, contact Mona Mansour-Ashkar, Canadian Embassy in Israel, e-mail: taviv-td@dfait-maeci.gc.ca, Web site: www.israel-trade-fairs.com.

ICT

BANDAR SERI BEGAWAN, BRUNEI DARUSSALAM — May 17-19, 2004 — The **International Infocommunications Technology Expo and Seminar** will be held in conjunction with the Asia-Pacific Forum on Telecommunications Policy and Regulation. **For more information**, contact Celestina Leong, Commercial Officer, Canadian High Commission in Brunei Darussalam, e-mail: celestina.leong@dfait-maeci.gc.ca, Web site: www.infocomtech-expo.com.

METALS & MINERALS

SHANGHAI, CHINA — June 8-11, 2004 — **Metallurgy China** and **Metal Asia 2004** are international foundry, forging, metallurgy and industrial furnaces exhibitions. **For more information**, contact Co-Mar Management Services, tel.: (416) 690-0331, toll-free: 1 800 727-4183, fax: (416) 690-1244, e-mail: info@hfcanada.com, Web site: www.hfcanada.com.

OIL, GAS AND ELECTRICITY

MONTERREY, MEXICO — April 1-2, 2004 — The **Forging North American Energy Security** conference of the North American Forum on Integration (NAFI) will bring together political and economic leaders from Mexico, Canada and the United States to discuss the future of North American energy cooperation. **For more information**, go to www.fina-nafi.org or e-mail slahlo@fina-nafi.org. 🍁

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