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Vol. 19, No. 19 –
November 15, 2001

China joins the World Trade Organization

After 15 years of negotiations, the **World Trade Organization (WTO)** is about to welcome as a new member the world's seventh-largest economy and ninth-largest exporter. China, which also happens to be Canada's fourth-largest trading partner (two-way trade reached \$15 billion in 2000), is expected to formally join the organization by January 2002.

As a WTO (www.wto.org) member, China will be joining other trading nations in negotiating rights and obligations to each other regarding the administration of international trade, the settlement of trade disputes, continued trade liberalization and the expansion of local markets. In return for the benefits of WTO membership, China has committed to significant trade liberalization.

Taking down the barriers

Upon accession to the WTO, China will immediately institute tariff cuts. Most of these will be in place by 2005, with further cuts to be phased in over nine years. Industrial tariffs will fall from an average of 16.3% to

about 9% and agricultural and agri-food tariffs from 21.4% to about 16%.

Foreign investment will be permitted in all major services sectors, with, in many cases, majority foreign ownership permitted within two to three years and wholly foreign-owned subsidiaries within two to five years. Geographic restrictions that currently exist in a number of key sectors (telecommunications, banking, insurance and distribution) will be phased out over five to six years.

Continued on page 9 – China



Financing export success

The Progress Payment Program



Canadian
Commercial
Corporation

The Canadian Commercial Corporation (CCC) designed the **Progress Payment Program (PPP)** to provide small Canadian exporters with sufficient working capital to take advantage of specific export contracts.

Helping smaller exporters think big

The PPP assists Canadian exporters by facilitating access to commercial sources of pre-shipment financing through arrangements with 19 banks and financial institutions.

Continued on page 7 – Progress

FALL 2001 POSTINGS OF CANADIAN
TRADE COMMISSIONERS
(See insert.)



International Business Opportunities Centre

GUYANA — Purchase of State-Owned Guyana National Cooperative Bank (GNCB) — The Government of Guyana, through the Privatisation Unit of the Ministry of Finance, invites proposals from prospective investors for the purchase of 100% of the GNCB. Insurance, trust or finance companies, financial institutions or consortia having a financial institution as an equity investor are all eligible to register. To register:

- Obtain a registration package from the Privatisation Unit.
- Provide a copy of the licence or permit or, for consortia, the licence or permit of the main financial institution.
- Pay a registration fee of G\$190,000 (US\$1,000 for non-residents). Registered applicants will receive



International Business Opportunities Centre

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

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

the Request for Proposals (RFP) document and must then obtain approval from the Bank of Guyana (BoG) for acquisition of control of a Licensed Financial Institution (LFI) in Guyana. Once approved, applicants will receive an Information Memorandum and draft Agreements and will then be permitted to conduct due diligence on GNCB in accordance with the Financial Institutions Act (FIA) 1995. Closing date: **December 28, 2001**. The Privatisation Unit will announce the final closing deadline for receipt of proposals based on the time required for applicants to obtain BoG approval and to complete due diligence. GNCB details:

- With 8 branches and 375 employees, GNCB offers services that include international banking and trade financing, cambio/foreign exchange, deposits and loans.
- Following privatization, GNCB shall be reconstituted as a limited liability company under the Companies Act 1991 and the new entity shall be in full compliance with the FIA.
- Audited accounts indicate an asset base of approximately US\$90 million.

For more information, contact

Winston Brassington, Executive Secretary and Head, Privatisation Unit (Ministry of Finance), Georgetown, Guyana, tel.: (011-595) 226-0576/5-6339, fax: (011-592) 226-6426, e-mail: punit2@guyana.net.gy and Lyris Primo, Commercial Officer, Canadian High Commission, Georgetown, Guyana, fax: (011-592) 225-8380, e-mail: lyris.primo@dfait-maeci.gc.ca quoting case no. 011004-04546. (Notice received from the Canadian High Commission in Georgetown.)

JORDAN — Solar Hybrid Power Plant — The Ministry of Energy and Mineral Resources (MEMR) invites

proposals from qualified sponsors with proven capability in power project development to develop a 100–150 MW solar hybrid power plant using solar energy (either parabolic trough or solar tower technology) assisted with a fuel oil or natural gas fired boiler at Quwairah area on a Build, Own and Operate (BOO) basis. Closing date: **January 15, 2002**. For more information, contact Secretary General, Ministry of Energy and Mineral Resources, tel.: (011-962-6) 582-8971, fax: (011-962-6) 586-5714, e-mail: generals@memr.gov.jo and Hala Helou, Senior Commercial Officer, Canadian Embassy, Amman, Jordan, fax: (011-962-6) 567-3088, e-mail: hala.helou@dfait-maeci.gc.ca quoting case no. 010709-03313. (Notice received from the Canadian Embassy in Amman.)

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

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CanadExport

Bombardier lands new deal in Dubai

Bombardier Aerospace (www.aero.bombardier.com), ExecuJet Aviation Group (www.execujet.net) and Alpha 55 of Dubai announced that they are establishing a joint venture to open a factory service facility in Dubai. The new facility will provide Bombardier customers in the Middle East with comprehensive support and maintenance for the entire family of Bombardier business jet aircraft.

The state-of-the-art facility, scheduled to open in 2002, will further complement Bombardier's growing presence in Dubai, the capital for aviation in the Middle East and an ideal location for expanded services. With the new facility, the company's operations in Dubai will encompass aircraft sales, flight operations, maintenance and spares.

The three joint venture partners signed the agreement last week during the Dubai Air Show 2001, the seventh biennial international aerospace exhibition held at the Dubai Airport Exhibition Centre.

"This significant investment reaffirms our commitment to the Middle East business aircraft market and will offer further valuable support to operators of Bombardier business

aircraft throughout the region," said Shawn Vick, senior Vice-President, International Sales, Bombardier Aerospace, Business Aircraft.

The new partnership is the result of years of effort by Bombardier, with the timely assistance of Canada's Ambassador in Abu Dhabi, Christopher Thomson, and Consul and Senior Trade Commissioner in Dubai, Christopher Thornley. ✨

CAE training Emirates Airlines

CAE and Emirates Airlines recently signed a US\$100-million 10-year agreement to build and jointly operate the new Emirates Aviation Training Centre in Dubai. The new centre, to open early in 2003, will house six full-flight simulators,

including a Boeing 737-NG, an Airbus A319/A320 and A330/A340, the first simulator training centre in the region for these aircraft types. Emirates already operates four CAE simulators.

Noted Derek Burney, CAE President: "Dubai is the fastest growing economic hub in the Middle East and the

gateway between Europe and Asia. The location offers significant strategic value, accelerating

CAE's global expansion into the flight training business."

Canada's Ambassador

Christopher Thomson and Consul and Senior Trade Commissioner Christopher Thornley participated in meetings between Mr. Burney and HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Emirates and President of Dubai Department of Civil Aviation. ✨



For the unabridged version of Bombardier and CAE articles, see www.infoexport.gc.ca/canadexport and click on "Trade News".

CAE hot in Spain

CAE (www.cae.com), the world's leading supplier of commercial full flight simulators (FFS), recently announced \$25 million in contracts with the Spanish airline Iberia. The airline, a CAE customer for over 30 years, has ordered an Airbus A340-300 FFS, to be installed in its Madrid training facility in the summer of 2002, as well as upgrades to its existing MD87/88 FFS, purchased from CAE in 1990. The new Airbus simulator will include a CAE Maxvue™ Plus visual system and will be certified to the highest FFS equipment standards. ✨

NEW "FRONTIER" FOR CAE

CAE announced last month that Denver-based Frontier Airlines (www.frontierairlines.com) has signed a five-year agreement to train its pilots at CAE's six-bay Denver aviation training centre, set to open in June 2002. The facility will initially house Airbus A320 and Bombardier CRJ 200/700 simulators.

"We are very pleased to enter into an agreement with CAE," said Bill McKinney, Vice-President of Flight Operations, Frontier Airlines. "CAE's decision to offer Airbus simulator training at its new Denver training centre will represent significant cost savings to Frontier, while providing our Airbus flight crews with a very high standard of training."

Frontier joins anchor tenant Air Wisconsin which will be training its pilots on two CRJ simulators. ✨

Showcase your business abroad!

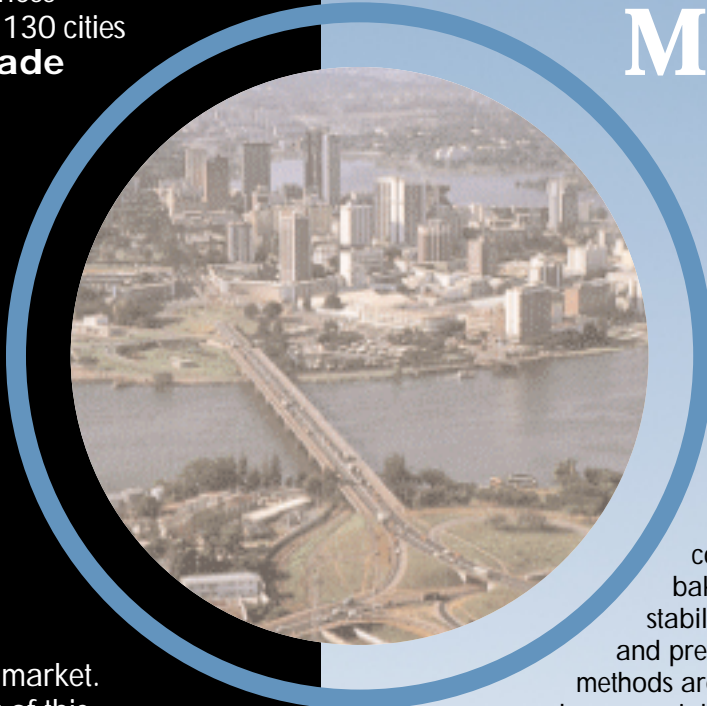
Over 30,000 companies are registered members of WIN. Are you? WIN is a commercially confidential database of Canadian exporters and their capabilities. WIN is used by trade commissioners in Canada and abroad to help members to succeed in international markets. To become a registered member of WIN, call 1-888-811-1119. Or go to www.infoexport.gc.ca and register on line.

WIN EXPORTS

WEST AFRICA

With a team of 500 business professionals in more than 130 cities around the world, the **Trade Commissioner Service** has the market knowledge you need to succeed in your target market. Our Market Research Centre and our offices abroad have prepared over 600 market studies available for free on our Web site. These studies will help you identify foreign business opportunities and learn more about your target market.

This is an overview of the market. For a more in-depth study of this market and for other studies, visit our Web site. When you are prepared to do business abroad, you can use our Web site to get in touch with our offices around the world and request personalized services electronically.
www.infoexport.gc.ca



The Building Products Market

Buildings in West Africa are generally of simpler construction than in America owing to the humid, tropical climate, the unskilled labour force and the short-range vision of the market, with all that implies. The main building techniques used in West Africa include concrete block construction, baked brick construction, stabilized earth construction and prefab construction. All these methods are used for both residential and commercial construction.

The local market for building products consists of basic products and aggregates. These materials, which are easy to obtain, are used for virtually all construction. However, most finished products and high value-added products (such as electrical supplies and hardware) are imported.

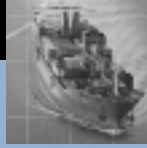
HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE

- Market Prospect
- Local Company Information
- Face-to-face Briefing
- Key Contacts Search
- Visit Information
- Troubleshooting



See insert for your Building Products Industry contacts in Africa.



Over 600 market reports
in 25 sectors available at:

www.infoexport.gc.ca

With its vital economy, open market, infrastructure and position as a hub in West Africa, Côte d'Ivoire is certainly one of the most attractive markets for Canadian companies in this part of the world. Other promising markets for Canadian suppliers include Senegal, Mali and Nigeria.

Trends

Although some West African countries are still suffering from the effects of war, social unrest and economic problems, most have undertaken major economic reforms involving, among other things, market and trade liberalization, improved economic management, and promotion of private sector activity. As a result of these changes, the demand for construction services and products can be expected to increase gradually as construction projects benefit from foreign investments and aid programs.

West African customers are becoming increasingly demanding, creating opportunities for providers of foreign products. The growing influence of American and European design throughout Africa is accentuating the trend. Moreover, many building projects aided by foreign investments, such as projects to build hotels, upscale office space and luxury villas, often use more imported materials, as locally produced materials tend to be of poorer quality.



Opportunities

Finishing materials and products such as plumbing supplies, electrical products, cladding and tiling, hardware, and bathroom fittings are the market niches with the best prospects. There are also some promising opportunities opening up in the areas of refurbishment of existing buildings, construction machinery and some construction services.

With regard to demand for construction services, there are a number of possibilities in the area of urban development. Projects to design high-rise buildings and build hotels, shopping centres and exhibition centres often require the services of foreign consultants.

Although market potential has improved, Canadian companies should be aware that lack of adequate financing for SMEs and the weak purchasing power of most West African countries often limit demand for building products. Because there are no mass market opportunities, the strongest potential in the short and medium terms for Canadian exporters of building products is likely in small niche markets or in

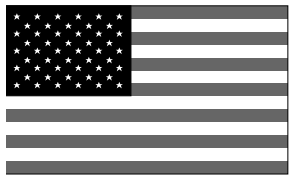
the market for low-cost building products.

Canadian companies are rather weakly positioned in the building products sector in West Africa. Canadian suppliers interested in breaking into these markets are urged to find a partner or a reliable representative or distributor familiar with local market realities.

See Potential?

To learn more about this market, read *The Building Products Market in West Africa* prepared by the Market Research Centre. You can access this report and hundreds of others free at the Trade Commissioner Service Web site: www.infoexport.gc.ca

The screenshot shows a web browser window with the URL www.infoexport.gc.ca. The main text on the page reads: "Could this be your market? Complete report at www.infoexport.gc.ca". Below this is a circular image of a cityscape with the text "The Building Products Market" overlaid. At the bottom, there is a blue arrow pointing to the text "Access our market studies".



The U.S. Connection

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

New market report : U.S. government business opportunities

Calling Canadian knowledge industry

The Education Marketing Unit of the Department of Foreign Affairs and International Trade (DFAIT) has recently released a new market report entitled **United States Government Acquisition of Education and Training Products and Services: An Overview of Business Opportunities for the Canadian Knowledge Industry.**

The report contains information about potential contract and grant award opportunities for Canadian organizations that provide education and training products and services, and/or perform research and development (R&D) and special studies or analysis.

The U.S. federal government spends billions of dollars each year on education and training products and service contracts and grants, and billions more on contracts for R&D and special studies and analysis. Canadian universities, community colleges and technical institutes, industry associations and commercial training companies are among those organizations that may find potentially lucrative business opportunities associated with the U.S. government.

The report provides a full explanation of the procurement and grant award system in the United States and an overview of some of the relevant human resource management issues that affect the education and training

demands of the U.S. government. A range of business opportunities are analysed from individual sectoral perspectives including agriculture, the environment, health services, education/management/workforce development and transportation.

A series of presentations and seminars about accessing the U.S. federal government are being presented in Canadian cities starting this month.

The market report, as well as information about these seminars, is available from the Education Marketing Unit Web site: www.dfait-maeci.gc.ca/ics-cki/menu-e.asp and click on "What's New, Seminar Series".

For more information, contact Line Dénomme, Education Marketing Unit, DFAIT, tel.: (613) 944-0762, fax: (613) 995-3238, e-mail: [line.denomme@dfait-maeci.gc.ca](mailto:denomme@dfait-maeci.gc.ca) ✪

Nailing down next year's show

National Association of Home Builders

ATLANTA, GEORGIA — February 8-11, 2002 — The Department of Foreign Affairs and International Trade (DFAIT) and the Canadian Consulate General in Atlanta, Georgia, in co-operation with Canadian Export Development (CED), is inviting Canadian companies to participate in the Canada Pavilion at the **International Builders Show.**

The Canada Pavilion will enable Canadian companies to display their products and services as they pursue business opportunities in the United States. This Canadian showcase will provide an excellent opportunity to meet key decision makers and buyers from government and the private sector who will be invited to visit the Pavilion.

Companies may be able to obtain financial assistance from DFAIT's Program for Export Market Development (PEMD) for some of their expenses for this showcase. Eligible companies can be reimbursed up to 50 % of their costs for travel, booth rental, etc.

Register now.

For more information, contact Robert Grison, Canadian Export Development, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca or Durban Morrow, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: (613) 944-7486, fax: (613) 944-9119, e-mail: durban.morrow@dfait-maeci.gc.ca ✪

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.

— Continued from page 1

Often, in export transactions, exporters won't receive payment until the product or service is delivered to the buyer — sometimes months or even years after signing the contract. For many small and medium-sized enterprises, this creates prohibitive cash flow problems, leading to lost sales. The PPP bridges this cash flow gap.

Managing the export cash flow crunch

The PPP lets you make swift business decisions to maintain your competitive edge, with financial resources to manage export sales. Through the PPP, you'll know you have the cash flow to cover costs as your company captures sales.

Does your company qualify for the PPP?

If you meet all or most of the following requirements, you may qualify for pre-shipment export financing through the PPP.

- You are negotiating or already have a firm order/contract with a foreign buyer.
- CCC will be able to establish a contractual relationship with your buyer.
- Your company manufactured or sold this product or service before.
- You will be paid by an acceptable letter of credit or are prepared to insure your receivable.
- Your company can finance at least 10% of the cost of the order.
- Your business is in good standing with the financial institution.

Qualified exporters with annual sales of \$50 million or less can receive up to \$2 million in financing per exporter, for up to two years.

PPP in action

Your company has an export project and requires working capital to take on the deal.

CCC evaluates the project to ensure your company meets the basic program requirements. You then complete and submit an application.

CCC reviews applications to assess your company's capabilities

and the risks associated with the deal. If CCC is willing to support the application we issue a Conditional Letter of Offer.

The financial institution carries out its due diligence, and, if acceptable, agrees to establish a project line of credit (PLOC).

Progress Payment Program

Prior to dispersing funds, CCC establishes contractual links with all parties while the financial institution registers its security position over

CCC reviews each claim and, once approved, authorizes the financial institution to release funds to your company.

Your company makes a shipment to a buyer generating a receivable.

The buyer issues a payment to CCC for the receivable.

On receipt of funds, CCC deducts its fees and forwards the balance to the financial institution.

The financial institution applies these proceeds against the PLOC. Any excess amount is dealt with in accordance with your company's non-PPP credit arrangements with the financial institution.

Find out more about the PPP

Help is just a phone call away. Or, if you prefer, contact us on-line through our Web site or by e-mail. Either way, our team will be pleased to discuss your pre-shipment financing needs in detail.

For more information, call 1-800-748-8191 (in Canada) or (613) 996-0034 (Ottawa), fax: (613) 995-2121, e-mail: ppp@ccc.ca Web site: www.ccc.ca

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

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the equipment and work in progress required for the project.

As costs are incurred in accordance with the projected cash flow statement, the company submits a request to CCC to draw down on the PLOC.



As terrorists try to pull the world back into a time centuries ago when agendas of hate and fear ruled, our future as a truly globalized world continues to unfold. That future, in which we are all shareholders, is bright and promises much for all Canadians.

Trade a tool not a weapon

By Scott Shepherd, President and CEO, Northstar Trade Finance Inc.

For example, on a extremely positive note, after 15 years of difficult negotiations, agreement was finally reached on China joining the World Trade Organization (WTO). That is a profoundly important accomplishment, not just "a historical day in the young life of WTO," as a spokesperson put it but also in the words of Chief Chinese trade negotiator Long Yongtu "a win for the whole world." It is hardly surprising that the process of bringing a country with one fourth of the world population into the global trading system took so long. Doing that meant addressing a range of issues of great complexity. Still, as Mr. Long noted light heartedly, "A 15-year process is a blink of the eye in the 5,000-year history of China." I fully believe we will see the benefits accrue to all trading partners, not just for years but for decades to come.

Of course, all Canadians are watching and participating in the war against fear we are fighting now. It can be hard to focus on hopes for the future, however bright they may be. Trade always takes the long view, and now more than ever focuses on relationships which are in many ways being further strengthened by the new world challenge. In October, China announced plans to send a probe to the moon, with the goal of a manned launch by the end of this decade. The technical possibilities

have been complemented by an agreement with the European Space Agency called the "Double Star" program. I must say I like the star idea. Perhaps we can convince them to rename it the "Northstar" program, for that spirit of innovation and co-

operation is what Northstar is all about.

Last year, we welcomed CDP Capital International, the international arm of the Caisse de dépôt onto the Northstar team, a welcome addition to the partnerships we have painstakingly built with Bank of Montreal, Royal Bank of Canada, HSBC Bank Canada, and National Bank of

Canada. The Government of British Columbia is also a shareholder. And all Northstar loans are insured by Export Development Corporation (EDC).

Of course, in the long term the most important partnerships are with Northstar's customers, the kind of entrepreneurs who run new and growing export businesses, and who can use our core services, medium-term financing in the \$100,000 to \$5 million range to foreign buyers of Canadian, and floor plan financing.

The WTO's Mike Moore said the decision to admit China into the WTO was "a fine moment in the history of co-operation between nations."

I couldn't agree more. And we will continue to be there with our customers, continuing to build a more open and prosperous world, no matter who may try and close it down.

For more information on Northstar, contact Scott Shepherd, tel.: 1-800-663-9288, e-mail: s.shepherd@northstar.ca Web site: www.northstar.ca 🍁



Scott Shepherd,
President and CEO,
Northstar

EDC announces 2001 International Studies Scholarship winners

Export Development Corporation (EDC) has named 21 recipients of this year's International Studies Scholarships.

The scholarships go to the top students in international business, international relations, economics and finance from 18 universities across Canada. They receive a financial award (\$3,000 for undergraduates and \$5,000 for postgraduates) plus a work term opportunity with EDC.

For details about the winners, visit: www.edc-see.ca/docs/news/2001/10-16-01_e.htm

Introduced in 1999, the International Studies Scholarships are awarded on the basis of criteria such as demonstrated leadership potential and initiative, academic achievement and an interest in learning additional languages.

The scholarships are part of EDC's Education and Youth Employment (EYE) Strategy, which is designed to foster an export culture in Canada. Through scholarships, guest lectures, case studies and participation in education- and youth-related events, EDC is building awareness of the challenges and opportunities of international business.

For more information about the EYE Strategy and International Studies Scholarships, contact Euis Dougan-McKenzie Corporate Representation, EDC, tel.: (416) 640-7623, e-mail: edougan-mckenzie@edc-see.ca Web site: visit: www.edc-see.ca/youth 🍁

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

— Continued from page 1

China has also made important commitments to reduce nearly 400 non-tariff barriers, such as import licences, quotas and tendering requirements, and to improve the administration of international trade in general. For example, laws and trade regulations will be published in a timely manner and in one of the WTO languages — English, French, or Spanish.

Decisions on commercial matters made by administrative bodies in the Chinese government will be subject to impartial judicial review. New product standards will conform to international practice, and, export, foreign exchange and local content requirements for foreign investment will be eliminated. Of particular importance for Canadian exporters of high technology, China will strengthen the protection of intellectual property rights by amending its laws to conform to the WTO Agreement on Trade-related Intellectual Property Rights.

Canadian firms that wish to invest in most Chinese service sectors (except insurance, banking, travel agencies, freight forwarding, rental and leasing, and technical testing and inspection)

will not be subject to minimum global asset or turnover requirements, nor to minimum capital requirements for the Chinese-foreign joint venture.

companies in 2005, with geographic restrictions eliminated by 2008; over that period, the foreign investment ceiling will rise from 25% to 49%.

China joins the World Trade Organization

Telecommunications — Between 2002 and 2008, China will liberalize the geographic and investment restrictions in the telecom sector, thereby opening up cities across China where foreign-invested companies will be able to operate and increase their maximum level of foreign equity investment. Initially, foreign equity up to 25% will be permitted in Chinese firms providing mobile services, with this ceiling rising to 49% by 2004.

Geographic restrictions will be eliminated by 2007. Firms providing fixed-line voice and data services will be opened to foreign-invested

In addition, tariffs on China's telecom imports will drop. For example, the existing 13% import duty on telephone equipment (HS 8517) will be eliminated by 2004. Canada exported \$270 million worth of such goods to China in 2000.

Agriculture — As a result of WTO accession, Canadian agricultural exporters will gain greater access to the Chinese market. An import quota for canola oil will be replaced with a tariff-rate quota (TRQ), administered by China in a transparent, predictable and uniform way using



Continued on page 12 – China

Selected goods concessions by China — Industrial

Products		Current MFN Tariff, %	Final MFN Tariff, %	Year of Final Tariff	Cdn Exports, 2000	Other Concessions
Telephone equipment	HS 8517	13	0	2004	\$270.0 million	
Integrated circuits	HS 8542	6	0	Upon accession	\$85.0 million	
Miscellaneous automotive parts	HS 87089990	40	10	2005	\$491.5 million	
Cellulose diacetate filament tow	HS 55020010	10	3	2004	\$129.0 million	Quota and import license requirement eliminated upon accession.
Ethylene glycol	HS 29053100	12	5.5	2004	\$252.5 million	
Polyethylene	HS 39011000	16	6.5	2008	\$179.7 million	
Potash	HS 31042000	3	3	Upon accession	\$405.4 million	Elimination of quota and import license requirement upon accession.
Kraft paper	HS 4804	14	3 ¹	2004	\$57.9 million	

¹ Simple average tariff where goods covered under specified heading face different rates.

Romania switches to a digital economy

Information and Communication Technology (ICT) in Romania is an emerging market with enormous potential. Despite considerable economic challenges ahead, Romania's progressive new government is preparing its skilled IT workforce to join the European Union and become part of the world-wide digital economy.

The EU connection

Romania's government is renewing its IT infrastructure for both economic and political reasons.

First, a legacy of restrictive policies has hampered Romania's economy, forcing many of the 5,000 IT specialists graduating each year from its universities to leave for Silicon Valley. Switching over to an e-commerce environment will attract foreign investment and stop the brain drain.

Second, EU guidelines state that government services must be accessible on-line by 2003.

To this end, the government has started to lay the legal, regulatory and technical foundation that will bring Romania into the information society.

New ministry formed

The newly formed Ministry of Communications and Information Technologies (MCIT) has drafted legislation pertaining to digital signatures, fraud and e-commerce and has formed a regulatory body to oversee liberalization of the telecommunications and postal services.

Dan Nica, head of MCIT, explains: "E-commerce, e-government and e-law are the new watchwords and our ministry is moving quickly to help small- and mid-sized ICT companies adapt to a competitive digital economy. Time is of the essence because each passing month costs us in terms of lost opportunities."

Government e-projects

The Information Technology

Promotion Group, headed by the Romanian Prime Minister, has launched 24 Internet projects to be conducted over the next five years. Among the projects is the establishment of Internet access for over 17,000 schools, the launching of "Romania Gateway", a Web portal promoting business



opportunities, and an electronic platform for conducting referenda.

Market overview

The estimated value of the Romanian IT market in 1999 was US\$227 million. Hardware accounted for 75% and software and services for the remainder.

The mobile phone penetration has increased 168%, with industry experts predicting 3.6 million mobile phones in use this year.

Computers — Overall PC sales increased 14% in 2000. Although notebooks continued to sell well, desktop sales accounted for 90% of the market. The proportion of corporate customers rose to 53%. Experts forecast a modest 12% annual growth rate in PC sales until 2005.

Intel dominates sales of servers (93.1%), half of which are for mid- to high-end systems (greater than US\$25,000).

Software — Software outsourcing is clearly Romania's main IT strength: software exports reached US\$30 million in 1999, a three-fold increase since 1997.

Internet — Internet use increased 15% in two months after Romtelecom (Romania's national telecom operator) slashed dial-up costs 50% during day time hours. Approximately 40% of households and 35% of businesses have Web access, mostly dial-up.

Internet clubs are a growing phenomenon in Romania. Approximately 1,000 such clubs are located in Bucharest, 500 in Cluj and 300 in Constanta.

Financial services — The following financial institutions now offer on-line banking services:

- Tiriack Bank
- Bank Austria Creditanstalt Romania (BA/CA Romania)
- DemirBank Romania SA (WAP-based "m" banking)
- The Commercial Bank of Greece (BCG)

Major IT players

Although the hardware market is dominated by big names such as Compaq Romania (16.6% of computer sales), HP and IBM, the real success stories are in Romania's software industry. The following companies lead the market:

- **Softwin (www.softwin.ro)** — has developed popular products such as "AntiVirus eXpert", "RoDactilo" and "Web Call", a successful Internet search engine.
- **RDS (Romanian Data Soft) (www.datasoft.ro)** — develops client/server network architecture.
- **Scala Business Solutions SRL (www.scala.ro)** — supplies e-business management solutions (eBMS).
- **SoftNet (www.softnet.ro)** — is developing an on-line mall and has already launched three Web portals: www.kappa.ro, www.apropo.ro and www.rol.ro
- **PCNet (www.pcnet.ro)** — is developing the first B2B portal for local companies.
- **Mobifon (www.connex.ro)** — provides WAP, mobile chat, and e-mail services.
- **Teleglobe Inc. (www.teleglobe.ca)** — offers full-service solutions to Romanian ISPs.

Continued on page 11 – Romania

The Czech health care system has undergone dramatic changes over the last decade. More relaxed international trade rules have brought international, multinational and private health care firms into the country, and foreign health care products onto the market. Czech imports of pharmaceutical products reached \$1 billion in 1999.

Market overview

Health care coverage is universal in the Czech Republic, financed by the State and by payroll deductions and patient user fees. Health care expenditures rose from 6% of the GDP in 1990 to 8% in 1999.

Medication — The Czech people (population 10.2 million) consumed \$1.5 billion worth of medication in 1999, as follows: cardiac 20%, gastrointestinal 13.6%, nervous system 11%, and antibiotics and chemotherapeutics 10.2%.

Pain killers, cold and flu medications and vitamins (mostly B and C) are the biggest over-the-counter (OTC) sellers. Natural and homeopathic food supplements, minerals and specialty items such as enzymes are also popular.

Medical equipment — Forty domestic manufacturers dominate the market, producing relatively unsophisticated equipment.

Opportunities

Medication — Most of the medication produced in the Czech Republic is generic. Imports of patented medicines are expected to rise with the liberalization of international trade.

Medical equipment — There is a demand for technologically advanced, competitively priced foreign products, and the Republic is already a major importer of syringes, needles, catheters and modern diagnostic equipment. Imports rose from \$290 million in 1999

Galena; Ferring bought into Leciva (a Czech company with 11% of the local market); ICN Pharmaceuticals privatized VUAB; and Lachema acquired a strategic partner from Croatia-Pliva. However, Leciva and Slovakofarma (Slovakia) still play lead roles.

Health care products in the Czech Republic

A healthy import market

to \$335 million in 2000, the bulk in medical, surgical and dental tools (55%), followed by orthopedic devices (26%) and radiography equipment (12%).

Most (80%) of the radiography equipment used in the country is Czech-made. However, more modern equipment must be imported to satisfy Act No.18/1997 that regulates the use of nuclear energy and ionizing radiation in medical facilities.

Market access considerations

All pharmaceutical products must be registered before they can be sold in the Czech Republic. Price controls ("maximum price") are in effect but will phased out within two years for OTC drugs.

Working with a local agent, distributor or business partner is essential. They can interpret both the language and the business culture, and often have connections in the Slovak Republic.

Distributors can help exporters tailor their strategies for the local market and can perform some of the administrative legwork. Although there are 300 registered distributors in the Czech Republic, eight companies actually control 90% of the pharmaceutical market.

Major competition

Several international firms have invested in Czech pharmaceutical companies: U.S. IVAX purchased

Medication — Pharmaceuticals are primarily imported from Germany (18%), France (12%), Switzerland (10%), Italy, Belgium, the Netherlands, Slovenia, the U.S. and Austria.

Provitamins and vitamins worth \$15 million were imported from Germany (37%), Austria (17%), Slovakia (16%), France (15%) and Switzerland.

Apotex and Rougier Bio-Tech Ltd. are the most successful Canadian pharmaceutical companies on the Czech market. Vitamins, minerals, natural products and food supplements are imported from Canada's **Swiss Natural Sources, Profitness, Vita Health and Trophic.**

Medical equipment — The U.S. is the Czech Republic's largest trading partner in medical equipment (17% of imports) followed by Germany and Japan.

MDS Nordion (www.mds-nordion.com/) is the most successful Canadian medical equipment supplier in the Czech Republic.

For more information, contact Ilona Boldova, Commercial Officer, Canadian Embassy, Prague, tel.: (011-420-2) 7210-1864, fax: (011-420-2) 7210-1894, e-mail: ilona.boldova@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/prague/

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

Romania

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For more information, contact Corina Stanescu, Commercial Assistant, Canadian Embassy, Bucharest, tel.: (011-40-1) 307-5093, fax: (011-40-1) 307-5015, e-mail: corina.stanescu@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/bucharest

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

Three's not a crowd:

Third Country Co-operation with Japanese companies

Promoting Third Country Co-operation (TCC) — which is a strategic alliance between companies from two countries with companies from a third — has been a common feature in Canadian federal government economic collaboration with Japan for a number of years.

TCC projects can take the form of venture capital projects, licensing, outsourcing and contracting agreements, joint R&D initiatives or business and technology partnerships. The construction of coal power stations in South East Asia is a prime example of TCC in action. A number of Canadian companies have benefited directly from this type of collaboration.

The formal agreement on Third Country Co-operation was announced during the then Minister for International Trade Art Eggleton's November 1996 visit to Japan, in which Canada and Japan agreed to exchange



information on private sector-led infrastructure and other projects in third country markets, promote the development of co-operative business partnerships between Canadian and Japanese firms, and support private sector project initiatives.

TCC projects could entail

- promoting partnerships between Canadian and Japanese firms on privately financed and operated public infrastructure projects;
- involvement with Japanese Official Development Assistance (ODA) — funded commercial contracts executed by recipient countries with untied aid;

- collaboration and co-ordination between Canada and Japan on ODA projects implemented by the Canadian International Development Agency (CIDA) and the Japanese International Co-operation Agency (JICA);
- joint-bidding on International Financial Institution (IFI)-financed projects or other commercial partnerships.

For more information on collaborating with Japanese companies on third country projects, contact James Kim, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 996-2974, fax: (613) 944-2397, e-mail: james.kim@dfait-maeci.gc.ca 🌟

China joins the World Trade Organization

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clearly specified time frames. In-quota import volumes will increase to over 1.1 million tonnes by 2005 (imports amounted to 75,000 tonnes in 2000), after which the TRQ will be eliminated. Over the same period, the out-of-quota tariff will fall from 100% to 9%. This will directly benefit Canadian exporters, who sold over \$34 million worth of canola oil to China in 2000.

Durum wheat exporters will also benefit from the introduction of a transparent TRQ, with in-quota import

volumes increasing to 9.6 million tonnes by 2004 (from total imports in 2000 of only 0.9 million tonnes). Canadian durum exports to China were valued at \$124 million in 2000.

A long-term commitment

It will take some time for China to integrate the rules-based principles of the WTO into its trade regime; the trade liberalization to which China has agreed under the terms of accession will be phased in over the next decade. WTO accession will not transform trade with China overnight —

good local contacts, careful market research and due diligence will remain the most important ingredients for success.

There is little doubt, however, that WTO membership will liberalize China's trade regulations considerably, opening new commercial opportunities for Canadian exporters and investors.

For more information, contact Andrew Smith, China Division, DFAIT, tel.: (613) 992-6129, fax: (613) 943-1068, e-mail: andrew.smith@dfait-maeci.gc.ca 🌟

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

Following is a condensed version of an article that first appeared in the June 25 issue of *Plant* (www.plant.ca), the magazine for Canadian industry. The author, Mark Drake, CITP, is President of *Corsley Inc.* and senior consultant to *Canadian Manufacturers and Exporters* (www.cme-mec.ca). He can be reached at: corsley@sympatico.ca

In the context of the Quebec City, Seattle and Prague demonstrations, it is high time that the Canadian business community explained that while free trade may not be perfect it's a great deal better for everyone (including those in the developing world) than stagflation behind protectionist walls. Here is a 10-point checklist to help you get the message out:

1) Jobs and wealth: At least one Canadian job in three depends on exports, and over 85% of our exports go to our free trade partners in the North American Free Trade Agreement (NAFTA). This is one of the reasons that our unemployment is the lowest in 25 years.

In fact, free trade is critically important for Canada. We earn nearly half our wealth from international trade-related activity (46% of GDP, up from around 25%

half this income is generated by international trade.

4) Canada's size: Thirty-one million people is too small a market to allow many mid-sized companies

The benefits of free trade

before the Canada-U.S. Free Trade Agreement and NAFTA).

- 2) Market access:** Trade agreements are about eliminating tariff and non-tariff barriers to give companies better market access and increased trading opportunities. This leads to improved economic conditions in both the developed and developing world.
- 3) Social programs:** A vibrant private sector funds social and educational programs (through personal income and business taxes), and nearly

to thrive and create jobs. They have to expand internationally.

- 5) Rules of the game:** Free trade, whether it's under the World Trade Organization, NAFTA or the potential Free Trade Area of the Americas, is about ground rules for cross-border access, for the protection of intellectual property and for the safeguarding of investment. These rules are critical for business success, especially for smaller players like Canada.
- 6) Helping the poor:** Free trade helps to raise living standards as economies in developing countries improve. For example, Mexico may still have significant regional problems and not everyone is yet sharing in the increased wealth, but its economy has grown enormously since it joined NAFTA.
- 7) Protecting the environment:** As people's standard of living improves with increasing trade, they want cleaner water and purer air, and they have the resources to pay for it. The well-known 1994 study by Kruger and Grossman showed that pollution levels start to fall when income levels reach about \$12,500 per capita.
- 8) Labour standards:** Developing countries are wary of agreements in which labour standards from the developed world are imposed on them before they are ready, and risk making them uncompetitive. The International Labour

Export Alert! – a Canadian initiative

*The Standards Council of Canada has concluded an agreement with the National Institute for Standards and Technology (NIST) of the U.S. Department of Commerce to offer American citizens its **Export Alert!** program.*

Canadian exporters, who have been receiving **Export Alert!** e-mails free of charge for nearly three years, are automatically notified about proposed regulations abroad which might affect their products.

As of November 1, 2001, the many Canadian subscribers to **Export Alert!** have had access to an enriched version of this service enabling them to:

- automatically receive electronically amendment notices of new regulatory proposals emanating from member governments of the World Trade Organization (WTO)

- choose the particular fields which interest them
- choose specific countries
- obtain the full text of these proposed regulations
- express their opinion

Export Alert! is just one of the many services offered by the Standards Council of Canada. To subscribe or change your personal settings, visit www.scc.ca/exportalert/index_e.html

The mission of the Standards Council of Canada is to promote efficient and effective voluntary standardization in Canada. It also co-ordinates, in co-operation with the Department of Foreign Affairs and International Trade, the *WTO/NAFTA Enquiry Point*, which includes the **Export Alert!** service.

For more information, contact Isabelle Delage, Co-ordinator, Enquiry Point, tel.: (613) 238-3222, ext. 491, e-mail: idelage@scc.ca ✨

Continued on page 14 – The benefits

EXPO COMM 2002

MEXICO CITY, MEXICO — February 12–15, 2002 — **EXPO COMM** is the largest annual exhibition and conference dedicated to the telecommunications industry in Mexico. Last year, the show attracted over 28,000 visitors with 300 exhibitors from 17 countries. The attendance survey revealed that over 90% of the visitors were decision makers in the acquisition of telecommunications products and services.

The Mexican telecom market offers tremendous opportunities. Despite the downturn hitting Mexico's economy, the country's telecommunications sector will post a growth of about 18% this year according to Mexican Communications and Transport Minister, Pedro

Cerisola. One of the government's goals during the current administration is to achieve high-tech digital connection to the majority of Mexicans. With a population of nearly 100 million, Mexico has just 13 fixed-line telephones for every 100 residents, one of the lowest tele-density rates in Latin America. Cellular telephone use has already surpassed wireline penetration and is expected to reach nearly 15 million by 2003.

For more business opportunities, consult *The Telecommunications Market in Mexico* available at www.infoexport.gc.ca

Companies are invited to exhibit at the Canadian Pavilion, which will offer participants:

- one-stop shopping
- strategic advice from the Canadian Embassy commercial officers
- opportunity to promote your products and services at a Canadian seminar at no extra cost
- networking with targeted local companies

For more information or to register, contact Gilles Tassé, Trade Commissioner, Mexico Division, DFAIT, tel.: (613) 995-0460, fax: (613) 996-6142, e-mail: gilles.tasse@dfait-maeci.gc.ca or Ken Yokoyama, Senior Manager, International Business Development Division, Industry Canada, tel.: (613) 990-0871, fax: (613) 990-3858, e-mail: yokoyama.ken@ic.gc.ca or visit www.expocomm.com/latin/mexico.html ❄️

Natural Products Europe

LONDON, ENGLAND — April 7-8, 2002 — The High Commission in London invites Canadian companies to participate in **Natural Products Europe** (www.naturalproducts.co.uk).

Now firmly established as Britain's premier trade show for the rapidly expanding natural and organic sectors, **Natural Products Europe** has become the U.K.'s largest gathering of natural and organic product companies. A large number of foreign exhibitors are expected at this event. With genetically modified (GM) foods high on the agenda, and natural health care talked about everywhere in the media, there's never been a better time to be part of this industry.

The organic food market in the U.K. is growing at a healthy 40% per year. A surge in demand for both staples (fruit, vegetables and meat) and ready-to-eat meals, sauces, snacks and other processed food and drinks has made it necessary for the U.K. to import as much as 70% of their requirements. A number of related sectors have emerged, such as sports nutrition, functional foods, body care, aromatherapy, household and eco-products, and clothing and fabric. The vitamins,

minerals and supplements sector has also become important in the specialist health food market.

Natural Products Europe is not only a vehicle for exhibiting products, but has become an essential part of the industry's year, for business, networking and socializing. The exhibition is growing both in terms of exhibitors and visitors, and Canadian firms are encouraged to take part.

For more information, contact the Canadian High Commission, London, Deanne Steven, tel.: (011-44-20) 7258-6619, e-mail: deanne.steven@dfait-maeci.gc.ca or Ros Burridge, tel.: (011-44-20) 7258-6652, e-mail: ros.burridge@dfait-maeci.gc.ca fax: (011-44-20) 7258-6384 ❄️

Canadian Trade Show on Board

PUERTO RICO, ST. THOMAS, ANTIGUA, ST. MAARTEN, ST. LUCIA and BARBADOS — March 2-9, 2002 — If you missed the boat the first time, you're still not too late for the **Canadian Trade Show on Board**. This cruise will stop in six Caribbean destinations to showcase Canada's food and beverage sector and its construction and building products sector. Originally planned for late November to early December 2001, it has now been rescheduled for March 2002.

For more information or to register, contact Robert Grison, Director of Operations, Canadian Export Development Inc., tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca ❄️

The benefits of free trade — Continued from page 13

Organization should provide the lead in this area.

9) **Free trade is a two-way street:** It is about opening our market (more freely than we do right now in some areas) to enable trading partners to export to Canada, so that we can enjoy products from around the world.

10) **Small is beautiful:** Some 70% of our goods and services exporters are small companies with less than \$1 million in annual sales. Free trade agreements create enormous opportunities for them to prosper, and they are the biggest job providers for Canadians. ❄️

Upcoming trade shows and conferences

For the full details on the following events, see **Canadexport on-line at www.infoexport.gc.ca/canadexport** and click on "Trade Fairs and Missions."

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

MUMBAI, INDIA — January 21-26, 2002 — **ELECRAMA** is the largest exhibition of electrical, professional electronics and allied products in Asia and the Middle East. The show covers a broad range of products, components and systems, with the exception of entertainment electronics.

BANGALORE, INDIA — January 29-February 1, 2002 — **Componex/ ElectronicIndia 2002**, the seventh **International Conference and Exhibition of Electronic Components, Materials and Production Equipment**, will be held in India's Silicon Valley, and will feature the latest products in the electronics sector. The 2001 event drew 254 exhibitors from 24 countries and 19,000 trade professionals.

SEOUL, KOREA — February 26-March 1, 2002 — **ExpoComm 2002** is the most major telecommunications show in Korea, and is expected to attract over 500 companies from 40 countries and more than 60,000 visitors. Korea's wireless sector is booming, and the country holds the record for the highest broadband Internet penetration rate in the world.

MONTREAL, QUEBEC — March 5-6, 2002 — The **International Building and Design Show** is the only trade event in Canada exclusively for industry professionals and foreign buyers. The Show features all the major sectors of design plus residential, commercial and industrial construction, including building/housing systems

and technology, doors and windows, furnishings, environment, healthy materials and renovation.

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

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

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

LONDON, U.K. — April 6-7, 2002 — The **British and International Franchise Exhibition** focuses on quality franchisors accredited by the British Franchise Association. As well as face-to-face meetings with franchisors, visitors will have the opportunity to obtain free advice from leading banks, solicitors and franchise consultants.

CAIRO, EGYPT — April 9-11, 2002 — **Middle East and Africa Ports and Maritime Exhibition and Conference** — will showcase technological advance-

ments in the ports and maritime transport sector, and is expected to be regarded as one of the leading events of its kind. The event coincides with substantial investment and major reforms in the Middle East and Africa, as well as the Egyptian government's plans to build new ports and modernize existing ports.

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

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

SINGAPORE — June 17-21, 2002 — "Beyond broadcasting... worldcasting" is the theme for **BroadcastAsia 2002**, the eighth **Asian Broadcast and Multimedia Technology Exhibition and Conference**. Canadian exhibitors will benefit from a marketing support program delivered by DFAIT, Canadian Heritage and Industry Canada under Trade Team Canada Inc.—Information and Communications Technologies. **BroadcastAsia 2002** will be held in conjunction with **CommunicAsia 2002 (June 18-21, 2002)**, the 14th **Asian International Communications and Information Technology Exhibition and Conference**, and Asia's largest telecommunications and information technology event. Last year's event drew 2,400 participating companies and 48,000 visitors. 🍁

Women entrepreneurs and globalization

The Groupe Conseil Femmes-Expertise recently published the 2001 edition of *Les femmes entrepreneures et la mondialisation des marchés* [*Businesswomen and Globalization in the Marketplace*]. This reference work provides up-to-date information on globalization and its impact on businesses managed by women. It looks at the major challenges and realities facing women entrepreneurs in the global marketplace, business partnerships and networking, as well as at strategies for success to help women put their companies in a better position in the international marketplace. It also examines the effect the market has on the knowledge economy and attitudes, and on new ways of conducting business in the world.

The publication provides practical advice on financing, insurance and export risks, cultural considerations in business, and new information tech-

nology, as well as on exporting to developing countries. It also reviews the conclusions from the international forum "Les femmes et les opportunités d'affaires dans les pays en développement" ["Women and Business Opportunities in Developing Countries"], held at the Ottawa Congress Centre and the Palais des Congrès in Hull in the fall of 2000.

This publication is an essential tool

for businesswomen, managers, and other stakeholders in both the private and public sectors, and is available at a unit price of \$35 + \$3 shipping and handling + GST (7%).

The English edition will be available in early 2002.

For more information or to place an order, contact Groupe Conseil Femmes-Expertise Inc., tel.: (613) 590-7422 or toll free 1-877-650-5191, fax: (613) 590-7423, e-mail: Femmes-expertise@sympatico.ca

The new high-performance InfoExport Web site

More speed, more accuracy, and self-serve options, too!

The revamped Canadian Trade Commissioner Service Web site has a new look and feel and faster access than ever before. InfoExport receives hits from more than 70,000 users each month. Now, visitors will find everything from services to detailed market reports in a fraction of the loading time.

What's New?

A faster, more intuitive Web site. InfoExport is used by Canadian companies who have little time to wait while images load and information is retrieved. The redesigned site offers quicker and easier navigation. "We've installed more intuitive search features. Visitors to the site have fewer clicks to find sector information," says Andrée Cooligan, Deputy Director of the Trade Commissioner Service Marketing Division.

Self-Serve Options

One-on-one testing with Canadian companies revealed what InfoExport users value most: quick access to sector information, contacts, and services. Clients can contact trade commissioners on-line 24 hours a day to request any of the six core services offered by the Trade Commissioner Service. The site also lists additional service providers such as interpreters, market researchers and other professional service consultants.

What's on InfoExport?

Hundreds of market reports, links to international trade events and organizations, and access to the network of over 300 Canadian trade commissioners around the world.

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Québec International

The 2002 edition of this directory includes the co-ordinates, country of activity, sectors and other details of Quebec companies, public and private organizations, institutions and consultants active internationally.

To register or for further information, contact QUÉBEC DANS LE MONDE, tel.: (418) 659-5540, fax: (418) 659-4143, e-mail: info@quebecmonde.com Web site: www.quebecmonde.com

Enquiries Service

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

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

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