



IN THIS ISSUE

- 2 International Business Opportunities
- 3 Sharing Trade Secrets: Beijing Housing Project
- 4 China and Hong Kong: Market Studies Make Life Easier for Exporters
- 7 China's Mr. Bottle
- 8 CCC: Montreal's Artissimo Prints
- 9 Japan: High Tech Caravan
- 10 Germany: Consumer Goods
- 13 Canada Export Awards 2001
- 14 Trade Fairs and Missions
- 16 Conferences/Seminars/Meetings

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March 15, 2001

CANADIAN COMMERCIAL CORPORATION
(See supplement inside.)

Canada

Beijing, Shanghai and Hong Kong

TEAM CANADA 2001: MISSION ACCOMPLISHED

On February 17, Team Canada 2001 concluded a week-long mission to Beijing, Shanghai and Hong Kong, scoring \$5.7 billion in new deals for Canadian enterprises and strengthening the intergovernmental ties between Canada, China and Hong Kong.

Team Canada 2001 was the largest trade mission in Canadian history, with over 600 business delegates, eight provincial premiers, three territorial leaders, the Minister for International Trade and the Secretary of

Continued on page 12 – Team Canada



Photo: Randy Lagerway

Alexandre Lafleur, Andrea Wang, Minister for International Trade Pierre S. Pettigrew (third from left) and 12 year old Keith Peiris (Cyberteks Design) discuss the teenagers' businesses at the Team Canada networking event for Young Entrepreneurs held February 16 at the Peninsula Hotel in Hong Kong.

A fountain of leads for environmental mission

Texas–Mexico border water market

Canadian participants in the Trade Team Canada environmental mission to the Texas–Mexico border region, February 4–9, received a welcoming “abrazo” (embrace) from the environmental business communities in San Antonio and Laredo, Texas, and Nuevo Laredo and Monterrey, Mexico.

The mission, which focused on the water/ wastewater environmental sector, produced firm leads and contract proposals, thereby establishing a foothold for Canada's environmental industry in one of North America's most dynamic regional markets.

Tom Wright, Director General at Industry Canada (IC) led the 32-delegate mission, an interagency effort leveraging the resources of the Canadian Consulate General in Dallas, the Canadian Consulate in Monterrey, the Canadian Commercial Corporation (CCC), the Canadian International Development Agency (CIDA), and the Export Development Corporation (EDC). The North American Development Bank (NADBank) in San Antonio, Texas, co-sponsored the Mission and enlisted the participation of municipalities on both sides of the

Continued on page 6 – Texas-Mexico

International Business Opportunities Centre

The International Business Opportunities Centre (IBOC) provides a matching service — connecting foreign buyers with Canadian companies. The Centre provides timely, relevant and targeted business leads from the desks of foreign buyers to the doorsteps of Canadian companies.

The following lists some of the Centre's current trade opportunities — for a wider selection, visit the Web site at www.iboc.gc.ca/webleads/webleads.asp

Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown Corporation is located at 50 O'Connor Street, Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

CROATIA — Laboratory Equipment for Milk Reference Laboratory —

Croatia has received a loan from the International Bank for Reconstruction and Development towards the cost of the Farmer Support Services Project. It is intended that part of the proceeds of this loan be applied to eligible payments under the contract for procure-

ment of laboratory equipment (for milk reference laboratory). The Ministry of Agriculture and Forestry invites sealed bids from eligible bidders for the supply of laboratory equipment in five lots: Lot 1: Vertical autoclave, analytical balance, precision balance, ultra-pure water purification system, general glassware washing machine; Lot 2: Laboratory research microscope; Lot 3: Apparatus for milk and milk products analysis, apparatus for bacteria counting in milk, near-infrared reflectance analyzer; Lot 4: Viscosimeter for rheological measurements; Lot 5: Scanning UV/VIS spectrometer, HPLC system (for food analysis), gas chromatograph, Macro Kjeldahl system, high-temperature microwave muffle furnace. Bidders may bid for one or more lots, but the bid for each lot must be complete and separate. Cost of bid documents: US\$150. Closing date: **April 18, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010212-00507. For details: www.iboc.gc.ca/webleads.asp?id=1775en (Notice received from the Canadian Embassy in Zagreb, Croatia.)

THAILAND — Development of Integrated Registration Information System and IT Services — The Electricity Generating Authority of Thailand is

inviting bids for the supply of 1,250 tons of aluminum ingots for electrical conductor for the 500 kV Pluak Daeng-Nong Chok Junction Transmission Line under the 500 kV Transmission System Project for Independent Power Producers. Cost of bid documents (available till April 25, 2001): US\$90. Closing date: **May 10, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010202-00399. For details: www.iboc.gc.ca/webleads.asp?id=1716en (Notice received from the Canadian Embassy in Bangkok, Thailand.)

INDIA — C.N.C. Turning Centre — Under global tender no. G-47/2001 - COFMOW/G, section no. 206/2001, the Indian Railways, Central Organisation for Modernisation of Workshops, on behalf of the President of India, invites bids from experienced manufacturers

Continued on page 11 — Opportunities



IBOC
International Business
Opportunities Centre

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®).

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canadexport

David Simpson and Michael Start are virtual celebrities in Beijing these days. The principals of **DFS Smith Carter Architects & Engineers in Joint Venture** are finding their faces plastered on Chinese billboards and magazine back covers. They give ultimate credit for the attention — for themselves and their unique housing development project — to Dr. Henry Norman Bethune, whose folk-hero status among the Chinese has made Canadians, and things Canadian, welcome in China.

Norman Bethune, a Canadian medical doctor who lived, and died, in China in the late 1930s, trained thousands of Chinese to be medics and saved lives

called the Rose Garden. Work on the master plan began in August 2000 and is nearly complete. Construction on



Bridging the cultural gap

Despite their marketability, the Canadians nevertheless have had a huge cultural gap to bridge, particularly in developing business relations. Fortunately, in that regard, both architectural firms have in their employ architects fluent in both Mandarin and English.

“Between us, we have four Mandarin-speaking employees,” explains Simpson. “Their involvement in the negotiations has substantially increased the confidence of our client. Most of the trust we’ve earned has been through their ability to speak frankly about us and our capabilities.”

Evidence of how strong that trust is becoming is the number of introductions the Canadians are receiving from their Beijing developer. “As a result of our delivering on our contract, our client is introducing us to his friends and associates,” says Simpson. “There are spin-offs all over the place.”

Team Canada enhances credibility

The partners have also benefited from joining the recent Team Canada

Continued on page 11 – Smith Carter

Unique housing project in Beijing
Building on Bethune

with the mobile blood transfusion unit he invented.

“Canadians owe a big debt of gratitude to Dr. Bethune,” says Simpson. “When I’m introduced as a Canadian to Chinese people, often their first words are ‘Norman Bethune.’ He’s our Ambassador for Canada.”

Firms behind famous Canadian buildings

The joint-venture partners have been teaming up for projects for the past six years. Their respective individual companies are behind many famous Canadian buildings.

DFS Inc. Architects, with 32 employees in offices in Montreal and Saint John, is renowned for designs such as Ottawa’s Chateau Laurier, while Winnipeg-based Smith Carter Architects & Engineers Inc., with nearly 100 employees, has designed many Canadian embassies.

The joint-venture firm’s most recent offshore contract is with a private Beijing developer for the design of a master plan for a wealthy subdivision,

the first five houses is expected to be finished by spring 2001, and 250 more are expected by the end of the year.

Unique blend of West and East

The houses are a unique mingling of Canadian technology with the ancient Oriental principles of feng shui, the practice of balancing the invisible lines of energy (chi) in the environment thought to influence the course and quality of life.

The house exteriors will reflect a North American, in particular Canadian, appearance, and will incorporate technology — vapour barrier, building envelope, central air conditioning and heating — previously unheard of in Beijing.

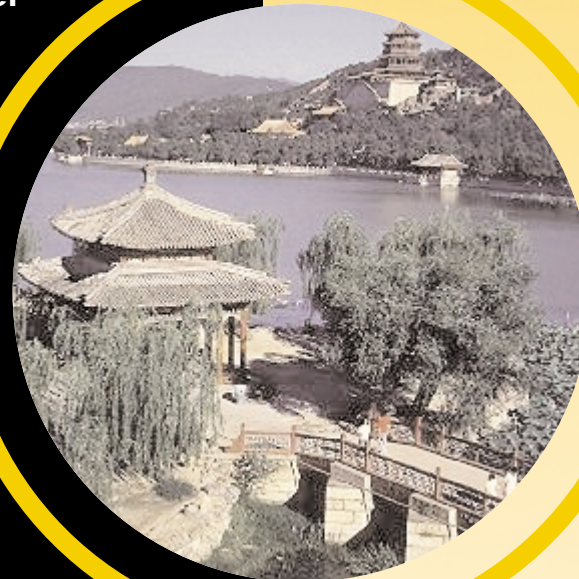
While Canadian technology is an obvious selling point, it is not the sole reason the architects’ faces are being publicized. “While it’s a little unnerving seeing our pictures in the media, I realize we’re also here for our marketability as Canadians,” says Simpson. “Western lifestyle is very popular right now among educated and well-off Chinese.”

CHINA AND HONG KONG —

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.

The following is a brief overview of various market studies on China and Hong Kong. To read the full reports, visit our Web site at www.infoexport.gc.ca. 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.

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Together, China and Hong Kong represent Canada's third-largest trading partner. In 1999, Canada's bilateral trade with these markets totalled \$13.9 billion.

China's economy has more than quadrupled since the start of economic reform and market liberalization in 1978. Its GDP now ranks seventh in the world. With a population of 1.3 billion, 30% of whom are under the age of 15, China is a large, and complex collection of regional markets.

For its part, Hong Kong experienced exceptional growth in 1999-2000. Its openness to trade and its unique position as one of the main ports of entry

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See insert for your sectoral contacts in China and Hong Kong.



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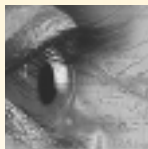
to the Chinese market make it attractive to Canadian businesses in various sectors. Hong Kong's population currently stands at 6.8 million and is growing rapidly. It is expected to reach 8.9 million by 2016.

Opportunities

Although more than half of Canada's exports to China and Hong Kong consist of wood pulp, grains, seeds, fruit, fertilizers and machinery, many less traditional sectors afford potential for growth and business opportunities.

Among the region's sectors found most attractive by foreign investors and exporters are the following:

- transportation, especially for intelligent transportation systems;
- electronic software and trade, especially in the banking and financial areas;
- construction and construction materials;
- environmental products and services, especially in Hong Kong, where Canada is known as a supplier of quality products; and



- information and communications technologies (ICT), especially those related to on-line education.

Market access

China's imminent accession to the World Trade Organization will make this market more accessible to Canadian products and services. Establishing a solid infrastructure is an essential part of transitioning to a market economy, and Canadian companies have an opportunity to get in on the ground floor as the Chinese market's infrastructure takes shape.

In China and Hong Kong, exporters can expect to face fierce competition. A growing number of multinationals are present, and the local government is encouraging local industry to develop its own capabilities. Forming a joint venture or a

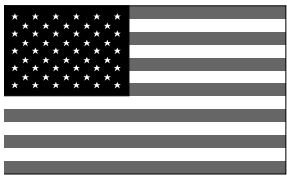
partnership with a local company will make it easier to succeed in this market.

See Potential?

To learn more about these opportunities, the competitive environment and strategies for penetrating the Chinese and Hong Kong markets, read the full reports prepared by our Market Research Centre. You can access these and hundreds of other market studies on the Web site of the Trade Commissioner Service at

www.infoexport.gc.ca

The screenshot shows a web browser window with the URL www.infoexport.gc.ca. The main content area features the text: "Could this be your market? Complete reports at www.infoexport.gc.ca". Below this is a black banner with a yellow circle highlighting a small image of a cityscape. The banner text reads: "Market Studies Make Life Easier for Canadian Exporters". At the bottom, there is a yellow 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 (URT). For information about articles on this page, contact URT by fax at (613) 944-9119 or e-mail at commerce@dfait-maeci.gc.ca. For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Water market

Texas—Mexico border

— Continued from page 1

Texas—Mexico border that currently have NADBank-financed projects under development.

Corporate participants included some of Canada's largest engineering consulting and construction firms — including Delcan Corporation, SNC-Lavalin International, Stantec Consulting, and Tecscult. Joining these were a variety of niche providers of environmental technologies and services for which Canada is renowned, most in the water and wastewater treatment sectors. For Canadian delegates such as Eastcan Geomatics, IER, BCA Clearwater Group, Waterworks Technologies, and Hydromantis Inc., the mission was an opportunity to celebrate early successes in a new market.

By mission's end, delegates from each company reported firm leads and significant access to immediate opportunities on both sides of the border, including invitations to bid and preliminary contract negotiations. With half the firms reporting in the days following the event, Industry Canada estimates the mission yielded potential business worth \$4.4 million.

Texas—Mexico border: thirsty for investment

The mission enabled Canadian companies to sample Trade Team Canada's trade strategy for the Texas—Mexico

border, a region characterized by unique bilateral dynamics. Texas, with a population of 20 million and a Gross Domestic Product (GDP) equivalent to the world's 14th largest economy, is the biggest beneficiary of the NAFTA



Canadian delegates discuss project opportunities on both sides of the border after the Laredo panel on bilateral project development with Oscar Cabra, P.E., EPA Region 6 (Dallas) U.S.-Mexico Border Co-ordinator for Water, Fernando Roman, P.E., Laredo Water Utility Director and Jose Ruiz, Senior Development Specialist at the NADBank.

partnership by far, accounting for one-half of the US\$250 billion trade between the U.S. and Mexico. Moreover, Texas carries over 70% of the trade between these two countries, making it a logistical gateway to the booming economies of northern Mexico.

Rapid growth in the region has meant an increased requirement for infrastructure, which the American government estimates to be worth between US\$8 to 10 billion in the water and wastewater sector alone. The

unique family, business, cultural and political ties between Texas and Mexico ensure that business development dollars invested on either side of the border benefit both sides. As such, this region is a springboard for environmental companies seeking access to the affluent — yet thirsty — communities of northern Mexico and Texas.

Mission highlights

At a luncheon in San Antonio, Texas, keynote speaker Raul Rodriguez of NADBank congratulated Delcan Corporation for being the first Canadian company to win a NADBank contract.

In Laredo, Texas, the delegation had its first glimpse of conditions in one of the border region's key "sister cities." Laredo is America's second-fastest growing city, after Las Vegas. With a combined population of nearly 600,000 "Los Dos Laredos" — Laredo and its sister city Nuevo Laredo — is the second-busiest international crossing in the Western Hemisphere, after Detroit—Windsor.

NADBank federal and municipal officials who will administer major U.S. projects funded by the Environmental Protection Agency (EPA) reported on the early development phases of the Nuevo Laredo and Matamoros projects. These projects, worth US\$250 million and US\$500 million respectively, are attractive targets for Trade Team Canada's collaborative approach that leverages Canadian trade and development financing to optimize Canadian access to these opportunities.

In Monterrey, Mexico, educational

Continued on page 12 — Texas-Mexico

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

In a way, it was business as usual when I went on the latest Team Canada trip to China. Northstar has an extensive track record in that market, and I have made many trips over the years to sign deals and foster our business connections. As well, our partners have outstanding credentials in that market.

Celebrating entrepreneurial zeal China's Mr. Bottle

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

I should explain that Northstar was formed in 1994 as a partnership of public and private sector organizations, including the federal government, to provide medium-term finance to foreign buyers in support of export transactions in the \$100,000 to \$5 million range. That is a market niche that, although not being served by conventional sources of trade finance, is critical to the success of smaller Canadian companies in world markets, and especially in China.

As it happens, HSBC Bank Canada is a part of the pre-eminent international banking network in China, as well as being one of the banks that provide Northstar with over \$300 mil-

lion in lendable capital, along with Bank of Montreal, Royal Bank, and National Bank. All Northstar loans are insured by Export Development Corporation (EDC), Canada's official export credit agency (ECA). And EDC was one of the first ECAs in the world to establish business ties with China, in 1979.

Since that time, EDC's volume of Chinese activity has grown remarkably. In the last five years alone, EDC has financed or insured \$8 billion worth of exports to Chinese buyers and in 1997 established its very first overseas representation in Beijing.

This time around, as proud members of the Team Canada mission we signed a \$1.8 million loan agreement in support of China Heilongjiang International Project & Technical Cooperation Group Corp. The loan will be used for new liquefied natural gas filling stations in the Harbin area.

Northstar/EDC Award

But I also took a few hours away from the enormously successful exercise in building bridges between Canada and China that the Team Canada mission represented to take a step some may think is somewhat out of the ordinary.

On February 9, I chaired a ceremony in Beijing held to announce that Huang Le Fu, President of the Zhuhai Zhongfu Industrial Corporation of Zhuhai, Guangdong province was the winner of the first joint Northstar/EDC Entrepreneur Award.

There was keen competition from over 300 worthy candidates. But the

keen business acumen and entrepreneurial zeal Le Fu has displayed in bringing Zhuhai Zhongfu Industrial Corporation to its present leadership position in China's bottling industry — and making himself known throughout the country as China's "Mr. Bottle" — made him the best choice.

Recognizing entrepreneurship

Why should Northstar get into the business of recognizing entrepreneurship in China?

Partly because it is the mandate of both EDC and Northstar to promote exports from Canada by working closely with the most dynamic and credit-worthy Chinese business leaders we can find.

More than that, it is because in

Le Fu we have found an outstanding partner. There is indeed a new generation of Chinese business leaders. It is one that has embraced the principles of innovation and entrepreneurship, and turned them into practical, commercial success in China and overseas. And Le Fu is in the vanguard of this movement.

We at Northstar have always enjoyed our developing business relationship with a man whose word is his bond. This has won him the trust and respect of business partners and employees alike. For all these reasons, we believe his restless entrepreneurship deserves recognition.

But fostering entrepreneurship requires more than acknowledging achievement. It means providing support to the entrepreneurs of tomorrow when they are just learning the tools of the business trade. And so far from Beijing, right back at my old alma mater, Dalhousie University, Northstar has established three \$5,000 scholarships to encourage MBAs to focus on how to exploit the opportunities that abound in the world of international trade.

It is all part of closing the loop between Canada and China, and the world beyond. 🌟



Scott Shepherd,
President and CEO,
Northstar

DOING BUSINESS WITH THE U.S. FEDERAL GOVERNMENT?

Find out more from the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) under "Business Opportunities: U.S. Government Procurement."

Log onto opportunities via the General Services Administration (www.gsa.gov), which facilitates purchases by the U.S. government — the world's largest consumer — and the Electronic Posting System site (www.eps.gov).

When you're ready to pursue these opportunities, the Canadian Commercial Corporation (www.ccc.ca) can assist you with the interpretation of the U.S. procurement system or ensure that as a Canadian company, you are eligible to participate.

Artissimo Prints Inc.'s laminated prints, mounted on wood boards and ready to hang, come in about 20 categories, each of which include some 40 images. The Montreal company, which buys the rights to the artwork, was established in 1998 and exports about 90% of its

order with one buyer, but for a series of purchase orders with a number of buyers. And it is ongoing. As Artissimo pays down the line of credit (LOC), it can start a new one, which is called a revolving LOC.

Normally, an LOC is allowed to go up to its maximum once and is not

An export sale fit to print

product, mainly to the United States but also to Mexico and other foreign markets.

Artissimo sells its prints to over 20 retailers and wholesalers in the U.S., including such giants as Ames, General Textiles, Menard, Ocean State Jobbers, Meijer (a \$9-billion corporation out of Grand Rapids, Michigan), as well as Walmart in Puerto Rico.

"For me to come back to the well every time I get an order from Walmart," says Artissimo President Michael Chaimberg, "is very time-consuming. So we talked to the Canadian Commercial Corporation (CCC) about setting up a bulk account. Sue Elgar (CCC Project Manager) rewrote the book and it was a tremendous success. We were basically a test case."

The difference between Artissimo's project line of credit (PLOC) and the ones granted to other companies is that it is not just for one purchase



renewable. But in a revolving LOC, the line may be paid down and then renewed several times.

According to CCC Project Administrator Daniel Sevigny, there's no maximum amount, because the project is based on orders from various buyers, so the contract keeps increasing and the PLOC continues to be renewed. "The agreement started in November 1999 and to date there are 22 purchasers that Artissimo is doing business with through the Progress Payment Program (PPP)."

Not only was Artissimo's case unique, there was also a critical urgency. The company had orders to fill for the Christmas rush to many U.S. department stores. So, everyone involved — CCC and the Toronto-Dominion Bank — had to move quickly or risk losing sales valued at over US\$750,000.

SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian Commercial Corporation

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

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

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

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

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

"When I first went to the Toronto-Dominion Bank," says Chaimberg, "I had no money. But I had a hope and a prayer and a purchase order." The bank believed in Artissimo but was unable to finance the project under the company's existing credit arrangement. Then CCC entered the picture and Artissimo was able to win a large contract that it wouldn't have been able to handle on its own.

The rest reads like a typical success story. "We've now moved into a huge facility and we have between 50 and 80 employees," says Chaimberg.

"Once we got the PPP in place, it was very, very good," adds Chaimberg. "It's been running beautifully; there are no problems. I have no reins on me — if I get an order for \$5 million, I can handle it. To be able to go out and solicit customers, knowing that you have the resources behind you to handle it, is great." 🌟

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

Update

The new contact numbers for Digital Port Control (*CanadExport*, February 15, 2001) are: tel.: (604) 484-2115, fax: (604) 408-2092, e-mail: info@digitalportcontrol.com

As part of its effort to increase Canadian contacts in the regions, the High-Tech section of the Canadian Embassy in Japan has decided to create a **High-Tech Caravan** as part of the larger **Think Canada Festival 2001**.

Think Canada 2001

Join Canada's High Tech Caravan in Japan

The Caravan, following months of intensive planning and site visits, will have as its objective the discovery of the largely untapped potential for Canadian high-tech companies outside of the Tokyo area. Additionally, the Caravan will help to supplement the activities of Canada's various trade offices in the regions by highlighting Canadian capabilities through seminars, press conferences, networking receptions and one-on-one meetings throughout the regions.

Canadian product samples and promotional materials will be brought along, and Canadian high-tech companies already located in Japan, or with a strong interest in the market, are also being encouraged to participate in all, or part of this tour. Working with local partners such as JETRO and the local city offices, the Caravan will attract an interested and relevant business audience in each location.

The Caravan will offer a unique opportunity for participating companies to explore the potential of the regional markets and also help them with any potential business partnering activities in these areas.

The Caravan will start in the south of Japan, visiting **Fukuoka** in Kyushu **April 16-17**. Fukuoka is the major industrial and technology

centre in Kyushu, acting as a good regional focal point for the region.

April 19-20 will see a stop in **Hiroshima**, a traditional centre for heavy industry and, consequently, with a strong interest in environmental issues. The visit will also act

as follow-up to the recent opening of the Canadian trade office there.



April 23-24 the Caravan will be in **Kobe**, the focal point for the Kansai — the most important economic region in Japan outside of Tokyo. Kobe also has significant IT and health related interests.

April 26-27 brings the caravan to **Gifu-ken**, another major industrial hub.

Following this, the Caravan takes a break until **May 15-16** when it travels north to **Sendai**, another potential centre for IT.

May 17 will see the Caravan in **Morioka**, a regional business and industrial centre in northern Honshu.

Finally, on **June 4-5**, to correspond with the opening of the new trade office, the Caravan will reach **Sapporo** in Hokkaido. Sapporo, with its biotechnology and IT industries, as well as its start-up "Bit Valley", is a natural terminus point for the Caravan, which will, by this point, have covered the four major islands and some 2,000 km in its endeavour

to promote Canadian technology, and find potential business partners, in the regions.

We hope that you will join us on the Caravan (see timetable below)...

For more information, contact the following at the Canadian Embassy in Tokyo:

- Andrew Smith, Second Secretary (Commercial), Information Technologies;
 - Sara Wilshaw, Second Secretary (Commercial), Health and Environment;
 - David Steuerman, Third Secretary (Commercial), Automotive, Aerospace and Defence,
- Tel.: (011-81-3) 5412-6200
 Fax: (011-81-3) 5412-6250
 E-mail: tokyo.htech@dfait-maeci.gc.ca

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

High Tech Caravan Timetable:

- April 15 (Su): Travel (Fukuoka/Set-up)
- April 16 (M): Fukuoka
- April 17 (T): Fukuoka (Kumamoto)
- April 18 (W): Travel (Fukuoka-Hiroshima/Set-up)
- April 19 (Th): Hiroshima
- April 20 (F): Hiroshima (Matsuyama)
- April 21 (Sa): Weekend (Travel to Kobe/Set-up)
- April 22 (Su): Weekend
- April 23 (M): Kobe
- April 24 (T): Kobe (Kansai)
- April 25 (W): Travel (Kobe-Gifu-ken/Set-up)
- April 26 (Th): Gifu-ken
- April 28 (Sa): Return to Tokyo
- Golden Week—
- May 14 (M): Travel (Sendai/Set up)
- May 15 (T): Sendai
- May 17 (Th): Morioka
- May 18 (F): Return to Tokyo
- Sapporo Office Opening—
- June 3 (S): Travel to Sapporo/Set up
- June 4 (M): Sapporo
- June 5 (T): Sapporo
- June 6 (W): Return to Tokyo 🌸

Canadian exports of consumer products to Germany are on the rise thanks to a growing interest among Canadian-owned small-to-medium sized enterprises (SMEs) in establishing themselves in Europe's largest consumer market. Total annual production of consumer goods by these

Recreational watercraft

Germany may have a short coastline but with its citizens taking, on average, six weeks annual vacation it is a major European market for pleasure boats and associated products. Germans take full advantage of Mediterranean mooring opportunities and use fleets

with new lines and design concepts complementing traditional lines. Recently however, a clear focus on "naturalness" in design has emerged. This has increased the share of solid wood furniture and broadened the range of materials being used. An increased health awareness by

Market overview

Germany: Consumer goods

businesses is approximately \$23 billion, with exports to Germany approaching \$9 billion.

Backed by lower production costs in Canada, exporting firms enjoy a competitive edge in Germany where these costs have been steadily rising. Canadian SMEs are active in all industrial branches of the consumer goods sector: sporting goods; furniture/furnishings and fixtures; hardware and tools; household equipment and appliances; apparel and textiles; footwear; giftware; toys and games; jewellery; cosmetics and health products; and aboriginal arts and crafts.

Sector features

The sector is diverse and typically involves small to medium businesses. Germany's large and very popular consumer goods industrial fairs provide valuable exposure for Canadian firms, prompting many to specialize in this market.

Sporting goods

Sales of Canadian products have risen in recent years, buoyed largely by the increase in popularity of winter sports, particularly hockey, ice skating and skiing. After soccer, ice hockey is Germany's second most popular team sport. Over the years, Canadian products have established an excellent reputation for superior quality among the major German distributors which include Rheingold Sport, Ewald Sport Services, and Schanner Eishockeyartikel.

of charter boats to make extensive use of inland waterways. The majority of such watercraft are imported from the U.S., but Canadian manufacturers have good market opportunities with smaller, lighter craft. There are no import restrictions on Canadian-made boats providing they are certified: as of 1998, only boats with a CE certification may be sold in Europe.

Furniture and furnishings

As recently as 1998, the German furniture manufacturing industry appeared to be slowly emerging from a recession that followed a prolonged post-unification boom. However, the latest predictions by the VDM [Association for Furniture Industry] suggest another downward trend and the separation of the furniture market into "mass production" and "high-quality" segments, with the gap between the two predicted to gradually widen. Traditionally, the German furniture industry focused on satisfying the consumer's price expectations but now the emphasis is shifting to "long-lasting quality".

Competition from less expensive or more innovative foreign suppliers has had an impact on the industry. Italy remains the leading foreign supplier with exports worth over Deutsche Mark (DM) 2 billion for the first half of 1999, followed by Denmark and Poland.

Historically, German furniture design trends have been pluralistic,

Germans is evident in the design of beds and seating furniture.

Non-EU manufacturers have good opportunities to develop niche markets, particularly if pricing is competitive and product quality is high. American-made furniture has a good reputation and so Canadian firms with lower costs and using high-quality wood should perform well in the market. Indeed, there is already local interest for Canadian-made wooden garden furniture and solid wooden chairs.

Apparel

The German apparel market is immense, with an annual turnover in 1998 of DM 22.6 billion. Germany is one of the most expensive producers of apparel in the world: standards are very high and the market as a whole is not particularly price-sensitive. In fact, prices are approximately the same across the country due to the German preference for buying through catalogues or from the large department stores that are present in all major centres. A clear change in buying patterns is apparent, as Germans tend to buy fewer, but more enduring and higher-quality goods.

Although Italy has retained its position as the leading exporter in this sector for many years, Canadian exporters are now beginning to gain a foothold in certain niche markets, notably women's wear high-fashion products. A traditional, if somewhat

Continued on page 11

restrained, market exists for high-value fur garments.

Canadians are also increasing exports of men's wear — suits and blazers — and prospects exist for children's wear, especially outerwear and baby clothes. New markets are also currently being explored for uniforms, work clothing, and men's accessories such as ties and leather goods.

Textiles

Despite a shrinking domestic market for German textiles, the share of imported goods has grown considerably, providing a good opportunity for Canadian exporters of household textiles, including carpets, rugs, floor and wall coverings, furniture upholstery, decoration textiles, curtains, table linen, blankets and bedding.

Footwear

The German market for footwear is intensely competitive. After a period of reduced consumer spending, retail turnover of footwear has started back up in recent years, with high-quality imports, particularly from Italy, setting

the pace for domestic producers. Several Canadian manufacturers of high-quality leather footwear and snow boots have recently entered the German market as well. Import quotas and duties, as well as environmental standards have applied in Germany since 1996.

Toys and games

Although Germany has long dominated the international toy market, its high cost of production in recent years has opened the door to foreign suppliers. Germany now imports as many toys as it produces. Canadian toy exporters are very much aware of this unique opportunity, judging by the increasing number of exhibitors at the Nuremberg Toy Fair, the world's largest toy fair.

Giftware — native arts and crafts

In an effort to successfully market the arts and crafts produced by its aboriginal people, Canada has participated in the TENDENCE fair in Frankfurt, one of the world's largest and most important consumer fairs. The event

attracts over 100,000 visitors from nearly 100 countries. Areas of opportunity include giftware of all kinds, crafts, table decorations and accessories, jewelry, and interior design. While Canadian Indian crafts compete directly with their American counterparts in German markets, Inuit products, particularly soapstone carvings, are unique, and are therefore highly sought after by German collectors. The native arts and crafts market is slowly but steadily growing as more and more German private dealers develop an interest in these unique offerings from aboriginal crafts people in Nunavut and the NWT.

For further information, contact Frieda Saleh, Commercial Officer, Canadian Consulate, Munich, tel.: (011-49-89) 21-99-57-16, fax: (011-49-89) 21-99-57-57, e-mail: frieda.saleh@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/~bonn ✨

Opportunities

— Continued from page 2

or their authorized agents for the supply of: 1 C.N.C. Turning Centre. Cost of bid documents: US\$200. Closing date: **April 17, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010214-00541. For details: www.iboc.gc.ca/webleads.asp?id=1778 (Notice received from the Canadian High Commission in New Delhi, India.)

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

Smith Carter Architects & Engineers

— Continued from page 3

Mission to Beijing, Shanghai and Hong Kong. The Rose Garden contract was formally signed on the mission in the presence of Prime Minister Jean Chrétien, and the partners also began negotiating a large educational project.

"We see the Team Canada mission as a valuable opportunity for building our credibility and reputation and, ultimately, for bringing us additional work," says Simpson.

The partners, who have already set up a permanent office in Beijing, would like to contribute their talents to providing more social housing for the nation of more than 1.3 billion.

Their humanitarian forerunner would approve.

For more information, contact David Simpson, principal, DFS . Smith Carter, tel.: (204) 477-1260, fax: (204) 477-6346, e-mail: [dsimpson@smith-](mailto:dsimpson@smith-carter.com)

carter.com Web site: www.smith-carter.com or Michael Start, principal, DFS . Smith Carter, tel.: (506) 634-8377, fax: (506) 632-1741, e-mail: start@dfsarch.com Web site: www.dfsarch.com ✨

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— Continued from page 1

State (Asia-Pacific) accompanying Prime Minister Jean Chrétien. The mission proved that Team Canada not only opens doors to business for Canadian firms, but can attract foreign investment to Canada as well.

Team Canada 2001 clearly demonstrated how successful Canadian companies can be in the rapidly expanding markets of China and Hong Kong, which combined, represent Canada's third-largest trading partner, with over \$16 billion in annual trade. Canadian businesses, ranging from small and medium-sized enterprises relatively new to the Chinese market to large, well-established firms, netted new business worth almost \$5.7 billion. The deals included contracts, memoranda of understanding, and letters of intent.

In **Beijing**, Prime Minister Chrétien announced the signing of 204 new business deals worth over \$5.2 billion; in **Shanghai**, 62 new business deals

worth over \$314 million were signed and in **Hong Kong** 27 new deals were announced, worth over \$75 million to Canadian enterprises.

ties was another important aspect of this year's mission. In Beijing, Prime Minister Chrétien announced the signing of agreements between

Team Canada 2001: Mission accomplished

Key sectors for Team Canada 2001 were **environmental technologies; agriculture and agri-food; information and communications technologies; education technologies and cultural industries; energy; transportation; mining and minerals; financial services; and medical and health services.**

Strengthening intergovernmental



Canada and China to enhance bilateral co-operation in the areas of energy, development assistance, and student exchanges. In Xi'an, he witnessed the signing of

agreements for Canada Fund projects to improve basic human conditions in impoverished areas of Shaanxi province, and in Hong Kong, agreements

deepening co-operation in the fields of culture, education, law and the environment.

In 1994, the first Team Canada mission to Beijing and Shanghai signalled a new Canadian interest in this major export market and this year's Team Canada 2001 has reinforced Canada's commitment to the region.

For more information on how the Canadian Trade Commissioner Service can help you with market prospects in China, click on www.infoexport.gc.ca or contact Dave Murphy, China and Mongolia Division, DFAIT, tel.: (613) 992-6129, fax: (613) 943-1068, e-mail: dave.murphy@dfait-maeci.gc.ca 🌟

Business exploration tours to China

Gold-Mine Travel Service Ltd. has reached an agreement with the Chinese Society of Urban Development (and its subsidiary China Cities International Travel Service Ltd.) to be the world-wide organizer and sales agency of the "China Explorers' Tours" for the Chinese Society of Urban Development. Each of the business exploration tours to 10 Chinese cities involve comprehensive itineraries and routes. Participants will meet local entrepreneurs and government authorities for informa-

tion sessions. Each tour provides business travellers with opportunities to meet new contacts, and tours are designed to familiarize potential investors with China's pillar industries.

For more information, visit Gold-Mine Travel Service Ltd.'s Web site: www.chinaupdate.com or contact Dick Yip, tel.: (416) 780-9619, fax: (416) 783-0849. 🌟

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

Texas-Mexico border — Continued from page 6

sessions and matchmaking and site visits introduced delegates to many potential buyers and partners in this urban area, which comprises over 3 million inhabitants and over 10% of Mexico's total GDP.

The mission highlighted the effectiveness of Canada's unique public-private approach to export develop-

ment in the region. Brian Monaghan, Sales Manager at Hydromantis Inc., expressed it this way: "I am what you might call a 'happy taxpayer!'"

For further information, contact Scott Flukinger, Business Development Officer, Canadian Consulate General, Dallas, tel.: (214) 922-9806, fax: (214) 922-9815, e-mail:

scott.flukinger@dfait-maeci.gc.ca
Web site: www.canada.dallas.org or
Veronica Fernandez, Commercial Officer, Canadian Consulate, Monterrey, tel.: (011-52-8) 344-3200/344-2753, fax: (011-52-8) 344-3048, e-mail: fernava@canada.org.mx Web site: www.canada.org.mx 🌟

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

For 19 years now, the **Canada Export Awards** have paid special tribute to Canadian exporting firms that have distinguished themselves through their spirit of innovation and the excellent products and services they export around the globe.

For the finalists and winners, the Canada Export Awards are recognition of the efforts of each and every member of each firm. "It is a wonderful honour," says Guy Lebuis, President, **Vogue Pool Products**. "It means a great deal to our employees, who have worked so hard. I am convinced that the award has enhanced our employees' feeling of belonging to the firm."

Vogue Pool Products of Lasalle, Quebec, was established in 1957, and began exporting in the late 1970s. Mr. Lebuis decided to try his luck in 1998 and sent his application to the Canada Export Awards program. "We were very proud to reap the benefits of so much hard work,"

he said when the firm received the award.

According to Mr. Lebuis, financial partners, for example, are favourably

Last chance to apply

Canada Export Awards 2001

impressed with Canada Export Awards. "For financial institutions, a company that exports is a company that favours development — a sign of growth and success. A Canada Export Award is another feather in a company's cap."

This year, the Canada Export Awards will be presented during a

ceremony held in conjunction with the annual convention of the Canadian Manufacturers & Exporters in Montreal on **September 24, 2001**.



The deadline for receiving applications is **March 31, 2001**.

For further information or an application form, consult the Canada Export Awards Web site at www.infoexport.gc.ca/awards-prix or

contact Lucille Latrémouille-Dyett, Canada Export Awards Officer, DFAIT, tel.: (613) 944-2395. 🌟

What's new with Japan's development financing?

*In the past, Japan had two separate trade and development financing institutions: the **Export-Import Bank of Japan (JEXIM)** for trade, and the **Overseas Economic Co-operation Fund (OECF)** for development.*

*However, on October 1, 1999, these two institutions were amalgamated into one called the **Japan Bank for International Co-operation (www.jbic.go.jp)** (JBIC).*

Previously, JEXIM was devoted to promoting Japan's exports and imports as well as its economic activities overseas. It provided financial facilities, including export loans, import loans, overseas investment loans and untied loans. OECF, on the other hand, was devoted to the economic and social development

of developing countries. It provided official development assistance (ODA), including ODA loans, overseas investment loans and equity investment.

Despite the amalgamation, which was done to better combine the information, expertise and resources of the two previous institutions, JBIC will still be divided into two distinctive operations internally: International Financial Operations (IFO) and Overseas Economic Co-operation Operations (OECO). As of the end of fiscal year 1999, JBIC's outstanding loans and other financing stood at US\$18 billion for IFO and US\$104.5 billion for OECO, putting it in the same league with the World Bank. Including its 28 representative and liaison offices world-

wide, JBIC's total staff numbered 888 as of the end of fiscal year 2000.

A recent discussion with a key official at JBIC's New York head office revealed that procurement under JBIC will remain basically the same as formerly conducted for OECF loans. Canadian firms that have pursued OECF-funded contracts in the past are encouraged to use the same approach, and those that have not should consider contacting JBIC's Toronto Liaison Office or checking JBIC's official Web site (www.jbic.go.jp) for additional information.

For more information, contact Kaoru Sakaguchi, General Manager, JBIC's Toronto Liaison Office, tel.: (416) 865-1700, fax: (416) 865-0124 or Edward Wang, Trade Commissioner and Asia Team Leader, Export Financing Division, DFAIT, tel.: (613) 996-6188, fax: (613) 943-1100, e-mail: edward.wang@dfait-maeci.gc.ca 🌟

International Food Ingredients & Additives Expo

VALENCIA, SPAIN — May 14-16, 2001 — Spain's first **International Food Ingredients & Additives Expo (IFIA)** is expected to draw professional buyers from throughout the Mediterranean basin, and will feature the latest products in the food ingredients, additives and nutraceuticals industry. In an accompanying conference program, industry leaders will discuss the latest trends in the sector. The event is sponsored by the Asociación Frisona de Cantabria, the government of Valencia, *Alimentaria* and *Alimarket* magazines, and the Institute of Food Technologists.

To book space, contact the organizers, Fred Hart, E.J. Krause & Associates, tel.: (301) 493-5500, e-mail: hart@ejkrause.com Web site: www.ejkrause.com/cal-date.htm

For more information, contact Marc L. Gagnon, Commercial Officer, Canadian Embassy, Madrid, tel.: (011-34-91) 423-3250, fax: (011-34-91) 423-3252, e-mail: marc.l.gagnon@dfait-maeci.gc.ca Web site: www.canada-es.org or Andrée Bazinet, Desk Officer, Western Europe Division, DFAIT, tel.: (613) 996-4427, fax: (613) 995-5772, e-mail: andree.bazinet@dfait-maeci.gc.ca ✨



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LIGNA^{Plus} HANNOVER 2001

HANNOVER, GERMANY — May 21-25, 2001 — **LIGNA^{Plus}**, a world fair for the forestry and wood industries, will feature:

- forestry
- specialized machinery, equipment and accessories for timber construction and carpentry
- technical applications for wood
- wood materials and veneer production
- specialized machinery, equipment and accessories for joiners and cabinetmakers
- special displays and presentations
- solid wood working
- the furniture industry
- the sawmill industry

In 2000, **LIGNA^{Plus}** drew approximately 108,400 visitors; exhibitors numbered 1,874 and came from 41 countries.

For information on travel packages, contact:

- The Traveldesk, tel.: (905) 477-5224

or (toll-free) 1-888-797-1515, fax: (905) 477-8880, e-mail: tdesk@inforamp.net Web site: www.callthetraveldesk.com

- the Canadian representative of the **LIGNA^{Plus}** organizer, Co-Mar Management Services, tel.: (416) 690-0331 or (toll-free) 1-800-727-4183, fax: (416) 690-1244, e-mail: comar@baldhead.com

For more information on **LIGNA^{Plus}**, contact:

- Yvonne Gruenthaler, Desk Officer, Germany and Austria (Trade), DFAIT, tel.: (613) 943-0893, fax: (613) 995-6319, e-mail: yvonne.gruenthaler@dfait-maeci.gc.ca
- the Trade Division, Canadian Embassy, Berlin, tel.: (011-49-30) 20312-0, fax: (011-49-30) 20312-590, e-mail: brlin@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/~bonn
- or consult the Web site: www.ligna.de/index_e.html ✨

Food Ingredients Asia

SINGAPORE — May 22-24, 2001 — Agriculture and Agri-Food Canada and the Canadian Institute of Food Science and Technology are organizing a Canadian pavilion at **Food Ingredients Asia (FIA)**, one of the largest shows of its kind in Asia.

FIA attracts a range of purchasers, manufacturers and customers. Suppliers of food ingredients, bio-active ingredients, functional foods and nutraceuticals are expected to attend.

In 1999, more than 4,270 food manufacturers visited **FIA**. To date, 60 companies have signed up as exhibitors for this spring's show.

The Canadian pavilion at **FIA** will feature 12-metre booths that can be rented for US\$7,380. Assistance is available to cover half of the rental costs.

For more information regarding agriculture and agri-food opportunities in Singapore, or for details on how to take part as an exhibitor at **FIA**, contact:

- Mike Price, Agriculture and Agri-Food Canada, tel.: (613) 759-7509, fax: (613) 759-7480, e-mail: pricewm@em.agr.ca Web site: www.fi-events.com
- Nancy Bernard, South East Asia Division, DFAIT, tel.: (613) 996-5824, fax: (613) 944-1604, e-mail: nancy.bernard@dfait-maeci.gc.ca
- Jackie Draper, First Secretary, or Francis Chan, Commercial Officer, Canadian High Commission, Singapore, tel.: (011-65) 325-3200, fax: (011-65) 325-3294, e-mail: jackie.draper@dfait-maeci.gc.ca or francis.chan@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/sg ✨

SINGAPORE — June 19-22, 2001 — **CommunicAsia** and **BroadcastAsia** are top information and communications technology events in the Asia-Pacific region — and excellent business opportunities for Canadian ICT and broadcasting firms.

CommunicAsia2000 drew 46,000-plus visitors from 52 countries; attendance should be up 20% this year. On display will be groundbreaking technology in broadband wireless access, LMDS, optical access networking, 3G, ASP, multimedia broadband services via satellite, and much more.

BroadcastAsia showcases sound, film and video innovations. This year it presents hardware, software, film-to-video production, TV/radio-to-Internet broadcasting and many more exhibits.

A Trade Team Canada Information and Communications Technologies program will support Canadian

CommunicAsia and BroadcastAsia 2001 in Singapore

firms visiting or exhibiting at the two trade fairs. Plans call for a briefing by officials of the Canadian High Commission in Singapore, a networking reception, a partnering forum to match Canadian companies with Singapore/Asian counterparts, a networking breakfast with trade officers from Canada's embassies in the region, and assistance from the Canadian Trade Commissioner Service.

To book space at the Canada pavilions, contact the **CommunicAsia** and **BroadcastAsia** representative in Canada, UNILINK, tel.: (613) 549-0404, fax: (613) 549-2528, e-mail: info@unilinkfairs.com Web site: www.unilinkfairs.com

UNILINK also provides services such as freight consolidation and an exclusive hotel accommodation package.

For more information, contact Michael Cleary, Senior Trade Officer, Industry Canada, tel.: (613) 991-4903, fax: (613) 990-4215, e-mail: cleary.michael@ic.gc.ca or Esther Ho, Commercial Officer, Canadian High Commission, Singapore, tel.: (011-65) 325-3200, fax: (011-65) 325-3294, e-mail: esther.ho@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/sg or consult the following Web sites: www.communicasia.com or www.broadcast-asia.com 🌟

Expo 2001 in Acapulco

ACAPULCO, MEXICO — October 17-20, 2001 — The Canadian Association of Mining Equipment and Services for Export (CAMESE) invites Canadian mining firms to **Expo 2001**, a trade show highlighting the Congress of Mexican Geologists, Mining Engineers and Metallurgists.

This biennial trade show attracts the elite of the Mexican mining industry. It is the only conference that encompasses Mexico's exploration and mining market, and is expected to draw more than 400 exhibitors along with approximately 3,000 delegates.

CAMESE has participated in this event many times in the past, and has organized the Canada Pavilion for the last three shows. Opportunities exist for renting or sharing a booth, or for exhibiting posters.

For more information on participating, or to register, contact CAMESE, fax: (905) 513-1834.

For more information on the Mexican mining industry, contact:

- Peter Egyed, Counsellor (Commercial), Canadian Embassy, Mexico City, tel.: (011-52-5) 724-7933, fax: (011-52-5) 724-7982, e-mail: peter.egyed@dfait-maeci.gc.ca

- Clem Srour, Trade Commissioner, Market Support Division, DFAIT, tel.: (613) 996-0684, fax: (613) 943-8820, e-mail: clem.sroure@dfait-maeci.gc.ca
- Clément Coté, Trade Commissioner, Mexico Division, DFAIT, tel.: (613) 996-8625, fax: (613) 996-6142, e-mail: clement.cote@dfait-maeci.gc.ca 🌟

Upcoming trade fairs in Bosnia and Herzegovina

Consult the following Web sites for information on the trade fairs in 2001 in Bosnia and Herzegovina:

- www.sarajevo-fair.ba for fairs in Sarajevo
- www.promo.com.ba for Promo 2001 in Tuzla
- www.zeps.com for ZEPS 2001 in Zenica

For more information, contact Gordana Bosanac, Consular Program Officer/Trade Assistant, Canadian Embassy, Sarajevo, tel.: (011-387-33) 447-900, fax: (011-387-33) 447-901, e-mail: gordana.bosanac@dfait-maeci.gc.ca

To exhibit, contact the fair management directly. 🌟

Last chance for applications

Step Ahead, the highly successful one-on-one mentoring program based in Toronto, is seeking applicants for its 2001 program. This not-for-profit volunteer organization pairs junior businesswomen who want to expand their businesses to the next level with seasoned women entrepreneurs.

The 12-month program comprises 10 workshops, featuring dynamic speakers, including some of Canada's top 100 women entrepreneurs, ex-

Mentoring program for women entrepreneurs seeks protégées for 2001

pert panels and roundtable discussions on best business practices for entrepreneurs.

Founded in Toronto in 1991, **Step Ahead** focuses on business development for women by women, providing educational and practical learning

opportunities for women business owners.

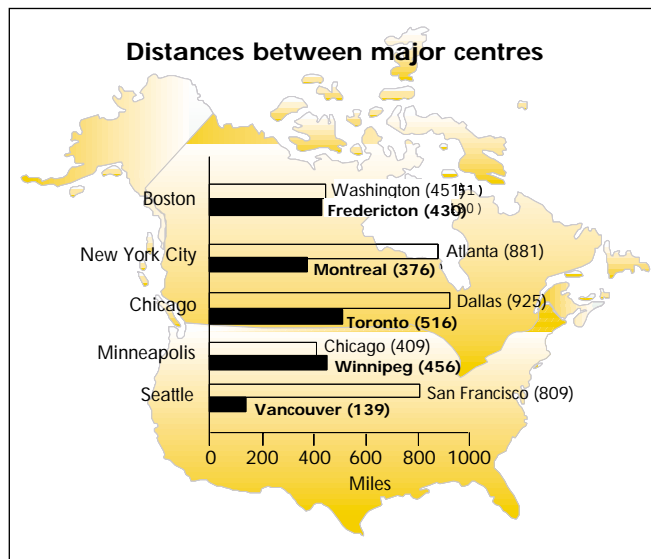
"Collectively, our participants have generated an estimated quarter billion dollars in revenues and continue to significantly move the economy of Canada forward," said Susan Baka, co-chair of **Step Ahead**. "Our goal is to expand across Canada by building on the strong foundation developed in Toronto, and fill the very real need for women to connect with role models they can relate to — other women who deal with the delicate act of balancing business, personal and family demands."

The fee for the Toronto program is \$750.

For more information or to receive an application form, contact Marie Bordeleau, Step Ahead, tel.: (416) 410-5802, fax: (416) 495-8723, e-mail: mbordeleau@base.onramp.ca

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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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